MESMAC
INTERNATIONAL CONFERENCES

www.mesmac.in | Since 2016 | Eighth edition

YOUTH : RESISTANCE, REFORMATION, REPERCUSSIONS
Anthology of Research Papers presented in
MESMAC International Conference, 9-11 January 2023

MES Mampad College (Autonomous)
PO. Mampad College, Kerala, India 676542
✉ info@mesmampad.org ☏ +91 9495290001

MESMAC
INTERNATIONAL CONFERENCES
www.mesmac.in | Since 2016 | Eighth edition

Youth
Resistance
Reformation
Repercussions

Anthology of Research Papers presented in
MESMAC International Conference
9-11 January 2023

MES Mampad College (Autonomous)
PO. Mampad College, Kerala, India 676542
✉ info@mesmampad.org © +91 9495290001

ORGANIZING COMMITTEE

Chief Patrons
Dr. P. A. Fazal Ghafoor, President, MES Kerala
Jb. K.K. Kunjumoideen, General Secretary, MES Kerala
Jb. E.P. Moyin Kutty, Vice President, MES Kerala
Mr. A Moideenkutty, Chairman, MES Mampad College (Autonomous)

President
Prof. OP Abdurahiman, Secretary, MES Mampad College (Autonomous)

Conference Chair
Dr.Manzur Ali PP, Principal, MES Mampad College (Autonomous)

Advisors
Dr. Anas. E, Vice Principal
Dr. Sabique MK, Coordinator, IQAC

General Coordinator
Mr. Abdul Vahid K
(Head and Assistant Professor, Dept. of Islamic History)

General Convenor
Mrs. Shameera T
(Head and Assistant Professor, Dept. of Statistics)

Member Coordinators
Dr. Abdurahman M (Assistant Professor, Dept. of Commerce)
Dr. Mehar Al Minnath (Assistant Professor, Dept. of Chemistry)
Mrs. Soumya S (Assistant Professor, Dept. of Physics)
Mr. Muhammad Salim AP (Assistant Professor, Dept. of Economics)

Contents

Escalating Exchange of Food Gifts in the Practice of Gift- Giving In Japan: A Tradition or an Invented Tradition?

Anjali. A. R

Research Scholar, Department of English, All Saints' College, University of Kerala

8289814390, anjaliar1998@gmail.com

Abstract:

Gift-giving is a gesture that cuts across cultures as a universally performed phenomenon, practised in order to position oneself within the framework of a society as a social being, by building bonds and reinforcing relationships. Beyond the belief of gift-giving as a purely altruistic act performed out of intimacy and affection of the giver towards the receiver, it is a habit with hidden motives threaded to it, infilling it with layers of social, psychological, cultural, and economic meanings, thereby turning it away from an act of innocence. In Japan, gift-giving is a frequently and celebratedly carried out societal function, observed under rigid rules and regulations. The gift-giving occasions in Japan can be based on a tradition rooted in religion, some developed through the influence of the West and other cultures, and the remaining newly emerging as a reflection of the changing social behaviours and patterns. In that sense, one is critical of certain gift-giving practices in today's Japan, and is caught up within the network of both traditions and invented traditions. The present study is an attempt to explore the escalating exchange of food gifts in Japan, and to critically look into the trend as an outcome of Japanese tradition or a tradition invented to boost the sales of food industries in Japan.

"Virtually any resource, whether tangible or intangible, can be transformed into a gift. Objects, services, and experiences may be conferred as gifts. The transformation from resource to gift occur through the vehicles of social relationships and giving occasions. Gifts are frequently context-bound, and canons of propriety tailored to specific situations… Designations of "gift" may arise through cultural convention, or through such directed intervention strategies as advertising." – lines written in Gift Giving in Anthropological Perspective as a way of defining gifts, capture the very essence of the concept of gift (Sherry 160). It conveys the idea of what constitutes a gift and how any resource can be transformed into a gift depending upon the relationship shared between the giver and the recipient and the gift-giving occasion. It also sheds light on the fact that gifts attain their meaning only from the context within which the exchange occurs, therefore marking it as a context-bound phenomenon, defining itself with respect to the specific situations in which it is exchanged. This can also be read as a practice that is culturally rooted and ritually performed based on traditions of a particular region and also

shaped by the strategies of advertising that modify itself in pace with the far-changing society by capturing the most recent trends. The primary function of gift-giving as a universal phenomenon is to position oneself within the framework of a society as a social being, by building bonds and reinforcing relationships. But, the gesture of gift-giving is infused with a collection of cultural, social, psychological, and economic dimensions, thereby turning it into a highly symbolic and semiotic system with hidden motives and also taking it beyond an act of innocence performed out of affection and intimacy of the giver towards the recipient.

Gift-giving in Japan with its unique position in the history of Japanese culture is a frequently and celebratedly carried out societal function, observed under rigid rules and regulations, thereby making the practice 'a minor institution in Japan, with complex rules defining who should give to whom, on what occasions he should give, what sort of gift is appropriate on a given occasion, and how the gift should be presented" (Befu 1968). In Japan, gift wrapping is equally significant as what is presented, where the colours chosen, the type of knot used, and the decoration attached (noshi is attached or printed only for good occasions) are deeply loaded with meanings. The number of gifts presented is also of utmost importance, where gifts in pairs are considered as a symbol of luckiness and gifts presented as four (it is pronounced similar to the word death in Japanese) and nine (pronounced similar to the word suffering) are extremely unlikely.

Every nation is caught in the obligation of reciprocity in gift-giving, and Japan is strictly rooted to this act of reciprocity in its gift-giving tradition, where one receives numerous gifts depending upon the occasion, but at the same time, is expected to close the cycle by reciprocating a gift of equal value as a sense of expressing gratitude towards the presenter. While referring to the system of potlatch in Northwest America, Marcel Mauss writes – "The obligation to reciprocate constitutes the essence of the potlatch…", in addition to the other two obligations – the obligation to give and the obligation to receive (Mauss 53).

In Japan, depending upon the relationship shared between the giver and the receiver and the motivation behind the presentation, the gift-giving tradition can be categorised into two – okurimono (gifts offered to those of inferior or equal status with the aim of seeking love, respect, obedience, and support) and shinmotsu (gifts offered out of respect to those of superior status with the motive of seeking support and protection) (Guerin 3). The tradition of shinmotsu existed long back as a religious custom as offerings to the god, expecting support, protection, good health, and well-being as rewards. The customary gift-giving practices of Japan include ochugen (the July or half-yearly gift tradition), oseibo (the December or year-end gift tradition), omiyage (gifts presented to friends and relatives after returning from a trip), temiyage (thank-you gifts), senbetsu (farewell gifts), okaeshi (return gifts), otoshidama (New Year gifts), omimai (gifts for the sick), kekkon (marriage gifts), iwai

(celebratory or congratulatory gifts), kouden (funeral offerings or condolence gift) and other gifts like Birthday gifts, Christmas gifts, Valentine's day and White day gifts. The gift-giving tradition in Japan has undergone tremendous transitions accommodating the changes within the modernised Japan – 1) the tradition of gift-giving traced back to the ancient rituals of offering gifts to deity has transformed into a custom practiced in a more secularised fashion marking the loss of religious significance in gift-giving, 2) the idea of 'collective' gift-giving (presented as a common gift to a family) changed into an individual based system of gift-giving (gifts presented between individuals to express affection), 3) the gift-giving based on the concept of giri (the social obligation to give) turned into a more "ulteriorly motivated" practice, and 4) a weakly developed altruism replaced a "self-sacrificing devotion" for reciprocity. (Befu 455) The present study aims to analyse the changing gift-giving behaviours, explore the escalating exchange of food gifts, and critically look into these trends as an outcome of Japanese tradition or a tradition invented to boost the sales of food industries in Japan.

"One of the most common forms of gift-giving is the presentation of food. Food forms such an important part of gift-giving for a number of reasons: Food is an 'intimate' gift, implying comfort and closeness. Food is a primary need for humans and offering it implies emotional support. And food is a gift which covers a wide range of prices, and can thus be made appropriate for almost any occasion."- these lines explain the reasons behind why food gifts qualify as the most appropriate item for gift-giving in Japan (Ashkenazi 1). Compared to other countries, Japan intertwined with its rich history of widely celebrated food culture, exhibits an escalating trend of food gifts exchanged as the most common gift item for their gift-giving tradition. A typical omiyage (translated as "local produce") is usually cookies, candies, cakes, alcohol and other snacks specific to that region visited, wrapped and brought to be gifted to one's friends and relatives. The gifts preferred for oseibo gift season are mainly confectioneries, snacks, special fruits and alcohol, selected depending upon the taste of the receiver in mind. Valentine's day is uniquely designed in Japan, where women are obliged to give gifts to men on that day, and in return, men reciprocate their love through gifts on White day, which is celebrated a month later. These are boom days for the food industries in Japan, where chocolates, candies and cookies form the commonly exchanged gift items. In contemporary Japan, Valentine's day is not restricted to couples alone and is again an added advantage for the food industries, where there are different types of chocolates sold as gifts – Giri Choco (Obligation chocolates), Honmei Choco (True love chocolates), Fami Choco (Chocolates for family members), Tomo Choco (Chocolates for friends), My Choco (Chocolates for oneself) and Gyaku Choco (Reverse chocolates) (Valentine's Day …). In general, there are a handful of occasions in Japan where food gifts are exchanged as part of the gift-giving tradition.

In a research summary titled Food Gift Market in Japan: Key Research Findings 2017 by Yano Research Institute Ltd. in 2018, one of the key findings is stated as 'domestic food gift market in 2017 rises to 4,100 billion yen' (Food Gift … 1). According to the report, it shows a decline in the practice of oseibo and ochugen, but a more casual exchange of food gifts became the trend, thereby leading to the estimation that the food gift exchange market will exhibit a rise to reach 4,150 billion yen in 2018. The trend was observed in food items like sweets/confectionery, processed food, fresh food, condiment/cooking oil, beverages and liquor. The gradual rise in the domestic food gift market size was researched from the year 2014 to 2018, marking the market size as 36,920 (Hundred Million Yen) in 2014, 38,460 in 2015, 39,900 in 2016, 41,000 in 2017, and 41,500 (estimated) in 2018. In a recent report COVID-19 Impacts on Food Distribution in Japan – Update III, it notes that "Although there were positive sales movements for mid-year summer gift season (ochugen), for luxury products, and the highest ever for e-commerce, overall sales remained sluggish as the number of store-visiting customers decreased due to the harsh rainy season, the resurgence of COVID-19, and deconcentrating large summer sales at stores. Data from the Japan Department Store Association showed food sales down by 11.5 percent from July 2019" (COVID -19… 5).

Even though the practice of food gifts being exchanged showcased an upward trend, there is a parallel trend where gift-giving occasions are not strictly followed. As discussed earlier, there were tremendous transitions in this tradition in modern Japan. Oseibo and Ochugen, which is close to the heart of Japanese people as two traditional gift-giving seasons in Japan have shown a decline, where they are not followed as they were in the past. It became less prevalent among the youth as well as in the cities, due to the changing thoughts and perceptions of the youth and the urban dwellers in Japan and mostly remains strong among older generations and in rural Japan. Another reason for the declining trend is that a part of the population is denying gift-giving as an obligation to be followed and instead attempting to make it a more intimate exchange out of affection. Moreover, they believe that one shall not await the gift-giving season but immediately reciprocate and express their feelings through gifts (Kyle). The chocolate industry is facing a decline in sales when Valentine's day gift-giving is beginning to be seen as a more gendered gift-giving ritual, where a recent report reads – "Shifting gender politics and the corona virus have combined to spell the possible end of the Japanese Valentine's Day custom of women giving chocolates to male colleagues" (McCurry). But the day is turning as a way to gift oneself, rather than exchanging chocolates with men, thereby maintaining the sales of the chocolate industries even when encountering a slight decline (Minowa et al. 53). Even when the gift-giving traditions are fading in Japan due to many reasons as discussed, the trend of food gifts selected as an item for exchange is rising according to the reports. The pandemic conditions

are adding fuel to the fire, where gift-giving seasons witnessed a decrease in the number of customers visiting the stores.

Food Gifts as a Tradition. The origin and development of gift-giving as a tradition in Japan can be pinned down to a "supernatural past", where people made offerings to the god. The study of this same past leads us to the reason why food gifts are popular in Japan and is revived today as part of Japanese tradition, as those offerings were mainly in the form of food. Even today, this custom of offering food is practised in Japan, where in many houses, food is offered to deceased family members and village shrines, and the celebration of New Year also involves offering rice cakes to god. Naorai, understood in the present day as a feast scheduled after a festival at the shrine, where they are made to share the sacred food and drink, was historically considered as food gifts to god, and they were returned by god to the people to be shared together, as a way of transferring the divine powers and blessing them. Food in the form of a communal meal is thus considered to be infilled with certain magical powers, and sharing food is also a symbol of transferring good energy and health. In Japan, offering food gifts to a person in bad health is common, where it is believed that the person is cured by the power of the healthy through the food gift given.

The motive behind the use of food as a major item for gift-giving in today's Japan going back to this system of commensality is clearly stated by Befu –" It is because communion with supernatural beings was achieved primarily through commensality that offerings to gods were, and still are, largely foodstuff, and also that even now food is considered as the traditional type of gift in Japan and that in fact it is the most popular type of gift" (448). Thus, the preference and love of Japanese people for food gifts is strongly rooted in the tradition of commensality, where they are exchanged as a way of transferring love and good health.

Food Gifts as an Invented Tradition. "Invented Tradition" is a term coined in The Invention of Tradition (1983), edited by Eric Hobsbawm and Terence Ranger, where it states that "traditions which appear or claim to be old are often quite recent in origin and sometimes invented… 'Invented tradition' is taken to mean a set of practices, normally governed by overtly or tacitly accepted rules and of a ritual or symbolic nature, which seek to inculcate certain values and norms of behaviour by repetition, which automatically implies continuity with the past" (Hobsbawm 1). He also explains how in the rift between "constant changes and innovation of the modern life" and in an "attempt to structure at least some parts of the social life" as unchanging, invented traditions are becoming popular in standing between the two.

Invented traditions are part and parcel of all spheres of life, where in every society there are a number of customs practised in the name of tradition, but on a deeper analysis, unfolds itself as a habit quite recent in origin, developed to ensure continuity with the past or as an effort to make certain things

invariable when the modern world is constantly changing. Traditions are often interconnected with a sense of belonging and affect, and therefore, representing tradition, certain practices are created as traditions for political plays in various fields of activities. The same trend is visible in the case of food industries with the commodification of nostalgia, where unusual connections are constructed between a particular cuisine and an event of the past, and sold as traditional food items to boost sales. In Japan, gift-giving is followed as part of its tradition, but there were reports suggesting the escalating trend in the exchange of food gifts, even when the gift-giving tradition itself is fading in Japan. As discussed in the previous part, the food gifts in Japan have a tradition of their own, so the rising demand for food gifts in the background of declining gift-giving tradition in Japan, can be understood as the way food gifts are reinvented as a tradition, as a part of market strategies to increase the sales.

Oseibo and ochugen are considered as traditional Japanese customs, which claims its origin in the 1600s (Edo Period), where people exchanged gifts to those they are indebted to, or it is said to have its root set in the ancient practice of food offerings to god or ancestral offerings. On one side, there is an attempt to guard this tradition by the countryside dwellers and older generations that there is an increase in the food gifts purchased according to the reports. On the other side, both these traditions are fading away. Oseibo is fading as a tradition because "many younger

Japanese think of oseibo gift exchanges as something that their parents do, or that their relatives in the countryside enjoy, but not something that applies to them. The original meaning of a "thank you" has been weakened, and instead the expectation of exchanging oseibo has come by many to be viewed as an unwelcome and burdensome obligation" (Kopp). This is true with both the traditions, where they are facing a fall in practice in the urban Japan and among the youngsters. But still, the food industries are not economically suffering, as they were successful in playing a game that captures the youngsters, where they neglecting oseiboi as an obligation, is today caught in a more private exchange of Christmas presents, as both happens in the month of December. Beyond the idea of food gifts being exchanged, the Christmas dinner that has entered the Japanese tradition, is a tradition invented. For Japanese people, a Christmas without cakes and Kentucky Fried Chicken dinner, is very upsetting. The economic boom in Japan during the 1940s and 50s, opened Japan towards the necessity to emulate Western culture in food, fashion etc., and in the rapid globalisation period during the 1970s and 80s, Japan witnessed the sprouting of many Western food brands in Tokyo. KFC found its first outlet in Japan in 1970, and by 1981, more than 300 KFC stores were opened. It was easy to implement the KFC Christmas dinner in Japan, as KFC chicken had a flavor similar to many traditional Japanese dishes as well as promoted enjoying a family meal together, which is core to the practice of eating together in Japan. So,

with the introduction of KFC Christmas dinner, from the 1970s onwards, we have Japanese people celebrating Christmas with a KFC meal together, which later became synonymous with Christmas in Japan and thus, a part of Japanese tradition (Springer). Like Christmas, which was introduced to Japan under the western influence, Valentine's day in Japan possesses a similar history. Valentine's day in Japan has a unique history as discussed earlier, even when it is a western imported culture. It entered the Japanese tradition by being different from the usual Valentine's day procedures in the West. It is a day when women exchange chocolates to men, and men have a separate day to reciprocate the gifts received a month later on March 14 - White Day. In a study Social Change and Gendered Gift-Giving Rituals: A Historical Analysis of Valentine's Day in Japan, one could understand how the marketing strategies for advertising Valentine's day gifts changed in response to the changing "social values, consumer ideology, gender roles and power relationships in Japanese society over the past 50 years" (Minowa et al. 45). With slight changes added to the advertisements reflecting the changing gender politics in Japan, the new ways of celebrating Valentine's day entered into the tradition by ensuring a continuity with the past to be treated as a tradition, but on a deeper thought they are traditions invented to bring in a rise in market sales. At a point when the practice of Valentine's day gift-giving began to be frowned upon as a gendered ritual, the markets manufactured different chocolates, when women showed an increased

tendency to gift their friends and themselves on Valentine's day. Omiyage is another tradition close to Japanese people, which is believed to be rooted in the ancient custom of travelling long distances to offer prayers at shrines, where they buy local goods or religious objects to be given to their relatives and neighbours. The tradition helped many industries to achieve an economic boom, where they are basically destined with the duty to create traditions and are expected to help evoke certain food memories in the people who consumes it. Every place has its own unique local food items wrapped as gifts, where there is a direct link between the place and the food item, that a particular food item consumed is expected to evoke memories of that place (Ashkenazi 1). Even when people are caught in a set of false memories created through such constructed connections, they are exposing the Japanese society to its wide variety of food items and thereby, unite people through food in a world where people are having a compartmentalised existence in a modern society. Also, people segregated by geographical boundaries in Japan began to bring in local cuisines unique to their region as a way of shaping local histories through food as a reaction to the growing metropolitanism and modernisation, which is said to erase traditional Japanese food memories (Ashkenazi 4). So, in the name of a tradition, marketers are shaping our food choices and defining what constitutes traditional Japanese cuisines, which can be seen as an example for how a collection of invented traditions resides within a tradition.

So, many gift-giving practices that lie interconnected to the Japanese culture and believed to be part of Japanese gift-giving tradition today, are recently created as a continuation of the traditional gift-giving practices in Japan. Whenever the society undergoes changes, new gift-giving practices were invented as a continuation to the traditional practices, to suit the needs and desires of the society. This is true with the food industries, where they are in a constant race to find a space in the modern market and in the minds of the consumers, by shaping them according to the perceptions of the society, so as to be with the unstable and changing modern world. The link they reinvent between tradition and food items, is a technique to boost the sales by reviving lost memories in the consumers through such connections made. It is the same reason behind food gifts turning as a popular gift item for the gift-giving occasions in Japan.

CONCLUSION

The paper explored the unique gift-giving practice in Japan, the different types of gift- giving occasions, the recent reports stating the rising trend in the exchange of food gifts even when the gift-giving as a tradition is falling apart, and more importantly, it was an attempt to critically look into the escalating trends in the exchange of food gifts and understand whether it was based on Japanese tradition or an invented tradition. Japanese people are framed into a complex combination of both traditions and invented traditions, where they practice them as part of their tradition. Many gift-giving traditions in Japan are based on influences from the West or invented part of the market strategies, beyond its rootedness in Japanese religion. The study helps locate various gift-giving traditions in Japan as an interwoven network of traditions and invented traditions. Both Christmas and Valentine's day are celebrations imported from the Western culture, where they have entered the Japanese culture undergoing many changes, to qualify as a celebration unique to Japan. With the synonymous connection Christmas established with KFC Christmas dinner and the modification made to Valentine' day as a day for women and developing a day called White day for the men of the society, Japan was making them unique to Japanese tradition, where one very clearly knows that they are invented traditions. Similarly, the study sheds light on how in the name of tradition, many traditions are invented by ensuring continuity with the past events, reflecting the changing social values and ideologies, as in Valentine's day. How invented traditions are created within a tradition, was looked upon through the practice of omiyage in Japan, where it helps understand the way market shapes our notion of traditional cuisines by evoking false memories. As Friedrich Nietzsche defines truth as "a lie agreed upon", "tradition is an agreed-upon recourse to elements of the past, so that they may constitute the present" (Ashkenazi 4). Thus, the gift-giving practices are shaped within the complex network of both Japanese tradition and invented traditions, thereby blurring the distinction between the two.

Works Cited

- Jozuka, Emiko. "Why Japanese Women Rebel against Valentine's Day, but Still Buy Chocolate." WXYZ, WXYZ, 14 Feb. 2019, www.wxyz.com/news/why-japanese-women-rebel-against-valentines-day-but-still-buy-chocolate.

- Ashkenazi, Michael. "Omiyage: Constructed Memories and Reconstructed Travel in Japan." Academia.edu, 15 Mar. 2001, bicc.academia.edu/MichaelAshkenazi.

- Befu, Harumi. "Gift-Giving in a Modernizing Japan." Monumenta Nipponica, vol. 23, no. 3/4, 1968, pp. 445–456., doi:10.2307/2383499.

- Belk, Russell. "Gift-Giving Behavior : Belk, Russell w : Free Download, Borrow, and Streaming." Internet Archive, [Urbana] : College of Commerce and Business Administration, University of Illinois at Urbana-Champaign, 1 Jan. 1977, archive.org/details/giftgivingbehavi450belk.

- Chaiklin, Martha. "The Material Culture of Gift Giving in Japan ." The Journal of the Asian Arts Society of Australia TAASA Review, vol. 27, no. 3, 3 Sept. 2018, pp. 18–20.

- "The Exchange of Gifts and the Obligation to Reciprocate (Polynesia)." The Gift: The Form and Reason for Exchange in Archaic Societies, by Marcel Mauss, Routledge, 2002, pp. 11–23, http//libcom.org/files/Mauss%20-%20The%20Gift.pdf.

- "Food Gift Market in Japan: Key Research Findings 2017." Yanoresearch.com, 2018, www.yanoresearch.com/press/press.php/001806.

- Garcia, Tatiana. "A Study of Japan's Valentine's and White Day Markets." Buyusa, Apr. 2016, www.buyusa.gov/japan/build/groups/public/@bg_jp/documents/webcontent/bg_jp_099195.pdf.

- Guerin, Thomas. "The Social Aspects of Gift Exchange in Japan." CORE, core.ac.uk/download/pdf/230284462.pdf.

- Hobsbawm, Eric. "Introduction: Inventing Traditions." The Invention of Tradition, by Eric Hobsbawm and Terence Ranger, Cambridge University Press, 2002, pp. 1–14, psi424.cankaya.edu.tr/uploads/files/Hobsbawm_and_Ranger_eds_The_Invention_of_Tradition.pdf.

- Honstein, Emily. "Gifts and Nations: The Obligation to Give, Receive, and Repay." ICNL, 4 Sept. 2004, www.icnl.org/resources/research/ijnl/gifts-and-nations-the-obligation-to-give-recieve-and-repay.

- "Japan: Covid-19 Impacts on Food Distribution in Japan - Update IV." USDA Foreign Agricultural Service, 5 Oct. 2021, www.fas.usda.gov/data/japan-covid-19-impacts-food-distribution-japan-update-iv.

- Kopp, Rochelle. "Oseibo Winter Gift-Giving in Japan - a Fading Tradition?" Japan Intercultural Consulting, 11 July 2020, japanintercultural.com/free-resources/articles/oseibo-winter-gift-giving-in-japan-a-fading-tradition/.

- Kyle. "Gift Giving in Japan: What Marketers Need to Know." Plus Alpha Digital, 21 Dec. 2020, plusalphadigital.com/gift-giving-japan/.

- Lufkin, Bryan. "White Day: Japan's Reverse Valentine's Day." BBC Worklife, BBC, 15 Mar. 2019, www.bbc.com/worklife/article/20190313-white-day-japans-reverse-valentines-day.

- McCurry, Justin. "Japanese Lose Taste for Valentine's 'Obligation Chocs' under Covid." The Guardian, Guardian News and Media, 12 Feb. 2021, www.theguardian.com/world/2021/feb/12/japanese-lose-taste-for-valentines-obligation-chocs-giri-choco-under-covid.

- Minowa, Yuko, et al. "Social Change and Gendered Gift-Giving Rituals: A Historical Analysis of Valentine's Day in Japan." Journal of Macromarketing, vol. 31, no. 1, 2010, pp. 44–56., doi:10.1177/0276146710375831.

- Morelli, Vivian. "Chocolate in Japan: From Valentine's Day Sweets to Flavored Treats - Special Features - Japanese Food." NHK WORLD, 6 Feb. 2017, www.nhk.or.jp/dwc/food/articles/63.html.

- Name. "Dos and Don'ts: Gift Giving and Reciprocation Custom in Japan." Japan Info, 6 Dec. 2015, jpninfo.com/34730.

- Oliver, Rae. "Japanese Gifting Etiquette: Learn about the Gift Giving Ritual." Truly Experiences Blog, 2 Nov. 2020, trulyexperiences.com/blog/japanese-gifting-etiquette/.

- Roldan, Maria. "Popularity of Valentine's Day Chocolate Tradition Dips in Japan."

Www.efe.com, 14 Feb. 2019, www.efe. com/efe/english/life/popularity-of-valentine-s-day-chocolate-tradition-dips-in-japan/50000263-3897614.

• Sherry, Jr., John F. "Gift Giving in Anthropological Perspective." Journal of Consumer Research, vol. 10, no. 2, Sept. 1983, pp. 157–168., doi:10.1086/208956.

• Springer, Kate. "How KFC Became a Christmas Tradition in Japan." CNN, Cable News Network, 24 Dec. 2019, www. cnn.com/travel/article/kfc-christmas-tradition-japan/index.html.

• Tao. "Understanding Omiyage Culture in Japan." Go! Go! Nihon, 1 June 2021, gogonihon.com/en/blog/omiyage-culture-in-japan/.

• "Valentine's Day in Japan - A Complex Chocolate-Giving Culture." Tsunagu Japan, 2021, www.tsunagujapan.com/valentine-s-day-in-japan-a-complex-chocolate-giving-culture/.

Senescing Childhood in the Refugee Camps: Delineation of Political Turmoils and Childhood Trauma in Mornings in Jenin

Binu Sayanara MK

MA English, Farook College Autonomous

ABSTRACT

Palestine-Israel conflicts never get old, it's the past, present, and future of the Palestine community. 'Mornings in Jenin' is a breathtaking novel that catches the sight of the relentlessly haunting Palestine community and their miserable existence. As the great saying by William Wordsworth 'child is the father of man', childhood has a lion's share to do with the psyche of an adult. Healthy childhood makes a healthy human. If then what about every innocent child born into the lap of Palestine having nasty wounds and bloodstains gifted wars of decades?

Susan Abulhawa, the author of this novel reveals the tormented Palestine community during Palestine - Israel conflicts. This paper looks over the childhood experiences of Palestinian children considering the turbulent political atmosphere, death, loss of home and land, oppression, and the rest. Besides analyses the cause of post-traumatic stress disorder and how it influences their understanding of body and self. This study further showcases the brutality of Israel, the violence and madness continue even in the refugee camps of Palestine. The hard realities of Palestine life and agonized childhood reflected in the text must have the power to tremble the reader's hearts since it directs to the painful childhood of the characters' background dispossession, loss of identity, and political turmoil.

Keywords: Palestine-Israel conflicts, childhood trauma, loss of identity, dispossession, post-traumatic stress disorder.

INTRODUCTION

The latest developments in social sciences and education have seen the growth of childhood studies as an academic field of inquiry, moreover, childhood studies or children's studies is an Interdisciplinary department that looks for understanding the experience of childhood, both historically and in the present times. Ideologies spin around the changing notion of how we acknowledge childhood – a shift from the biological perception of immaturity towards an idea that childhood is socially constructed at any given moment in a particular society and is discussed through various

philosophical approaches. Along with the influence of globalization and ideology, historical, political, economic and geographical considerations are recognized as the basic driving forces of this field.

Childhood studies allow many researchers to free themselves from the developmental and established theoretical structures of children and childhood, to consider children as social actors and to study their rights, participation, and vulnerability, just to name a few through children's eyes. As a result, this the method focuses on deconstructing structural conceptions about children and childhoods and reshaping our view of children's power and agency, as well as how children might embody these concepts as members of society.

Childhood studies critically interact with a variety of themes from many angles. One of the key themes is the children's agency, which sees children as independent social actors and enables them to make decisions about their lives and demonstrate this ability in their contributions to the management of their problems. Children's voice is considered to be one of the major concerns of childhood studies. Across the branches, research on childhood includes adult perspectives, adult representations, and adult voices about children. Children's voices are traditionally subjugated and regarded as "children", which is not important or of interest in society.

Often the importance of their voice is degraded by the notion of "cute" or "irrational."

In the armed conflict between Israel and the Palestinians, numerous deaths of Palestinian children have been reported, and innocent victims have often been killed by accident, but sometimes by Israeli soldiers for no apparent reason. "Flashbacks, nightmares, agoraphobia: even children are not spared from the repercussions of war, "laments UNICEF after conducting a study of children living in the Gaza Strip. They are in shock, 88% surrounded by fear.

This paper looks over the childhood experiences of Palestinian children considering the turbulent political atmosphere, death, loss of home and land, oppression, and the rest. Besides analyses the cause of post-traumatic stress disorder and how it influences their understanding of body and self. This study further showcases the brutality of Israel, the violence and madness continue even in the refugee camps of Palestine

DEPICTION OF CHILDHOOD TRAUMA IN MORNINGS IN JENIN

Recent research in adults with mental and anxiety disorders reporting traumatic events in childhood has shown an increased interest in the developmental and psychological aspects of trauma, moreover, Childhood trauma is a strong risk factor for developing depression in adults, especially in response to additional stress.

Historical studies provide a rich knowledge of children and childhood in the past and present. Many issues affecting contemporary learning in childhood have a historical trajectory

that strongly illustrates and informs the present.

Childhood trauma is often described as a serious adverse childhood experience that refers to a terrible, dangerous, violent, or life-threatening event that befalls a child (0-18) Children may go through a series of experiences classified as psychological trauma; This may include neglect, abandonment, sexual abuse, emotional abuse, and physical abuse.

Irish-born philanthropist and founder and director of homes for poor and deprived children, Thomas John Barnard says, "children have only one chance of a childhood. They deserve to be protected from harm, to enjoy good emotional, mental, and physical health, and to feel that they belong in their home, at school, and in their local community".

Barnardo believes that it is never too early or too late to offer a helping hand – and to givethe most disadvantaged youngsters the chance of a better childhood and a brighter future. (Barnardo's 1999)

These ideas about children were adopted by William Wordsworth in England, who famously claimed that 'the child is the father of man' ('My heart leaps up', 1802). Tabula Rasa draws on the philosophy of John Locke, who developed the idea that children come into the world as empty slates so that they can grow into rational human beings with guidance and training.

The child is always in the process of becoming an adult with special educational needs that adults should take seriously. It is the responsibility of adults to provide appropriate education and control to enable children to develop into mature and responsible citizens.

Trauma can be linked, as a correlation, not causation, to mental illness. The journal Teaching Tolerance presents a PD Cafe about "Responding to Trauma in Your Classroom," (2016) that identifies "traumatic experiences can include instances such as medical crisis or mental health" (p. 16). The article includes a list, though not exhaustive, of traumatic experiences or what can cause trauma, which helps teachers move towards understanding what trauma can include and how to begin to respond to a student affected by trauma. This approach is being used to help students cope and learn resiliency in response to trauma and the staggering, but real, facts presented about trauma.

The novel Morning in Jenin has been penned by Susan Abulhawa, Palestinian American author and human rights activist depict the childhood of three generations, all of these childhood experiences are set in different places, time frames, and political contexts. Hassan and Dalia's childhood revolved around the village of Ein Hod. The first chapters of the novel describe the beauty of the village. Hasan, the father of the protagonist, Amal is known as the descendent of the founders of Ein Hod. He belongs to the Abulheja family who owns vast stretches of land, orchards, and olive groves. It embodied religious and cultural diversity in its fertile soil. At that time, Muslims, Christians,

and Jews coexisted peacefully. Susan describes Hassan and Ari's friendship, and whenever Hassan visited the town, they met each other, exchanged books, and talked for hours. Soon the friendship grew into the friendship of two families. Hassan's mother and Ari's mother used to exchange gifts and cooked food with each other. They lived with respect for each other's language and culture.

Over time, Hassan came to know about the traditions of Judaism and the Arab culture from rice. Ari's mother made a significant contribution to Hassan's primary education. Mrs. Pearlstein presented him with books and assisted with lessons and homework. Her guidance continued until he graduated in 1943. This was at a time when Jewish immigration to Palestine was on the rise in the 1940s. They lived together and shared joys and sorrows. It was Hassan's country that healed to some extent the impact of Mrs. Pearlstein of the Holocaust.

Dalia is another character in the novel. Her story begins at the age of 11. She is the daughter of a Bedouin tribe who comes to work in the village at each harvest. She is a girl with soul and spirit. She does not pay attention to social customs. She does not pay attention to social customs. She did all the 'boys' things' - climbing trees, chasing dogs, riding horses. She was a "good Bedouin" in the eyes of the villagers. She lives in a brutal tribal culture of her own in dealing with things, and she has enjoyed her life to the fullest. The village of Ein Hod followed the custom of child marriage. Amid protests

against Hassan's decision to marry Dalia, the family finally agreed to their marriage. To Dalia, the marriage of a thirteen-year- the old girl was a mystery unfolding before her eyes. She was curious and at the same time confused. She became a mother at the age of fourteen with the birth of Yousef. Three years later, Zionists detonated a bomb in the village, killing Basima. Since then, the lives of the villagers have gone through a series of small and large acts of violence.

In Nakba, 1948, the Abdulheja family lost their home and lived in a refugee camp in Jenin. Yousef, who chose childhood in Ein Hod, finds it very difficult to cope with his new life in Jenin. He saw the harmonious past of Ein Hod and the brutality of the Israeli occupation of the village. In addition to the national loss of Palestine, there are many personal losses. Yousef lost her grandmother, home, brother, and many other relatives.

Susan has portrayed herself as a confused boy trapped between the past and the present. He hopes that if the situation returns to normal, they will be able to return to their village, where the refugee camp will be for a few days. Susan portrays the plight of Yousef, who once lived in a house. In camp, he finds it difficult to adapt to his new living conditions. The meaning and structure of the home play an important role in a child's emotional development. The state of domestic anarchy, i.e. the degree of disorder in the home related to social, economic, environmental, and other factors that may adversely affect the child's stability. "Yousef and

his family are in a state of domestic anarchy, labour anarchy has erupted in the smooth running of the family. He feels alienated from himself because he has lost his home. So he repeatedly asks his grandfather, Yahya, "Shall we go home now?" (Abulhawa, p. 38)

Primary education is a fundamental right of each child. During the Naqba period, thousands of children were denied their rights to Education. Schools play an important role in moulding an educated generation and gender-neutral education in war-torn Palestine. Although Yahya was not interested in education, his son Hassan realized the power of knowledge. Hasan tells Amal is one of their morning study sessions where the earth and everything in it can be taken away, but no one can take away one's knowledge or the degree one earns (Abulhawa, 52). These words indicate the helplessness of Palestinians.

Mornings in Jenin takes trauma as a powerful theme that disrupts the personal and cultural life and customs of Palestinians. This work considers trauma as "a collective experience, an instrument of oppression, or a means to explore and understand gender identity, and creativity. According to cultural sociologist Alexander, cultural trauma occurs when a large social group is subjected to violent violence that affects collective consciousness and changes their future identity in fundamental and irreversible ways. Impressions are gained in a fluid, global, diffused way, he added. Hand Ericsson distinguishes between individual and collective trauma. Susan Abulhawa is trying to understand their present through the

past of Palestine. The author had one way or another undergone a series of traumas shared by the Palestinians. In Mornings in Jenin Abulhawa highlights the painful ambiguity of engaging [her] readers in personal and experimental narrative ways, depicting traumatic memories and warning that the trauma will recur if left unchecked.

She looks back to the past to portray her in a fragmented picture of Palestine through personal circumstances and testimonies of horrific events. Her writings depict the plight of the Palestinians and at the same time critically view the Israeli-Palestinian conflict. In the novel, Susan describes Palestinian life after Nakba through the story of the village of Ein Hod. It describes the brutal Israeli occupation of Palestinian villages. In the case of Ein Hod, Susan explains, In the sorrow of a history buried alive, the year 1948 in Palestine fell from the calendar into exile, ceasing to reckon the marching count of days, months, and years, instead of becoming an infinite mist of one moment in history…The old folks of Ein Hod would die refugees in the camp, bequeathing to their heirs the large iron keys to their ancestral homes, the crumbling land registers issued by the Ottomans, the deeds from the British mandate, their memories and love of the land, and the dauntless will not to leave the spirit of forty generations trapped beneath the subversion of thieves (Abulhawa, 35).

The Mornings in Jenin contains an introduction to the historical tragedies of Palestine and eight key parts: 'EL Nakba', 'El Naksa', 'The Scar of David'

deal with the Israeli occupation and the Palestinian resistance movement. 'El Ghurba' and 'Albi fi Beirut' describes the massacre of Sabra and Shatila refugee camp. 'Elly Bayna' tells of the first intifada and 'Nihaya o Bidaya' deals with Jenin refugee camp and its massacre in 2002. Abulhawa highlights the influence of El Nakba on Palestinian life, mixing cultural and personal influences. On the one hand, in Nakba, the Palestinians are losing national autonomy over their country, while at the personal level there are many losses. Susan presents the situation through the story of Amal's family. Abulheja's family lost their home and village, Amal's grandmother and Dalia's relatives were killed in the shelling, Ismail went missing, and Dalia's mental breakdown was some of the trauma the family suffered. Dalia is one of the characters most affected by this series of losses. The kidnapping of Ishmael by an Israeli soldier redefined the fate of Amal's family. As Susan points out,

An instant can crush a brain and change the course of life, the course of history. It was an infinitesimal flash of time that Dalia would revisit in her mind, over and over for many years, searching for some clue, some hint of what might have happened to her son. Even after she became lost in an eclipsed reality, she would search the fleeing crowd in her mind for Ismael. (Abulhawa, 32)

Susan illustrates how trauma affects children. Dalia's PTSD had diverted Amal's childhood. The author explores the impact of traumatic parents on children. Until Amal's birth, her mother was devastated and "wore a clock of bereavement for Ismael, sheathing herself in black grief that reached to her wrists and ankles" (Abulhawa, 51)

Amal also witnessed personal trauma during Al Naksa's in 1967. She was twelve years old then. When the shelling began, the mother carried Huda and her to the sink under the kitchen door. Amal and Huda had a tough time under the curfew of the six-day war. Israeli soldiers raided all the shelters in Jenin and arrested those staying in the camp. Amal notes that the curfew for the past forty days has kept Huda and her intact, even going to the bathroom together.

Later, her mother asked her to take care of her three-month-old cousin Aisha by giving her some bread and milk. Amal describes the incident as follows: "I remained in the hole for what seemed like an eternity of ghostly quiet", For days they wept in panic. From the hole, they could hear the sound of crying children, the devastation, and the explosions of fire. They could hear the sound of crying children and destruction, and the explosion of fire from the hole, and the hole could not save them from the explosion. Ayesha is killed in the blast. The endless shelling and the smell of death made the terror worse.

They also get the "odour of burning flesh, fermenting garbage, and scorched foliage mixed with the smell of their excrement in the dust" (Abulhawa, 69). Amal's childhood was always surrounded by a mother who was devastated by the abduction of her son. She was mad with anguish, questioning people and uncovering other women's babies in hope of revealing a boy with

a scar down his right cheek, around his eye" (Abulhawa, 33).

Dalia's endless frustration greatly affected Dalia's motherhood and Amal's childhood. Her childhood was devoid of maternal love and care. Dalia always kept her distance from her daughter. As Amal grows up, her mother can only be seen as a Stoic woman. She reacted to Amal's illness and murmur with silence and detachment. She expressed her love only in Amal's sleep. They were rescued by the Red Crescent rescue team and taken to a tent for medical attention, where Amal saw his mother sitting in shock. She hates her mother for not hugging her and not understanding her fears, she says. She pretended not to know where she was and went with a sister.

She was then taken to the Nativity Church in Bethlehem, where she was able to see many children who had been orphaned during the war. The shock hit her deeply, and she leaned into silence. She says no one dared to speak as they feared it would diminish the possibility of accommodating the trauma to a mere nightmare. We exist somewhere between life and death and do not fully accept it. She describes the nun helped them to take bathe. The touch of water was like a "loving embrace, whispering a promise of safety" (Abulhawa, 75). The scene depicts the helplessness of traumatic motherhood to provide care and security for their wards and at the same time how much Amal longs for her mother's care. For a moment she wishes "to be a fish that could live inside water's soothing world, where screams and gunfire were not heard and death

was not smelled" (Abulhawa, 76). After so many traumatic experiences, the act of taking a bath was like a rebirth for her. She says I counted a week as the distance between girls' vanity and hell.

The second stage of trauma is disintegration caused by a 'shattering experience'. The traumatized character does not have a unified character. In this case, the person tries to hide his weakness and self-esteem, creating a 'grandiose self'. Amal's four years in the orphanage "Dar el Tifl el Arabi" after losing her family comes to this point. She tries to identify herself with her classmates at the orphanage who have painful memories. When she moves to the United States, she separates herself from her Palestinian identity to escape her painful past. The nostalgia forces her to go back to her roots. She feels betrayed by herself and her family.

During the reunion phase, the protagonist reconciles with the past. It is achieved by accepting painful memories. The traumatized person may be in a vague relationship with the past. They want to separate themselves from the past as a way to escape from trauma. At the same time, this distance leads to a sense of rootlessness. Ghassan Kanafani is best known for his raw depiction of the Palestinian trauma. His works are notable for their unique narrative that captures the horrific aspect of personal and collective trauma. His characters seem to be immersed in the dark atmosphere of trauma that pervades all areas of their lives. These characters show symptoms of trauma, including frustration, helplessness, confusion, anger, anxiety, depression, inability

to forget the past, and a negative self-image. Trauma symptoms vary from person to person. The impact of a painful experience may not affect another or it may affect others more or less. His descriptions expose the darker side of the Israeli occupation. Kanafani talks about trauma using the techniques of flashbacks and imagery.

CONCLUSION

In a nut shell; trauma is one of the key issues faced by the children in the conflict zones. Its manifestations can be seen on physical, mental, and emotional levels. Amal, Huda, Jamal, and Yousef in Mornings in Jenin are some examples of trauma victims. The constant fear of death and the loss of loved ones radically redefine their childhood. Encroachment and forced displacement call into question their identity and create a sense of rootlessness. The existence of Palestinians itself is trauma at the same time, their way of achieving national identity. Childhood is defined and understood differently in each contemporary, spatial and cultural context. Children interact with the community as adults. But adult prejudices against children and childhood often weaken children's

perceptions of the world. Every society is formed by the continuous interaction between individuals, regardless of children or adults, and social circumstances.

REFERENCES

• Abulhawa, Susan. (2010). Mornings in Jenin. New York: Bloomsbury.

• Al Soud, Yassir. (2015). Susan Abulhawa's Mornings in Jenin, Naomi Nye's Habibi, and Shaw Dallal's Scattered Like Seeds: A Critical Insight into the Dialectic of Past and Present in Contemporary Arab American Literature. In BSU Master's Theses and Projects.

• Item 12. Available at http://vc.bridgew.edu/theses/12.

• Campbell, Ian. "Blindness to Blindness: Trauma, Vision and Political Consciousness Ghassân Kanafânî's 'Returning to Haifa.'" Journal of Arabic Literature, vol. 32, no. 1,

• Brill, 2001, pp. 53–73, http://www.jstor.org/stable/4183427.

• Felman, Shoshanna and Dori Luab. (1992). 'Testimony: Crises of Witnessing in Literature, Psychoanalysis and History". New York: Routledge.

• "Theories of Childhood." Encyclopaedia of Children and Childhood in History and Society. Encyclopedia.com. 22 Sep. 2021 <https://www.encyclopedia.com>.

• Gittins, Diana. "The Historical Construction of Childhood." An Introduction to Childhood

• Studies. Open University Press, 2009, 35-49

Leveraging Food as a Cultural Exploration in Select Novel

Priyadarshini S

Research Scholar, Department of English, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Avadi, Chennai. priyadarshinisathya77@gmail.com ORCID: 0000-0002-5005-3886

Dr. M.R. Bindu

Research Supervisor, Professor and Head, Department of English, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Avadi, Chennai. hodenglish@veltech.edu.in ORCID: 0000-0001-7600-6423

Abstract

To provide insight into the beliefs and customs of many cultures, the writer presents cultural values, ideas, and attitudes in literature. Many diverse cultures exist in the world, each of which embraces a variety of perspectives and beliefs. Aside from providing their standpoint, authors frequently introduce readers to various cultures. The author serves as a vehicle for expressing cultural ideals in their respective literary works. It serves as a means for them to convey to a viewer the characteristics and ideas that characterize that culture. The race, gender, ethnicity, geography, heritage, and other attributes of an author affect how they interpret cultural attitudes, ideas, and beliefs. Food has enticed explicit attention over time from a diverse range of disciplines, notably economics, literature, human rights, ethics, sociology, anthropology, etc. Numerous studies have been conducted on the significance of food to humanity. Every approach aims to comprehend and investigate the unexplored facets of food's relevance, distinctiveness, and impending presence in life. Food is featured in literary works as a lens to understand the culture. The novel One Hundred Shades of White by Preethi Nair depict the lives of three women from three different generations and how food has moulded each of their lives and characters. These women also never fail to use food to express the culture to which they belong. This paper focuses on how food has a resounding influence on select novel.

Keywords: Food, Culture, Women, Cooking, Identity

Introduction

Writings from several cultures have become a popular genre in the modern day. It is connected to writings created by authors from other nations, but those writings are always concerned with the cultural context of the author's homeland. It consistently demonstrates the writers' love and passion for their homeland. In the modern world, immigration has spread throughout. The works created by immigrants can be encapsulated as diasporic literature.

It has grown in prominence over the past few decades and is also referred to as immigrant literature. The essential traits of diasporic writing are not based on any idea or philosophy. Instead, it is based on the immigrants' personal experiences. Two categories can be used to group writers of Indian literature in the diaspora. They are immigrants of the first and second generations, respectively. The first-generation immigrants were the authors who spent some time in their home country before emigrating to another country and attempting to adapt. In contrast, second-generation immigrants are the first-generation immigrants' offspring.

Eating is an essential human function related to social behaviour and necessary for survival. Themes and imagery associated with food and eating are employed as literary devices. Thus, according to psychoanalytic theory, one's eating habits help define who they are and reflect their ethnicity, race, social status, and family. Literature by and about women, as well as children's literature, frequently explores the issue of food. Recent interest in food imagery has made it possible to investigate how it is employed in literature to reflect intricate and original concepts and deeper meaning. Food studies address various social concerns, including gender relations, identity, particularly in the works of immigrants, social position, and cultural identification. The importance of food criticism is growing as food becomes a symbol of identity and culture. Food is considered the most powerful tool in the hands of female diasporic writers of Indian English literature. Their expressions

of longing, rejection, and anguish constantly reveal the hidden connection between their homelands. Food and its related topics are relevant to women. Therefore, female writers view them as symbols of femininity and domesticity. As a result, food occupies a prominent role in many diasporic works created by women.

Preethi Nair's well-known novels are One Hundred Shades of White, Gypsy Masala, and The Color of Love. The journey of an immigrant away from the heart of their country to an unfamiliar land is depicted in One Hundred Shades of White. The story revolves around the desire for identity in three generations of women. Cooking and food are often associated with magical abilities that aid in healing. The journey an immigrant takes from monoculture consciousness to diversity is extensively portrayed in this novel. Three generations of women, including Ammu, Nalini, and Maya, prioritize food.

One Hundred Shades of White

One Hundred Shades of White alternates between the perspectives of Maya and her mother Nalini. The first part is narrated by Maya, and the second by her mother, Nalini. The background is established using the stories of two women, one a first-generation immigrant (Nalini), and another a second-generation immigrant raised abroad (Maya). By vividly painting a vivid picture of her native Kerala and how celebrations of holidays like Onam take place, Nalini pays honour to the place. It gives the reader a comprehensive image of the traditions and practices of Nalini's own

country. She relates distinctively her mother's directions about how food should be served during Onam. This demonstrates her blending with her own country.

"The narrow part of the leaf must always be on the left, serving beings at the bottom left corner, and first you place a small banana, next to this comes the banana chips coated with jagerry, then popadom. From the top left hand of the leaf, manga pickle, injipuli, thoran, olan, kichidi, aviyal. Only after this is placed can the guest begin eating. Wait for them to begin and then at the bottom centre you serve rice, then pour the sambar on the top of the rice. When they have finished, serve the payasam and after dessert, pour the rasam into their cupped hands and then wait to see if they would like more" (Nair 65).

The story begins with Maya remembering her life in India and ends with her father passing away. Nalini made up a death narrative because she did not want her kids to discover his actual colour. He abandoned them in that strange country with no money. When Nalini takes over the narration, she reveals that she made up a story about her husband and that she genuinely thought that telling white lies was better than telling the truth. Since they were in need in London, Maggie, the younger sister of a young guy who had supplied spices to Nalini, took care of them. They relocated to an area in London's east end where they lived among other immigrants. Nalini makes a lot of effort to make a method for their survival. She eventually became interested in cooking and became very

good at it. She chose cooking as her only method of surviving when she was lost in her life. With the assistance of hot pickles, she discovered new solutions to challenges.

The family's attempts to survive in a strange land serve as the novel's primary conflict. They attempt to adjust to constantly changing circumstances. One of the key figures in the book is Maya. She often takes chances to pursue her ambitions because she is a daydreamer. Nalini, Maya's mother, frequently thought that Maya was never close by and that it was not easy to speak with her. This book's message is profound since it depicts the two sides of human nature.

In contrast to Nalini, who never loses hope in life and lives with a dream, Raul, who left his family behind in a foreign country, is rude, harsh, and greedy. Some hearts are unfailingly brave, overcoming all challenges while continuing to forgive and live their own lives. Three generations of women's journeys and identity searches are shown in the story.

The three generations were Ammu, a grandmother who has a solid connection to her country and never leaves it. Nalini, a young immigrant mother who arrives in England with her small children, and Maya, a daughter who immigrated to England at a young age and still resides there. The importance of food and the art of cooking is emphasized throughout the novel because these characters only engage in cooking when there is no other option left. Even though Ammu plays a relatively minor role in the
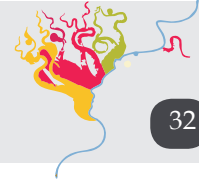
story, her daughter and granddaughter often think about her. She makes excellent meals. Once her husband left, she had difficulty bringing up Nalini. She worked for affluent clients as well as for a few rural festivals. She became well-liked as a result. Her daughter has received the gift of Ammu's culinary expertise, wisdom, and knowledge of the therapeutic powers of spices. This demonstrates how food can bring generations together regardless of geographical differences. As her mother's assistant in a small Kerala village, Nalini picked up her mother's cooking style. She picked up all her mother's knowledge about the therapeutic powers of foods and spices as she prepared meals with her. She briefly describes how some ailments are treated using ingredients. The addition of cumin increases appetite, cinnamon adds herb, chilli relieves pain, lemon settles disputes, and turmeric heals the heart. Grated coconut was added for consolation, spiced rasam warmed the soul, and coriander leaves provided a sense of clarity and eradicated lousy humor. Thoran was enhanced with golden beans for prosperity and longevity.

"My mother didn't believe a word of it, thinking that fiery pepper rasams cured most complaints in the village. She said that ailments were very simple to cure; cold diseases treated by warm spices and warm diseases treated by cold spices" (Nair 59).

Nalini married Raul and led a beautiful life with her kids until she moved to England. Even there, in England, she was happy. She receives groceries from Raul and delivers spices. The only job she has is cooking. She devoted herself entirely to the craft of cooking as a result. She demonstrates her connection to her native land when preparing meals. She prefers to make solely Indian food varieties, but her children Maya and Satchin liked their newly discovered meals from the foreign country. Nalini was eager for the kids to keep their connection to their homeland. She kept them reminded of their origins by using cooking as a medium. All Indians who move to foreign countries share this urge. Despite having a physical presence elsewhere, they constantly seek a connection to their home country. Nair uses food as a vehicle to convey this in her novel.

"I cooked huge meals and placed them on the dining-room table. From morning to night, I would concoct dishes, remember recipes and stories from my mother, cook, and forget the place I was in. I would polish the cutlery and decorate the table. Nobody ate what I made. Raul had either eaten at the office or with clients or friends, and the children preferred their new found meals of burgers and fish fingers. I would secretly garnish these with spices so that would never forget where they were from" (Nair 82).

She was required to work at a sewing factory when Raul abandoned her there, and cooking helped her maintain good physical and emotional health. Through the persona of Nalini, Preethi Nair offers a distinctive explanation of the art of cooking. Nalini was utterly crushed when she learned that her spouse had abandoned her. She was

effectively left with no help. Even dealing with her kids is beyond her comprehension. She spontaneously decided to start cooking to be free of her sufferings. Through this novel, Preethi Nair masterfully captured how women turn to cook as a way of dealing with or escaping. All three of these women, Ammu, Maya, and Nalini, are shown to have mighty hearts.

"The blood from my hand covered the marrow as I picked it up and began to chop. Blood and tears dripped into the pan and made the oil splatter. Blood seeped into the wooden spoon as I held the spoon tighter and tighter. I began to stir" (Nair 85).

Nalini finds comfort in her ability to cook. She no longer has to sew, her joy returns, she has more time to spend with her kids, and she is finally lifted out of poverty. Her passion for cooking and judicious use of spices inspired her to create her brand of pickles, "The Abundance of Spice." Nalini's identity is derived from her food, even outside of India. Meanwhile, Nalini marries Ravi Thakker, whom she met while working on a cookery project.

Along with him, she also gives birth to a girl. She gave her the name Ammu, after her mother. She is threatened when her ex-husband reappears in her life. She was compelled to sell her shop to remain silent in front of Raul. In addition, she loses Satchin in a car accident, making things even more difficult for her. When Maya first meets Raul, he turns her against her mother. To live independently, Maya relocates for her studies, becomes fluent in the language, and secures a job. Maya went much further than her mother. Nothing could close the distance between them. She had been unique in her ways since she was young. Maya refused Indian cooking when Nalini insisted on it and only liked foreign food. Even food could not forge an enduring bond between them. Even Nalini's persistent calls were unable to close the distance between them.

"Many times, I asked her to come home. 'Soon,' she kept saying, but she didn't return. Then one day, as I was planting some coriander seeds in the garden, I decided it was time to let her go. Never once did I stop loving her, and it was then that I understood what my mother did for me and what she meant by letting go. I went back into the kitchen" (Nair 268).

The Annapurna statue has a significant role. It is said that Annapurna is the goddess of food. Nalini continued to practice the custom even in her foreign country. In her shop and kitchen, she always had an idol of Annapurna. Along with her mother, a young bronze Annapurna was present. It appears that Nalini and her mother brought that idol with them wherever they went to cook, and they always gave Annapurna the first serving of whatever they were cooking. Experience is found in the complex roots of her own country. Even though Nalini had a problematic existence, she eventually found a way to cook and show off her talent. Once more, she and her younger daughter Ammu opened a modest shop using the money.

In contrast to Maya, her youngest child always showed a significant interest
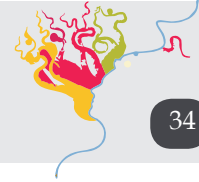
in Nalini's cuisine. She is comparable to Nalini in that she is eager to learn from her mother, and Ammu exhibits a similar excitement regarding Nalini's food. Maya moved to England when she was four years old and quickly developed a passion for English cuisine. Indian cuisine was not acceptable to her. She utterly rejected the traditional food from home. "There was a little bronze Annapurna, no bigger than my thumb, which my mother kept in a makeshift pocket of her kasavu munda" (Nair 56).

Maya travels to Mumbai, an Indian city, to purchase some garments. After that, she makes a trip to Kerala to see her grandmother. Two things happened on her route back to her homeland. Maya recognized the importance of freshly prepared, lovingly prepared meals. She also acknowledged her roots and mastered the art of forgiving, just like her mother and grandmother. She went to the residence of her Ammama. She decided to stay home after seeing her native people since she now knew the true significance of home cooking. She went to Krishna's house to remain with him instead of going to Spain. She truly desired meals from home.

"I spent days sitting in the kitchen area with his mother and their servant girl. I watched spices being ground with stone, leaves being soaked and dried in the sun, fruit being preserved into pickles, dishes prepared from scratch with love and attention. Each person was working through their own thoughts and kneading dough or grinding lentils was a temporary respite. The end results were amazing" (Nair 251).

Maya had previously considered her odorous and oily cuisine to be something to be avoided. She rejected Indian cuisine the same way she refused sandalwood paste on her head and grease in her hair. Her perspective, however, was utterly altered when she discovered her ancestry and read the letter that her grandmother had written. Maya, who was wholly dependent on western customs, came to understand the importance of sacrifice and the influence of food. Her return trip to her native country is a metaphor for her ongoing quest for an identity in which she had no faith. She eventually discovered her father, Raul's true nature. She was able to understand her mother and Ravi, and she yearned to start a new life with them. Food acts as the umbilical cord that ties Maya and Nalini together. Diasporic authors frequently express their close ties to their native countries. Preethi Nair demonstrated her connection via the perspective of food because she is a woman. She forged links between immigrants and their native countries and a mother and daughter's compassionate hearts.

Throughout the novel, food acts as a unifying mystical force. Only through the prism of food could Nalini and her mother's relationship be understood. Only a cooking task brought Nalini and Ravi together. Only when Nalini began her pickle company did Tom and Maggie start to get close to her. Ammu, Nalini's youngest child, was as devoted to her as Nalini was to her mother. At the very end, only after realizing the power of handmade food and cooking is Maya reunited with her mother.

"The art of putting together food is a magical thing and if it is done right it has the power to soften the most hardened heart. My mother always said that when you work with what you love, you work with magic. However, if the ingredients are incorrectly administered, or if you work with bad intention, it can also bring the most disastrous results" (Nair 55).

Food studies describe food's numerous roles in the novel's characters' lives. An essential part of any survival strategy is cooking. The cuisine provided by Maya's mother depicts her rejection of her native country, while Nalini strives to hold onto her identity. When she rejects the traditional foods prepared by her mother, it is apparent that she also hates her native country. This novel portrays how cultural understanding varies from generation to generation. Food acts as a fundamental link between people and their native land.

Conclusion

Annie Hauck Lawson, a dietician, introduced the concept of food voice. She suggested that "what one eats or chooses not to eat reveals about a person's identity or emotion in a manner that words alone cannot" (Almerico 03). Food choices reveal an individual's or a group's passions, knowledge, background, and other details. Food choices tell families, migrations, and personal and group identity stories. Culture is the beliefs, values, and attitudes practiced and accepted by members of a group or community. Culture is not inherited; it is learned. Food ties us with our families and culture. Food is about

family, community, and identity; we nourish all things when we eat well. Food is a powerful cultural symbol representing a culture. People even link their memories with food, as seen in the novel One Hundred Shades of White, where Nalini often marks the memories of her past. Food serves as an essential aspect of human life. One Hundred Shades of White portray how food can be seen as a cultural identity. It reveals that food is always inseparable from culture and people. It never fails to show that immigrants always choose food as a powerful medium to expose their roots and connection with their native land, thus proving that food serves an important cultural identity.

WORKS CITED

Primary Source:

- Nair, Preethi. One Hundred Shades of White. HarperCollins, 2015.

Secondary Sources:

- Almerico, Gina M. "Food and Identiy : Food Studies, Culture, and Personal Identity".
- Journal of International Business and Culture Studies, Vol. 8, June 2014. www.aabri.com/manuscripts/141797.pdf.
- Carruth, Allison, and Amy L.Tigner. Literature and Food studies. Routledge, 2018.
- Nelson, Emmanuel S, editor. Writers of the Indian Diaspora. Rawat, 2010.
- "What Food Tells Us". Freely Magazine, 7 Jan 2017,
- https://freelymagazine.com/2017/01/07/what-food- tells-us-about-culture/.
- Wilson, Bee. "Pleasures of The Literary meal". The New Yorker, 15 July 2015,
- www.newyorker.com/books/page-turner/pleasures-of-the-literary-meal.

Representation of Ruskin Bond's Love for Food and its Association with Indian Culture and Traditional Heritage

Sharon Stephy. D,

Ph.D. Research scholar (FT), Department of English(Aided)
Kongunadu Arts and Science College, Coimbatore.
stephykittu@gmail.com

Abstract:

Food is the unifying force that binds everyone together across nationalities and communities. Our food culture refers to the ways that food aligns into our history, society, ancestry, traditions, beliefs, attitudes, practices and entangles everyone with the food system. It is so much more crucial to our well being than human beings often acknowledge. Food is an essential necessity of a human being to survive and there are people who love to try different foods and enjoy its taste and aroma. They are often fondly called food lovers or foodies. Almost everyone has experienced certain times when an aroma takes them back to their earlier days or when they imitate a meal they enjoyed while traveling takes them right back there. Food can very effectively relocate you to a different place, period, and traditions without ever leaving your place and home which is why food culture is such an essential element in human connection and interpersonal relationship. Food should be relished. It provides an opportunity to fathom both the routine culture of India and the subtle and prominent intricacies of recognition and intercultural communication. There is no one who hates food on the planet Earth relishing one such great writer's love for food and how food serves as a backdrop in most of his writings. This paper attempts to explore and present Ruskin Bond's love for food and how culture is entangled with it through the select works of Bond.

Keywords:

Food, Culture, Tradition, Heritage and Beliefs.

Introduction:

Food is an integral part of the lives of human beings; it serves as a source of joy that binds each other emotionally and through a traditional link. Any food culture has always been centred on food. People have frequently found satisfaction in food, despite the highs and lows of life through trying times like conflict, despair, unemployment, famine, starvation, deprivation, hardship and poverty. Whatever has traditionally passed down as a traditional treat or cuisines are now renowned as comfort food dishes worldwide. Family histories and their haplotypes are defined by the traditional dishes that have been inherited from one family to the next that marks the legacy of their family and their emotional attachment to it. Foods primed to mark sacraments; customs,

festivals, conventions, anniversaries, events, traditions, rituals, cultures, belief system, heritage, superstitions, values, beliefs, practices, philosophies, lifestyle, spiritual beliefs, rites and way of life are now a legacy and part of human beings reality. They remain what it makes them and celebrate the nostalgic beautiful moments that are captured and remembered along with it. Thus culture starts to embrace it as it connects human beings from different parts of the world under one emotion, food. It greatly impacts how they live and takes active participation in determining their happy mental state. Thus the paper further highlights Ruskin Bond's love for food and how culture embraces it by playing an eminent role in marking their heritage and legacy.

Discussion:

Human beings have always resorted to food for nutrition and artistic intellectual stimulation for a very long time. Food does not seem to be an intrinsic stipulation for people until after they have satiated their interpersonal needs. Food is used by human beings not only to accomplish our individual requirements but also to develop long - term relationships with those around us. It only makes natural that food would contribute in our reminiscences provided the symbolic significance human beings ascribe to it at times. Food helps to cherish and remember the magical moments of our lives and the enchanting occasions by triggering our olfactory senses.

Food has a strong bond with identity as it helps in recognising who you are and

where we belong to by having strong alliances with our cultural identity. Recipes passed down from generation to generation speak volume about the cultural family legacy and the history of our part. Food stands as a bridge by connecting people emotionally and through one's cultural identity. And each region or part of the world has their own staple food that they are known for such foods are not only shared by a particular region of people but is made a common food across the world and is loved by different parts of the world. Food across the boundaries of the world unites people through emotion, lineage and cultural identity. Food makes us a creator of new dishes. There is true joy in finding out new recipes and trying out different cuisines of the world. Food helps us understand each other better as it opens our heart, mind and relaxes our soul and aids us to connect better with each other and find solace in life.

Ruskin Bond's love for food is highlighted in most of his works; he loved trying new snacks like pakoras with onions and sweets like Jalebis. His narratives have food as an emotion that gives food cravings to one who reads it. Food finds an important part in most of his works connecting strangers and creating a magical bond over snacks and tea. He emphasises on the fact that food connects people and helps in understanding each other better. Yet he did not get to try different cuisines and recipes as he spent his childhood and student life in boarding schools where one cannot make demands to have our favourite meal or snacks to be delivered yet enjoy what is being given in order
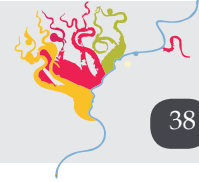
to escape starvation. But he learnt this golden characteristic of never to complain over food served, rather than to enjoy them wholeheartedly as there are many out there who do not have an opportunity to have one proper meal. Bond's stories have moral values and life lessons to be learned through his characters as he carries the weight of the society through his common characters and tries to bring in a change in the world through his writings.

The chaat shop in Dehradun holds a special mention in Bond's first published novel The Room on the Roof Ruskin's visionary and creativity at the very young age of seventeen is mind blowing, he achieved his pinnacle and found his source, his craft, at a time when others were merely depending on mystery, passion, love and distinctiveness. As a little boy his outlook towards the world and the people in the society is carried out through great understanding of reality in an uncomplicated way and style of language. As a young boy his understanding of the world amuses the reader which today many as adults lack. Although Ruskin's debut book is overflowing with ecstasy, it records the painful past which he had to endure during his childhood days. His emotions are reflected through his caricature Rusty hence it is called a semi-autobiographical novel. He mentions about the bazaar and the chaat shop that is present there and how each counters and shops differed entirely from one another. His description of the vegetable shop with everything green and wet, following a fruit stall after which came the tea and betel leaf shop and a toy shop amused him with

overflowing joy. He found the bazaar to be a stop where he could enjoy freedom as he had a possibility to meet a lot of people, vendors, animals, birds and beautiful decorations all stood as a factor of relaxation to his traumatic soul. The excitement of Bond as a little boy in the bazaar is highlighted through the clear depictions and insightful details. The bazaar is also the place where he met his friend Somi after a long time. Thus he brings out the connection and unified force the bazaar had in connecting him with his childhood friend.

Bond's narratives bring in food cravings to anyone who reads it irrespective of all ages. One such short story that brings out a flavourful and mouth-watering love for sweets is "Big Business" where the narrative opens with a small child named Ranji sets leaves to get some syrupy, piping-hot jalebis from the Jumna Sweet Shop. Just at the attracting and visual treat of it and after a series of discussions with his friends, he eventually ends up with a paper bag full of jalebis, "those spangled, golden treats made of flour and sugar," tempted him to an extent where he was ready to trade anything for it. In order to afford Jalebis he had to trade an old coin for a fishing rod, a rod for a flute, a necklace for a shiny one rupee coin, and many others to own it. This depicts the immense love he had for Jalebis and how he was prepared for anything to own a bag full of jalebis. He was happy to trade his stuff for the love of Jalebis such was the pure love and true joy he had to own it. Such was Bond's flavourful textured depiction of this visual treat that makes anyone fall for it and want to enjoy one. Ruskin Bond is one such ardent fan of

Jalebis which he mentions in many of his interviews. His characters have a personal touch and taste of his personal life carried throughout the narrative. His love for Jalebis is expressed through the character Ranji and how he delights in enjoying those sparkles throughout his narratives. Thus food connects one's emotion and passion.

In Miracles at Happy Bazaar: My Very Best Short Stories for Children he highlights Melaram's tea shop in the Dehradun bazaar where it serves to hold some uncommon meetings. This depicts the typical tea shop and how people gossip there about the state and happenings of the city, family, politics and other happenings in the societies. Tea shops serve as a background where important details of current state affairs are discussed by the men of the society. It is a place where problems are created and at the same time problems are solved. This goes back to the cultural reference. Where people gathered over a tea shop to discuss trivial matters and find solutions. This is beautifully brought in by Ruskin Bond. Then comes the wonderful accounts of the pot pies, turkey dressing, and peanut toffees from his grandmother's cuisine that he loves the most. These are featured in multitudes of his publications, including The Adventures of Rusty, and they give readers an idea of what it may have been like to spend time on vacation in a cozy bungalow adapting to modern lifestyle. It leaves behind the memory of a simpler time spent in a mixed-Indian and English-speaking household where both the cultures blend in and become a part of the phase.

In several of his stories, friendships were made over pakoras and chaat. This is evident in "The Woman on Platform 8" where it begins with a young boy of twelve waiting to board the train at Ambala station. He is not accompanied by his parents as they considered him to be mature enough to travel alone. He felt all bored and left alone in the huge station which was busy with crowded people, vendors and animals that were let loose. Everything appeared to be strange to him as he was left alone in the station with no one to accompany him. And he was given a warning to not get along with strangers as the world is filled with mysteries and dangerous people. Having all this in mind he waits in the station for his train.

The Railway Station looked calm when a train departed but that was not the scenario of the arrival time of the train; he experienced people yelling, screaming, writhing, panicking and restless to board the train and the ones who come in the last minute created a great fuss and the whole station looked like a combat field. He stopped by the book stalls and feeded stray dogs with biscuits and read newspapers to kill time.

The simplest descriptions add great beauty to his writing, one such is the description of the arrival of the train where he notices people in huge groups with their heavy luggage and trolleys would sweep down. And how everyone went in at the same time to the ticket collector and how he looked helpless. Amidst all of this, the vendors who were selling curds, lemons, meals and the newspaper boy all of this added

to the restlessness of the station and looked very strange to the little boy as he witnessed all of these. He felt bored and isolated. He encountered a strange woman with a sweet voice. She looked pale with no jewels with bright eyes sparkling love and kindness dressed in a normal white sari. There was nothing special in her looks but she did hold a kind of pride and integrity which was evident through her behaviours. She questioned if Arun the protagonist was alone. With respect he stood answering her that he was to board a train to his school and that he was a boarding student.

The rich indications of culture are beautifully highlighted in the attire of the women that denotes the southern part of India's dress code. In the southern part women wear sari as their traditional outfit. In the case of Arun the respect he gives to the woman also takes us back to the pages of history. As from the younger age one is taught to respect their elders by raising up to answer them and it forms a part of our culture. Such small indications to our rich culture makes Bond's writing unique and cherish-able. It was past twelve in the afternoon so she understood the situation and invited him to have some snacks over some conversation so he wouldn't feel lonely or bored. And she also took the initiative to grasp his hand, although Arun the little boy wanted to avoid it out of reluctance and fear, he did not want to be absurd and wanted to give her a chance as her love and affection felt so pure and genuine. She accompanied him down the platform after instructing a coolie to watch over his bag. She took him to

order some tea, samosas, and jalebis by sensing that he would be hungry. Here she displays motherly instincts of love, care, affection, protection and divinity.

Over the snacks the stranger woman and the little boy developed a friendly relationship where the little boy spoke about the details of his day and she listened to them with love and patience. This attracted the little boy that he felt the genuineness in her love, affection and purity of her soul. In the end he wins over the little boy's trust and confidence in her thus he introduces her as Mother. Such was the relationship bond that developed between the two over food. Thus food stands as a binding force in connecting strangers to friends and hatred to love.

Conclusion

Food is the factor that unites human beings irrespective of their caste, colour, race, language and culture. It is an emotion that we human beings have in common and embrace to thrive forward. It bonds us to one another, to our own histories, personalities, and thoughts, as well as to the greater communities of the world. It creates wider recognition for instance Indian cuisine is loved by the people of Western Culture and is served there with love, reminiscing the Indian culture. These interrelationships can be thought of as spanning both across and beyond, so that food can inspire us to probe our innermost sense of self including the implications that our personal preferences may have on other inhabitants, political systems, livelihoods, and natural systems. People work harder to satisfy their hunger, in happy moments we eat to celebrate,

in sad moments we eat to win over our sadness. Thus food has become an inseparable part of human life which we imbibe with love and celebrate it regardless of culture, religion and nation.

Works cited

- Bond,Ruskin. Big Business. Students Stores Private Limited; Twenty Two edition .1 January 2013.

- Bond, Ruskin. The Room on the Roof, Vagrants in the Valley: Two Novels of Adolescence. India: Penguin Books, 1993. Print.

- Aggarwal, Amita. Fictional World of Ruskin Bond. Sarup & Sons, 2005. Print.

- Bond, Ruskin. The Best of Ruskin Bond. New Delhi: Penguin Books, India. 1994. Print.

- Heyman, Michael. The Life and Works of Ruskin Bond. Children's Literature Association Quarterly, vol. 28, 2009, pp. 253-254.

- Sinha, M., Jauhari, R. and Dave, N. Ruskin Bond: A Critical Evalaution. 1st ed. New Delhi: Atlantic Publishers.2012. pp.156.

- Bhuyan,Avantika."Bonding with Ruskin over pickles and eggs".mint lounge.05 May 2020.

- Bond,Ruskin.Miracle at Happy Bazaar. Aleph Book Co.20th May, 2020.

- Bond,Ruskin.The Room On The Roof: 60th Anniversary Edition.Illustrations by Ahlawat Gunjan, Introduction by Tom Alter, Penguin India.
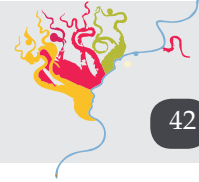
Representation and Analysis of Food in Children's Literature through the Works of Roald Dahl

Keya Sara Geevarghese

Ph.D. Research scholar (FT), Department of English (Aided),
Kongunadu Arts and Science College, Coimbatore. keya.sara@ymail.com

Abstract

A child's initial social connection to his mom and vice versa is through food. Beginning in the womb, there is a social, emotional, and psychological link. When the infant is born, this connection takes on a different appearance but retains its original qualities. Breastfeeding is the first step in it since it helps the infant form an emotional bond with the person who gives him food. This connection remains constant as the child gets older even though it becomes less evident. When a child is young, his caretaker would frequently play games with him in which the child is chased by the caretaker and feeds the baby. It is a game which kids adore playing. Through the ages, food has been a common motif in children's literature, frequently represented as a reward or a warning to its consumers. Food is mentioned in the Bible, such as in the Genesis account of Adam and Eve, in educational literature from the 19th century, and in enjoyable children's books from the twentieth century. Numerous authors and artists have addressed the idea of food as a reward or a warning in their works, including Titian, Lewis Carroll, Beatrix Potter, and Roald Dahl. Their approaches to the matter are strikingly varied, yet share a number of startling parallels. Food of all kinds – magical food, poor food, rich food, holy food, wholesome food, talking food, etc is frequently featured in children's literature. This paper deals with the representation and analysis of food in children's literature through the works of Roald Dahl.

Keywords: *Food, Child, Connection, Analysis and Parents.*

Introduction

Food is a fundamental aspect of life. It is essential for keeping one's health in good condition. It is a bodily requirement. Choosing healthy diet expands life. The connection between healthy nutrition, the environment, and health is made through food. It enhances one's mental well-being. Some people are becoming aware of this relationship and are able to comprehend how nutrition and mental disease are related. In daily life, stability and mental health are crucial components. A healthy diet is essential for growth and long-term wellbeing. In relation to a person's life, mental, bodily, and social health is significant and interconnected. The level of happiness and health in an individual is determined by their mental health. The majority of people suffer from mental disease as a consequence of eating inadequately healthy meals. There are

numerous challenges that individuals suffering from mental disorders must overcome. People's mental health suffers as a result of terrible economic conditions. Hunger is a crucial factor in the development of mental disease. Lack of essential food sources that are high in nutrients and energy causes hunger. Psychologically, a nutritious diet promotes the growth of a positive mental state, whereas malnutrition makes a person depressed.

Food serves as a prism through which to view society's formalised celebrations. People follow particular rituals when eating together, and these religious traditions have existed since the dawn of time because they add intimacy to the home hearth. Eating habits and related customs contribute to a better knowledge of human culture. Even though eating is a necessary and enjoyable activity, food also reflects social structure and viewpoint. The preparation and sharing of food influence how society is structured. As a result, it aids in more accurate cultural identification and serves as the ingredient that brings people together.

DISCUSSION

Food plays a significant role in many pieces of literature. Since there are no longer any social restrictions on the subject of food in fiction, most authors choose to write about it. Additionally, it provides a great picture tool. In all literary works, references to food serve as a springboard for indelible associations that dive deep into both personal and collective memory. The imagination also depends on food. Even the word "imagination" transports us back to

our younger selves. It's because our early experiences provide us with the most intense emotional outlets for our creativity. Similar to how food studies have now become important in general literature, they are also becoming important in children's fiction. Since every child experience food differently from birth on, it should come as no surprise that food frequently appears as a dominating theme in children's literature. Food always symbolises the restrictions placed on a child's world in addition to established order and civilization, working perfectly with the notion of excess as a central element of childhood imagination.

A well-known author of children's books is Roald Dahl. He is imaginative and writes in an original way. He uses children's characters to convey messages. His compositions catch the interest of the reader. He makes extensive use of literary elements and linguistic patterns. His literary style combines thrill and suspense. His writings are rife with illustrations and food metaphors that relate to the characters. He often had a food-centric perspective on life. The majority of his writings, including The Big Friend Giant, Matilda, Charlie and the Chocolate Factory, James and the Giant Peach, and Fantastic Mr. Fox deal with food. He continues to be the best storyteller in the entire planet. During one of her interviews, Dahl's daughter Lucy Dahl stated that food played a significant role in their upbringing. And it turns out that Dahl's imaginative and even bizarre approach to eating wasn't just found in his books. The children were awakened by Dahl in the

middle of the night, crammed into the car—which was stocked with cookies and hot chocolate—and driven up the road where they lived in the English countryside. He also entertained his children while they were eating their meals. He frequently tested out different characters from narratives he was writing during meals. In the same way that Roald Dahl utilized stories to give life to food in his own home, he also used food to give life to characters in his writings.

Roald Dahl's children's book Charlie and the Chocolate Factory was originally released in 1964. It was arguably the most well-known of his satirical, darkly comedic books for kids, and it relates the tale of a poor young boy who receives a prize to visit the enigmatic and magical Willy Wonka chocolate factory. Charlie Bucket and his impoverished family, which includes both parents as well as all four grandparents, reside on the suburbs of the city. Charlie passes the world's best and largest chocolate factory, run by the enigmatic Willy Wonka, every day on the way to school. Things get worse when Charlie's father loses his job. Grandpa Joe explains to Charlie that the candy factory once shut down because rivals stole Willy Wonka's manufacturing techniques. The plant later started up again, although nobody was ever seen walking in or out. One day, Willy Wonka makes the announcement that he has buried golden tickets in five of his chocolate bars, with the winner receiving a visit of the factory as well as a yearly supply of Wonka goods. Four of the tokens were discovered one by one as Wonkamania sweeps the planet. Charlie purchases

two Wonka candy bars with the money he discovers poking out of a snowbank; one of the bars holds the final golden ticket.

Willy Wonka, an eccentric visionary, meets the five kids in front of the factory. The workers are discovered to be the diminutive, cacao-loving Oompa-Loompas who were saved from Loompaland by Willy Wonka, and the interior of the chocolate shop is wonderful. Four of the kids are too self-centered to comply with the rules, and as the tour goes on, they experience strange—and frequently painful—repercussions. When Augustus Gloop, a gluttonous character, enters the Chocolate Room, he plunges into the chocolate river and is dragged into a glass pipe that is conveying the liquid chocolate that will be turned into fudge. An experimental chewing gum is stolen by the chewing-gum-obsessed Violet Beauregarde, who is then transformed into a blueberry as a result. Veruca Salt, who is incredibly spoilt, attempts to steal a trained squirrel to herself, however the squirrels reject her as a bad nut and throw her into a garbage chute. Mike Teavee participates in an attempt to send candy bars over television and shrinks to the size of a pocket. The Oompa-Loompas frequently burst into moralising songs to criticise the misbehaviour of the kids. Finally, Wonka informs Charlie that the chocolate factory is now his due to his kind behaviour.

The reader has the impression that they are inside the factory the entire time. Each chapter contains unique shocks and surprises that excite the readers.

Dahl's characters demonstrate to readers the sophisticated British culture of the time through their actions. However, the study of literary history reveals that the inclusion of the subject of food in modern writing cannot be regarded as a recent development. Even before Dahl's time, food-related themes were frequent. When families eat together, they frequently reflect and represent human behaviour, including its appetites and desires. Food has long been a central ritual in family life, with a focus on family members' socialisation, but it also offers important psychological support. Charlie, his father and mother along with his two grandfathers, and his two grandmothers all eat dinner together in the novel Charlie and the Chocolate Factory. Even though they eat cabbage soup for supper each day, they never grumble and instead indulge while exchanging stories about their day's job. Children's socialising has traditionally been greatly aided by dining together at the table. Children should learn respect, discipline, and adhering to the laws that can be tested in society. In this chapter of Charlie's life, we learn how low-income families manage with what they are given. Unlike other fictional children, Charlie has been raised with impeccable manners despite his poverty.

In James and the Giant Peach, James, a small kid who is left an orphan when his family are devoured by a rhinoceros, is first presented to the reader as Dahl's book opens. As a result, James is sent to stay with his aunts, Aunt Spiker and Aunt Sponge. He is treated horribly by these relatives, and he feels terribly alone because he has no pals yet longs to interact with kids of his own age. James' luck does, however, change on one especially bad day when an Old Man shows up in the back garden and delivers him a package of mysterious green things. The Old Man claims that James will experience a magnificent event if he adheres to a set of detailed instructions. James is overjoyed, but as he rushes back to his home to follow the directions, he trips, and the mysterious green objects dig into the ground. James is furious, but as he starts to pick up his chores again, he heard his aunts yelling. A peach has started to sprout on a top limb of a formerly barren peach tree, as James quickly ascertains, and this is what is causing all the uproar. The peach grows bigger and bigger as they watch, eventually surpassing the size of the aunts' entire home. Aunt Sponge and Aunt Spiker decided to make money off of this peculiar occurrence, so they built a gate and started charging people to see the peach. They forbade James from interfering out of concern that he might thwart their money-making plan. James slips out of the home to see the peach the evening following the initial day of visitors. A hole that he notices at the peach's base turns out to be a tunnel's entrance. He starts to scurry through and eventually crawls into the hole of the peach pit in the middle of the fruit.

James first feels intimidated when he encounters Miss Spider, Centipede, Earthworm, Old-Green Grasshopper, and other strange animals in the inner chamber of the pit. The following day, James and his new friends set out to get away from Aunt Sponge and Aunt Spiker. The peach is ripped loose from its tree by a centipede, and as it rolls
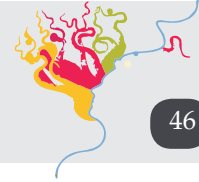
away, it flattens everything in its path, killing Aunt Sponge and Aunt Spiker. The fruit then tumbles down a cliff some distance away and splashes into the Atlantic. James and his buddies will now encounter a number of challenges. They need to get away from charging sharks, avoid the enraged Cloud-Men, and resolve internal conflicts. James takes charge and typically comes through for the team. He has his friends tie ropes to surrounding seagulls and then to the peach's stem, so that when sharks approach, the peach comes from the water and starts to fly into the air. James and his buddies arrive in New York City after a day of flight and discover that they have travelled the full length of the Atlantic.

When a passenger plane unexpectedly soars above them, it cuts all of the seagull strings at once as they start to do so one by one. They lose their steady ascent into the metropolis and start to plummet quickly. While clinging to their lives and fearing for their lives, everyone manages to safely land on the top of the Empire Tower. James and his buddies are carried to street level and lavishly welcomed after explaining their circumstances to the New York City police officers and firefighters. The city holds a procession in their honour, and by the time the ceremony was over, the neighbourhood kids had devoured the entire peach out of curiosity. James and his companions live happily forever after the parade. James resides within the last remaining peach pit, which has been turned into a statue in Central Park. He decides to produce a book on the experience because so many young people come to visit him in hopes of hearing his story. The book the reader just finished reading is the one he wrote.

James Henry Trotter uses this enormous peach as a getaway from his two self-centered, slothful, and unkind aunts. James comes across a variety of lesser, yet incredibly enormous in size and shape, monsters as he enters the enchanted peach. James encounters a large spider, an ancient, green grasshopper, a huge ladybird, a centipede, and an earthworm in the peach. James and his prisoners set off on an exciting voyage from this point, and New York City is their final stop. The expedition was full of numerous adventures, like avoiding sharks, cloud guys, small mishaps, etc. The basic bonding of custom, the tradition of dining together, depends on dining together. These customs of feeding one another foster gratitude and camaraderie. In this fictional story, James and his friends enjoy the journey in the enormous peach while sharing what they have.

CONCLUSION

Food can be used as a stand-in for our psyche, psychology, flaws, and societal wants. Humanity has a tendency to taste their culture's food from infancy forward. When we think about sweetness, we can't help but think of chocolates and candies because sweetness is the very first flavour to which we are drawn as infants. In fact, sweets carry the innocent joys of childhood into adulthood. Social bonds are bound through chocolate and shared meals. All human beings are slaves to the seduction of chocolate. Dahl's picture book Charlie and the Chocolate Factory, which is aimed at children,

vividly illustrates this enchanted slave. The best thing a person can do for another is to share their food, and James and the Giant Peach makes this point extremely well. Thus, the theme of food is present throughout both of Roald Dahl's chosen novels, with both similarities and variances.

REFERENCE

- Dahl, Roald. "James and the Giant Peach". New York: Puffin, 2007.

- Dahl, Roald. "Charlie and the Chocolate Factory". New York: Puffin, 2016.

- Kahn, Scott, et al. Signs and Symptoms. 2nd ed., Lippincott Williams & Wilkins, 2009

- "What if Willy Wonka Was Your Dad? Roald Dahl's Magical Parenting with Food". The Salt, June 2017.
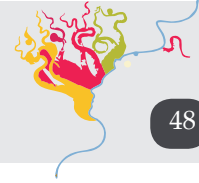
Flavours of Desire and Meat as Metaphor: A Deconstructive Study of Aamis, Raw and Fresh

Abhinaya A

Research Scholar, Govt. Victoria College, Palakkad
Contact: 8281641767, abhinaya.apparu@gmail.com

Abstract:

The politics of food is an area that has been widely explored in the twenty-first century. Why we eat what we eat is not just a personal choice, but it is conditioned by larger political, cultural, and socio-economic factors. Anthropophagy, commonly known as cannibalism, is an undebatable taboo in almost all cultures. Cinema's interest in cannibalism dates back to the 1970s with the film Man from the Deep River (1972), which was later followed by films like Naturo Contro (1988) and the most controversial Cannibal Holocaust (1980). From films portraying psychotic characters who eat human flesh to a dystopian future where people devour people, the list of cannibal movies is long. But apart from portraying cannibalism as a gruesome practice, film makers began to use it as a symbol of desire, love, lust, revenge, and Jouissance. This paper intends to look into the brief history of cannibalism in films and analyse how meat, especially human meat, is used as a metaphor in the movies Raw (2016), Fresh (2022), and Aamis (2019). Along with tracing the trajectory of the evolution of a new set of cannibal movies in the first and second decades of the twenty-first century, the paper will also try to briefly look into references to cannibalism in popular myths, discourses and ancient literature.

"Do you know which meat is the tastiest in the world?"

"Which is it?"

"Human flesh" (00.46.31 Jallikettu).

Food, like air, is a basic need for the sustenance of life. The progress of human civilization is closely linked to the eating practices of human beings. Using fire to cook meat which was till then eaten raw is a milestone in human evolution. The social organization of human life and the gradual beginning of family structure is intricately linked to food procurement and survival. Roland Barthes in his 1997 essay "Toward a Psychosociology of Contemporary Food Consumption" has argued that eating is not just a way to stay alive and food is not just an object to eat but sums up and transmits a situation; it constitutes information, it signifies… it is a real sign, perhaps the functional unit of communication"(Barthes 21). He has also famously argued that food is a system of communication and has

in it rules regarding what can be eaten and what cannot be eaten. The food a person eats is closely linked to his or her political, social and cultural life. Food choices cannot be separated from the ideologies that a person follows and believes in. A close examination of the patterns of buying, cooking and eating food will unveil the link between food, power and ideology. David M Kaplan in the preface to his book The Philosophy of Food writes about the difficulty of finding answers to the seemingly easy questions like why we eat what we eat, because any question regarding food is "difficult questions because they involve philosophic questions about metaphysics, epistemology, ethics, politics and aesthetics" (Kaplan 2).

When the survivors of the Uruguayan Air Force Flight 571 crash, after their 72 days of survival in the Andes mountain ranges came back, what startled the whole world more than their courage to hold on to their hope even after they came to know that the search had been called off initially, was how they managed to survive having no food to eat and the world was waiting to hear from them something that is already known, a forbidden, unspeakable, terrifying yet fascinating word- Cannibalism. The word cannibalism is derived from 'Canibales', a Spanish name for a West Indies tribe Carib believed to practice anthropophagy. Cannibalism evoked the curiosity of white men especially after Columbus wrote about it in his travel diaries. This curiosity and disgust later helped the European colonial forces to justify their colonial mission. Cannibalism or anthropophagy in western discourses and psyche became

the most barbarian, savage and cruel act. The vulnerability that cannibalism posed to the human/animal dichotomy and hierarchy posited rather serious questions about civilization, morality and used as a colonial justification later made intellectuals, philosophers and psychologists look deep into the basic instincts of man. The earliest accounts of cannibalism can be traced back to prehistoric times and religious texts like the Bible have multiple mentions about cannibalism, especially endocannibalism as a worst form of punishment. Greek literature has ample accounts of cannibalism, Odysseus along with his men gets caught by Polyphemus, a man eating giant who consumes them one by one until they manage to escape by wounding the monster. Hesiod in his Theogony tells the story of Cronus, who fearing that his children will usurp his throne eats them one by one. Herodotus, father of History, has written the earliest accounts of cannibalism, throwing light to its ontological nature rather than its mythical nature. He has written extensively about Scythians, a tribe who used to kill their enemies and eat them. His account of Astyages and his gruesome revenge has been the inspiration for many other cannibalistic characters including the violent scene of meat eating in Shakespeare's The Tragedy of Titus Andronicus and Seneca's Thyestes. In classical and Elizabethan revenge tragedies multiple references to anthropophagy as an ultimate revenge are common and the term 'Thyestian feast' entered popular narratives after Seneca's Thyestes. Cannibalism has been an inevitable part of mythology and even nursery rhymes
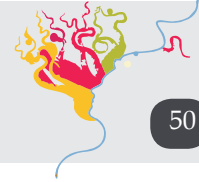
have multiple references about it. The fear of being eaten is aggrandized by the fear of being eaten by another human being.

Like literature, cinema too was and is still obsessed with the stories of cannibalism. But from the dark, violent, gruesome horror action oriented movies the genre has entered new dimensions there by freeing anthropophagy from the status of just a gruesome disgusting act to a human tendency that has wider theoretical and psychological implications. Though Italian movies of the 1970s and 80s are commonly referred to as the predecessors of the cannibal movies, the earliest instances of portrayal of cannibalism can be seen in Tarzan movies released in the 1930s and 40s. But it was the 1972 film Man from Deep River which inaugurated cannibalism movies as a new genre. This was followed by a boom of cannibal movies, mostly having a similar plot where civilized white men encounter the barbaric cannibalistic tribes. These movies are more about graphic detailing of violence of which Cannibal Holocaust is the most horrible one that shocked audience all over the world giving way to discussions regarding actual cannibalism and murder involved in the film. It was The Silence of the Lambs (1991) that inaugurated a more mysterious way of portraying cannibalism and evoking a fear in the audience that is different from that evoked by the violent graphic detailing of exploitation that has been a hallmark of the Cannibal movies of the 70s and 80s. Twenty first century movies no longer found the usual clichéd portrayal of cannibalism as a

savage practice of savage others that has nothing to do with the civilized men. Cannibalism terrified the audience as a barbaric act, but the comfort position from which they judged the savage was disturbed by this new wave of movies where a man eater is not the member of a distant tribe but someone who is like them, someone who lives among them. This shocked the audience and made them think of the vulnerability of human mind and made them look deep into the basic instincts of human beings and how culture has played a major role in the construction of taboo.

Raw released in the year 2016 offers a curious case of cannibalistic tendencies by rather portraying it in a metaphoric way. The movie can be read more clearly through a feminist lens in order to analyse how the major characters, who are women, are frustrated living in a patriarchal society that sees them as nothing but objects of desire. Carol J Adamsin in her book The Sexual Politics of Meat draws comparison between animal butchering and sexual violence against women, and Julia Docourno has visualized the same in this film from the beginning. The film follows the journey of Justine, an introvert who joins a famous veterinary school for her graduation. Justine is shown as a pure vegetarian and her mother shouts at a waiter for serving them pieces of meat in a vegetable salad. Justine finds herself in a lonely state when her parents drop her at her college for the first time, but the presence of her elder sister Alexia who is a student there gives her relief. All the first year students are forced to participate in a hazing ritual where they are bathed in

animal blood and are forced to eat raw rabbit kidneys. The whole atmosphere seems to be an extreme version of carnivalesque at first but turns out to be gorier later. Later Justine is forced to move to a small room with one of her seniors despite her protests. He forces himself on her and she bites his lips and blood oozes out of the wound. This becomes a counter act from a woman who is objectified and harassed by the patriarchal society. Alexia teaching Justine how to be a desirable woman and how this conditioning that is largely prescribed by patriarchal society makes both women uncomfortable is shown through subtle scenes like both of them trying to urinate while standing. Justine gets extremely disturbed when Alexia helps her to shave her private parts and she accidently chops Alexia's finger. Alexia faints after this and Justine licks the blood and eats the flesh from the chopped piece. Later we see her waking up from sleep with a craving for flesh and eats raw meat. She lives with a roommate Adrianne, who is a gay. Later Alexia reveals to her that she was aware of Justine eating her finger. They both witness a road accident and Alexia eats the parts of the brain of the wounded traveler. "When you see a murderer, you don't say he isn't human any more. But when you talk about a cannibal you think of a monster. In movies cannibals are treated like zombies or aliens. For me the question is why?" asks Docourno in an interview. The movie takes a dark turn when the sisters fight with each other and wound each other because they both feel that the other is taking the attention of Adrianne. The movie ends with Justine waking up one fine day to find Adrienne lying dead beside her bathed in blood and many parts of his flesh missing, Justine has blood all over her face and mouth and she screams at Adrienne for not fighting back because she is aware of her uncontrollable urge to kill and eat. But she finds her sister in the hall eating flesh and covered with blood, Justine realizes that it was not she who killed Adrienne, but her sister. Alexia is arrested and Justine is taken back home by her parents. Back home her father while they are having dinner removes his shirt and shows her his chest, where there are innumerable teeth and nail marks. Thus she understands that this urge to eat flesh and the craving for blood runs within the womenfolk of her family.

Marx imagined capitalism as cannibalism with two ends in mind: to emphasize the sheer brutality of the profit-motive as a measure of human affairs, and to emphasize the profound irrationality of a system that must perforce devour itself…Marx repeatedly advances this point through lurid or gothic-images of man-eating (Philips 185).

Fresh, portrays capitalism and the toxicity of commercial culture through the metaphorical use of human flesh and cannibalism. Noa, is in search of a boyfriend and meets various men but finds it hard to find one that matches her preferences. From the one who swears at her when she tells him that she is not interested in him to the one who sends a dick image when she casually asks him about the pet dog that he has with him in his profile picture, men fail to meet her expectations, but
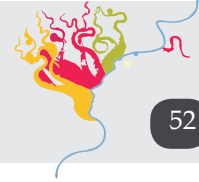
she falls in love with Steve whom she meets at a supermarket. He talks to her and gradually makes a great impression on her. Noa is a lonely woman and has no relatives except Mollie, her best friend. Steve while having food with Noa tells her that he doesn't eat animal meat, which is one of the subtle foreboding of what is going to happen next. Mollie is suspicious when Steve asks Noa out to a farm house because Steve who has no friends or not even a social media account makes Mollie suspect him. What awaited Noa in the farm house was a gory world, she learns that Steve is a cannibal himself and trades human flesh across nations. He earns huge money from this. All his victims are women and not only does he sends the human meat but packs the image of the victim and few of their personal belongings which he later reveals to Noa as the best way to satisfy the customers because thus they build a connection to the meat they eat. Steve is not just an Epicurean cannibal but he justifies his action by his psychotic attraction towards his victim which is similar to Issei Sagawa's confession that he was attracted to his victim's beauty. "Becoming one with somebody else forever and that's a beautiful thing. That's surrender. That's love" (01.39.13), the shelf that he has maintained to keep the belongings of each of his victims makes Steve a psychotic cannibal rather than a money hungry man. When Noa asks whether he eats only women, Steve replies, "Yeah, that's where the market is" (01.29.30). Capitalism and patriarchy hand in hand devours women and the movie becomes a story of the resistance put forward by Noa

against this consumptive oppression. She tastes human meat and tells Steve that she is enjoying it and thus finds within the same oppressive structure ways to resist and react. Apart from Noa there are two other women locked up and their flesh is cut according to the orders that is received. Steve talks about what ushered him to this business and his late childhood days when he felt a craving for human meat. The movie ends with Mollie trying to help Noa and getting caught in the same trap. But they both somehow manages to escape.

Aamis, perhaps is the first Indian film to portray cannibalism though there were many horror ghost stories where the evil spirit hungers for the blood and flesh of human beings. Aamis, an Assamese movie directed by Bhaskar Hazarika has food as its major theme and explores meat eating habits of North East that is otherwise not represented in the discussions about Indian cuisine. According to the director Aamis is a love story with meat as catalyst. The film begins by portraying an innocent platonic love affair between Nirmali, a middle aged married woman who is a pediatrician by profession and Sumon, a young research scholar whose research area is meat eating habits in North East. Meat is there in the film from the very beginning, Nirmali meets Sumon when his friend was suffering from indigestion. Later their rendezvous with various meat items begins and what started off as a friendship gets complex when their desires get building up. Nirmali follows strict moral codes and she finds her friend's affair with a young man immoral and unethical. But the desires take toll on them and

Sumon decides to cut a piece of his own flesh, cook it and serve it to Nirmali. She eats it without knowing what it is but is taken away by the exquisite taste and feels an orgasmic pleasure. Though she was shocked to know what meat it was we don't find her throwing up like Sumon, when he was served with Nirmali's meat later does. They make it a routine and Nirmali finds all other meats tasteless and her craving starts to get dangerous and when Sumon cannot satisfy her craving she asks him to help her to cut some meat from a dead body at her hospital. When this fails Nirmali till then a meek woman gets angry and shouts at Sumon for inciting the craving in her and making her mad with this vaulting desire. She tells him that if she is able to have a stomach full of the meat that she desires she will never again crave it and Sumon in order to fulfill this murders a cart driver but gets caught by the policemen who were patrolling. The movie ends with the nation waking up to the news of the gruesome murder committed by the cannibal doctor and her lover. Nirmali and Sumon is arrested and the media clicks pictures of their veiled faces while they both hold their hands.

For Sumon and Nirmali meat eating becomes sublimation, a way to channelize their libido. It was Freud who theorized the human psychology of sublimation through which emotions and desires which are deemed to be unacceptable to a civilized society is deflected to socially acceptable acts. But in this process of sublimation both Sumon and Nirmali falls prey to a similar but a more serious taboo, cannibalism. The dishes that Sumon prepares for Nirmali is heavily laden with sexual connotations. He replaces the yolk of an egg with his own flesh which is suggestive of sexual union.

The cart driver Sumon kills and Noa and other women who are kidnapped by Steve belong to what Social Geographer David Sibley calls "residual spaces", people who are on the margins of the society. The powerless becomes thus the 'zoe', as Agamben calls it. They are mere flesh and the precarious nature of their life makes them easy targets. Peggy Reeves Sandy, an American anthropologist in her 1986 book Divine Hunger: Cannibalism as a Cultural System categorized cannibalism according to the motives behind it and the manner in which the flesh is consumed and puts forward three hypotheses for understanding these tendencies. The materialist hypothesis looks at cannibalism as a survival technique, which is common when people are caught in extreme conditions like the passengers of Uruguayan plane or the mariners who have a pact within them that if they find themselves running out of food they would draw straws and the short straw holder will give up his life to become food for his shipmates. The psychogenic hypothesis sees cannibalism as an act through which a person tries to satisfy his/ her psychosexual needs. Sumon who learns that his desire for Nirmali is a taboo channelizes his desire into the food that Nirmali eats. He believes that by serving her his own meat he could attain oneness with her. The morality and ethics that the society strictly asks its people to follow has strict rules about sex at the forefront.

In a traditional society sex is not just a physical activity that two grown up people indulge in, but like food has lot of protocols to be followed. The person who transgresses it ends up being in the fringes of the society or altogether banished from the society. Nirmali and Sumon are both caught up in the right/wrong dichotomy and though they are careful enough not to transgress the sexual moralities they transgress the morality of food. The third hypothesis views cannibalism as cultural practice. The eating of a dead relative or an intruder is common among various tribes. It is not only a punishment but is even an expression of love. Kay Ray Chong, in his Cannibalism in China has written about children who would cut off their flesh and make soup out of it in order to please family members. Epicurean cannibalism sees human meat as something that is not different from any other meat and consumed not out of custom but for its exquisite taste.

Abject, according to Julia Kristeva is the space where the borders, rules and positions are completely disturbed there by negating the nature/culture, object/subject, right/wrong, self/other dichotomies. This lawless space terrifies the man who has in his collective consciousness his pre civilized life, a life that he has left behind. Cannibalism is thus abjection, but along with disgust it produces a fearful fascination. The Italian cannibal films like Cannibal Holocaust works in this space of abjection where the bloody, gruesome murders and the portrayal of rapes, flesh eating and cruelty disturbs the social and cultural agreements. But unlike this, the metaphorical use of cannibalism in Raw, Aamis and Fresh, brings in the element of desire for oneness, that surpasses the cultural and social rules of what can be desired and what cannot be, thereby ending up in the space of jouissance. Though meat is the central subject of all these movies what it symbolizes and how it is portrayed is different from each other. In Aamis Nirmali's craving for human flesh shocks the audience because it reminds them about the dangerous extend to which human hunger can travel. Sigmund Freud has argued that the cannibalistic and incestuous tendencies are suppressed by culturally imposed rules. Though the major manifest content of the above discussed movies are cannibalistic urges and its after effects the latent content is different for each, In Raw it is the exploration of female resistance portrayed through body horror, in Fresh it is the monstrosity of capitalism that devours women and in Aamis it is the strict moral codes and the resultant frustration. The immense metaphorical possibilities of meat is used by all the three directors and all of them urges the audience to look into the subject rather than diverting ones gaze out of fear and disgust. The long way that the cannibal films has travelled is also suggestive of the developments in the fields of anthropology and human psychology.

References

- Adams, Carol J. The Sexual Politics of Meat: A Feminist-Vegetarian Critical Theory. New York, The Continuum International Publishing Group, 2010.

- Barthes, Roland. "Toward a Psychosociology of Contemporary Food Consumption". Food and Culture: A Reader, edited by Carol Counihan and Penny Van Esterik,

New York, Routledge, 2018.

- Cave, Mimi. Fresh. Searchlight Pictures, 2022.

- Ducournau, Julia. Raw. Wild Bunch, 2016.

- ---. "Interview: Julia Ducournau". Interview by Isabel Sandoval. Film Comment, October 2021.

- Freud, Sigmund. A General Introduction to Psychoanalysis. Germany, Outlook Verlag, 2020.

- Hazarika, Bhaskar. Aamis. Signum Productions, 2019.

- Hesoid. Theogony and Works and Days. New York, Oxford University Press, 1988.

- Kristeva, Julia. Powers of Horror: An Essay on Abjection. New York, Columbia University Press, 1982.

- Pellissery, Lijo Jose. Jallikettu. Opus Penta, 2019.

- Philips, Jerry. "Cannibalism qua Capitalism: The Metaphorics of Accumulation in Marx, Conrad, Shakespeare and Marlowe". Cannibalism and the Colonial World, edited by Francis Barker and Peter Hulme, Cambridge University Press, 1998.

- Reeves, Peggy Reeves. Divine Hunger: Cannibalism as a Cultural System. Cambridge University Press, 1986.

- Seneca. Six Tragedies. New York, Oxford University Press, 2010.

- Sibley, David. Geographies of Exclusion: Society and Difference in the West. New York, Routledge, 2003.

Admiring Food: Putting a Price Tag on Culture and Devaluing it

Sidra azeez. K and Rimshida

Post graduate of MA English, MES Mampad College

Abstract

Kerala has a rich tradition of food culture that is known for its unique flavors, ingredients, and cooking techniques. However, with the rise of globalization and modernization, the state has witnessed significant changes in its food culture, leading to the loss of traditional aesthetics. While it has brought about some positive changes, such as the availability of new ingredients and cuisines, it has also led to some negative impacts, such as a shift towards unhealthy convenience foods. One of the factors contributing to this loss is the emergence of food trends, which prioritize novelty and innovation over tradition and authenticity. These trends often promote fusion cuisine and incorporate non-local ingredients, leading to a dilution of Kerala's unique food culture.

Key words: Effect of popularization, commercialization of food and loss of culture.

Introduction

In Seeds of Ancestors, Seeds of Life, Winona La Duke wrote "Food for us comes from our relatives, whether they have wings or fins or roots. That is how we consider food. Food has a culture. It has a history. It has a story. It has relationships". Food is frequently thought of as a way to preserve people's national, religious, and even cultural identities. Food is a deeply ingrained representation of identity, values, and way of life, just like many other facets of life. Food is a gateway for tasting different cultures. Beyond merely enjoying the meals, what we eat and with whom we eat can inspire and strengthen the bonds between individuals, communities, and even countries.

People's lives depend heavily on food. It also has a major role in how we evaluate and categorise individuals and cultures. Various cultures use a variety of ingredients and foods, and this is a fusion of food and culture. Media now plays a significant role in maintaining cultural identity in this digital era. The recent explosion of food has altered people's attitudes, and now everyone is interested in different cuisines. People are willing to spend money to buy and taste various dishes, and it has even entered into popular culture. This causes people to go on food hunts and travel to try different foods. For instance, "Kozhikode halwa" and "Ice Oradhy" are the first things that come to mind when anyone thinks of

Kozhikode. It is becoming a common practice and trendy as well.

In order to enjoy that dish in that particular location, people rush to popular restaurants and are prepared to wait hours in lengthy queues. Previously, word-of-mouth advertising was used, but with the rise of food vloggers and their culinary videos, people are now eager to test it without knowing the quality or cost. People in Kozhikode, in particular, hurry to the restaurants Rahmath, Prestige, Adaminthe Chaya Kadda, and Parsgon Hostel whenever they are thinking about food because they are itching to try special dishes like the Biriyani at Rahmath, the Appam and Beef at Prestige, and so on, which have been ingrained in their minds.

In the case of pharmaceuticals, they are marketed after undergoing animal testing. Commercial restaurants market food while using humans as test products. If this test is successful, we will launch more types of foods and people will want them. Looking at the current situation in Kerala, there are many reported cases of food poisoning. It is mainly due to the demand for foods that people enjoy eating these sumptuous dishes without even asking about their quality or health benefits. Restaurants uses many artificial flavorings like Ajinomoto to make their food more palatable. They aren't worried about related health issues, but they tend to make money off of it.

Globalization has certainly had an impact on the food habits of people in Kerala. It has transformed food habits because Kerala has a rich culinary tradition, with a wide variety of vegetarian and non-vegetarian dishes that are unique to the region. However, with the spread of globalization, the food habits of people in Kerala have undergone significant changes in recent years. Some of the traditional food habits like Inchi curry, Erusseri, Bitter gourd thoran and rice pidi are the culinary delights of Malayalee have disappeared from the menu of daily city dwellers. The influence of global business have caused a clash between pure social life and healthy life. The global arket started to sell cereals by showing ads that it is easy to make and it also provides essential vitamins and minerals. In addition to these changes, globalization has also led to changes in the way food is prepared and consumed in Kerala. For example, the rise of fast food chains and the popularity of convenience foods have led to a shift away from traditional home-cooked meals. This has had an impact on the health of people in Kerala, as many of these fast foods are high in calories, salt, and fat. Hemce people started to change their cooking and eating habits according to their convenient.

Food culture is a largely symbolic expression by people to establish, maintain and reinforce their cultural and ethnic identity. Obviously in order to be profitable, food markets develop and offer high demanded products and bring out a entirely new form of that food which ruine its original essence. One of the most significant changes that globalization has brought about in Kerala's food habits is the introduction of new cuisines from around the world. As people have become more connected
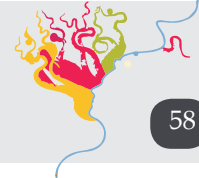
to other cultures, they have developed an interest in trying new foods. This has led to the emergence of a new food culture in Kerala, which includes dishes from other parts of India as well as from other countries.

For instance Momos are south Asian dumplings, which are supposed to be very light and steamed. Stuffed with boils veggies and meat coated with thin layer of flour dough. Momos are extremely healthy and light. But now there is a whole new range of momos in the market, frm Tandoori to Afghani. The process of grilling and deep frying has completely ruined the purpose of having healthy momos. Secondaly Samosa, is the popular North Indian snack that goes perfectly well with the evening tea. But the more desired it became,the more experimented it went through. So there came chocolate samosa, dry fruit samosa which ruines its originality. Then lastly Dosaa, the famous South Indian dish served with coconut chutney and sambar has been changed by the wave of fusion and therefore there came cheese dosa and chocolate dosa leading to lose the true authenticity od the food.

Commercial restaurants generally putout enormous pots of ingredients on hot flakes. This has the advantage of turning a fairly piece of cooking into something brand new, but what made it unique has been lost.Moreover,

the younger generation in Kerala is often more interested in Western food and culture, leading to a disinterest in traditional foods and a lack of appreciation for their aesthetic value. Overall, Kerala's aesthetic culture of food is getting lost at the hands of trends and changing lifestyles. People tend to forget that food is a bridge between people and culture but nowadays we are running behind the food trends and the most sustainable problem is loss of culture by putting a price tag on it. However, there is still a significant population in the state that values traditional food culture and is working to preserve it

Bibliography

- Daivadanam,Meena. "Balancing expectations amidst limitations: the dynamics of food
- decision-making in rural Kerala". Biomedecentral.12 July 2015.
- www.Balancing expectations amidst limitations: the dynamics of food decision-making in rural Kerala | BMC Public Health | Full Text (biomedcentral.com).
- Balachandran, Arya. "Acculturation and Changing Food Culture in Kerala". Vol.3,. no.4, 2018.
- International Journal of Science, Engineering and Management (IJSEM).
- www.Ext_92753.pdf (technoarete.org).
- Kanwar, Simran. Food Security in the Era of Globalization. Legal Service India.
- www.Food Security In The Era Of Globalization (legalserviceindia.com)

Political Agenda Dipped in Sweets

Fathimath Asna

MA English
MES Mampad College Autonomous

Abstract:

Food consumption is an essential aspect of the survival of living organisms, but it becomes concerning when people are divided based on their food choices. Politics and political parties are ubiquitous in all countries, and during elections, they often create divisions among people. India, as a republic nation, showcases a diverse array of political parties, coalition governments, and a federal structure, all while upholding vibrant democratic traditions. Unfortunately, these parties also possess the power to divide the populace. Moreover, Indians share a special connection towards sweets during festivals; however, these traditional delicacies have also become associated with colorism, leading to further divisions among people. The practice of associating certain colors with specific parties is morally wrong and unethical. Food is an emotional aspect, and sweets hold addictive qualities, but linking particular colors to political parties and religions can result in protests and social issues. Therefore, it is imperative to refrain from such associations. This paper aims to delve into these issues and provide insights on how to address them.

Key terms: Food, Politics, Political Parties, India, Kerala, Colors, Sweets, Colourism, Division.

Introduction

Food is essential for the survival of all living organisms, but unfortunately, many of us tend to indulge in tasty yet unhealthy food items, such as junk food and sweets. However, there is also a small minority of health-conscious individuals who steer clear of unhealthy food and damaging cravings. Regardless of whether the food is healthy or unhealthy, we, as humans and living creatures, cannot survive without consuming food.

On the other hand, politics and political parties are prevalent in all countries, except for monarchical nations. This paper, will focus on India, a republic nation that upholds democratic values. India boasts a diverse array of political parties, coalition governments, and a federal structure. The country is known for its vibrant democratic traditions, including regular elections, freedom of speech and press, and an independent judiciary. However, India also faces criticism on issues such as corruption, lack of governance, and poor infrastructure. During the election period, it turns into a fierce competition

between parties to secure victory. However, if we delve deeper into this period and observe the events around us, we can witness certain phenomena, such as friends turning into enemies due to their associations with different political parties and people donning clothes representing the colors of their preferred party's flag.

Unfortunately, many individuals become overly serious about their party's spirit and the color of their party's flag. They consciously or unconsciously create a division or segregation based on party colors. In India, there are several political parties such as the Indian National Congress, BJP, The Communist Party of India, and others. Taking the specific example of Kerala, popular parties include Udf, Ldf, Bjp, each with their distinctive flags of green, red, and saffron, respectively. In India, political parties hold significant power, and certain colors have become indicators of a party's identity. During festivals and events, Indians have a special connection with sweets. Various sweets like laddus, jalebis, cakes, chocolates, and more are a staple in Indian households during periods of celebration and joy. During the election season, sweet shops become busy producing laddus and jalebis in different colors to represent each political party. While creating sweets in party colors may boost sales, it also carries the risk of being seen as a symbol of colorism, wherein certain colors are associated with specific parties, leading to division and issues.

The association of certain colors with specific parties is comparable to

associating certain colors with gender. For instance, during a baby shower, pink is chosen for girls and blue for boys, as if these colors are predetermined, and deviations are deemed odd. Similarly, during Indian elections, certain colors are fixed to specific parties, and people tend to purchase items only in their party's matching colors while avoiding those associated with opposing parties. This ideology is not only wrong but also unacceptable, especially when we teach this notion to children from an early age. Just like associating certain colors with genders is problematic, instilling in kids the idea that specific colors belong to certain political parties and offering them sweets accordingly is also unethical.

Sweets hold a special place in everyone's heart, and when they become color-associated, they have the potential to divide people further. For instance, a person belonging to the Udf party may exclusively eat green laddus during the election period, buy green laddus for family and friends, and avoid laddus of other colors claiming they represent the opposing party. If a particular party wins the election, they may distribute sweets of their party's associated color to their loved ones. Food, however, is simply food, and it should be enjoyed without attaching such sentiments to colors.

In earlier times and even today, sweets in India were considered desserts shared during moments of celebration and joy. In the past, sweets were not defined by specific colors, but the situation has changed. Each color is now associated with a particular party,

Political parties' symbols printed on sweets

and teaching this ideology to children is concerning. This trend is not limited to Kerala but extends throughout India during election periods, with sweets taking on electoral colors. Election-based sweets are sold in various states like West Bengal, Karnataka, and more. Sweet shops prominently display the logos, flags, photos of leaders, slogans, and even special flags of parties on the sweets. This practice attracts buyers, and they enjoy purchasing election-based message sweets and colored sweets, even gifting them to others.

Food is an emotion, and sweets can be an addiction for many. People enjoy these treats without overthinking or grudges. If we support the sale of colored sweets and party-associated treats, we are inadvertently endorsing the idea that such differences are normal. While this may seem insignificant now, it could escalate into a major issue similar to controversies surrounding beef-eating and the association of certain foods with specific parties and religions. Thus, it is better to refrain from associating certain colors with political parties. Failing to consider these implications may lead to protests and disputes related to food color, just as we witnessed during the saffron color bikini issue related to actor Deepika Padukone in the film "Pathaan." By addressing this issue thoughtfully and understanding the hidden complexities, we can avoid potential regret when people start demanding the boycott of certain colored foods merely because they are associated with a particular political party, similar to the current calls for boycotting movies that are deemed unacceptable to certain political parties.

A woman who supports the BJP buys a sweet representing the party symbol. "I have bought this nirbachoni sondesh just to display that I love the BJP and am going to vote for the party this time," she said.

Bibliography

- Wikimedia Commons. Flags of political parties of India. URL: https://commons.wikimedia.org/wiki/Flags_of_political_parties_of_India

- Unacademy. Kerala PSC Study Material: History - Political Parties. URL: https://unacademy.com/content/kerala-psc/study-material/history/political-parties/

- Insights on India. Evolution of Political Parties in India Since Independence. URL: https://www.insightsonindia.com/governance/political-parties-in-india/evolution-of-political-parties-in-india-since-independence/

- Legal Service India. Political Parties in India. URL https://www.legalserviceindia.com/legal/article-7884-political-parties-in-india-.html

- ClearIAS. Political Parties in India. URL: https://www.clearias.com/political-parties-in-india/

- Javatpoint. National Parties in India. URL: https://www.javatpoint.com/national-parties-in-india

- Al Jazeera. In Pictures: Sweet Side of Indian Polls. URL: https://www.aljazeera.com/gallery/2014/5/1/in-pictures-sweet-side-of-indian-polls

- News18.

Bon Appetit: New Flavours unlocked; a cultural unravelling of food metaphors in Marsha Mehran's "Pomegranate Soup"

Sujatha R Menon

Hsst Jr.(English)

ABSTRACT

Bon Appetit: New Flavours unlocked; a cultural unravelling of food metaphors in Marsha Mehran's "Pomegranate Soup". Pomegranate soup through a chain of drooling delicacies, serves as a metaphor for the traumatic lives of three sisters, who run away from blood stricken revolutionary Iran and seek refuge in Ireland. Food becomes a solace and healing for lives, dampening their trauma ,(with even through home remedies in form of herbs), around which the characters weave new dreams and fresher lives. Gender roles get redefined, domestic spaces gain new momentum as the Babylonian café opens up new territories of independent life. The stereotypical image of seeing the red pomegranate as sinful is deconstructed as it turns out to be that which marks off the liberation of the young women , more than once. Multiple flavours are at play, working up wonders, not just for the gut but for the soul. For example, the Abghusht evokes a strange sensations and pleasures in the priest, who feels satiated at a deeper level. The flavours of tea pot like bergamot and lavender signify rustic roots of Iranian culture .The practice of seeing the Iranians as exotic; something different, and the café too as an abode of sin, points to Eurocentric othering. Traditional Iranian recipes find a new life and existence in the Babylonian café, and delineate stronger memories of past lives. Food becomes much more, crossing borders and empowering women to race ahead in life.The physical and psychological trauma and ailments are dampened up with soothing broths, warm meaty delicacies and fragrant herbs, which are natural scientific cures too.The body springs up into an abode of deeper unknown passions and desires through the consumption of various foods. The colour symbolism be it of the simpering red pomegranate soup or the textures of flaky treats, denotes the temperaments of human body, revealing its hotter and colder tones(the sard and garam) ,the inherent resident good and evil.Ultimately, food becomes a universal metaphor and space of refuge transforming blood coated evil memories to one of bliss and liberation.

KEYWORDS : Food metaphors , Cultural unravelling , Gender Roles, Eurocentric

Introduction

Animals feed themselves; men eat; but only wise men know the art of eating. The pleasures of the table are for every man, of every land, and no matter what place in history or society; they can be a part of all his other pleasures, and they last the longest, to console him when he

has outlived the rest. ― Jean Anthelme Brillat- Savarin, The Physiology of Taste, trans. M. F. K. Fisher (Alfred A. Knopf, 2009)

Literature and Food Studies examines genres and rhetorical traditions that chronicle the local conditions and global migrations of cuisines, commodities, and agricultural systems. These literary engagements with the edible world demand complex ways of thinking about food because they interlace its cultural and corporeal meanings and move across the scales at which those meanings take shape. Literary texts do not just transmit or depict food cultures and food practices: they also help to structure them.

Every society and every social formation works in terms of power structures that divides the community into different hierarchies. Culture as a discourse operates in multiple ways adding to this social divide and stratification , of which the culinary heritage and food eating traditions serve an integral part.

The study looks forward to deconstruct the socio cultural political hierarchies that operate in society and the gender oppression ideologies that culinary cultures propagate till date. This can be achieved by reverting the significations of food metaphors and so also the restructuring of gendered spaces which render these exclusively othered feminine spaces a new shade of liberation and individuality.

"Pomegranate Soup", acts as a culture culinary pendulum which moves to and fro,from Iran to Ireland, as the narrative unfolds through a pattern of food recipes , told by Marjan, who opens up the "Babylonian Cafe", along with Bahar and young Leyla. Ireland becomes a culinary refuge, a place which alters their dreadful life spaces to one of liberation. The study attempts to deconstruct the stereotypical gendered connotation of the various food metaphors, the title metaphor of the red pomegranate soup being the prominent.

Pomegranate soup through a chain of drooling delicacies, serves as a metaphor for the traumatic lives of three sisters, who run away from blood stricken revolutionary Iran and seek refuge in Ireland. Food becomes a solace and healing for lives, dampening their trauma ,(with even through home remedies in form of herbs), around which the characters weave new dreams and fresher lives. Gender roles get redefined, domestic spaces gain new momentum as the Babylonian café opens up new territories of independent life. The stereotypical image of seeing the red pomegranate as sinful is deconstructed as it turns out to be that which marks off the liberation of the young women , more than once. Multiple flavours are at play, working up wonders, not just for the gut but for the soul. For example, the Abghusht evokes a strange sensations and pleasures in the priest, who feels satiated at a deeper level. The flavours of tea pot like bergamot and lavender signify rustic roots of Iranian culture .The practice of seeing the Iranians as exotic; something different, and the café too as an abode of sin, points to Eurocentric othering.

Food and what counts as food is a strong signifier of belonging, cultural identity and home. Pomegranate soup unfolds through the lens of cultural confrontation and the transformation it brings.

Ballinacroagh rethinks mobility in terms of progress and freedom in case of the three Aminpour sisters. An attempt is made to revamp the narrative employing the great staples of literature, food and its creation and to study the symbolic function of food evident in the "Pomegranate Soup". Food is an active metaphor for family, religion, sex, gender, social position and group identity. We see the everyday plate of food transforming into an agent of identity, social force and individuality.

The Babylon Café that the Aminpour sisters open turns out to be the perfect example of food as social occasion, which gives us a taste of Iran in Ireland. Traditional Iranian recipes find a new life and existence in the Babylonian café, and delineate stronger memories of past lives. Food transcends the kitchen and table , seeking new zeniths and empowering women to race ahead in life. The physical and psychological trauma and ailments are dampened up with soothing broths, warm meaty delicacies and fragrant herbs, which are natural scientific cures too.Each of the twelve chapters ends with a delectable recipe, which serves a dual purpose of soothing both the mind and body; some of them being traditional remedies for common physical ailments.Through her recipes, Marjan was able to encourage people toward accomplishments that they had previously thought impossible;

one taste of her food and most would not only start dreaming but actually contemplate doing.(Mehran,65)

The different spreads that Marjan and Bahar spread out like the Baklava, Dolmeh, Abhghust ,Red lentil soup enlivens the gastronomic tracts while her samovars of tea and Dugh soothes hiccups as well as brings down a bad headache. Some of these delectable recipes have strong undertones too, that speak of the struggles that pack up their lives.

"Integral to most Persian meals, not only does Torshi complement dishes but its briny, vinegary crunch reminds the palate never to take any taste for granted."(Mehran,96).

"Of course, in the latter part of the twentieth century, the marriage age in Iran had risen considerably, but the use of torshi to describe a girl who had a certain use-by date, and who was left to dust away on the shelves of love, was still common in gossipy circles"(Mehran,96).

Bahar as she twisted shiny purple ribbons on Torshi jars, decided one thing that she would not be ashamed of being called a Torshi.

"Despite the assault of vinegar, torshi vegetables somehow managed to survive their pickling period. And that was what she wanted to be: a survivor, afraid of nothing."(Mehran,97)

The red lentil soup waqs no ordinary soup but had magical powers to enliven the ols tired veins of Estelle Delmonico.

"The combination of cumin, turmeric,

and nigella seed produced a healthy blush in Estelle Delmonico's face. Transporting her back nearly fifty years, the smell conjured up her first night of wedded bliss in Morocco"(Mehran,53)

Pomegranates hold a special place in Persian and Iranian culture,besides being Iran's national fruit.It symbolizes abundance, fertility and blessing, conventionally included among the fruits of heaven alongside apples, grapes and dates. But there is also a negative signification owing to the deep passionate red colour of pomegranate, which makes it seen as indicating everything which is forbidden, especially for women.But that which is orbidden forbids the evil and rescues the lives of Marjan, Bahar and Layla,not once but twice.

"Caught in his disco dream, Thomas twirled around and around on his boot heels, spinning wildly in the middle of the kitchen, hearing the funky music in his head as he was blinded by the glittering lights. As if possessed, he suddenly lurched forward toward the stove and the pot of cooking pomegranate soup." (Mehran,166)

"The heavy smell of burning pomegranate paste hit her on the twelfth floor, a sad, sweet, but also slightly acrid sensation that harks back to the cloistered tang of a mother's womb; by the fourteenth floor it had manifested into a formidable cloud of bitter, mauve smoke."(Mehran,136)

"Left on the stove for too long, the pomegranate soup had become a pulpy mass, the fructose residue sticking to the pot. Half of the soup was already burnt to a black sludge, but the rest flowed freely down upon Hossein's head. He fell, his forehead struck by the hot lip of the heavy pot, as a scalding deluge of pomegranate juice engulfed his unconscious body."(Mehran,137)

The blood red pomegranate, once described as evocative of bold passions, desire and something forbidden, takes up powerful hues of freedom and courage.The simmering pot of sticky flavours finally chokes up the cruel Hossein,thus casting off the dark shadow out of the young girl's life.

The body springs up into an abode of deeper unknown passions and desires through the consumption of various foods. The colour symbolism be it of the simpering red pomegranate soup or the flavours of flaky treats, signifies on a deeper level; the temperaments of human body, revealing its hotter and colder tones(the sard and garam) ,the inherent resident good and evil.

Ultimately, food that is strong code of culture ,becomes an entity that is not sedentary or restricted to a closed gendered space ,but acquires the role of a chameleon, a shape shifter ; which makes us rethink of the very culture and society in which we live. A plate of food becomes a universal metaphor and space of refuge that cracks open the darker shells that engulfs a woman and liberates her into infinite vistas of bliss and liberation.

CONCLUSION

Food is perceived as a source of comfort, an assurance of stability and normalcy, and as a way of coming together and

partaking in a community. Food practices till date were understood as a natural delectable product of availability and affordability. However, we come across a novel perspective, with the emergence of a significant body of work that locates food within the cultural-matrix of power hierarchy and identity politics. These everyday practices of food are quite rich and vivid in our memory and play an essential role in shaping the personal, communal, national, and global imaginary of the world in which we inhabit, as we have seen here through the vibrant yet fiery transformed lives of the Aminpour sisters, bringing more hope for future generations of women, to break free and drink life to the lees.

"Although food and related imagery have long been part of literature, psychological theories have led to the examination of food and eating as a universal experience."(Food in Literature 2006).

Works Cited

- Counihan, Carole and Penny Van Esterik. Food and Culture : A Reader. New York, Routledge, 2019.

- Lebesco, Kathleen and Peter Naccarato. The Bloomsbury Handbook of Food and Popular Culture. Bloomsbury Academic, An Imprint Of Bloomsbury Publishing Plc, 2018.

- Mehran, Marsha. Pomegranate Soup : A Novel. Random House Trade Paperbacks, 2006.

- Savarin, Jean Anthelme Brillat. The Physiology of Taste, Or, Transcendental Gastronomy, trans. M. F. K. Fisher .Cambridge University press+Penguin, 2008

- Saukko, Paula. Doing Research in Cultural Studies : An Introduction to Classical and New Methodological Approaches. London Sage, 2010

- Tigner, Amy L, et al. Literature and Food Studies. Routledge, Taylor & Francis Group, 2018.

Biryani: Discursive contexts of food

 Farhan Hamza
BA English, MES Mampad college

Abstract

This research paper attempts to differentiate between the short story "Biriyani" (2016) Santhosh Ecikkanam and the film "Biriyani "(2021)directed by Sajin Baabu. As perspective changes from person to person, this paper attempts to explore how the word 'Biriyani' conveys different meanings in different scenarios. As

everyone knows, word 'Food' plays a social role as it is social phenomenon. This paper is a small attempt to figure out different perspectives of the word 'Biriyani' through the eyes of to artists.

This study focuses on the area concerns:

Discourse

Metaphor

Food is a social phenomenon

Biryani: Discursive contexts of food

Food is the essential sustenance for all life on earth. It is the energy that fuels our bodies and minds, and it is the foundation of our culture and social interactions. Despite its importance, food is often taken for granted. We eat without thinking, we waste food without a second thought, and we often choose unhealthy options that can have negative impacts on our health.

Food is made up of a variety of nutrients that our bodies need to function properly. These nutrients include carbohydrates, proteins, fats, vitamins, and minerals.

Carbohydrates are our body's main source of energy. Proteins are essential for building and repairing tissues. Fats help to store energy and protect our organs. Vitamins are essential for a variety of bodily functions. Minerals are also essential for a variety of bodily functions. The history of food is as long as the history of humanity. Early humans were hunter-gatherers, who relied on wild plants and animals for food. As humans developed agriculture, they began to cultivate crops and domesticate animals. This led to a more reliable food supply and allowed for the growth of civilizations.

Over time, different cultures have developed their own unique cuisines. These cuisines are often based on the local ingredients and traditions of the culture. Food has also been used as a

way to celebrate and socialize. People from all over the world gather to share meals with friends and family.

Biryani

Biryani, a layered rice dish with its roots in India, stands as a culinary masterpiece, a symphony of flavors and aromas that has captivated taste buds worldwide. This fragrant and flavorful dish is not merely sustenance; it is an embodiment of cultural heritage, a culinary tale woven through the threads of food and tradition. If you ask kids to old people, 'Biryani' is a food item that comes up again and again in the list of favorite foods. Biryani is also the main dish prepared to celebrate special occasions in most households. Biryani is a dish that stands out due to its many different flavors and the uniqueness of its ingredients.

Biryani is a dish made of rice. This dish is a mixture of rice ('Basmati' rice,

'jeerakashala' rice, etc), spices, meat, vegetables and curd. Spices are the main factors in determining the taste of biryani. Cloves, cardamom, cinnamon and coriander are common spices added to biryani. Ghee, ginger, onion, garlic and curd are also important ingredients. Saffron is also added for color.

All popular biryanis in India are known by the name of some region. These are famous for their traditional cuisine and the excellence of their flavors since time immemorial. Biryani is also famous for the rice used to make biryani. From the name by which biryani is known, it is possible to quickly identify the country from which it is originated.

History of Biryani

Biryani as cuisine leaves its mark on history. India has witnessed many invasions, new rulers and their cultures. From each of these came a different culture and a new cuisine. Muslim invaders like Turks, Arabs, Persians and Afghans introduced various feasting cultures in India. This 'Mughalai' cuisine was developed in India during the Mughal rule from the 15th to the 19th century. The Mughals elevated cooking to an art form. They brought many recipes like 'Biryani', 'Pilaf', 'Kababs' to India.

Everyone's favorite biryani has a centuries-old history. The name 'Biryani' is

derived from the Persian word 'Beryan' which means roasted or fried. Also called 'Biryani'. It cannot be confirmed that biryani came from Persia. There are many stories about how biryani arrived in India. Some historians claim that biryani was first made in India by the Mughals and Lucknow emperors of the ancient Delhi Empire.

But another argument is that biryani came to India during the invasion of Timur. Historical records say that biryani originated during the Nizam's rule in Hyderabad. However, some other historians are of the opinion that the Mughals changed the Persian food 'Pulav' into Biryani.

There is some historical evidence to prove that there were other similar varieties of rice before the Mughal invasion of India. AD As early as the

2nd century there is a reference in historical texts to a rice dish known as 'On Soru'. 'On Soru' is a

mixture of rice, ghee, meat, turmeric, coriander, black pepper and bay leaves. Saying that, Biryani is the same as this local.

The answer to the question of how biryani came to our country can be traced back to the Arabs and their food traditions who came to trade in spices. It is believed that the foreigners who came across the sea for trade and the Mughals who came during the Mysore wars created this variety of food.Biryani has become a favorite dish wherever we go.

Biriyani (2016) Short Story

The short story titled "Biriyani"(2016), authored by Santhosh

Echikkanam, a renowned Indian writer who has made significant

contributions to both short stories and films in the Malayalam cinema industry, is a sign of hunger. There are some dreams, which you know will never come true, but at least the memories seem to be kept close to your heart. It is to such conditions that memories of hunger should be taken. Otherwise, when a 'biryani story' is burning so much, what else to talk about, to remind, other than hunger!

Why has Santhosh Echikanam's short story "Biryani" becomes such a topic of

discussion on social media? Especially when it doesn't have a reading that mixes religion and politics at a glance?

The story of Biryani is a reminder. The planks are a sign of humanity's need. As Kerala has become a gulf of people who come from other states in search of life and our work culture has narrowed down to them, their need for any job in the country is increasing.

Malayalis are the ones who pay one-third of their labor and squeeze their labor

without remembering from what circumstances such people come from, whether they have families waiting for them or whether they also have expenses according to the increased value of the price. Even in the middle of the day, the foreign

workers who work without a place to work and the Malayalis who live off them by buying wages. Echikkanam's Biryani is a journey through the life of Gopal Yadav.

It is not the first time that hunger has been the subject of a story. Karur's story 'Potichor' is one of the most heart-felt stories about hunger. He said that some

mistakes are not mistakes in the face of hunger when the writer brings the hunger of the teacher to steal the brains of the students. But biryani is not just about hunger but also about an eye-popping death story.

He comes to the house of Kalanthan Haji, to dig a pit to dispose of the excess

biryani made in the marriage house. The helplessness of hunger washes over him as he fills the tall pit with biryani in countless buckets. There, in front of his eyes, is the 50 grams of Basmati rice

he bought for his wife, to eat raw, with his love for the rice and his starving daughter. Who was the first to discover the magic of making the readings fill the eyes and make the letters disappear?

Social media was first filled with the sentimentality of hunger, but then it was pulled out by its thread and with its politics. The biryani story is full of discussions on social media to the extent that it is an anti-Muslim writing by a Hindu writer. In a story without a hero or a villain, the only villain is hunger. The religious education given to the characters was not a journey towards communalization, but a path to biryani.

Gopal Yadav, a laborer in Bihar, is not far from just rice, but the expensive, appetizing Basmati Biryani. That is why he buys 50 grams of rice and gives it to his wife to eat. If Biryani wants to reach the current public positions in Kerala, it needs the support of the community. Santhosh Echikkanam did the right thing by doing communalization only because it is necessary for biryani rather than saying to bring it. This should only be taken as an indication of a very precise writer'swriting style.

The author traveled to some of the hungry faces of a country that grew out of religion and was completely democratic. Readers have to give it only the face of

complete humanity. The sadness of the story is not in the food biryani, nor in the multiple wives of a person named Kalanthan Haji, but the reading always goes to this, and the eyes become seas, to the face of a child who has become motionless due to intensity of hunger.

The character of 'biryani', came into the story only because of its superiority to become a rich man's food.

A story can be read in many ways, and of course its thinking knows no bounds. From any part the reader can fill in what the writer has written. But when even the authenticity of a story about the politics of hunger is mixed with religion, we have to look with fear at the places where Malayali's reading habit has reached.To the perfect reading of biryani, if biryani can be a lesson to draw eyes down to the helplessness of two types of human beings in our country, to their lives of hunger, it is better to take the reading to that lesson, humane too...

Biriyaani (2021) Movie

In Biriyaani (2021), a Malayalam movie directed by Sajin Baabu, Khadija is a married Muslim woman whose love is unsatisfied. Being the daughter of a fisherman, she is considered a thorn in her family. Her

mother-in-law hates her because she is arrogant and speaks her mind instead of obeying rules and regulations. Her husband divorces her over a text message while searching for her missing brother, who is believed to have joined the terrorist group Da'ish.

mental leading to loss of their home and shelter at the very beginning of Biryani Khadija's mother is sick. Both are shunned by their own community for harboring a terrorist in their home, and they seek refuge in a mosque for abandoned

women. There she meets a kind and
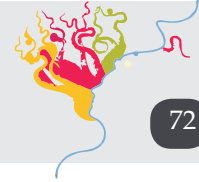
caring muaj who offers her a shoulder to cry on and becomes a symbolic guide and spirit in her life as she begins to navigate a life after losing the people she calls her own.

Kani as Khadija is flawless in Biryani as a woman who realizes her own identity, sexuality and aspirations within and outside social structures. She presents a honest and poignant portrayal of what it means to be a Muslim woman in Kerala today. On gender justice in biryani, centering this story from Khadija's point of

view Sajin Baabu as a writer and director, does a great service in advancing ideas. Soraya Chemali, in her book "Her Anger Becomes Her", describes the experiences of many such women who, despite living their own narratives, were not seen as shapers of the stories, so their anger was never acknowledged. She is like this writing,

"Like the silence surrounding many issues that specifically affect the lives of girls and women, our silence around thisdevelopl Incest, abuse, street harassment,

pregnancy, menstruation, childbirth and rape are related to the second dimension of epistemology. Hermeneutical injustice, or the injustice of denying one's social experience and concealing it from communal understanding. Lack of community understanding inhibits social responses and with them the distribution of

resources that can solve social problems. One of the key aspects of hermeneutical injustice is that people who experience the effects of injustice themselves have no framework for understanding what is happening. When a society intentionally turns away from injustice, language is used to describe and communicate what is happening Failing to develop.

In hindsight, it fails to develop language to describe and communicate what is happening. Telling the story of the aftermath of being branded a terrorist, Biryani departs from the mainstream narrative with another iconic performance by

J. Shailaja, who lenses the women of the family, Khadija and her mother. Even though the character of the mother didn't feel out of place, the power-packed performance and gritty portrayal of living with mental health issues was believable.

Being branded a terrorist, In telling the story of consequences, Biryani departs from the mainstream narrative by focusing its lens on the women of the family— Khadija and her mother. For viewers, Biryani offers multiple varieties to enjoy.

From the title "Biryani", as it turns out It is about food, but it is also about

terrorism, religion and women. At the same time, this movie can also be labeled as none of the above. Seen from an individualistic lens, it is a coming-of-age film about a woman being shunned and abused by her family and society at every turn. About an iscorner who cannot satisfy her husband in bed, about the woman, her mother-in-law, about her courage, about a mother living with

mental health issues, who is killed by her brother after accusing him of being a terrorist.

Biryani prepares you for the final climax by showcasing the body in its bare, grotesque and violent moments. The female body that craves sex and pleasure. When a boy is circumcised, a bleeding pregnant woman is kicked and loses the child. It also emphasizes the physicality of an old man who turns away from sex when the azaan calls, men who look maliciously at a woman for sex, men who trade sex and buy her, who violates her body against her will. You learn to

empathize with the characters and you will feel like you have gone along with

Khadija on her journey of self-discovery in Biryani, her quest for happiness, solace and ultimately revenge.

Works cited

- Biriyaani , Directed by Sajin Baabu, 2021
- https://www.manoramaonline.com/literature/literaryworld/biriyani-short-story- santhosh-echikkanam.html
- Santhosh Echikkanam, Biriyani, 2016
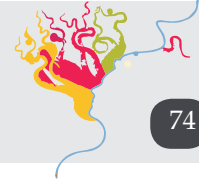
Reading Food Culture in Madhuram

Fathima Salha

M.A. Student, P.G. Department of English and Research Centre, St. Xavier's College for Women, Aluva, Mahatma Gandhi University, Kottayam

ABSTRACT

Culture has been called the way of life for an entire society. Food is at the heart of all cultures. Food is considered as a part of material culture, as it involves material objects and items to make it, and in the end, we are eating objects. Food is part of the traditions, ceremonies, economics, cosmology and social structure of any cultural group. It is the essence of society. There is a truly unique and deep relationship between human beings and food. It begins from the primary existence of human beings and it continues till now, and it will also continue tomorrow. Mother's breast milk is our initial experience of food. So food is a way we connect and show love for others.

Madhuram is a 2021 Indian Malayalam language movie which depicts food as an integral element of storytelling. It is a romantic comedy drama directed by Ahammed Khabeer, which talks about the plight of hospital bystanders and there are beautiful visuals, especially of the food, appearing in the movie. The film stars Joju George as Sabu, Shruti Ramachandran as Chitra in the lead roles. The Biriyani at Kunjikka's "Madheena" hotel in Mattancherry plays a crucial role in the progression of the plot in Madhuram. Chitra's interest in biriyani gradually give way to Sabu's interest in Chitra, which

eventually lead to a special bonding between them. Likewise, food plays a main role in strengthening the relationship between Kevin and Cherry, another characters in the movie, who were having a troubled marital relationship. We find several other example of the magical powers of food which changes the life's of many characters in this movie. So Food really has the power to bring everyone together.

Food is symbolic of love. It has the power to reach the hearts of people. Some special tastes, smells, and textures help to calm and relax, especially during our stressful times. Good food is not only fuel for our body, but it is actually fuel for our soul. Food is an important part of our memories. It has the ability to activate multiple senses smell, sight, and mainly taste. It helps us to remember some most meaningful and magical moments of our life. More than survival, food is the cure to all problems in this world. Food is not just a part of culture; it has the capacity to define culture. This paper is an attempt to define the different meanings and interpretations of food rather than just a solution of hunger, through the movie Madhuram.

Keywords : Food Culture, Material Culture, Love, Power, Cure.

Reading Food Culture in Madhuram

According to Cristina De Rossi, "Culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we greet visitors, how we behave with loved ones and a million other things" (De Rossi). Culture is something that unites people. It is like a pair of glasses through which we see life. It is the means of identification of individual. William Fielding Ogburn, an American sociologist and statistician, has divided culture into two groups: Material culture and Non-material culture. The touchable, concrete and physical aspects of a culture is called material culture. It includes things which are created by humans or the belongings of humans. It consists of physical items such as food, dress, jewelry, vehicles, tools, devices, weapons, utensils, machines, ornaments, art, buildings, monuments, written records, religious images and any other objects produced or used by human beings. So food comes under the category of material culture. Simply, material culture is the physical expression of culture.

Madhuram is a 2021 Indian Malayalam language movie which depicts food as an integral element of storytelling. It is a romantic comedy drama directed by Ahammed Khabeer and the screenplay by Ashiq Amir and Fahim Safar. The film stars Joju George as Sabu, Shruti Ramachandran as Chitra, Arjun Ashokan as Kevin, Nikhila Vimal as Cherry, Indrans as Ravi, Jaffar Idukki as Kunjikka, Jagadish as Kevin's father and Lal as Doctor Rajah in the lead roles. The film was produced by actor Joju George and Sijo Vadakkan under the banner of Appu Pathu Pappu Production House. Digitally, Madhuram was released on 24 December 2021 through SonyLIV.

Madhuram is a fabulous Malayalam movie which depicts the story of hospital bystanders sharing a hospital space, and food plays a major role in the narration of the story. Food is an inevitable part of the material culture and is one of the basic necessities of our life. Food is everything. It is directly related to our physical, mental and social health, because food provides nutrients such as carbohydrates, proteins, vitamins, minerals, fats, etc. which gives energy for our growth, daily life activities, and all functions of our body. So the primary function of food is to sustain our bodies and provide us with valuable nutrients which are very much essential for our physical and mental growth, mainly the maintenance of good health throughout the life. Food is like fuel, without fuel, the car will not move and without food, the human body will lack the energy to perform properly. So food is central to a better life with good health and happiness.

The main setting of the story is Government Medical College, Kochi. Even though the main setting is a hospital, the movie is not about the rooms of the patients, wards and ICUs. The story moves around the waiting rooms of the bystanders, the clotheslines on the terrace and the hospital canteen. Here, we find people from various socio-economic backgrounds. The movie narrates its story through four such characters, Sabu, Kevin, Ravi,

Thaju. Waiting room is the focus of the movie where people live together and exchange their joys and sorrows. All of them are waiting for the recovery of their loved ones from illnesses. The relationship of Sabu and Chitra stay at the centre of the plot, while Kevin and Cherry forms a young couple with an unhappy married life, in contrast to the beautiful forty year old marriage life of Ravi and Sulekha. Ravi repeatedly says, "Ravi weds Sulekha, 40 years" (Madhuram 32:51 – 32:55). Sabu-Chitra, Kevin-Cherry, and Ravi-Sulekha are the representation of three generations.

The primary narrative of the movie focuses on the love story of Sabu and Chitra, an inter-religious couple. They had first met at a hotel's kitchen in Mattancherry, and from that point onwards, we find a special meaning attached to the title Madhuram. Food is an important component of the love story between Sabu and Chitra. The movie begins with a small plate of biriyani prepared by Sabu for Chitra's birthday, secretly celebrated by the lovers without the knowing of Chitra's family (Madhuram 1:47 – 3:24). Instead of a birthday cake, here we see a small plate of biriyani with a lighted candle. Even though it is a secret and silent birthday celebration, we find food there, a small plate of biriyani. Food is the centre point of any celebration, whether it's small or big. Food is the foundation of happiness, so it shares lot of happiness among us.

In addition to providing sustenance, food plays a main role in celebrations, festivals, entertaining, gathering, mourning, and most of the activities.

There is no celebration without food. People love to eat when they are celebrating, regardless of their culture, caste and religion. Food strengthens the experience, promotes interactions between people, and provides an opportunity for bonding. The food items, we eat around the world are broadly different but the connection, we have with food as well as the act of eating is something similar. It doesn't matter our colour, caste or religion in the case of the connection with food. Food has the capacity to unite and build bonds between people which eventually leads to strong relationships and understanding among people. So food is present from the occasion of birthdays to the occasion of funerals.

Food is an important part of any celebration in all parts of the world and it helps to maintain a common identity among a group of people. For the host of a celebration, food is a messenger rather than a material. We uses food as a messenger to send messages to the guests. For example, "you are welcome," "you are cared for," "this is who I am," and "let's celebrate." After the treatment, patients get discharge from the hospital and they celebrate these happiness through giving sweets to all, mainly among bystanders (Madhuram 01:37:28 – 01:37:43). Depending on the context of the celebration, food items differ from one to another. For example, in most of the birthday parties, we find birthday cake, chocolates, sweets etc., but in case of a Christmas celebration, we find turkey, ham, raisin pudding, plum pudding etc. These changes depend on the local availability and cultural importance of the food in those

areas.

Sweets and snacks play a major role in our lives, mainly during celebrations and festivals. Jalebi is a popular sweet in Kerala and also a popular dessert in celebrations. Sabu, the hero of the movie, prepares mouth watering yellow jalebis in his kitchen. He carefully drew spirals with the jalebi mix squeezed out of a towel and they resulted into yummy jalebis. Sabu learns this delicious yellow jalebi recipe from his wife Chitra and he is preparing them for Chitra's birthday (Madhuram 3:39 – 3:52). Sabu brings a soul to the yellow jalebi recipe with his creativity. Unfortunately, Chitra is not near him at that time. She is admitted in the Government Medical College, Kochi. Chitra's family members were experts in preparing sweets like jalebi, laddu, peda and mysore pak. They are also very much experts in pappadam making and they have their on unique style in the preparation (Madhuram 48:09 – 48:24). So Chitra's family have sweets business along with pappadam business. Chitra's mother is the chief in preparing sweets (Madhuram 48:33 – 48:41). Indian sweets are called as "Mithai". They are made up of sugar, milk, ghee and frying, however the bases of the sweets differ from one region to another. There were a wide variety of Indian sweets that are not possible to taste within a day. Indian sweets are more intense and sweeter than western sweets. In India, sweets are the symbol of good gesture. So for any new thing happens or important decisions taken, sweets are first tasted. In some traditions, especially during celebrations, people start eating a meal only after having a bite of the sweet, to signify the celebration. In India sweets, are also served with the rest of the meal. In most countries, sweets are the last course of a meal.

Sharing food is a great moment of happiness for both the sender and receiver, and also is at the very centre of almost all human relationships. Sharing of food has always been part of the human history. Sabu shares the yellow jalebis that he prepared celebrating Chitra's birthday among the hospital members such as cleaning staff, canteen people, nurses, bystanders, etc. (Madhuram 5:40 – 6:30). The act gives us a feeling that Sabu is accompanied by majority of the members in the hospital. While sharing the jalebis, Sabu asks the people, "how's it?" (Madhuram 5:42) and he also says "I made it" (Madhuram 6:05). He wants to receive the feedback on his jalebi's taste. When we share food prepared by ourselves, there is a special feeling of joy and fulfilment in our mind.

In another instance, Cherry shares Kesari, a sweet Indian food, among the hospital bystanders. All of them enjoy her kesari and give good feedback to her (Madhuram 30:12 – 31:15). After that instance, Cherry prepares cake and biscuit (Madhuram 01:00:03 – 01:00:12) and she also shares them with the hospital bystanders (Madhuram 01:00:37 – 01:00:48). Cherry had prepared this kesari, cake and biscuit with the help of YouTube tutorials, and she is very much happy hearing the good comments from the bystanders. Cherry also shares these foods to her mother-in-law, with a special intention, to impress her mother-in-law, who is

now admitted in Government Medical College, Kochi for a surgery. Food easily helps us to enter into one's mind and impress them, which leads to minimize one's quarrel and anger with us. According to Cherry, food is an angel, which solves her problem with mother-in-law and helps her to lead a happy married life. So food helps us to make some special and valuable moments in our life.

People have always met together to relax, enjoy, talk and share common experiences and beliefs. They like to share food during such times, as it makes the occasion even more enjoyable and happier, like Cherry's kesari and cake, making the bystanders' gathering more colourful. It shows great hospitality and friendship when one person shares food with another. Cherry becomes close to them because of this kesari and cake. The psychology expert Paul Rozin found that the act of sharing food is a sign of social intimacy (Rozin 426). It is a sign of the intimacy in our relationships. Once we share food with people, it automatically brings a progressive step in our social relationships. It builds trust among people. The simple transfer of food resembles a lot more than we may think. Some studies suggest that sharing food releases oxytocin in both the giver and the receiver, which facilitates bonding. Sharing also have an element of forcing. For many, food is a way to express their caring, and when we don't eat their food they think that we are rejecting their love. Sharing our food or feeding the needy nourishes our soul, which is more than all life satisfaction.

Biriyani at Kunjikka's "Madheena" hotel in Mattancherry plays a crucial role in the progression of the plot in Madhuram. Biryani is one of the most popular as well as mouth-watering dishes in South Asia. It is derived from the Persian word "Birian", which means "fried before cooking". There are various stories about the origin of biriyani in India. One of the popular stories is related to Mumtaz Mahal, wife of Shah Jahan. It is believed that when she once visited the army barracks, she found the Mughal soldiers looking weak and starved. She ordered the chef to prepare a special dish, a combination of meat and rice, to provide proper nutrition to the soldiers. The result of that special food later came to be known as biryani. According to this story, Biryani arrived in India from the north with the Mughal Empire. But there is also an indication that biriyani was introduced in the south of the country by the Arab merchants. Biryani is known to be cooked by two distinct methods, Kacchi and Pakki. In the Kacchi method, we cook the soaked meat along with the rice. In the Pakki method, the meat is cooked separately and then the other ingredients are added together. In Kacchi and Pakki methods, there is a technique called Dum. In the Dum method, the pan is sealed with a dough of flour and water that serves to retain steam and help the cooking better than a pressure cooker. The movie shows the technique of Dum, adding to the flavourful palette of visuals it provides (Madhuram 41:30 – 41:35).

For the people in Mattancherry, Kunjikka's biryani was not only a food, but a distinct feeling (Madhuram 41:49

– 41:57). We all love food, but only certain food deserves our attention. Kunjikka's biriyani is one such food which deserves our attention. Good food is not only fuel for our body, but it is actually fuel for our soul. More than survival, food feeds the soul, fuels the body, encourages the mind, affects the environment, inspires the people, influences politics, and impacts almost every section of our lives. It is also a subject of fascination and entertainment (McDonald). Kunjikka's biriyani is a unique dish in Mattancherry. Later, Sabu also prepares the same recipe with the help and support of Kunjikka. Sabu and Kunjikka give soul to the recipe with their own creativity. Their passion and hard work is the key to this delicious biriyani.

The efforts put Into the preparation of biriyani is shown with much intimacy in the movie. Kunjikka prays before he begins the preparation of biriyani (Madhuram 40:59 – 41:04). Praying before we prepare or eat a meal is a cultural practice that has got religious undertones. Madhuram gives detailed shots of the step by step preparation of biriyani from the cutting of vegetables like onion, tomato, chilly, etc., cutting of pineapples, frying the chicken, frying pappadam, making salad, making pickle, making masala, mixing up the rice and chicken, etc. (Madhuram 40:55 – 41:44). Culture, region, family traditions, all contribute to the variations that makes Kunjikka's biriyani delicious. As they serve biriyani to the customers, the customers wholeheartedly eat and enjoy the food. So food is love, it is the nourishment of body and soul. The water they serve with the biriyani

is violet in colour (Madhuram 41:47 – 41:50). There is something special about the water itself. The biriyani fills the customers' mind rather than their stomach. The result of the hard work behind the biriyani is visible in the faces of the people.

The hero of the movie Sabu was a chef's assistant on a ship, and the heroine Chitra lived on the Gujarati Street in Kochi where she was involved in her family's pappadam-making business. This was the status of both Sabu and Chitra when they meet at the kitchen of Madheena hotel in Mattancherry. Chitra and her sincere love for biriyani, especially for Kunjikka's chicken biryani, can be seen in the initial scenes of their meeting (Madhuram 45:22 – 47:53). Chitra enjoys each and every bite of Kunjikka's biriyani. It is clearly visible in her body language and facial expressions. When we enjoy every sip or bite of our food, then we realise the simple, peaceful joy food can bring. That is the unique joy and magic of good food. When Chitra needs another serving of salad, she used a facial expression with a special sound. Chitra regularly comes to the hotel and eats Kunjikka's special chicken biryani. From these regular visits, we understand the intensity of Chitra's interest and love towards biriyani. Chitra's community would only prepare pulau, the vegetarian rice dish. This is one reason for her love for biriyani. Chitra also enjoys the special sleep that gets after eating biriyani (Madhuram 55:03 – 59:20). This is another reason for her love for biriyani. Chitra's interest in biriyani gradually give way to Sabu's interest in Chitra. It is the interest in biriyani that

led to the bonding between Sabu and Chitra, starting from a friendship and eventually leading to love and then to their marriage.

Food really has the power to bring everyone together. There are different food cultures around the world, but the connection we all have with food is similar. In one of the scenes, Sabu prepares food for Kevin as per Kevin's will. When Kevin shares his desire to eat rice and fish fry, Sabu invites him to his house and prepares a delicious meal for him (Madhuram 36:47 – 40:33). This meal includes rice, coconut chutney, special fish curry (fish mango curry), pappadam and pickle. Kevin really enjoys Sabu's delicious meal. We find a pleasant smile on Kevin's face after the meal because of the fulfilment of his mind rather than the fulfilment of his stomach. This delicious meal also reduces Kevin's stress as well as tension due to the hospital case of his mother and the uneasiness in his marriage.

Food is more delicious, while eating together rather than eating alone. Today eating alone is a common thing, but there is a special enjoyment while eating together. Sabu, Kevin, Ravi, Thaju and many other bystanders eat together in a long circle and share their food and comments each other (Madhuram 59:44 – 59:52). Not only bystanders, the nurses working in the hospital also eat together and sharing their experiences (Madhuram 59:53 – 59:55). Everyone tends to relax and open up when eating food together, which is why eating with others can be a great way to deepen relationships, mainly increases social bonding. When

more people come to the table, then more food should arrive, that means, more variety, more flavour, and more fun. A lively, interesting conversation is perhaps the perfect complement to a delicious meal. While food is often used to separate us into different groups, it can also be used to connect us. According to Appadurai, "Food can be used to mark and create relations of equality, intimacy or solidarity or, instead, to uphold relations signalling rank, distance or segmentation. This can be illustrated by looking at the use of food to communicate different types of class through consumption" (Appadurai).

Food is symbolic of love. Some special tastes, smells, and textures help to calm and relax, especially during our stressful times. In a base level, food is the fuel that provides energy to our bodies for development and everyday activities. The real function of food goes much beyond this base level. Good and delicious food have the capacity to change bad mood into a happy mood, because the main ingredient of food is love. Food has the power to reach the hearts of people. Healthy and tasty food develops us physically, mentally, socially, emotionally and spiritually. "Food for us comes from our relatives, whether they have wings or fins or roots. And indeed that is how we consider food. Food has culture. It has history. It has stories. It has relationships that tie us to our food. Food is more than something you just buy at the store" (La Duke).

There is a strong link between culture and food. Food comes under the

category of material, So food culture comes under material culture. Culture is something that makes everyone different from who they are and where they originate. Culture involves all the aspects of human life and their way of communicating and interacting with other human beings. So culture involves food, which is one of the main important aspect of human lives and it deeply influences our culture. What you eat defines what you are and who you are. We symbolically consume identity through our choices of food and drink, like what we don't eat or drink. Food communicates to others our beliefs, cultural and social backgrounds and experiences. Each cultures have different varieties of food and ingredients. It is a fact that cultures differ themselves through food. So food is a very integral part of any culture. According to Roland Gérard Barthes, French literary theorist, food is described as "a system of communication, a body of images, a protocol of usages, situations, and behaviour" (Barthes). Food is considered to be multidimensional, as something that shapes us, our identities, and our cultures and in the end, our society.

Food is more than something that satisfies our hunger and aids our bodies with survival. There is a truly unique and deep relationship between human beings and food. It begins from the primary existence of human beings and it continues till now, and it will also continue tomorrow. Mother's breast milk is our initial experience of food. So food is a way we connect and show love for others. Human beings have more emotional level connection with food. In case of animals, food is only consider

as a solution of hunger. But in case of humans, food is consider as more than just a solution of hunger. We use food to show an emotional connection with others more than just to satisfy our own needs. Sharing food thickens the relationship with people you love. For example, In Madhuram the relationship between Sabu and Chitra as well as Kevin and Cherry becomes more and more thicker and closer with the super power of food.

Food creates a true opportunity to strengthen an understanding between people. We literally speak of peace being created with the "breaking of bread." Through food, family and friends trying to shape better bonds of understanding, and enemies trying to set up a new peace. Food not only make us happy and satisfied but it gives us true joy. So the joy human beings get out of their food is much more than everything. Food was about living well through enjoying our life.

Food is good to think more than good to eat. Food is an important part of our memories. It has the ability to activate multiple senses smell, sight, and mainly taste. It helps us to remember some most meaningful and magical moments of our life, whether big or small. We all had those moments when we smelled something that reminded us of our childhood days, or reminded us of any special place that we gone etc... Food can take you to another time, another place, another culture without even leaving your dining table, So food culture is such an important way that people are able to connect and relate with each other. In Madhuram, there
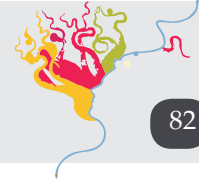
were a lot of beautiful as well as magical moments in the life of Sabu and Chitra, especially with regard to biriyani.

The human species has always placed strong importance on cultural identity. Food is central to our sense of identity. Food is a way to connect to our heritage and to our own cultural identity. So food became a way of identifying people. Like culture, food is also a way to identify who you are, where you come from, and the history of people. It indicates the closeness of food and culture. When coming from generation to generation, food is the one which connect us with our heritage. Because many of the foods contains the elements of past and there is a beauty in old family recipes that we learnt from our ancestors. Likewise, Kunjikka's chicken biriyani recipe contains past elements of traditions. Food for human beings has always represented progress, change, and invention. From the beginning of agriculture to the latest trends of today's top restaurants, food has always shown the true ability of the human imagination. Human beings success depends on our ability to adapt, change, and create, especially in case of food sources. Food includes both nutrients as well as art.

There are many different food cultures in the world. Every individual is capable of creating a strong food culture for themselves, and for their family. Different food cultures around the world are influenced by many factors. The specific ingredients and spices are the main factor which leads to unique flavour to the food that define our food culture, like Kunjikka's chicken biriyani

in Madhuram. But regardless of the ingredients, flavours and traditions that separates food culture, the connection we have with food, and the pleasure and joy we gain from food, while eating and sharing with others is something similar or special to all human beings. Food is respected as an essential part of what makes humans human.

Food is not just a part of culture; it has the capacity to define culture. We grow up eating the food of our cultures, and it becomes a part that determine us. When we visit or live within another culture, we learn about their culture which definitely includes their food. What you eat, how you eat, and when you eat can provide a lot of information about a particular culture. Food also helps to tell the stories of people within those cultures. Food has always been and will always be important. It plays an essential part in peoples lives, without it we can't survive. More than survival, food is the cure to all problems in this world.

Works Cited

Primary Sources

• Madhuram. Directed by Ahammed Khabeer, performances by Joju George and Sruthi Ramachandran, SonyLIV, 24 Dec. 2021.

Secondary Sources

• Appadurai, Arjun. "Eating Yourself: We Consume Identity through Food?" Culture Decanted, 19 Oct. 2014, https://culturedecanted.com/2014/10/19/eating-yourself-we-consume-identity-through-food/. Accessed 17 Apr. 2022

• Barthes, Roland Gerard. "Toward a Psychosociology of Contemporary Food

Consumption." Food and Culture, 14 Sept. 2016, https://foodculture823.wordpress.com/2016/09/14/first-blog-post/. Accessed 10 Mar. 2022.

• De Rossi, Cristina. "American Culture: Traditions and Customs of the United States." My Mooc, 14 July 2017, https://www.my-mooc.com/en/article/american-culture-traditions-and-customs-of-the-united-states/. Accessed 18 Mar. 2022.

• LaDuke , Winona. "Seeds of Our Ancestors, Seeds of Life ." YouTube, uploaded by TEDx Talks, 2012, https://youtu.be/pHNlel72eQc. Accessed 23 Mar. 2022.

• McDonald, Amy Athey. "How Food Helped Shape History." World Economic Forum, 6 Mar. 2015, https://www.weforum.org/agenda/2015/03/how-food-helped-shape-history/. Accessed 25 Mar. 2022.

• Rozin , Paul, et al. "Food Sharing and Feeding Another Person Suggest Intimacy; Two Studies of American College Students." European Journal of Social Psychology, vol. 28, no. 3, 4 Dec. 1998, pp. 423–436.
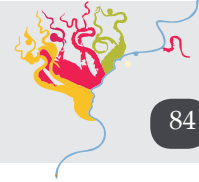
Food and Social Healing

Nidha EK
BA English ,MES Mampad College (Autonomous)

Abstract:

Food is not just a source of nourishment; it is a powerful tool for social healing and connection. This paper explores the interconnection between food and social healing, highlighting the role of food as a universal unifier that brings people together. Food has the ability to rejuvenate and sustain life, both physically and emotionally. It affects our mental health, influences our emotions, and plays a significant role in how we relate to others.

Social healing is a field that aims to address wounds caused by conflict, trauma, and oppression on a collective scale. It involves seeking truth, reconciliation, forgiveness, and restorative justice to create meaningful and healthy relationships among individuals and communities. Food plays a pivotal role in social healing by providing a common ground for people to connect, share experiences, and reduce preconceptions and prejudices.

Food has the power to initiate social bonding and strengthen relationships. Cooking together, eating together, and learning about food together are ways to bring people closer. Sharing food is seen as an expression of love, trust, and friendship. It creates fond memories and fosters a sense of belonging and acceptance. Food is a conversation starter and provides a space for meaningful conversations, nurturing the soul while nourishing the body. In addition to its role in social bonding, food also satisfies emotional needs. Familiar foods provide a sense of security, and the act of preparing and sharing food is an expression of love and attention. Food has the ability to mend conflicts, celebrate milestones, and express gratitude for life. It transcends cultural and social boundaries, inviting people from different backgrounds to come together and form a sense of community.

Furthermore, food can also be a means of social healing through acts of fasting or hunger strikes. These practices aim to create equality, provoke awareness, and stimulate change in society. Food and social healing are deeply intertwined. Food brings people together, fosters happiness and satisfaction, and serves as a vehicle for communication, creativity, and creating lasting memories. It is through the combination of personal healing and addressing social brokenness that individuals can become effective agents of social healing. Food has the power to heal wounds, promote love, and bring about positive change in individuals and communities alike.

INTRODUCTION

From a young age, we're taught that eating well helps us look and feel our

physical best. What we're not always told is that good nutrition significantly affects our mental health, too. Yes... Food plays a major role in our mental health. Nutrients are essential for growth, development and maintenance of our bodies as well as for instructing our bodies about how best to work. To that end, absence of nutrients is absence of health. A healthy, well-balanced diet can help us think clearly and feel more alert. It can also improve concentration and attention span. Conversely, an inadequate diet can lead to fatigue, impaired decision-making, and can slow down reaction time. It is well known that unhealthy eating patterns can cause mood swings. It affects how we think, feel, and act. Healthy diet helps determine how we handle stress, relate to others, and make healthy choices .Food is not only a source of energy but also a social healer. Food is an important part of cultural heritage and national identity. It can connect us to people and places, bringing friends and families together...

What is Social Healing ?

Social healing is an emerging field that seeks to deal with wounds created by direct and indirect conflict, collective trauma and large-scale oppression .It is an affirmation of our power to create meaning, relationship, and health by seeking truth and reconciliation with our fellow human beings. Social healing refers to the process of reconciling social divisions, conflicts, and injustices within a community or society. It involves addressing the underlying causes of social problems, promoting understanding, empathy, and cooperation among individuals and groups, and fostering positive relationships and a sense of belonging.

Social healing recognizes that societies are often marked by various forms of discrimination, inequality, oppression, and torments . These can include systemic racism, ethnic or religious tensions, socioeconomic disparities, gender inequality, political polarization, and the legacies of colonization or other forms of historical trauma.

The concept of social healing acknowledges that these divisions and injustices not only harm individuals but also undermine the fabric of society as a whole. By actively working towards healing, societies can aim to create more inclusive, just, and harmonious communities. Its primary modalities are truth, reconciliation, forgiveness, restorative justice etc.

1).Truth and reconciliation: Encouraging open and honest discussions about past injustices, acknowledging historical wrongs, and creating opportunity for victims to share their experiences and be heard.

2). Restorative justice: Focusing on repairing the harm caused by conflicts or crimes, emphasizing healing and reconciliation rather than punishment.

3).Community engagement: Encouraging participation and collaboration among diverse community members, fostering empathy and understanding, and building social cohesion.

4).Education and awareness: Promoting education and awareness about social issues, biases, and stereotypes to challenge discriminatory attitudes and promote empathy and understanding.

5).Policy and structural changes: Addressing systemic inequalities and discrimination through policy reforms and structural changes to promote equal opportunities, inclusivity, and social justice.

6).Healing-centered practices: Implementing trauma-informed approaches that prioritize healing, resilience, and well-being for individuals and communities affected by social divisions and injustices.

7).Empowerment and social activism: Supporting individuals and marginalized groups to amplify their voices, advocate for their rights, and work towards social change.

Social healing is a complex and ongoing process that requires sustained efforts from individuals, communities, institutions, and governments. It involves recognizing the interconnectedness of social issues and actively working towards creating a more equitable and inclusive society. Our emotions are socially-based, and the events that happen around us will inevitably influence how we feel. Emotional support is vital to healing whenever we feel broken or damaged by a tragedy in our social environment. This is the essence of social healing. Alone we feel, but together we heal.

Power of food as a Social Healer.

Food is an integral part of our social existence and that cut across all boundaries and unify us as a community .No matter which community, culture or region one belongs to, we've all personally experienced ways through which food brings people together. Food can bring people together in a plethora of ways – cooking together, eating together, and learning about food together are surefire ways to bring you and your loved ones closer. Food is an essential part of everyone's life, without food you can't survive. Since the beginning of time, food and meal time have been keeping families together like nothing else can. Food is something we all bond over. Food is a universal unifier, a conversation starter, a way to cherish, love and remember one another for times to come. Sharing food is seen as an expression of love, trust and friendship. Some of the fondest memories for a family are forged at the dinner table where a meal goes way beyond satiating the taste buds and culling hunger pangs. At the dining table the conversation had over food among different genders, races and social communities has the scope to reduce preconceptions and prejudices which is why food can initiate a strong social community bonding. Sharing a meal has long been recognized as a way to foster connections and build relationships. When individuals from different backgrounds come together to eat, they have an opportunity to engage in conversation, share stories, and learn from one another. This can help reduce divides, create understanding, and promote empathy.

Food is deeply tied to culture, and exploring different culinary traditions

can be a powerful way to celebrate diversity and promote social healing. By embracing and appreciating the foods of different cultures, individuals can gain a greater understanding and respect for one another's heritage, breaking down stereotypes and fostering a sense of unity.

Food can be a powerful tool for addressing social issues and promoting healing by fostering Initiatives such as community kitchens, food banks.

Community Gardens: Community gardens provide a space for people to come together, cultivate food, and engage in shared activities. These spaces promote social interaction, teamwork, and a sense of ownership and pride in the community. Community gardens often bring people from different backgrounds together, enabling them to collaborate, learn from each other, and foster social connections.

Providing education and resources regarding food can also address issues of food insecurity and promote social equity. When people have access to nutritious food and the knowledge to prepare it, it can positively impact their overall well-being and strengthen community bonds.

Food reflects the diversity of cultures and traditions. Exploring different cuisines allows people to appreciate and understand various cultural backgrounds. Sharing traditional recipes, cooking techniques, and ingredients can foster cultural exchange, promote acceptance, and reduce gaps between different communities.

Food-related events, such as potlucks or cooking classes, bring people from diverse backgrounds together. These activities create spaces for interaction, and the development of a shared identity. By engaging in collective efforts, communities can address social issues, promote inclusivity, and strengthen their social fabric.

In some cultures, communal cooking and shared meals are used as therapeutic practices to support individuals who have experienced trauma or are recovering from difficult circumstances. Preparing and sharing food in a supportive environment can promote emotional healing and provide a sense of comfort and stability

Food-related enterprises, such as local food markets or cooperative farming initiatives, can create economic opportunities and contribute to social healing. By supporting local farmers and businesses, communities can foster economic resilience, reduce inequality, and create a more equitable food system.

Promoting sustainable food practices, such as reducing food waste, supporting regenerative agriculture, or choosing locally sourced ingredients, can address environmental challenges and promote social healing. By collectively engaging in sustainable food practices, communities can foster a sense of shared responsibility and contribute to a more sustainable future.

In addition to satisfying physical and social needs, food must satisfy certain emotional needs. These include a sense of security, love and attention. Thus familiar foods make us feel secure.
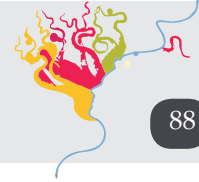
Anticipating needs and fulfilling these are expressions of love and attention. These sentiments are the basis of the normal attachment to the mother's cooking. The sharing of food has brought people together since the beginning of time. It's how we make friends, nurture relationships, celebrate milestones, mend conflicts and feel gratitude for life. Food brings our guests together and takes them from strangers to friends. Coming together and sharing a meal is one of the most communal and binding things that can take place when you live in a community. Food is a conversation starter. Eating together will grant a space where you can talk about your ups and downs .As the food nourishes your body, so does the conversation nourish your soul. Moreover food is a language each one of us is well versed with. We get together with our loved ones and sharing the food with them helps us in cultivating strong and healthier relationships. Food is much more than nourishment; it is the vehicle through which we communicate sentiments, express our creativity and create memories. When someone invites you to a food feast or wedding feast, you feel like you are included and that will patch up if there is any brokenness. It makes us feel special and makes us feel wanted and accepted. It is better to invite those who never get an invitation. If you invite the poor to your banquet, along with the outcast, the handicapped, and the blind—those who could never repay you the favour. It makes them feel secure and happy. The generosity and feeling of abundance at their heart allow the host community to invite into the fold members from other social or religious groups as a mark of friendship and respect. it will unite us and ensure that we all are equal and make comfort. A feast can also be the breaking of a fast together, as the iftar is, reasserting an individual's relationship with the community and the community's cohesiveness.

Sometimes not eating food will ensure social healing. Eg:- Fasting and Hunger strike.

Fasting aims to establish equality between the rich and poor, as the rich experience hunger and learn to show respect and appreciate the less fortunate. A hunger strike is a method of non-violent resistance in which participants fast as an act of political protest, or to provoke a feeling of guilt in others, usually with the objective to achieve a specific goal, such as a policy change and create changes in our society. Fasting and hunger striking have long been used as powerful tools of protest and activism to seek social change or draw attention to specific issues. They can contribute to social healing indirectly by raising awareness and pressuring authorities or decision-makers to address grievances.

When someone engages in a hunger strike or prolonged fasting, they are making a personal sacrifice to draw attention to a particular cause or injustice. By willingly subjecting themselves to hunger and physical discomfort, they can attract media attention and generate public discourse around the issues they are advocating for. The act of fasting can serve as a symbolic representation of suffering, desperation, or commitment to a

cause, which can evoke empathy and solidarity among others who may not have previously been aware or involved in the matter.

In some cases, hunger strikers and those who support them may organize public events, demonstrations, or peaceful protests to amplify their message. These collective actions can foster a sense of community, mobilize like-minded individuals, and contribute to the formation of social movements aimed at addressing the underlying issues. By galvanizing public support and encouraging discussions about the root causes of societal problems, fasting and hunger striking can lay the foundation for social healing. Furthermore, fasting and hunger striking can exert pressure on authorities, policymakers, or institutions to take action or initiate dialogue. The endurance and determination displayed by hunger strikers can be seen as a challenge to the status quo, forcing those in power to confront the issues at hand. This pressure can lead to negotiations, policy changes, or public inquiries, offering an opportunity for reconciliation and social healing. While fasting and hunger striking alone may not directly achieve social healing, they can be powerful catalysts for change. By raising awareness, voice and exerting pressure on decision-makers, they can contribute to the resolution of societal conflicts, reconciliation, and the pursuit of justice, which are vital aspects of social healing.

Conclusion

Food and social healing are interconnected. Food has its own significance in social healing. Research has revealed that the more often people eat with others the more likely they are to feel happy and satisfied with their lives. Food brings people together as a way to stay connected, learn about a family member by cooking together, celebrate, learn about cultures, and provide comfort. People love food almost as much as they love each other, so together they bring happiness and joy to all. Thus it creates a happy mind and good social life. The social healing approach combines the best of the social justice and inner- healing traditions in a way that brings healing that involves both forgiveness and change. With inner- healing and personal growth, the key issue is whether a person is intimately in touch with their own needs and brokenness and working on personal healing. With social justice the key issue of credibility is whether a person is intimately in touch with the world/community's needs and brokenness and whether they are working on their part of addressing that social brokenness. The social healing approach requires that people be intimately in touch with both their personal brokenness and the world's brokenness and are actively working on healing in both areas. The goal of inner-healing and social healing is not just that we can find healing ourselves, but also that we can become more effective at loving others and bringing healing to the world.

A meaningful part of celebration is through food it brings us together and heals the wound created by someone or the society. Through acts of feeding, protest grounds become a colosseum of healing. In the face of all the pain, there

it was, the antidote –food as love.

Reference

- https://starsofhopeusa.org/what-is-social-healing/
- https://noetic.org/wp-content/uploads/2020/10/s3_odea.pdf
- https://harmonichumanity.org/the-social-healer/
- https://www.acjrd.ie/images/PDFs/restorative-justice/The-Social-Healing-Project-Report.pdf
- https://www.foodforthoughtproject.info/files/2014/03/HANDOUT-The-Importance-of-Food-in-the-Healing-Process.pdf

Food and Magic: Witches and Their Herbs in Ami McKay's Novel The Witches of New York

Khushboo Gautam

Ph.D. Scholar, Department of English and Foreign Languages, Central University of Haryana, Mahendragarh, Haryana

Abstract

The 17th century infamous Salem witch trials have been a major influence on American culture. The event also led to the creation of an array of stereotypes and representations of women as witches in literature and cinema. A small section of women also called cunning folk who used their skills in identifying and mixing an assorted range of herbs, spices, and plants to create healing tinctures and potions were persecuted as witches. Since today the term "witch" has become a metaphor for rebellious women, Ami McKay in her novel has shown the relationship of food and magic by placing historical witch hunts in the context. Beside satisfying hunger and cravings, food can also serve medicinal and healing purposes. Stating that, this paper will attempt to trace and analyse the relationship between food, magic, and healing as depicted in the selected novel.

Keywords: Food, Magic, Salem Witch Trials, American Fiction

During the early modern period in different European countries, the witch craze and persecution of women was at its peak. Across the continent, superstitions, fear of the unknown, and hatred towards women were quite common. 17th-century Colonial America also witnessed outbursts of witch hunts in Salem, Massachusetts. The religious trials and execution of so-called witches led to the accusation of approx. two hundred people and execution of nineteen (fourteen women and five men precisely). The requirement of strict adherence to religious scriptures led to different suspicions. The norms forbade people to seek any kind of assistance except prayers to find relief in health and family matters. This notion forced the idea of sin and salvation. A Book of Prefaces attacked Puritans by stating:

The Puritan's utter lack of aesthetic sense, his distrust of all romantic emotion, his unmatchable intolerance of opposition, his unbreakable belief in his bleak and narrow views, his savage cruelty of attack, his lust for relentless and barbarous persecution – these things have put an almost unbearable burden upon the exchange of ideas in the United States. (Mencken 202)

It was in this climate of strict religious boundaries, the atmosphere of the devil, witchcraft, and witch-hunts was shaped and was eventually fuelled by a specific incident. Therefore, in
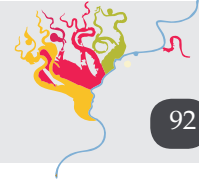
the context of political tensions and religious prejudices, the Salem witch trials took place between 1692 and 1693 in colonial Massachusetts. Wise women with knowledge of herbs and tinctures raised brows (Baker 16).

The tradition of witch hunt has left permanent scars on American History. To this day, the idea of witches and witchcraft has been influencing their culture which can be seen in their cinema and Literature. The perspectives have seen a diverse range of shifts from the mid-20th century Arthur Miller's historical play The Crucible until the 21st century's Fantasy Fiction The Witches of New York, by American Canadian author Ami McKay. In the 17th century, people in New England were terrified and cautious while dealing with so-called supernatural entities. Today, authors like Ami McKay are studying and exploring gaps between women and witch-hunt histories through different mediums such as fantasy genre.

Interestingly, one of the author's ancestors was put on a trial and hanged as a witch in the Salem witch trials of 1692.

The representation of same historical incident in the fantasy novel represents gradual but large shift in the perspectives related to Salem witch hunts as well as regarding women as witches. Carol Sliwka in her article has made a valid argument about the importance of historical fiction:

By its very nature, history is composed of stories about people who are no longer alive to speak for themselves.

Perhaps this is why so many students find it difficult to relate to social studies-the participant" seem so far removed from the students' own lives. In order for students' knowledge to grow, an interest in the particular topic must be initiated, and this is where teachers can make a difference. Those silent voices of history can be brought to life using historical fiction in the classroom. (Sliwka 61)

Historical fictions have been relevant in reviving discussions and arguments about the past and present allowing emergence of multiple dialogues. They allow study of a past event from different perspectives that is amalgamating perceptions of the history and present to derive meaningful and relevant knowledge. They allow readers to develop an awareness of the society in the past.

Witches and Witchcraft

According to an English Historian Ronald Hutton, a witch is a "person who uses non- physical means to cause misfortune or injury to other humans" (qtd. in Kelkar and Dev

Nathan). However, as per the Oxford Learner's Dictionary, a witch is "a woman who is believed to have magic powers, especially to do evil things. In stories, she usually wears a black, pointed hat and flies on a broomstick." Furthermore, witchcraft in the same dictionary refers to "(in traditional stories and contexts) the use of magic powers, especially evil ones, and (in a modern context) religious practice that involves magic and connection with nature, usually within a pagan

tradition. Mildred E. Mathias in his research paper has referred to the term 'magic' as "seemingly requiring more than hu- manpower; imposing or startling performance; producing effects which seem supernatural; having extraordinary properties" (Mathias 18).

Herbs, Witches, and Magic

The idea of witches and their connection with nature is not new. Circe, a famous witch in Greek Mythology is known for converting the men who raped her into pigs.

Interestingly, she is famous for her vast understanding of different herbs and plants.

Knowledge of some greens and grasses to heal and cure the sick might seem bearable until she confesses to using witchcraft (Miller 157).

There is also an idea of counter-witchcraft. In the 17th century New England, witch bottles were used by the people as a form of protection against witches. The bottles were made up of stoneware and contained items like pins, hair, urine of the person considered bewitched, animal excreta, etc (Becker 2-4). The binary of cooked food ready to eat and digest food in the form of excreta and urine is extreme. Both involve the body, yet one is appreciated through all the senses and the other is repulsed. The use of a latter form to ward off evil offers the connection of human repulsion of digested food with the idea of evil since both are disgusted. The food and its representation of extreme forms take the shape of the self and the other. The idea of "othering" in

food can be seen by connecting "self" to pure, clean,

and healthy while "other" as rotten, disposed, and unclean comments upon the power relations. Witches or the so-called evil women are thus rebuked, repulsed, and disgusted. People kept bottles hidden in their houses assuming that the witches will not be able to cross the house with their magic or spells by coming across the symbolically disgusting items contained in the witch bottle.

King James 1 in his treatise titled Daemonologie has listed down several ways on how to identify a witch. He quoted, "By curing the Worme, by stemming of blood, by the healing of Horse-crookes, by turning of the riddle, or doing of such like innumerable things by wordes, without applying anie thing, meete to the part offended, as Mediciners doe." (Tyson 232). Women who use charms and herbs were easily targeted, and so does the midwives and women who were known as healers, etc. However, they only formed a small portion of the rest of the accused women. These women were a part of a group famously known as divine healers, cunning folk, white witches, wizards, etc. These were the people known for practicing beneficent magic that is the magic to help people in sickness etc. However, wise women rather than wise men were often accused of harming people. The accusations often come from neighbours. These women, however, were known for healing people with folk remedies, protective magic, and teaching charms to women who were beaten by their
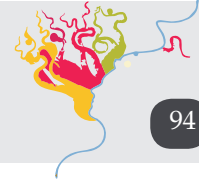
husbands (Horsley et al.7,8). The same idea of wise women helping other women in finding some relief from their restricted daily life chores can be seen in the Fantasy novel, The Witches of New York. The characters Eleanor and Adelaide are single, somewhere in their 30's, and are running a successful business. Eleanor's late mother was a witch named Madame St. Clair who taught her about who witches were and how they were once a symbol of nature and power. "Eleanor had spent her childhood learning to embrace the traditions of her ancestors: growing herbs, keeping bees, and mixing portions" (McKay 21). In the novel, it has been mentioned that she had come from a long line of wise women. Herbs become an

important aspect of being a witch and a healer consequently. The relationship between herbs, witches, healing, and magic has been highlighted in the novel in several instances.

Fantasy Fiction and Witches

The term "fantasy" as per the American Psychological Association (APA) refers to a mental image, a daydream, or a night dream in which a person's conscious or unconscious wishes are fulfilled. As mentioned in Cambridge Dictionary, Fantasy fiction in literature refers to "a type of story or literature that is set in a magical world, often involving traditional myths and magical creatures and sometimes ideas or events from the real world, especially from the medieval period of history." While for people in 17th century Colonial America, witches were real creature who can fly on brooms and copulate

with the devil, today the narratives have become accurate and has taken more vivid shapes in fantasy fiction. While one side of the narrative has always demeaned women and witchcraft by portraying them as evil meant to be hunted and banished. Another side is depicting women practicing magic as empowered and liberated. Even though there is a vast difference between real historical events and the depiction of them in fantasy fiction considering the imaginary aspect of the latter, the author has done her research well. The idea is not to compare both but to address concerns and point out how creativity and art today can be a medium to refer to the injustices against women. In a fantasy world, the idea of reversing the narratives is addressed. The conservative religious authorities during the witch craze in the medieval and early modern periods promoted the idea of an imaginary creature- a witch who has magical powers and uses them to harm people, who can fly on brooms, who attends sabbath and copulate with the devil in exchange of magical powers, who can bring calamities, who uses certain animals known as familiars to perform evil tasks etc.

Witches are flying on a broom. Such depiction of women was fantasized as they were imaginary, set certain narratives, and displayed hatred against women. Belief in the idea of women forming sexual relations with the devil is an explicit reference to the inability of patriarchal force to subdue and control certain women. The novel showcases women who are not afraid of being single and independent that is without any need for protection or control by

Woodcut from an 18th century chapbook featured in Chap-books of the Eighteenth Century (1834) by John Ashton.

men. Women who can help people especially other women can be targeted for straying them. By displaying that women can survive alone, are talented in their job, and can earn money without any interference from men they can become a threat to the kind of narratives that have been established and imposed against them for a long by the conservative patriarchal and religious forces.

The author through her writing has attempted to reverse the narratives against women as witches and evil. Instead, she portrays women who are witches and wants her readers to see their goodness. They help people, give them hope and relief, listen to their sorrows, and keep sympathy. "Witches see to things best sorted by magic-sorrows of the heart, troubles of the mind, regrets of the flesh. This is what we do. That is who you are" (McKay, 21). While

Circe in Greek mythology used herbs to protect herself from evil men and to survive, these women from New York are using their skills in herbs, tea leaves, and other foods to keep intact their identity or rather legacy of being a witch. The common thread in the usage of herbs by Circe, the female protagonist of a fantasy novel, and by the real-life wise women of 17th century Europe was survival and identity. In the novel, "The Witches of New York", the author Ami McKay, has woven the history of America specifically New York of the twentieth century by incorporating the nostalgia of the Salem witch trials

and witchcraft. The narration revolved around the three women who come together in a cruel world fighting against odds and trying to keep each other's back. Their magical journey entails the usage of an assortment of herbs, tea, salt, and what not serve as their weapon.
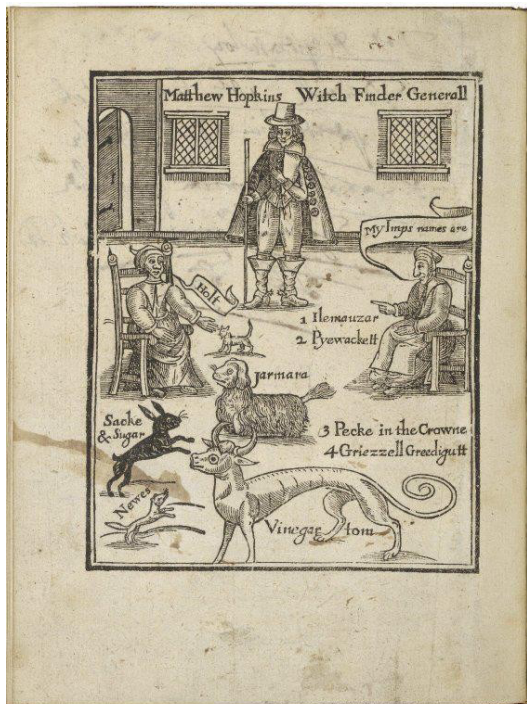
This illustration has been taken from Matthew Hopkins book titled The discovery Of Witches: In Answer To Severall Queries, Lately Delivered To The Judges Of Assize For The County Of Norfolk. And now published by Matthew Hopkins Witch-finder, for the benefit of the whole kingdome.

Matthew Hopkins was an English witch hunter in the 17th century known for the persecution of several accused women. The illustration portrays a stereotypical representation of women who were considered witches with different familiars or animal helpers. Among the shown familiars, some are named after different items usually found within a housewife's kitchen such as Vinegar, Sacke, Wine, Sugar, etc. The illustration is a book cover that was meant to help people identify witches. Women were often limited within the boundaries of their kitchen. The kitchen thus becomes a representative of the domestic life and domesticated women and so does food. The woman in the kitchen becomes responsible for the aesthetics, pleasure, nutrition, and care related to the food (Cairns et al. 592-595).

Considering the illustration, it can be noted how the domesticity of women in 17th-century England can also be interpreted as her association with evil.

The author in her fantasy novel depicts how women with intuitive sensibilities, keen observation, eagerness to learn and grow, and comprehensive knowledge of nature and people, can be intimidating. The novel picks different instances from the real historical events related to the persecution of women as witches and sets them against twentieth-century New York where women are practicing witchcraft for good and are trying to sustain their lives through magic. Eleanor, Adelaide, and Beatrice are three witches running their tea shop called "Tea Sympathy" in New York. The name reveals the connection between tea and teatime talks. Different kinds of tea such as peppermint, hibiscus, Darjeeling, Orange pekoe, Jasmine, and more are used for providing relief in different

ways. The author describes her regular guests by their favourite tea instead of their names. Secrecy, privacy, and trust form the first rule. "Mrs. Orange Pekoe has been in search of a tonic to help her sleep, Madame Darjeeling had requested an elixir to foster desire, and lady Hibiscus has required a tincture of Queen Ann's lace to clear the womb and restore peace of mind" (McKay 64). Tea, thus becomes a symbol of support, relief, and healing. "Drinking tea should never be a solitary endeavour" (McKay 173). The idea of drinking tea together, sympathizing with each other, and providing solutions through different tea and herbs forms an important aspect of the tea shop. Further, the reading of past, present, and future through tea and cooking or preparing food to heal and cure is not only liberating but also allows the person to give meaning to her existence, to enrich one's self-worth, to feel in power over other:

"Madame St. Clair had always put great faith in the happenstances that occurred while making, serving, and drinking tea: two spoons placed on the same saucer mean a wedding will soon follow; two women pouring from the same pot means one will soon carry a child; tea spilled from the spout of a carried pot means a secret will soon be revealed; tea stirred while in the pot will surely stir up a quarrel" (McKay 66).

It is interesting to note how the magic used by these women opposite to popular belief is not about bringing calamities, causing harm, or killing people rather it becomes a reference to the observation and experience of mothers who understand the challenges

of womanhood. The predictions might seem trivial yet they become extremely important in the context of the lives of women in the 20th century American society. The boundaries set for women remain limited to marriages, abortions, birth, domestic violence, etc. The idea of expression via cooking, planting, and preparing food allows women to experience transformation and creation. The insignificant matters related to female gains importance when magic is introduced. Their boundaries are no longer limited since magic or knowledge of different aspects of food gives them power, meaning, and support. "No matter a lady's concerns or burdens, be they heavy as a millstone or light as a feather, every word she speaks must be heard, every tear she sheds considered" (McKay 23). In another instance, when Eleanor arranges for calling the spirit of her dead mother to find out if Beatrice is a witch, she hosts a "dumb supper." The association of food with rituals of honouring and calling dead spirits becomes significant:

"For the sweets, they baked soul cakes with honey, spices, raisins, and currants. For the tea, Eleanor sent Beatrice back and forth to the pantry to gather the ingredients for "seer's steep"-star anise, calamus root, wormwood, mugwort, rose petals, lavender, peppermint, and chervil. The rest of the meal would consist of her mother's favourite autumn foods: mashed turnips, sauteed mushrooms, pickled beets, cheese curds, black grapes…" (McKay 221).

The belief in food and its importance in revering ancestors and spirits becomes metaphysical and supreme. The food
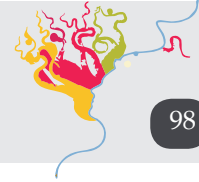
in the novel becomes associated with different emotions. It heals, soothes, honours the dead, and celebrates the living.

Food imagery has been excellently woven into the narrative as different kinds of food and recipes for healing and curing becomes a weapon for the protagonists who are masterly skilled in the arts of care, predicting, healing, curing, and resisting:

Honey infused with saffron, cinnamon, and horny goat weed makes an effective aphrodisiac. A tonic of valerian, mugwort, and poppy heads promises deep sleep and sweet dreams. A pastille containing liquorice, skullcap, and chasteberry tames an aggressive lover's lust. A mix of rose petals, lavender, lemon balm, and hawthorn berries soothe a broken heart. Red clover, oat straw, nettle, and red raspberry ready a woman's womb for childbearing. Tea brewed from tansy keeps a woman's blood on course. Tansy failing, there are other herbs that can bring things around: black cohosh, milkweed, pennyroyal, oarweed, Queen Anne's lace…Buds, berries, leaves, and roots… keep a girl healthy, wealthy, and loose!" (McKay 23).

As the readers examine the relationship between food and magic, or food and witches when the reversal of roles happens, it allows them to believe in the healing and magical power of food.

Conclusion

Food have been used by people across the world for purposes other than consumption.

For an instance, in India, at certain places people hangs a string of lemon and chilly outside their main door to ward off evil eyes. In America, pumpkin is recognised for its usage against evil spirits especially on Halloween. In the novel, Eleanor spreads salt and tea leaves between the floorboards of her tea shop every Sunday to keep the evil at bay. While on Wednesday she uses the water used for cleaning mandrake root. She dips her in it and creates images of pentagrams on the windows, doors, and mirrors to seal every portal from any dark forces that might wish to enter (Mckay 238). Mandrake root has a history of its medicinal usage and association with witch craft and magic (Defni et al. 2).

Food can be consumed not for consumption or satiation of hunger but for relief, curing bodily ailments, or at times even for creating good luck. John Egerton in his book Southern Food: At Home, on the Road, in History has talked about "there was the traditional New Year's Day good-luck vegetable, black-eyed peas, cooked with hog jowl and served with rice—an ancient dish somehow pegged with the name hoppin John—and there was another good-luck food, collard greens, their color symbolizing money and promising rising fortunes" (Egerton 10). The purpose, therefore, for eating food and its consumption gives way to the alienation from the regular diet routine. The mystery and curiosity of consuming food for different reasons offers a unique experience to the person enabling a sense of wonder, hope, and of having control of one's fate.

Hence the relation of self and other through food is evident in the chosen text. In the novel, the skilled usage of herbs becomes a weapon for the three witches. However, in the historical witch trials, wise women were othered based on their knowledge of herbs and healing. The novel has endeavoured to address the concerns related to stereotypes of women hunted as witches in the 17th century New England as well as other European countries. The fantasy genre of the novel and its depiction of the female protagonists as powerful witches transcends the boundaries of stereotypical representations of witches and witch-hunts. The author has attempted to show how these women practicing witchcraft uses their skills in different plants, flowers, and herbs for consumption and hence for spells. Food becomes magic. It becomes healer, and protector. It becomes a weapon for powerless and subjugated women allowing them to transgress the boundaries. Food, therefore serves multiple functions.

Bibliography

- Andrievskikh, Natalia. "Food Symbolism, Sexuality, and Gender Identity in Fairy Tales and Modern Women's Bestsellers Author(s)." Jstor, Studies in Popular Culture, FALL 2014, Vol. 37, No. 1 (FALL 2014), pp. 137-153. Popular Culture Association in the South, https://www.jstor.org/stable/24332704.

- Ashton, John. Chap-books of the eighteenth century. London Chatto and Windus, 1882. Internet Archive, https://archive.org/details/chapbooksofeight00ashtuoft/page/n15/mode/2up.Accessed 23 Dec 2022.

- Cairns, Kate, et al. "Caring About Food: Doing Gender in the Foodie Kitchen Author(s)." Gender and Society, October 2010, Vol. 24, No. 5, pp. 591-615. Sage Publications. https://www.jstor.org/stable/25741206.

- Dafni, Amots et al. "In search of traces of the mandrake myth: the historical, and ethnobotanical roots of its vernacular names." Journal of Ethnobiology and Ethnomedicine, 2021, 17(1):68. https://doi.org/10.1186/s13002-021-00494-5

- E. Mathias, Mildred. "Magic, Myth and Medicine Author." Economic Botany, Jan. - Mar., 1994, Vol. 48, No. 1 pp. 3-7. Published by Springer on behalf of New York Botanical Garden, https://www.jstor.org/stable/4255562.

- Egerton, John. Southern Food: At Home, On the Road, In History. Alfred A. Knopf, 1987. Internet Archive, https://archive.org/details/southernfoodatho0000eger. Accessed 20 Dec 2022.

- "Fantasy." American Psychological Association, 2022, https://dictionary.apa.org/fantasy. Accessed 16 Dec 2022.

- Hopkins, Matthew. The Discovery of Witches: Answer to Severall Queries, Lately Delivered to The Judges of Assize for the County of Norfolk. R. Royston, 1647. The National Archives, https://www.nationalarchives.gov.uk/education/resources/early-modern-witch-trials/matthew-

- hopkins-witch-finder/. Accessed 22 Dec 2022.

- Jo Horsley, Ritta and Richard A. Horsley. "On the Trail of the "Witches:" Wise Women, Midwives and the European Witch Hunts Author(s)." Women in German Yearbook, 1987, Vol. 3 (1987), pp. 1-28. University of Nebraska Press Stable URL: https://www.jstor.org/stable/20688683.

- Joseph Becker, Marshall. "An American Witch Bottle: Evidence for the practice of "white witchcraft" in colonial Pennsylvania." Digital Commons, West Chester University, 2009. Anthropology and Sociology Faculty Publications, https://digitalcommons.wcupa.edu/cgi/viewcontent.cgi?article=1132&context=anthrosoc_fac

- pub#:~:text=A%20curious%20bottle%20 unearthed%20during,hitherto%20known%20 only% 20from%20England.

- Kelkar, Govind and Dev Nathan. Witch Hunts: Culture, Patriarchy, and Structural Transformation. Cambridge University Press, 2020.

- Louis. Mencken, Henry. Book of Prefaces. ebook ed., Borzoi, New York, 1917.

- L. Tigner, Amy and Allison Carruth. Literature and Food Studies. ebook ed., Routledge, 2017.

- McKay, Ami. The Witches of New York: A Novel. ebook ed., Harper Perennial, 2017. Miller, Madeline. Circe A Novel. ebook ed., Brown and Company, 2018.

- Sliwka, Carol. "Connecting to History Through Historical Fiction." Language Arts Journal of Michigan, vol. 23, no. 2, Jan. 2008. DOI. org (Crossref), https://doi.org/10.9707/2168-149X.1125.

- Smith, Harrison. "The Rise of Fantasy in Literature Author(s)." The American Scholar, Summer 1948, Vol. 17, No. 3, pp. 305- 312

- Published by: The Phi Beta Kappa Society, https://www.jstor.org/stable/41205054.

- Tyson, Donald. Demonology of King James 1. Llewellyn Publications, 2011. Google Books, https://books.google.co.in/books?id=Mq0_i3GJLsMC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false. Accessed 15 Dec 2022.

- W. Baker, Emerson. A Storm of Witchcraft: Salem Witch Trials and the American Experience. ebook ed., Oxford University Press, 2015.

- "Witch." Oxford Learner's Dictionary, Oxford University Press, 2022, https://www.oxfordlearnersdictionaries.com/definition/english/witch?q=witch. Accessed 16Dec 2022.

- "Witchcraft." Oxford Learner's Dictionary, Oxford University Press, 2022, https://www.oxfordlearnersdictionaries.com/definition/english/witchcraft?q=witchcraft. Accessed 16 Dec 2022.

Fast to Feast: Depiction of Food in Folktales from North Malabar

Fathima Shanitha

a Research Scholar in the Department of English and Foreign Languages at the Central University of Haryana

Abstract

Folklore encompasses the orally transmitted wisdom and knowledge of a community, with folktales being a distinct category within folklore. These narratives explore various aspects of culture, including art, performance, clothing, and notably, food. Food, being an integral part of life, is a recurring theme in folktales, featuring different cuisines, beverages, and ritual offerings. This paper aims to analyze the representation of food practices and culture in the folktales of North Malabar, drawing upon William Bascom's functionalism framework.

Keywords: William Bascom, Functionalism, North Malabar.

Introduction

The definition of folklore has been a subject of inquiry, with the term originating from the German "Volkskunde" in 1806. Translated by British antiquarian William John Thoms in 1846, folklore encompasses "the manners, customs, observances, superstitions, ballads, proverbs, and other materials of the olden time" (Klein 2001). Folklore gained significance in the 18th and 19th centuries for fostering nationalism and preserving traditions.

This paper explores food representation in North Malabar's folktales, aligning with William Bascom's functionalism.

Folklore's evolution saw various interpretative approaches, including cultural evolution, historical-geographical methods, Marxist, Functionalist, and Psychological analyses. Sims and Stephens offer a working definition, describing folklore as "informally learned, unofficial knowledge about the world, ourselves, our communities, our beliefs, our cultures, and our traditions" (Sims and Stephens 23). Ben Amos further breaks down folklore into knowledge, thought, and art, considering social context, time depth, and transmission medium as essential factors.

The folktales from the erstwhile Kingdom of Kolathunad, now in North Malabar, provide insights into the food practices of the region. William Bascom's functionalism, emphasizing four functions of folklore, becomes a lens through which to examine the food-related narratives. The functions include providing an escape, validating cultural rituals, serving a pedagogic

role, and maintaining conformity through social control.

Food practices, ranging from fasting to feasting, offer a rich tapestry of insights into the culture of North Malabar. Fasting, often associated with spirituality, is depicted in tales such as 'Muthiruthaanangal' and 'Koppatamma,' serving functions of devotion validation and pedagogy. The practices of 'nanjum' and 'nayattu' exemplify pedagogy, teaching the values of sharing and brotherhood among the communities in Payyannur.

The ritual of offering 'nivedyam' to deities, featuring sweets or meat, validates cultural divides and serves as a conformity mechanism. Feasts, described in various tales, showcase power structures and serve both conformity and pedagogic functions. The description of King Kolathiri's solitary feast highlights explicit displays of authority.

In conclusion, understanding food practices in North Malabar's folktales is crucial for comprehending the region's culture and society. By applying William Bascom's functionalism, this paper provides a nuanced analysis of how food narratives in folktales serve multiple functions, ranging from education to conformity within the community.

Bibliography

- Ben-Amos, Dan. "Toward a Definition of Folklore in Context". The Journal of American Folklore, Vol. 84, No.331, Jan-March 1971, pp. 3-15. https://www.jstor.org/stable/539729

- Bhatt, Tara. "Functionalism and Structural Functionalism." Ikouniv. ac.in, https://www.lkouniv. ac.in/site/writereaddata/ siteContent/202004120825283934tara_bhatt _anthro_structural_functionalism.pdf

- Britannica, The Editors of Encyclopedia. "folklore". Encyclopedia Britannica, 2 May. 2017, https://www.britannica.com/topic/ folklore-academic-discipline. Accessed 23 December 2022.

- Dietler, Michael. "Feasting and Fasting." Oxford Handbook of the Archaeology of Ritual and Religion, edited by Timothy Insoll, Oxford University Press, 2011, pp. 179-194

- Elayavoor, Vanidas. Lore & Legends of North Malabar. Translated by Ashvin Kumar, DC Books, 2017.

- Klein, B. "Folklore." sciencedirect. com, 2001, https://www.sciencedirect. com/topics/socialsciences/ folklore#:~:text=The%20word%20 folklore%20was%20coined,materials%20 'of%20the%20olden%20time.

Marginalisation and Social Exclusion of Women during Partition

Srinitha

MA English , Farook College Autonomous

Abstract

Women continue to face existential challenges such as subjugation and arbitrariness disguised as cultural customs, religious edicts, and gender perception. Discrimination prevails over equality, our society's much-touted supporting feature. Marginalization is a state of weakness and outlawry experienced by a group as a result of unequal control of resources and power structures in society. For these underprivileged women, the most vivid memories of partition were of disorientation, dislocation, and the severance of roots.

The daily violence brought on by the partition became a part of these women's daily lives. They were subjected to various forms of sexual violence that were indicative of their status in a male-dominated patriarchal culture where gender relations are organised according to religious and ethnic community beliefs and traditions. The most predictable type of violence was sexual assault, which was perpetrated by men from one society on women from the 'other' community in order to express their own identity and' subdue the other by dishonouring their women. The most notable crime, however, was the sadistic pleasure that these offenders derived from humiliating women. This paper analyses how violence was affected by the women and then the hidden and unspoken political history of the Indian partition. Degrading the ideals of Indian attitude towards the women and also explain the exploitation of women during this particular period.

Keywords: Struggles of migration, social exclusion, ethnic violence, sexual harassment, Stigmatized

Introduction

Marginalization is a state of weakness and outlawry experienced by a group as a result of unequal control of resources and power structures in society. For these underprivileged women, the most vivid memories of partition were of disorientation, dislocation, and the severance of roots. The daily violence brought on by the partition became a part of these women's daily lives. They were subjected to various forms of sexual violence that were indicative of their status in a male-dominated patriarchal culture where gender relations are organised according to religious and ethnic community beliefs and traditions. The development of a community-based system or network of key organizations and actors working in coordination to provide services

to survivors, bring perpetrators to justice, and engage in comprehensive community mobilisation to prevent sexual violence is required for effective prevention and response to sexual violence.

Rape and sexual assault were almost always followed by the abduction of the victims. Domestic maids and sex slaves were common roles for these abducted women. Many abducted women were sold into prostitution, and a few were married to their kidnappers and later claimed to be living happy and respectable lives. The problem of abducted women was so widespread that in November 1947, the governments of India and Pakistan signed the Inter-Dominion Agreement to recover abducted women on both sides of the border.

Struggles of migration

On the 15th of August 1947, India gained independence from the British after 200 years of rule, but it was later partitioned into what is now Pakistan and Bangladesh. At the same time, it decried the division of storylines that are restricted to national leaders, political causes, and elite politics dominated by upper-class masculine perspective leaders. However, Indian feminist historians contend that this remembrance ignores the gendered understanding of widespread communal violence – the story of displacement and dispossession, as well as the process of realigning family, community, and national identities.

As a result of the unequal distribution of opportunities across space,

people migrate. People tend to move from places where there are few opportunities and little safety to places where there are more opportunities and better safety. As a result, the places from which people migrate and the locations to which they migrate create both benefits and challenges. Economic, social, cultural, political, and demographic consequences can all be recognised. Between 10 and 20 million people were displaced along religious lines as a result of the split, resulting in massive refugee problems in the newly formed dominions.

Women's position is influenced by migration, either directly or indirectly. Male selective outmigration from rural regions, leaving their spouses behind, places additional physical and mental strain on women. Women's migration, whether for school or employment, increases their autonomy and economic position. In the partition violence, women survivors of partitioned India occupied a particularly marginalised space. They were subjected to violence not only from men from the 'other' group but also from their own family and community, which began before the partition (before 1947) and continued into the 1950s. The term 'other' here alludes to an 'enemy community' that was not part of India's or West Pakistan's or Pakistan's dominant ethnic group. Women who survived the partition were expected to be dependent on a male family member or group since they were deemed incapable of deciding whether or not to go to the other side of the border.

As a result, they were forced to accept

the 'Azadi' (Freedom) twin notion, which involved the loss of community, networks, identity, and more or less secure inter and intra-personal relationships. They were in double jeopardy at the same time. To begin with, many human rights discourses that were gathered consider them as victims of the conflict that occurred during the partition. Second, because males were unable to fulfil their "protective duty" or participate in "income-generating activities," domestic violence and religious traditions resurfaced.

According to the Indian government, this resulted in a re-composition of the patriarchal structure that had disintegrated during the partition conflict, resulting in greater control of women rather than providing them with a mechanism to create their own agency. Previously, women's agency had been limited to the act of producing or reproducing the nation.

Violence

Violence is the most heartbreaking thing faced by the people during the partition, especially women. The violence caused by the partition formed the everyday experience for these women. They were subjected to various forms of sexual violence that were indicative of their status in a male-dominated patriarchal culture where gender relations are organised according to religious and ethnic community beliefs and traditions. The most predictable type of violence was sexual assault, which was perpetrated by men from one society on women from the 'other' community in order to express their own identity and' subdue the other by dishonouring

their women. The most notable crime, however, was the sadistic pleasure that these offenders derived from humiliating women. Women were raped in front of their male family members, according to accounts from partition survivors, and some were displayed naked in the market or danced in public (holy shrine of Sikhs). The attackers sexually appropriated these women by desexualizing them as wives or mothers by mutilating or disfiguring their breasts and genitalia (tattooing-branding on their breasts and genitalia with triumphant slogans like a crescent moon or trident) so that they no longer serve as nurturers. The goal was to degrade her into an unproductive lady in order to make her an unlucky figure. These barbaric crimes represented the patriarchal community's mindset, in which women are only objects of honour manufactured by males. Women who survived Partition were subjected to or saw acts of violence from their family and community.

Violence against women in India

In India, violence against women refers to physical or sexual violence perpetrated by a male against a woman. Domestic violence, sexual assault, and murder are all common types of violence against women in India. The act must be performed purely because the victim is female in order to be called violence against women. As a result of the country's long-standing gender disparities, most of these actions are perpetrated by men.

Physical Violence

When someone utilises a portion of

their body or an item to control another person's activities, it is called physical violence.

Sexual Assault

When a person is compelled to engage in sexual behaviour against their will, this is known as sexual violence.

Emotional Violence

When someone says or does something to make another person feel stupid or worthless, this is known as emotional violence.

Psychological Abuse

When someone utilises threats and instills fear in a person to achieve control, this is known as psychological violence.

Spiritual Warfare

Spiritual (or religious) violence happens when someone manipulates, dominates, or controls another person based on their spiritual convictions.

Cultural violence

When an individual is damaged as a result of actions that are part of her or his culture, religion, or tradition, it is referred to as cultural violence.

Ethnic violence

Women were subjected to a great deal of violence during India's partition. Between 75,000 and 100,000 women are thought to have been kidnapped and raped during the partition. The rape of women by men during this time period is well documented, with women participating in the attacks as well.

The factors of refusal were purity, acceptance, pregnancy, honour and shame, fear of rejection, trust, accepting fate as it was, and understanding future anxieties and uncertainties. According to Kidwai (2011), there have been occasions where Hindu women have been retrieved from Pakistani Muslims but their relatives have refused to accept them.

Menon & Bhasin (1998) presented the subject of women's belongingness. As a result, women who were both active and passive victims of the partition process have their own unique memories to examine. There is a data scarcity in the context of women who aren't Hindu or Muslim. British, Anglo-Indian, and other existing minority group women's experiences were generally ignored.

According to the data, Hindu, Sikh, Muslim, and lower caste women did not face the same atrocities (violence) and discrimination as Hindu, Sikh, Muslim, and lower caste women. The tales of women who had not been attacked, harmed, or subjected to atrocities but had witnessed or heard of violence against other women, both Hindu and Muslim, helped to locate women in various situations. Insecurities about their own lives, individuals close to them, and the experiences of other women in their community who had been victims of such atrocities left lasting marks on their brains.

Family women, commonly known as housewives, position themselves in and around family bonds. As a result, their perceptions of a social event may cast a totally different light on the incidence of partition, particularly as it affects

women and their families. Women's nation-building narratives differ from men's. Women are frequently depicted as emblems of national and familial honour in men's national myths. Women's interests are frequently different: keeping the family together, containing grief, putting closure on inexplicable deaths, and attempting to limit the violence that such a circumstance inevitably releases are all crucial.

In times of war and conflict, women are pushed to the side and expected to obey men's orders and judgments. When it comes to nurture and care, women are considered the vital point or backbone of the family, but their presence in peace, conflict, and security concerns and talks is ignored. Women's representation is gendered in all areas, domestic, commercial, and international, and is determined and decided by men. Women and men react differently to war and conflict situations because the gender-specific tasks and responsibilities that come with each gender limit an individual's and an institution's ability to think and act beyond that. It's not that women didn't play a substantial role in the process; rather, the tendency to dismiss or elevate women's contributions perpetuates preconceptions and reinforces biases and discrimination.

Women are kept in the category of victims and deprived by the gender perspective, which not only makes them susceptible but also places them on the periphery. According to conflict theory, societal issues arise when dominant groups mistreat, discriminate against, and exploit subordinate groups. Men, as the dominant gender, subjugate women in order to maintain a masculine power hierarchy, making women and children vulnerable.

In war and conflict situations, where men are the perpetrators yet perceived as saviours or guardians, women as a helpless homogeneous group are deemed, victims. Women's viewpoints are unheard and dismissed, and masculine norms of reference are exploited throughout. The gendered experiences of women in such settings, as a result of gender exclusion, paint a totally different picture of the scenario. In such settings, women's physical and psychological well-being is always jeopardised.

In conclusion, women's connection to the nation stems not only from their biological role of giving birth to residents of a country or religious group but also from their status as symbols of religious/cultural ideology and honour, with their bodies serving as ethnic/national boundaries. (Anthias and Yuval-Davis 1989: 1480). Gender, like the Indian subcontinent, became territorialized in the aftermath of partition, with "women's bodies representing both the inner core of patriarchy — couched in the language of honour and prestige — as well as designating limits of social and national reproduction." (Abraham 2014: 42). The official history does not offer insight into the "myths about shame and honour, blood and belonging" (Menon and Bhasin 1998: 21).To do so, one must look to women's histories, and " interrogate not only the history we

know but how we know it" (Menon and Bhasin 1998: 21). Understanding the philosophy underpinning violence against women (followed by the paternal state's recovery and rehabilitation of the abducted women) allows for the revealing of various truths rather than a single, official state-sanctioned truth. Furthermore, this parallel past illuminates the physical and psychological anguish associated with gender-specific torture. Official partition history prefers to disregard what women's histories, literature, and testimonies reveal. These stories show how, during a patriarchal power struggle between two religious factions, women were cruelly utilised as silent, dehumanised tools.

Conclusion

Partition violence and the Indian nation-state – their efforts and narratives towards women survivors – have played a critical role in deconstructing and reconstructing women's identity, space, and role. It is clear that all partition women survivors' national belonging was mediated through the establishment of the heterosexual and patrilineal nuclear family and community, while they were simultaneously disenfranchised as sexual commodities, patriarchal properties, and communal commodities by the nation-state and their respective community and family. Following partition, the Indian patriarchal state actively infantilized women survivors by denying them the right to self-representation, resulting in

their disenfranchisement. This paper offers a way to begin to understand and consider the connections between gendered experiences of Partition and Indian nationalism. However, this is just the beginning. More research must be done to record and preserve women's oral histories related to Partition. At the current stage, India's right-wing politics creates further barriers to women's political, social, and economic equality in India and that grim reality will not change unless there is a strong shift in Indian politics.

REFERENCES

• Abraham, Itty. How India Became Territorial: Foreign Policy, Diaspora, Geopolitics. Stanford:

• Stanford University Press, 2014.

• Anthias, Floya, and Nira Yuval-Davis. "Woman-Nation-State." 1989. Nationalism: Critical

• Concepts in Political Science. 2000. Eds. John Hutchinson and Anthony D. Smith. Vol. IV.

• Cornwall: Routledge, 2002: 1475-1488.

• Bandopadhyay, Manik. "The Final Solution". Trans. Rani Ray.Mapmaking: Partition Stories

• From Two Bengals Ed. Debjani Sengupta. Amaryllis, 2011.

• Menon, Jisha. The Performance of Nationalism: India, Pakistan, and the Memory of Partition.

• Cambridge: Cambridge University Press, 2013.

• https://en.m.wikipedia.org/wiki/Violence_against_women_during_the_partition_of_India.

Love, Passion, and Hunger: Craving Beyond the Pale in Bhaskar Hazarika's Aamis

Thasmiya Rasheed

Asst. Professor, Dept. of English, WMO Arts and Science College, Wayanad, thasmiya.rasheed3@gmail.com.

Abstract

Food has been the perfect expression of love through the ages. Besides being a fuel for energy, food acts as a source of reunion, connection, celebration, and, moreover, community living. This paper attempts to analyse how love, passion, and hunger get intertwined and go beyond self-control in the Assamese movie Aamis (Ravening) (2019), directed by Bhaskar Hazarika. In the film, Bhaskar Hazarika weaves parallels between love and passion for food with admiration for one another. Penetrating deep into the taboos of certain meat-eating traditions in the north-east parts of India, which develop into cannibalism and the 'forbidden relationship' between a married woman and a young man, Bhaskar Hazarika crosses the barriers of societal and moral conventions. The paper attempts to scrutinise how the notions of hunger and love problematize with the class politics of cannibalism.

Keywords:Cannibalism, Repression, Sublimation, Consumerism, Paraphilia, Fetishism, Self-Actualization, Gas lighting

Introduction

"When you do not have any money, the problem is food. When you have money, it is sex"(Donleavy50).

Beyond describing food as a bunch of useful nutrients packed together, it is a social activity where human beings get involved in order to create and sustain cultures and identities. Food has been a vehicle for social acceptance since human existence. not only nourishment of the body but, more importantly, nourishment of the soul. As a result, food from "raw to cooked and sweet to savoury" (Vincent 3) comes into the frame to give a visual treat. Beyond linguistic and cultural barriers, there is a sense of delight in all facets of films. In Indian movies, it represents how people are connected via friendship, love, lust, etc., as in *Once Again* (2018), *96* (2018), *Madhuram* (2021), *Thamasha* (2019), etc. Not only as a symbol, it can also be a visual prop or a device that affects the whole plot of the story, such as in *The Lunch Box* (2013), *Salt & Pepper* (2011), *Usthad Hotel* (2012), etc.

The present study takes the Assamese movie *Aamis* (*Ravening*) (2019), directed by Bhaskar Hazarika, where the repression of love for one another sublimes into an uncontrollable desire that totally ruins each other. Breaking societal, moral, and 'normal'

conventions, Hazarika portrays a world where love and hunger get intertwined and exploit the needy. This article analyses how the notions of hunger and love go along with cannibalism and its class politics. Probing into the meat-eating traditions of the north eastern parts of India through the protagonist, the director introduces the Meat-eaters' Club, from which everything turned topsy-turvy.

Dr. Nirmali Saikia, a paediatrician by profession and a mother of a boy, accidentally meets Sumon, a young research scholar much younger than her. From the initial meeting as well as the development of the plot, it is structured in such a way that 'meat' becomes a true character from the inside out. As Nirmali points out in the beginning of the movie, while treating Sumon's friend, "Meat isn't the problem, gluttony is" (Hazarika) becomes so ironic in her course of life. Attracted to each other through their mutual interest in 'meat eating, they go beyond friendship. In the first course of the play, Nirmali is seen as a reality-driven, mature woman who knows about the pros and cons of breaking a societal convention.

Love and passion for meat serve as a symbol to indicate their love and passion for each other. Nirmali has evolved to the point where, more than sharing food, she believes Sumon to be the only person with whom she could share everything. On the other hand, Sumon gets highly obsessed with Nirmali, even gets distracted from his research, denies an inclusive offer put forward by his Research guide, and gets disturbed by the acknowledgement of Dilip's return. He feels as if they got apart with a widening gap filled with people, where up until then he was just far from touch. Nirmali, who is sure of the immorality of touching Sumon, deceives herself by kissing her husband morally. Sumon's obsession could truly be understood from the pain he suffers to cut a part of his flesh, and he even reaches the extreme of dedicating his whole human bodytosatisfyherhunger\gluttony.

Nirmali: "Is not there any place where they serve this meat?

I do not want to suffer you anymore.»

Sumon: "You do not want to go anywhere. My whole body is here for you" (Hazarika).

At its heart, *Aamis* is a love story taking a unique view on the saying, "You are what you eat" (Hazarika). The exposition and rising action of the movie provide a rich variety of food, and Nirmali's character development is well portrayed in a way where she reaches a stage where hunger turns into gluttony, from where she is totally aware of her health and physique, "My stomach gets filled, but I am always hungry. The hunger gnaws at me" (Hazarika). She seems uninterested in the plate without meat and starts eating with fingers as well as "without eating well too" (Hazarika). The etiquette she followed while eating in the beginning turned out to be pretentious and obsessed with the statement made about normality in eating meat by Sumon, "Actually, the definition of normal is not universal. When it comes to eating meat, what is normal for you may be abnormal for

others" (Hazarika).

Offering meat by Sumon is symbolic of offering his love for Nirmali as an experiment to see if there are other ways to get physical with his love. As she is aware of her societal and familial role as an ideal wife and a mother who takes care of the family when her husband is away, as well as the strong pillar with which the husband believes he grows out, she never wants to keep an extramarital affair like Jumi. Conscientiously, she maintains a one-hand distance even after she consumes his flesh and attains a sensual hallucination of orgasm. But what her ID demands could be seen in her wildly excited, sparkling eyes when Sumon talks about the forbidden or taboo meat. She comes out of the morality-stricken, diseased society and gets the revelation that there is nothing more to cover up as she becomes the centre of news headlines as the "terrible beauty" (Hazarika) and touches Sumon by holding his hands with her to symbolise not sharing hands but life, with which the movie ends.

Sumon, who believes their relationship is platonic and hides his desire for her body, represses his feelings for her and explores another way to be in her body. The repressed sexual desires got sublimed into a more dangerous stage of enjoying orgasm by cutting and feeding her with his own flesh, which seems disgusting when Nirmali does the same. The pretentious Nirmali tries to vomit it out when she learns about the nature of meat, but she asks for more and more. More than paraphilia and fetishism, attraction and hunger converge to an extreme level of obsession/gluttony. This obsession takes both away from reality and results in them becoming "female cannibal" and "brutal murderers" (Hazarika), which totally shatters their social lives. The obsession turns out to be wild, which makes Nirmali approach a corpse as she wants to enjoy her 'eating day' with legs and arms, for which Sumon kills and cuts the autorickshaw driver.

Nirmali: "I feel as if I have tasted the fundamental flavour of life. And this has made me forever hungry. The small bits that you feed me do nothing for me. I want more now, well cooked and bursting with that amazing flavour."

"I did not want your pathetic titbits anymore. I want more!"

«I am going insane, isn't it?» (Hazarika).

Taking the bogus vizard, Nirmali wangles whatever she needs and, by gaslighting, puts others in a state of dilemma about what is happening around them.

The consumerist aspect as well as the class politics of cannibalism are well represented in the title poster of the movie itself. The movie begins by showcasing an autorickshaw driver who leads his life against all odds, driven by his poverty. The title goes with the three (Nirmali, Sumon, and the auto rickshaw driver) along with food, which metaphorically represents the class difference. The contrast is shown through the visual presentation of a poverty-stricken driver consuming food in a dirty atmosphere alone and Sumon eating meat at the Cut to Meat

Club. The three were awake amid the night to fill their stomachs, one to strive for hunger and the other to taste pleasure, desire, and delicacy. The class difference made the former the victim, making the latter's life beautiful and delicious. After that night, only two out of three people survive, demonstrating how one class can fulfil its pleasures and irrational desires by taking advantage of the lower class.

The auto rickshaw diver, who represents the working class, has his own life without interrupting the flow of upper-class life. He never, intently, or absently, enters the plot development or the lives of the characters. But still, he is the person who got selected for slaughter to satisfy the bizarre hunger/gluttony. When Sumon goes for the slaughter and observes the crowd, even though he could include anyone he knew before, he still exploits the helplessness of the driver in that midnight cold with his job. To attain the self-actualization of a class, surely, they go for the exploitation of the outcasts, as depicted in the movie. As Sumon says about his rooster getting cooked, which he ate without grief, he drags the life of yet another person for Nirmali without any tinge of remorse, and Nirmali too prepares space to store it in the refrigerator.

In Shyama Prasad's *Arike (2012), when* Shanthanu tells his girlfriend Kalpana, "Your foot is so cute and beautiful, I would like to cut your little toe" (Prasad), Kalpana gets stunned and asks why. Shanthanu answers it as, "I don't know actually; I just feel like it"

(Prasad). It looks weird, but still, these frantic impulses are becoming part of romance. Perplexing and mysterious, these acute obsessions are triggered by any individual's instinct and destroy themselves as well as others.

Aamis, more than a fantasy cannibal movie, is a story of rotting desires that reeks of society. The hidden, repressed, and unattainable love for each other makes Nirmali and Sumon find another way to share their own flesh to attain orgasm. This path of sublimation to self-actualization degrades them totally. More precisely, the question *Aamis* puts on the title, is the one that the movie and every individual revolve around: "How far would you go to feed your desire?" (Hazarika).

References

- Brown, Jennifer. Cannibalism in Literature and Film. Palgrave Macmillan, 2013.

- Donleavy, James Patrick. The Ginger Man. Grove Press, 2001.

- Gangopadhyay, Sunil. Arike. Directed by Shyama Prasad, Picture Perfect, 18 May 2012. Prime Video app.

- Hazarika, Bhaskar. Aamis. Directed by Bhaskar Hazarika, Signum Productions, 28 April 2018. Sony Liv app.

- Miller, Toby. Cultural Citizenship: Cosmopolitanism, Consumerism, and Television in a Neoliberal Age. Temple University Press, 2007.

- Vincent, Harsha. "Problematizing the Binaries: A Study on Food Symbolism in Bhaskar Hazarika's Aamis." South Asian Popular Culture, vol. 20, no. 2, June 2022, https://doi.org/10.1080/14746689.2022.2089462.

Representation of Youth in the Survival Thriller Movies 2018 and Virus

Ayswarya Babu

First MA English Student Sree Vivekananda Padana Kendram
Arts and Science College, Palemad

Keywords: *Youth, Survival, COVID-19, Nipah,*

Abstract

This paper endeavours to look upon the role and representation of the youth to overcome the dark and terrifying conditions through the selected movies 2018 and Virus. Selecting both of these movies aims to study the representation or role of the youth in building a strong, prosperous and a bright world. Also focuses on the power, dedication, and strength of the youth and their active participation during the flood and the COVID-19 and Nipah pandemic in Kerala. People were helpless, weak and had no way of hope. And now the youth of the state played a crucial role in saving people from the fury of the flood. Their active participation and efforts through social media to mitigate the sufferings of the people are really appreciable. They had similar efforts during the COVID-19 and Nipah pandemic too in taking patients immediately to hospitals, supplying food, medicines to the public etc. Both these movies are really an icon for appreciating the brave and wise involvement of the youth.

Introduction

Movies have been one of the biggest businesses in the country entertaining all sections of the society. It is a kind of escape that people look forward to after a tiring day of work or something could go for on a leisure day out with friends or family. It is a way to fall out of the day to day rut and engage in something light and pleasant. This entertainment world has been able to influence thousands of people with the type of portrays and actions shown. A film's primary purpose is that of entertainment. Social awareness, consciousness, motivation etc.. are also very important purposes of a movie. Movies also have genres like comedy, thriller, horror, romantic etc. Similarly, a survival film is a film genre in which one or more characters make an effort at physical survival. The genre focuses on characters life-or-death struggles, often set against perilous circumstances. Survival films explore the human will to live, individual motivations, and personal desires, prompting audiences to reflect on broader aspects of humanity and personal values. They balance realism and believability with slow burning suspense to maintain a sense of urgency.

The movies selected here are Jude

Anthony Joseph's 2018 and Ashiq Abu's Virus and through these movies study the role and representation of youth in dealing with the tremendous effects of the flood and the virus outbreak. These movies can also be considered as realistic movies as they are based on the real incidents that happened in out state recently. These calamities are noted ever.

Need for Study

The role of the youth is really appreciable and notable during the weak and hopeless days of the flood and the COVID-19 and Nipah pandemic in Kerala. To prove their active participation during these incidents selecting both of these movies are really a key as these movies are truly based on the flood and Nipah outbreak in Kerala and the real incidents are portrayed here. Therefore selecting these movies and studying about the youth characters really serve as a key to note the role of them. This study also motivates the other and upcoming youth to strongly stand with such tremendous situations and also appreciating the power and effort of the youth who actively involved during these calamities. And also this study focuses on how movies deal with real incidents and how movies become a source of entertainment and informational.

Methodology

The movies were taken as a tool for the study and the articles, explanations and studies regarding the movie was also referred.

Discussion

2018 is a well- made film that recreates one of Kerala's worst moment in recent memory. Making movies on real- life incidents comes with a lot of risks. There's always a possibility of delivering a film that can leave the audience feeling unsatisfactory; if it is made too real, it might not quench one's aesthetic sensibilities.

Jude Anthony Joseph's 2018: Everyone is a Hero is a well- balanced film that will live us satisfied and keep engages till the end. The story of grit and survival during the 2018 floods is a touching tribute to the superheroes of these times, especially the fisher folk who worked tirelessly to keep Kerala afloat. The narrative is balanced as the intrigue, nail-biting tension and light moments of fun and laughter, have all been blended well in the movie. The film has swiftly approached the remarkable milestone of Rs.150 crore in global box- office earnings in less than a month since it's release. Torino Thomas plays the role as Anoop, an army deserter who is sometimes ridiculed by youngsters in his village for skipping out from military duties. However, when the rising waters threaten to wash away the village, he becomes a hero.

Just when we feel that the film could end up being a one- man show, the director smartly delivers the compained approach of many other actors Narain, Asia Ali, Kunchako Boban, Tanvi Ram, Aparna Balamurali etc.. are all the representatives of youth who actively involved during the dark situation of the flood. Asif Ali and Naren are representing the fisher folk and the youth who actively involved during the flood. Fishermen went from the vast to the interiors and saved thousands of

lives. They took with them their boats, their unique knowledge of dealing with currents and waves and their hardy bodies with enormous reserves of strength. The fisherman went with resolve and a spirit of service. They left behind anxious families who depended on the meagre earnings of these men from fishing. Had something happened to them, their families would have been destitute- down from very little to nothing. The call to serve came from the Government on loudspeakers and to and through the churches. There was no compulsion to go. But they went, at no notice, without telling their families who would have almost certainly tried to hold them back for fear of their safety. They took their own boats or borrowed boats, put them on trucks and travelled several hours to the flooded areas in the heavy rain. It is clear in the movie scenes too. They travelled for a long, they forgot their hunger, thirst and tiredness and involve actively throughout the rescue process without looking for their lives.

Similarly, Tovino Thomas, Kunchako Boban, Aparna Balamurali etc.. are also representing youth who worked tremendously during the disastrous flood. Kunchako Boban plays an official at the Government's Disaster Management Cell. Actually he is representing the officials who worked hard and with lot of dedication during this time. They too have family and commitments but they were ready to sacrifice them all and to work during the flood. We see that Kunchako Boban couldn't even attend his family function. Finally he came across his wife's and child's death . This makes him shocked. But he couldn't remain involved with his family matters but to work with that situation. Because he is not a common man but an official dealing with that flood. He is the clear representation of youth who actively involved during this disastrous situation. Aparna Balamurali is a young news reporter who worked effectively with great passion. We see in the movie she hss no time even to care her father when sick. This was actually the real condition of news reporters that time. They were actuve all the days with no sleep or food. They covered the real pictures of Kerala and reported to the world. They also reported even incidents that were not able to see by us. With the energetic approach of the news reporters itself helped the rescue team to save many people and also to share the helping hand to many ones with food, medicines etc. They made people to realize the seriousness of the situation.

The technical aspects of the film are remarkable. The scenes have been recreated perfectly. Many of the scenes ate heart-wrenching , reminding the horror time all went through. It is also different because, 2018 aims at reminding people that they are all essentially the same. Our heart swells with pride in almost every scene as people got together, forgetting their differences, to work as one, making an impact, however small or big. With all these reasons the movie 2018 became an everlasting hit and a clear picturization of youth and appreciating their dedication and hardwork in dealing the tremendous flood.

Ashiq Abu's Virus based on the Nipah Virus outbreak in May 2018, captures the doomsday panic of the moment and the compassion that suddenly grew like a boon in the minds of men and women leading workaday lives. Virus is also about the research, coordination and the fleet footed thinking that played no

small part in this collective upstaging of a deadly epidemic with no known care. Almost all Nipah heroes have been portrayed with due importance in the movie- from the young nurse Lini Puthussery, who was martyred in the fight and who embodies both the spirit and the pain of Kerala's commendable fight.

Youth has a great role and representation throughout the movie. Virus begins from Rima Kalinga as Sister Akhila, Indrajith, Parvathy, Kunchako Boban, Tovino Thomas, Asif Ali, Madonna Sebastian etc. Coming to Tovino Thomas he takes the role of the Calicut District Collector as Paul Abraham motivates the ambulance drivers in the movie saying that Kozikode surprised him with it's compassion and cooperation and he make them to come forward into the Nipah rescue journey. Kunchako Boban plays the role as Dr. Surest Rajan and he also had a crucial role in discovering the presence of the virus. Parvathy also play a crucial role as she learned about the epidemic first and informed it's seriousness to the respective authorities. Similarly, Madonna and Asif Ali act as Sera Yakoob and Vishnu who are the real-life warriors. They only became the survivors of Nipah outbreak. In short this movie the youth had decorated all the major roles and it is shown as the whole story is presented through the representation of the youth. One watching this movie clearly knows the struggles, dedication and power of the youth in dealing with this pandemic and reducing it's effect and horrors. Throughout the movie this is clear.

Conclusion

Jude Anthony Joseph's 2018 and Ashiq

Abu's Virus are really appreciated films in the Malayalam film industry. Making realistic films are much difficult and making them fixed to the minds of the audience is that much difficult as they make them bored. But, here both the films won the minds of the audience and 2018 became a box- office hours. The paper focused on the role and representation of youth in these movies and when the movie was analysed in detail it was clear that youth has a major role in throughout the movie. Actually as these movies are based on the incidents in Kerala an assumption can also be made that the role of youth is memorable throughout the virus pandemic and the flood in Kerala. Doctors, nurses, health workers news reporters, fishermen and many others had a number of sleepless nights during these pandemic. From these movies the role and representation of youth is clear.

Both these movies have a number of characters representing youth. We can also say that the stories are even moving forward through the perspectives and actions of these characters. The energy, power, dedication, strong will, strength, and many more of the youth are picturizing through these movies. And the role and representation of youth are really appreciable.

References

- https://www-onmanorama-com. cdn.ampproject.org/v/s/www. onmanorama.com/entertainment/ entertainment-news/2019/06/11/real-life-characters-virus-narrate-real-story-behind-fighting-nipah.html?amp_js_v=a6&amp_

The 'Rashomon Effect' and its Effects on the Youth in the Digital Age

Anand KV

Department of English

MES Mampad College (Autonomous)

Abstract

This Research Paper intends to discuss what the 'Rashomon Effect' is, the origin of the term and its effects on the youth of the digital age. The Rashomon effect is a term that refers to the phenomenon where different people have contradictory or conflicting interpretations of the same event or situation. This concept is often used to illustrate the subjectivity of truth and the idea that multiple individuals can perceive and recall the same incident in very different ways. Thus, there are many ways in which the Rashomon effect can be used to educate and bring awareness to the youth. This Research Paper dwells to the concept and the origin of this phenomenon by analysing the film from where the term originated from, the 1950 film Rashomon, directed by Akira Kurosawa. This paper aims to bring into light how the 'Rashomon Effect' really governs the lives of youth of the digital age, and what all changes can be brought about by analysing its effects.

Keywords: *Rashomon effect, Youth, Misinformation, Digital age*

There are many iconic films that have transcended cinema and impacted culture at large. The 1950 film Rashomon is one among them. It is from this film that the term 'Rashomon effect', which is now commonly used in Psychology and Law got coined. This term refers to a phenomenon in which the same events are interpreted in very different, but plausible ways by different people associated with the said event. It is also called the 'Kurosawa Effect', after the director of the movie, Akira Kurosawa, who is an influential Japanese director known for his films Seven Samurai, Rashomon, Dream, Ran and Ikiru.

In the film, the rape of a bride and the murder of her samurai husband are recalled from the perspective of the four people involved in the incident – a bandit, the bride, the samurai's ghost and a woodcutter who reported the crime. The Bandit describes winning a dramatic swordfight with the samurai after he "had succeeded in having the bride for himself without having to kill her husband", resulting in him killing the Samurai and escaping with his valuables. The wife's testimony is different; she claimed that the bandit did assault her but afterwards left immediately. She freed her husband from his bonds, but he stared at her with contempt and loathing. Distressed by his disdain, the wife fainted with the

dagger in her hands. She awoke to find her husband dead, having committed suicide with the dagger. In shock, she wandered through the forest until she came upon a pond, where she attempted to drown herself, but failed. But the samurai's ghost, summoned through a medium tells a different scenario. He says that he committed suicide after witnessing his wife's infidelity. And finally, the woodcutter, who is also the person who discovered the body and reported the crime describes the event through his eyes. He testifies that the samurai did in fact die in a duel with the bandit, but he also says that the whole duel was instigated by the bride, who ran off with the samurai's swords after the duel had ended.

From this film, we see how a murder is being described from four people associated with the crime, but each testimony is very different, yet plausible. There can only be one truth to how the events unfolded, but it could also be the case that all four accounts are lies. This is exactly what the Rashomon Effect is. The term 'Rashomon effect' refers to a phenomenon where the same events are interpreted in very different, but plausible ways by different people associated with the said event. "There is no Truth. There is only Perception". This is a famous quote by the French novelist Gustave Flaubert. It is a quote that holds significant meaning in the present. This quote signifies that the truth is not objective, but rather, subjective. In the olden days, it is believed that there is only one single truth to an event - an objective Truth. Nevertheless, famous philosophers like Friedrich Nietzsche, Michael Focault, Jacques Derrida and

Richard Rorty have asserted that truth is always subjective, socially constructed and relative to perspectives.

There are many situations in life where one can observe the Rashomon effect. The most common place where the Rashomon effect can be observed is in basic human relationships. Differing perceptions of events, previous experiences, biases and even conversations may often lead to misunderstandings and disagreements. This may often lead to problems in personal relationships. As previously mentioned, the term Rashomon effect is extensively used in the field of law. So, it is most observed in court houses. As we know, the judging of a case is carried out after checking out all the evidences and witness testimonies. The judicial system acts solely by looking at the evidence presented before the court. When it comes to eye witnesses, the witnesses could always lie about the incident they are involved in or brought into court for testifying. But that may not always be the case. Different eye witnesses to the same event often provide conflicting accounts not only due to biases, but it could also be due to the varying perspectives and memories of the individual(s). This phenomenon can complicate the process of determining the truth. The Rashomon effect is also often employed in films and literature, as a tool to bring complexity to the plot through cleverly designed narratives (like from the perspective of an event of various characters and how it shapes the character in the plot). Another field where the Rashomon effect can be observed are in news reports. In the digital era, it is not only traditional

medias that have become a major source of information for the public. New Medias have also flourished given the growth of the internet and social media platforms. Different news outlets may present contrasting perspectives or emphasize different aspects of the same story, influencing public perception. Again, due to their own personal views and varying perspectives. But this is particularly dangerous as the public are mostly exposed to this form of the Rashomon effect. As these news outlets can also be shared to others with the click of a button, it could easily influence the public and in the worst-case scenario, spread mass misinformation or propaganda.

This is the field that affects the youth of the digital age the most. In the Digital age, where information is readily accessible and disseminated through various media, the young people are often exposed to numerous narratives surrounding the same event(s), as social medias have undeniably become the major source of information in the digital age. The resulting Misinformation can lead to false beliefs, confusion and even harm. Which in turn can impact public health, elections (through propagandas), Human relationships and Social Cohesion.

We have now discussed about the Rashomon effect, where it can be observed and how it influences the youth of the digital age. It has become evident that the youth must be educated on what the Rashomon effect is and the importance of being aware of how it affects them. So how does the youth benefit by being educated on the

'Rashomon effect'?

By being aware of the existence of this effect, the youth may be encouraged to question the reliability of what they see on the internet. The youth will learn to evaluate sources, recognize biases, and form well-informed opinions. Thus, they will be able to avoid being a victim of fake information and news that they are exposed to while using the internet. We have previously discussed on how human relationships are most prone to be affected by the Rashomon effect. Dealing with the Rashomon effect challenges individuals to communicate effectively and navigate differences in opinion. This can contribute to the development of strong interpersonal and conflict resolution skills. Understanding that the truth can be subjective encourages ethical reflection in the youth. The youth may develop a sense of responsibility in considering various viewpoints before making judgments or decisions. Understanding the situations of other communities also help develop emotions like empathy and sympathy among the youth. It can also make the youth more open-minded. Youth exposed to multiple perspectives may become more adaptable and less prone to forming rigid, one-sided views. By being able to understand the perspective of others and also developing above mentioned qualities also helps to Eliminate any form of Prejudice and Stereotypes in the youth. This in turn creates stability, harmony and a sense of shared identity among people.

The Rashomon effect can cause a scenario to change completely, potentially

becoming a source for misinformation. But it also helps the youth understand that the Truth is subjective, that it is based on or influenced by personal feelings, tastes or opinions. By being aware of the existence of this effect, the youth may be encouraged to question the reliability of what they see on the internet. Whether their source of information is true and can be relied upon. It could also lead the youth to consider how people from different cultures perceive something, how their view on the matter, their personal opinions and point of view affect the explanation of the situation. It helps the youth to understand how situations are different for different people in society. By bringing awareness to the youth on the shifting perceptions of the truth and how it is different for different people, the realization could help develop their sense of empathy and sympathy. It would help them understand the perspective of the other person by stepping into their shoes and seeing the world from their point of view. This could help promote healthy communication between people and create a sense of understanding and compassion in people, eliminating various forms of stereotypes and prejudice that exists between them. This in turn creates stability, harmony and a sense of shared identity among people.

The Rashomon effect, while originating in the realm of cinema, has a profound impact on today's youth. It influences their perception of truth, encouraging them to approach information critically and open-mindedly, and fosters empathy and tolerance in the youth, promoting a more inclusive and harmonious society. In today's digital age, the Rashomon effect helps the youth navigate in a world where multiple perspectives and subjective truths are the norm.

Bibliography:

- Clever Bee Academy – Childcare Center | Child Development Center | Before-and-After School Care | Daycare Center in Ohio. www.google.com/amp/s/brightsideohio.com/youth-and-fake-news/amp.

- DeGuzman, Kyle. "What Is the Rashomon Effect in Film? Definition & Examples Explained." StudioBinder, 12 Sept. 2022, www.studiobinder.com/blog/what-is-the-rashomon-effect-definition.

- "Gustave Flaubert Quotes." BrainyQuote, brainyquote.com/quotes/gustave-flaubert-161911.

- Moberger, Victor. "The Truth About Objective Truths." Free Inquiry, 30 Sept. 2022, secularhumanism.org/2022/10/the-truth-about-objective-truths.

- "Rashomon (1950) - Plot - IMDb." IMDb, m.imdb.com/title/tt0042876/plotsummary.

- "Watch Rashomon (1950) Full Movie Free Online - Plex." Plex, 26 Aug. 1950, watch.plex.tv/movie/rashomon?autoplay=1&utm_content=5d7768268718ba001e311b67&utm_medium=deeplink&utm_source=google-catalog.

Exploring Youth Mental Health through Cinematic Lens. An In-depth Analysis of Selected films.

Fida Fathima
MA English 4th Semester
Farook College

Abstract

Young adults and adolescents encounter challenges in expressing their emotions and articulating their thoughts. They often grapple with societal expectations that compel them to endure these struggles in isolation, as these experiences are unjustly normalized. The prevailing narrative in society tends to categorize the traumas and mental health issues experienced by youth as typical attributes of their age group. The cinematic narratives of "The Fundamentals of Caring," "Beautiful Boy," and "A Beautiful Mind" revolve around protagonists who deviate from conventional notions of mental well-being. This paper endeavor seeks to scrutinize the extent to which these films articulate and shed light on the mental health issues faced by the younger generation.

Keywords: Youth and mental health, Trauma, Societal pressures, Post trauma.

Introduction

Film has long been recognized as a potent medium that not only reflects the realities of our world but also has the capacity to shape and influence societal perspectives. Through the portrayal of characters, narratives, and themes, films can challenge prevailing beliefs, highlight social issues, and introduce audiences to different cultures and viewpoints. Moreover, the emotional resonance of cinema can evoke empathy, provoke critical thinking, and inspire action in viewers. Over time, certain films have even catalyzed social movements or prompted shifts in public opinion on contentious issues. Thus, the interplay between film and reality is intricate, with movies serving as both a mirror and a catalyst for change in our social landscape.

On Screen depictions of psychiatry, illness and disability are ubiquitous but if inaccurate they can lead to stigma. Even the most famous depictions of any kind of mental health issues in film over the past 50 years stand as a testament to this. Many examples have reinforced negative stereotypes of people with mental and physical illness such as violence, lunacy, incompetence and that they are untreatable. The stereotypic representation of individuals with disabilities includes those that revolve around pity, innocence and adventure often culminating in heroic status. "To Kill a Mockingbird", "Glass Menagerie", "Moby Dick" and" A Beautiful

Mind" etc. so often show simplistic and stereotypical representation of characters. Many films showcase believe it or not kind of stories around mental health issues. The appearance of the characters also conveys a negative impression and stigma. Regardless of the accuracy of its portrayal of disability, film functioned as major information source on the nature of disabilities." (Safran 477). Celebrities with mental health problems started coming out, increasing awareness and reducing stigma.

Young individuals are more susceptible to mental breakdown due to physical ailments, addictive behaviors, or illnesses. The pressures of academic expectations, social media influences, societal standards, familial conflicts etc. often contribute to heighten their stress levels. The cinematic narratives of "The Fundamentals of Caring," "Beautiful Boy," and "A Beautiful Mind" revolve around protagonists who deviate from conventional notions of mental well-being. Trevor from "The Fundamentals of Caring" is a physically challenged teenager whose mental well-being is beautifully portrayed. Nic from "Beautiful Boy" is a drug addict teenager who struggles with the relentless cycle of relapse and recovery. Nash of "A Beautiful Mind" is a real-life character, a genius mathematician who battled with schizophrenia. In all their struggles it was their family who embraced them patiently and hopefully though faced pressure and isolation from society initially.

The Fundamentals of Caring

"The Fundamentals of Caring "is a

2016 comedy drama film directed and written by Rob Burnett, based on the 2012 novel, "The Revised Fundamentals of Caregiving". The plot follows the typical "road trip formula" but manages to do so without devolving into disability stereotypes or cloying sentimentality. The film opens with a commandment – "I cannot take care of another unless I take care of myself." Ben played by Paul Rudd is a caregiver whose first client is Trevor played by Craig Roberts, an angry 18year old with Duchenne Muscular Dystrophy. Trevor is aggressive and difficult, opening the interview process with Ben demanding to know how he would wipe his ass (which will be one of Ben's duties). He is intelligent and foul mouthed and clearly frustrated with his limited life, occasionally portrayed as insufferable. Soon they become bonded more than caregivers and patient relationship. Basically, it's a "lesson movie" in which characters start off in their places of grief and bitterness and evolve towards happiness. Both Ben and Trevor are broken in their own ways. Through their journey they find redemption, healing and learning to cope with their frustrations. Initially portrayed as cynical and detached, Trevor's journey with Ben helps him to discover passion and purpose in life. The movie repeatedly calls attention to what the young man can't do. Trevor's greatest desire to accomplish in life is to pee while standing. Another thing to fulfill in life is to see the deepest pit in the world. The greatest distance he ever travelled in life is from England to America by plane. Despite his physical limitations he exhibits resilience, humor and desire

for independence. This is an authentic caricature where Trevor is shown as a relaxed kid instead of sympathy seeking usual representation though he knows his time is limited. The film masterfully blends humor with heartfelt moments creating a balance that engages the audience emotionally while providing some comic relief. Film gives Trevor the space for self-discovery. Characters in this movie understand each other, they can understand emotional and body language and intent behind words and take hint. These kinds of movies give inspirations for physically challenged individuals mental support and confidence that they are capable of more than they think they are. Initially Trevore thinks he cannot do anything other than watch tv and eat waffles. But with the arrival of Ben into his life he learns to overcome the fear which he got from his overprotective mother. Among the things that affect his mental wellbeing, abandoning his father affects him most though not expressed. His father leaves them once his illness is confirmed at the age of three. Though living alone with his mother, secluded in the house, he maintains his emotional balance well. With his foul mouth and somewhat cruel pranks he deviates from the usual victimization of wheelchaired teenagers. After confronting the truth that his father never wrote to him Trevor manages to come back with help of Ben and his friends. "The Fundamentals of Caring" managed to succeed in representing internal and external conflicts of disabled teenager without stereotyping. The character Dot played by Selena Gomez as his love interest is another teenager and rebel who is a runaway. Her reconciliation with her dad also emphasizes the importance of family in emotional wellbeing.

Beautiful Boy

"Beautiful Boy" is a 2018 film directed by Felix Van Groeningen, based on memoirs by David Sheff and his son, Nic Sheff. The movie chronicles the inspiring experience of a father, David, as he grapples with his son Nic's addiction to methamphetamine. "Beautiful Boy" vividly portrays the all-consuming nature of addiction. The portrayal of addiction in cinema is often hindered by its nuanced and internal characteristics. Consequently, films frequently gravitate towards familiar manifestations, culminating in cinematic clichés that underscore its impact on the individual and their surrounding relationships. In "Beautiful Boy," directed and co-written by Felix Van Groeningen, the conventional depictions of addiction are largely sidestepped. Instead, the film portrays a young man's battle with methamphetamine through a sequence of sunlit, temporally fragmented vignettes symbolizing his mental trauma. The persistent yet increasingly futile attempts of his father to intervene establish a consistent narrative thread. Film delves into the intricacies of family relationships showcasing both resilience and fragility of bonds. Nic Sheff portrayed by Timothee Chalamet is hauntingly authentic. Nic's struggles highlight the relentless cycle of relapse and rediscovery emphasizing the diseases' profound impact on both the individual and those around them. Nic struggles with the ensnares caused

by addiction and oscillates between moments of clarity and overwhelming pull of drugs. "Beautiful Boy" jumps all over the place in time, cutting to flashbacks and flash-forwards in ways that are more than just confusing. They repeatedly take us out of the moment, especially as the film is building to its emotional crescendo. these wisps of memories can be seen as to reflect the characters' inner state of chaos. These flash backs remind the potential and promising future expected of young Nic and contradicts it with the tumultuous present.

The film is told from Father David's (played by Steve Carell) perspective who is constantly trying to rescue him, so Nic remains a tantalizing enigma. The fear, aggression and desperation of a drug addict teenager is conveyed authentically. Nic tries to convince those around him that he is sober and feign interest in the monotony of life without drugs in bis system. Rehabilitation struggle, reverting and internal tug of war of exhausts Nic. The reason he points out is" the black void inside of him". Though his stepmom is nice, absence of mother might have triggered the thought of void in Nic's mind. Senseless, hopeless and lost is who Nic becomes after. Film is a refreshing raw examination of how drug permeate and infects both the individual and family physically and mentally. American Psychology Association commented on the film as "The best contribution on to give the best understanding about addiction".

Beautiful Mind

"Beautiful Mind" is a 2001 biographical drama directed by Ron Howard, based on the life of the renowned mathematician John Nash. The film delves into Nash's remarkable journey, highlighting his groundbreaking work, personal struggles, and triumph over schizophrenia. The film delves into Nash's unparalleled intellect and his relentless pursuit of mathematical theories. However, it also sheds light on the thin line between genius and madness, illustrating how obsession can both propel and plague an individual. One of the film's central themes is the blurred distinction between reality and illusion. Nash's battle with schizophrenia underscores the challenges of discerning truth from hallucination, emphasizing the subjective nature of perception. "A Beautiful Mind" portrays Nash's isolation resulting from his condition and societal stigmatization. Yet, it also emphasizes the importance of human connection, resilience, and the transformative power of love and support. The film chronicles Nash's journey towards acceptance, recovery, and redemption. It underscores the potential for growth, adaptation, and renewed purpose in the face of adversity. Russell Crowe delivers a compelling portrayal of Nash, capturing his brilliance, vulnerabilities, and internal struggles. Crowe masterfully navigates Nash's transformation, from a confident mathematician to an individual grappling with delusions, ultimately showcasing his resilience and eventual recovery.

Schizophrenia is a mental disorder that affects one's thoughts and behaviours. Generally, "A Beautiful Mind"

accurately portrays schizophrenia. But it is a romanticized version of a patient portrayed as tortured genius. It shows an incorrect time period of recovery, unmatching symptoms and barbaric and inhuman usage of electroshock therapy. These individuals lack emotional intelligence, which is portrayed in the movie correctly, but they are not inherently violent or dangerous as shown. Although people suffering from schizophrenia can do things that seem a bit violent (Zhu, li and wang 2016) they are not predisposed to be this way forever.

Movie begins with Nash as quiet cocky young man who gradually turns onto a tortured paranoid who believes he is a spy being trailed by government agents. He says, "I don't much like people and thy don't much like me". He found difficulty in articulating this with emotions and this made him a black sheep among peers. His life at Princeton University was almost alone and was mocked for his unusual manners. His fear of being trailed and attacked made him look like a lunatic. His mental disturbances and frustrations and break down is manifested through his spy hallucinations. In a powerful scene with Alicia and psychologist, Nash asserts that his schizophrenia is a' problem' and problems have 'solutions'. Nash's recovery is fast in the film as a part of heroic comeback of a genius, but it was not so in reality. Nash was experiencing paranoid Schizophrenia, which is particularly known for auditory hallucinations, rather than visual (Witkowska, 2015). The visual hallucinations he had in the film was added for heightening schizophrenic

behavior to elevate the impact of his recovery and success. But "being taken care of and not too much pressure" (Alicia) helped him to recover mental health and emotional wellbeing.

Three movies shed light on the resilience and determination of the central characters to maintain their emotional well being for them and their loved ones. Family and healthy relationships is shown as the prominent key in maintaining and getting back good mental health condition. Physical disabilities and mental disabilities disrupt the mental health equally. Movies often victimize or romanticize themes of mental health. Some often corner the theme taking the disturbed character as a device to give the main or other characters heroic status. In "The Fundamentals of Caring" with Trevor as backdrop it feels it intent to highlight Ben's journey from grief to happiness, and that leaves the whole piece a bit hollow. Similarly, "A Beautiful Mind" tends to romanticize hero's mental illness and gave inaccurate depictions to intensify emotional response like Alicia as a pure and one and only love in his life who dedicated her life to him and giving it an extraordinary recovery. It trivialized his mental health to project his genius and romantic life. "Beautiful Boy" can be seen as an authentic representation of mental health problems without any sugarcoating. Films like this will give the accurate information and awareness about mental health and issues youth undergo and it shapes perspectives of society towards mental health issues to a large extent.

Works Cited

- American Psychiatric Association. 2000. Diagnostic and Statistical Manual of Mental Disorders. 4th ed. Washington, DC: American Psychiatric Association.

- Fernandes, A.L. Runaway and homeless youth: Demographics, programs, and emerging issues. 2007.Retrieved April, 10, 2011, from opencrs.com/document/RL33785/20

- Nasar,Sylvia.A Beautiful Mind.Simon &Sucher Publishing.1998.456 pages

- Safran, Stephen. The First Century of Disability Portrayal in Film: An Analysis of the Literature.The Journal of Special Education 31.4 (1998): 467-79.

- _____. Movie Images of Disability and War: Framing History and Political Ideology. Remedial and Special Education 22.4 (2001): 223-32.

- _____. Using Movies to Teach Students about Disabilities. Teaching Exceptional Children 32.3 (2000): 44-47.

- Saran, Stephen P. The First Century of Disability Portrayal in Film: An Analysis of Literature.The Journal of Special Education .1998.347 p.

- _____. Disability Portrayal in Film: Reflecting the Past, Directing the Future. Exceptional Children 227-238

- Witkowska, B. Influence of individual psychological support on the severity of psychopathological symptoms in patients with paranoid schizophrenia. Archives of Psychiatry and Psychotherapy, 2015, 914 p.

Frame of mind: Perusal of Anna Todd's Hardin & Tessa.

Fidha Fathima

MES Mampad College (Autonomous)

Abstract:

A perusal of Anna Todd's American movie series called After in the light of youth, literature and mental health. The series is based on the books in the same name by Todd herself. The story revolves around Tessa and Hardin, a young couple, and their romantic relationship—both its highs and lows. Throughout their courtship, the couple resolves their disputes and fortifies their plans to start a future together. Their upbringing and experiences justify their characters in this series, which is the matter of study here.

Background Study:

The central figure of the After-film series is a man named Hardin Allen Scott. John Jackson Hunter and Hero Fiennes Tiffin both play him. Hardin is a mysterious, tattooed, and gloomy rebel with a troubled background. When he meets Tessa Young, a freshman, his guarded world and persona fall apart. If he accepts it, their partnership could start a chain of events that improve him and his life.

The lead role in the After-film series belongs to Theresa Lynn Young, also known as Tessa. Josephine Langford plays her role. In addition to being a devoted student, Tessa is her high school sweetheart's faithful girlfriend. Her closed world widens upon meeting the enigmatic and dark Hardin Scott, who is the reason she is starting her first year of college with high hopes for the future.

"Nothing could ever change the way I feel about you."

— Tessa to Hardin

The lead role in the After film series belongs to Theresa Lynn Young, also known as Tessa. Josephine Langford plays her role. In addition to being a devoted student, Tessa is her high school sweetheart's faithful girlfriend. Her closed world widens upon meeting the enigmatic and dark Hardin Scott, who is the reason she is starting her first year of college with high hopes for the future.

''The whole world is a collection of memoranda that she did exist, and that I havelosther. Whateveroursoulsaremade of, hers and mine are the same.''
— Hardin about Tessa

The "After" series by Anna Todd is a

popular contemporary romance series that originated as fan fiction on the social writing and reading platform Wattpad. The series gained immense popularity online, amassing millions of reads and a dedicated fan base before being published in book form. Here's a brief background study of the series:

Origins on Wattpad: Anna Todd began writing "After" on Wattpad in 2013. Originally, it started as a One Direction fan fiction story, with the characters based on the members of the popular boy band. The protagonist, Tessa Young, is a college student who becomes involved with the enigmatic Harry Styles, inspired by the real-life singer.

Popularity and Expansion: The series gained rapid popularity on Wattpad, with readers eagerly anticipating each new chapter. The story was serialized, with new chapters released regularly, keeping readers engaged and eager for more.

Character Development: The series focuses on the tumultuous relationship between Tessa and Hardin Scott, which evolves over the course of the books. Their dynamic is characterized by passion, drama, and conflict, drawing readers into their emotional journey.

Publication: After gaining millions of reads and a dedicated fan base on Wattpad, the "After" series was picked up for publication by Gallery Books, an imprint of Simon & Schuster. The books underwent revisions and edits for their official release.

Book Series: The series consists of five main books:

"After" (2014)

"After We Collided" (2014)

"After We Fell" (2014)

"After Ever Happy" (2015)

"Before" (2015) - a prequel focusing on Hardin's perspective.

Themes: The series explores themes of love, trust, betrayal, forgiveness, and personal growth. It delves into the complexities of relationships, including issues such as toxic behavior, communication breakdowns, and the challenges of young adulthood.

Film Adaptation: The first book, "After," was adapted into a film in 2019, starring Josephine Langford as Tessa Young and Hero Fiennes Tiffin as Hardin Scott. The movie's success further bolstered the series' popularity.

The "After" series by Anna Todd is notable for its origins as online fan fiction, its engaging narrative, and its ability to capture the hearts of readers with its compelling characters and emotional storyline.

Literature Review:

The "After" series by Anna Todd explores the tumultuous romance between Tessa Young and Hardin Scott. Rooted in Todd's One Direction fan fiction, the novels delve into themes of love, passion, and personal growth. The series has garnered both praise and criticism for its intense depiction of relationships and its ability to resonate with a young adult audience. Critics commend Todd's engaging storytelling, while some highlight

the complex characters and the emotional rollercoaster they navigate. Overall, the "After" series has sparked conversations about the representation of intense relationships in literature and its impact on readers.

The series would typically explore various aspects of the books, including their themes, reception, critical analysis, and cultural impact. Here's an overview of what such a literature review might cover:

Origins and Online Fan Fiction Culture: The literature review could delve into the origins of the "After" series as a work of fan fiction on Wattpad and its emergence within the broader context of online fan communities. This section would discuss the significance of fan fiction platforms like Wattpad in providing a space for writers to engage with existing narratives and develop their own stories.

Narrative Themes and Tropes: Analyzing the narrative themes and tropes present in the "After" series would be another key aspect. This could include discussions on the portrayal of romance, character dynamics, coming-of-age themes, and representations of relationships and sexuality. Researchers might explore how these themes resonate with the series' target audience and wider readership.

Critical Reception: Examining the critical reception of the "After" series would involve synthesizing reviews from literary critics, scholars, and readers. This section would assess the strengths and weaknesses of the books, identify recurring themes in reviews, and analyze how the series has been received within the broader context of contemporary literature and popular culture.

Cultural Impact and Influence: Assessing the cultural impact and influence of the "After" series would involve examining its reach beyond the literary sphere. This could include discussions on fan engagement, fan communities, fan-generated content, as well as adaptations such as film and merchandise. Researchers might also explore the series' influence on subsequent works of fiction and its role in shaping discussions around romance literature and fan culture.

Controversies and Criticisms: Addressing controversies and criticisms surrounding the "After" series would be another important aspect of the literature review. This could involve discussions on issues such as representations of unhealthy relationships, consent, and problematic portrayals of characters. Researchers might analyze how these controversies have impacted perceptions of the series and contributed to broader conversations about ethical storytelling and media consumption.

Future Directions and Research Opportunities: Finally, the literature review could identify potential areas for future research and scholarship related to the "After" series. This might include exploring themes not yet extensively covered, conducting audience studies, or examining the series' continued relevance in the evolving landscape of literature and digital media.

A literature review of the "After" series would offer a comprehensive analysis of the books' themes, reception, cultural significance, and scholarly discourse, providing valuable insights into their place within contemporary literature and popular culture.

Analysis and Findings:

Anna Todd presents a compelling portrayal of youthful relationships, intertwining love, and tumultuous emotions. While celebrated for its engaging narrative, critics express concerns over its potentially romanticized depiction of toxic dynamics. In the context of literature, the series prompts discussions on the responsibility of portraying complex relationships in YA fiction. Regarding youth and mental health, the intense emotional journeys of the characters offer insight into the challenges young individuals may face. However, caution is warranted to ensure that such narratives contribute positively to the discourse around mental health, avoiding glamorization of unhealthy relationship patterns.

Analyzing the "After" series by Anna Todd involves examining various elements of the books, including their narrative structure, character development, themes, and reception. Here are some key analysis and findings based on these aspects:

Narrative Structure and Style:

The narrative structure of the "After" series typically follows a linear progression, focusing on the evolving relationship between the main characters, Tessa Young and Hardin Scott.

Todd employs a first-person narrative style, primarily from Tessa's perspective, which allows readers to intimately engage with her thoughts, emotions, and experiences.

The series is characterized by its episodic nature, with each book comprising multiple chapters that depict significant moments in Tessa and Hardin's relationship, often punctuated by dramatic twists and turns.

Character Development:

Tessa Young undergoes significant character development throughout the series, evolving from a naive and sheltered college student to a more independent and self-assured young woman.

Hardin Scott's character is complex, portrayed initially as brooding and enigmatic, but gradually revealing vulnerabilities and insecurities as the series progresses.

Supporting characters, such as Tessa's friends and family members, also experience growth and transformation, contributing to the overall narrative arc.

Themes and Motifs:

The "After" series explores themes such as love, desire, betrayal, forgiveness, and personal identity. It delves into the complexities of romantic relationships, including issues of trust, communication, and emotional intimacy.

Todd addresses controversial topics

such as toxic relationships, substance abuse, and mental health, prompting discussions about the portrayal of these themes in young adult literature.

Motifs such as literature, music, and pop culture references are woven throughout the series, adding depth and richness to the narrative and resonating with the experiences of the target audience.

Reception and Criticism:

The "After" series has garnered both praise and criticism from readers and critics alike. While some appreciate its addictive storytelling, emotional depth, and relatable characters, others criticize its portrayal of unhealthy relationship dynamics and lack of nuanced representation.

Critical reception of the series varies, with some reviewers commending Todd's ability to capture the complexities of young love, while others raise concerns about problematic themes and characterizations.

Despite mixed reviews, the series has achieved commercial success, reaching bestseller lists and attracting a dedicated fan base, which speaks to its broad appeal and cultural significance.

Cultural Impact and Legacy:

The "After" series has had a significant cultural impact, particularly within the realm of young adult literature and online fan communities. It has inspired fan fiction, fan art, and discussions on social media platforms, fostering a vibrant and engaged fan community.

The series' adaptation into a feature film further solidified its cultural relevance and introduced the story to a wider audience, contributing to its lasting legacy in popular culture.

While the series has faced criticism for its portrayal of certain themes and characters, its enduring popularity underscores its resonance with readers and its enduring place in contemporary literature.

In conclusion, the "After" series by Anna Todd offers a complex and emotionally charged portrayal of young love, exploring themes of passion, desire, and personal growth against the backdrop of a tumultuous relationship. Despite its controversies, the series has left a lasting impact on readers and continues to spark discussions within literary circles and fan communities.

Significance of this Study:

Studying Anna Todd's "After" series holds significance in understanding the intersection of youth, literature, and mental health. The narrative's exploration of intense relationships provides insight into the emotional landscape of young adults, fostering a deeper comprehension of their challenges and desires. As literature, it prompts critical analysis of how such themes are depicted in popular culture, influencing societal perceptions.

Furthermore, the series invites scrutiny of its potential impact on mental health discussions, emphasizing the responsibility of authors in portraying relationships authentically while avoiding harmful romanticization.

Ultimately, this study contributes to a nuanced understanding of the complex interplay between fiction, youth experiences, and mental well-being.

The "After" series by Anna Todd holds several significant implications and benefits:

Cultural Relevance: The "After" series emerged from online fan fiction culture and gained widespread popularity, particularly among young adult readers. Studying the series provides insights into contemporary literary trends, digital storytelling platforms, and the evolving landscape of fan communities in the digital age.

Exploration of Themes: The series addresses a range of themes and topics relevant to its target audience, including love, relationships, identity, and personal growth. Analyzing these themes can offer valuable insights into the experiences and concerns of young adults, as well as societal attitudes towards issues such as consent, mental health, and toxic relationships.

Critical Analysis: Conducting a critical analysis of the "After" series allows for an examination of its narrative techniques, character development, and thematic depth. This can deepen our understanding of the series as a work of literature and contribute to discussions about its artistic merit, cultural significance, and potential impact on readers.

Engagement with Fan Culture: The "After" series originated as fan fiction on Wattpad and has since cultivated a dedicated fan base. Studying the series involves engaging with fan responses, interpretations, and creative expressions, providing insights into the ways in which fans interact with and contribute to the ongoing development of literary works within online communities.

Ethical Considerations: The series has sparked debates around ethical storytelling, particularly concerning its portrayal of sensitive themes such as toxic relationships and consent. Studying the "After" series offers an opportunity to critically examine these ethical considerations within the context of young adult literature and media representation.

Educational Opportunities: The "After" series can serve as a valuable educational tool for educators, librarians, and researchers interested in young adult literature, media studies, and fan culture. It provides a case study for exploring topics such as narrative structure, character dynamics, audience engagement, and the intersection of literature with digital media platforms.

In summary, studying the "After" series by Anna Todd offers a multifaceted opportunity to explore contemporary literature, fan culture, and societal issues relevant to young adults. It facilitates critical analysis, fosters discussions about ethical storytelling, and enriches our understanding of the complexities of love, relationships, and personal identity in today's digital age.

Bruises to the Psyche and the Physique: Contemplating Violence and Resistance through select YA Palestinian Literature_Literature

Hidha Kurikkal M P & Faisa Thoro Parambil

1st Year MA English, Calicut University Campus

Email: hidhahidz2702@gmail.com , faisatp2023@gmail.com

Ph no: 9947960700, 9778173546

Abstract:

This paper explores the themes of violence and resistance within selected Young Adult Palestinian Literature, including notable works such as Refaat Alareer's Gaza Writes Back and Ibtisam Barakat's Tasting the Sky: A Palestinian Childhood. Utilising trauma theory as a critical framework, the study aims to illuminate the profound impact of violence on both the psyche and physique, unravelling the intricate narratives woven into these literary works and the paper also makes use of Young Adult Literature as an important medium for expression and resistance. The analysis underscores the transgenerational nature of trauma, how historical wounds shapes contemporary Palestinian experiences and how these narratives create spaces for resistance. In essence, this exploration underscores the significance of Young Adult Literature as a powerful medium for expression and preservation of identity in the face of adversity. Through the lens of trauma and resistance, these literary works illuminate the indomitable resilience of the Palestinian people, forging connections between literature, lived experiences, and the ongoing quest for identity in the midst of socio-political challenges.

Keywords: Palestine, Young Adult Literature, Trauma Theory, Literary Resistance.

"I had just turned four and I needed no one to tell what to do when I heard the sounds of war." (Barakat, 53)

The Palestinian narrative is one deeply entrenched in a complex web of historical injustices, conflict and resilience. The Palestinian struggle for self-determination and statehood has been a persistent theme throughout the 20th and 21st centuries. The establishment of the State of Israel in 1948, resulted in the displacement of hundreds of thousands of Palestinians which is known as the Nakba or "catastrophe,". The subsequent Arab-Israeli conflicts, wars and ongoing occupation have further shaped the Palestinian experience. The historical backdrop provides the foundation upon which Young Adult Palestinian Literature unfolds, capturing the collective memory of people whose identity is intricately woven with the fabric of struggle.

Literature has historically played a crucial role in shaping and preserving cultural identity. Young Adult Literature, with its ability to resonate with a broad audience, becomes particularly significant in articulating

the experiences of Palestinian youth who have grown up amidst conflict and occupation. It offers a lens through which to understand the interplay between personal and collective identity in the face of adversity. The persistent state of conflict in the region has left an indelible mark on the Palestinian psyche.

The pages of Young Adult Palestinian Literature bear witness to the indomitable spirit of people whose lives are entwined with the complexities of conflict, occupation, and resilience. This exploration embarks on a journey through the narratives of selected works—Refaat Alareer's Gaza Writes Back, and Ibtisam Barakat's Tasting the Sky: A Palestinian Childhood and aims to analyse the literary techniques employed to portray resistance and the creation of spaces for the preservation of identity within the pages of these works. The lens of trauma theory guides our examination, unravelling the intricate threads that weave together the impact of violence on both individual and collective psyches. Through the exploration of trauma, resistance, and the quest for identity, this paper seeks to illuminate the profound role of Young Adult Literature in articulating the Palestinian experience. Navigating through the pages of these literary works, the resilience of people caught in the crosscurrents of historical wounds and contemporary struggles are unveiled, shedding light on the transformative power of storytelling. The paper aspires to contribute to a nuanced understanding of the intricate connections between literature, lived experiences and the ongoing Palestinian struggle.

Ibtisam Barakat, a Palestinian American fiction writer and poet, chronicles events in her childhood during the 1967 War between Israel and the Arab world in her 2007 book Tasting the Sky: A Palestinian Childhood. She begins her book with the uncertainty and terror during the battle. The life of Ibtisam as a refugee in Jordan, her return to the occupied West Bank, and her early school experiences are all covered in the novel. The reader is introduced to the nature of the Palestinian-Israeli conflict, which permeates the entire work, through the narrative terminology. Barakat, an adult novelist, skilfully evokes her earliest memories in Tasting the Sky and uses them to explore a fresh take on the conflict in the Middle East. She is a historian as well as an eyewitness. Her work gathers, reunites and reassembles the pieces of collective as well as and collective war experience.

The narrative is filled with numerous instances of this young girl's innocence being exposed as she attempts to deal with life's complexity, particularly when the home gets challenged and penetrated. The narrator reconstructs her lost identity in Palestine as a result of her immigration to America using these female memories, which allow her to reclaim a portion of her own identity: "I am midway from forgetting to remembering. I do not know how long it will take before I return to all of myself" (Barakat, 169). Long (2014) writes, "understanding home as the interrelationships between many places, people and priorities recognises the ongoing importance of conventional

ideas of home as coordinates of identity through or around which the dynamic possibilities of diasporic life circulate" (Long, 342).

Writing allows her to freely express what she is unable to say. Ibtisam is able to speak both the language of freedom and rebellion: "My father has no language for the pain and loneliness he feels. Is that because he has lived all his life not knowing freedom? Or does he hide his freedom somewhere, the way I hide mine in Post Office Box 34?" (Barakat, 14). The implication of Ibtisam's inquiry is the distinction between the ways that men and women are represented. When her father is at a loss for words to describe his suffering and loneliness, Ibtisam weeps as she writes, "My tears drip onto my shoes. Tears are my secret ink, in the absence of real ink. Liquid stories" (Barakat, 14). This young girl uses writing as a protection strategy as the coloniser threatens to take her life. Furthermore, the autobiographical story turns into "a way of using language or another symbolic system to imbue life events with a temporal and logic order" (Ochs and Capps, 2).

This little girl encounters a traumatic experience at the Israeli check post which she chooses to remember while her mother insists on forgetting it. "'Khalas, insay, insay,' she demands impatiently. 'Forget, just forget'" (Barakat, 7). While Barakat's mother views forgetting as a blessing, she feels that remembering is part of existence. It comes down to making the decision to choose oneself: "I am midway from forgetting to remembering. I do not know how long it will take before I return to all of myself. Yes, an echo still warns: "Learn to forget." But I am past this checkpoint—I will never regret that I chose to remember." (Barakat, 169) Barakat draws comparisons between the past and the present. Even after immigrating to America, she chose to remember her painful experiences with language, despite her mother's demands that she forgets.

In the book, Barakat creates an agency for remembering in opposition to colonisers' attempts to eradicate her Palestinian identity. Barakat highlights that she is "doubly occupied" and that "mothers and soldiers are enemies of freedom" (Barakat, 12). Cherif notes in her analysis of a few writers from the Arab diaspora "The reclamation of the Arab past by Abinader and Abu-Jaber and its reconstruction from a female perspective is instrumental for the writers' own agency and the empowerment of their Arab American women characters," (Barakat, 208). Ibtisam, the Arab American writer, uses this to build a story that heals her "double occupation." She writes in retrospect as a protest against this history as a result.

The psychiatrist Samah Jabr suggests conducting extensive research to comprehend the unique kind of trauma experienced by Palestinians in Gaza and the Occupied Palestinian Territories. She states, "There is no 'post' because the trauma is repetitive and ongoing and continuous. I think we need to be authentic about our experiences and not to try to impose on ourselves experiences that are not ours."

Gaza Writes Back by Refaat Alareer is an engaging anthology that compiles a wide range of poems, essays, and short stories written by young Gazan authors. This 2013 anthology presents a different perspective into the everyday lives of the residents of Gaza, a region profoundly affected by Israeli occupation and conflict. The narratives included in Gaza Writes Back explore the effects of violence on people as individuals, families, and communities, probing into the complexities of everyday life. The book portrays the Gazan's resilience and resistance by means of an array of literary genres, offering a vital perspective to the wider discussion about Palestinian identity and struggle.

Rafaat Alareer, recently killed by an Israeli attack, had contributed several pieces of literature through which he could tell the world the horrors of Gazans, young and old, men and women, healthy and sick. He refers to the collection in the Gaza Writes Back introduction as "the first of its kind" (2014a: 12) because it marks the fifth anniversary of Operation Cast Lead, the significant military campaign Israel launched against the Gaza population between December 27, 2008, and January 18, 2009. However, the stories in the book are written in English by young Palestinian men and women, making it the first and, so far, the only one of its kind. This eliminates the challenges that result from translation (Moore-Gilbert 2016).

As per the report by Amnesty International, around 1,400 Palestinians were killed during Operation Cast Lead, 5,000 were injured (some perpetually maimed), over 3,000 homes were completely destroyed, and 20,000 more were damaged. As a result, thousands of people were forcibly displaced, many of whom had already been displaced twice or more (2009: 6 and 56). However, Gaza Writes Back 's purview goes far beyond the boundaries of Operation Cast Lead to tackle issues pertinent to the master narrative of loss, displacement, perseverance, and resistance in the Palestinian context.

The Israeli occupation and its resulting besiegement, military attacks, and continual relocations, and death have had a profound effect on the young men and women who write for Gaza Writes Back, both in terms of their writing and, more crucially, how they see themselves and connect to their surroundings. The reproduction of tragic stories of loss and dispossession is the most notable manifestation of the contemporary Palestinian youth's engagement with the tragic master narrative of loss, which is supported by the social structure of the ongoing intractable conflict and the Israeli military occupation, according to Hammack's findings in a study on the relationship between constructions of personal identity and the Palestinian master narrative and collective identity among Palestinian youth (2010: 507).

Edward Said argues that narratives which question the Israeli representation of the Palestinian-Israeli conflict are frequently blocked, denied or simply dismissed and forgotten even when reality on the ground strongly supports them (1984) and had always encouraged Palestinians to form a narrative of

their to not be over shadowed by the literature Israel produced twisting and turning the perspectives to their side of the story and creating vague openings filled with lies. To form a poetic justice, it was necessary for Palestinians to produce a story of theirs too, a story where they can share their story of being a human in Gaza. Even the title is a form of resistance, Gaza Writes Back: Short Stories from Young Writers in Gaza, Palestine, the word "Palestine" which Israel had tried to erase from the world map was re-established, re-written and re-constructed as a nation of its own glory, pain and tradition. Alareer had stated in his essay "Gaza Writes Back: Narrating Palestine" on his view of Defoe's Robinson Crusoe "thought there had to be a different story that Friday could have told, had he not been silenced, and that we Palestinians should never be the Man Friday of anyone—that we have to own our own narrative, and that no one but us can better reveal the sheer pain and suffering we are made to experience. If Israel's apartheid has to be fought, Israel's narratives have to be challenged"

The stories of Gaza Writes Back, had portrayed the father, not as a breadwinner of the family, but as a dead person in most stories or someone who is weak and powerless. One doesn't get to entertain the gender roles here, or embark upon the patriarchy, but contains the raw representation of how family exists in Gaza, broken, shattered with several pieces left behind. In "Please Shoot to Kill," the father, Abu Laila, is numbed by the intimidation of bullets and is "frozen by his inability

to ensure the safety of his wife and children" (Alareer, 96). Similar to Laila, Mariam, the young protagonist and narrator of "L for Life," witnesses her father's shooting while he reads her a bedtime tale. Time does not diminish the painful memory of the father and his passing. In reality, Mariam doesn't really start to realise how great the loss is until eleven years after his passing, at the time of the narrative (Alareer, 31). Thus, ranging through the countless stories, they form narratives, an opened window into the world of Gazans and the brutality of the Israel's occupation.

Rafaat Alareer in the ending lines of his book has quoted his form of resistance through these little stories,

"Gaza writes back because there is a Palestine that needs to be rescued, at least textually for the time being. Gaza tells stories because Palestine is at a short story's span. Gaza narrates so that people might not forget. Gaza writes back because writing is a nationalist obligation, a duty to humanity, and a moral responsibility". (Alareer, 41)

Tahus even a single form of narrative can act as a voice to the world, when words and sentences combine to tell their side of the story, a truth to the lies. A voice of the suppressed and the gestures of the "hand-cuffed".

In the echoes of these narratives, the resonances of trauma and the cadence of resistance persist. The selected works, within the framework of trauma theory, unveil the layers of Palestinian experiences—personal and collective—forging connections between literature, lived realities, and the ongoing quest

for identity in the face of socio-political challenges. From the vivid recollections of Ibtisam Barakat's childhood to the poignant voices of young Palestinians in occupied territories, the literature examined in this paper illuminates the multifaceted dimensions of the Palestinian-Israeli conflict. The significance of Young Adult Literature emerges as a powerful medium for expression, preservation of identity, and resistance. The narratives showcased in these works not only serve as a testament to the resilience of the Palestinian people but also invite readers to engage with the human stories often overshadowed by political discourse. In the face of adversity, literature becomes a beacon, offering solace, understanding, and a platform for voices that refuse to be silenced. The quest for identity, as depicted in these pages, becomes an act of defiance, a testament to the enduring spirit of people who, through the written word, carve their narrative into the annals of history.

Reference:

Alareer, Refaat. Gaza Writes Back: Short Stories from Young Writers in Gaza, Palestine. Just World Books, 2014.

Amnesty international report. (2009). Israel/ Gaza Operation Cast Lead: 22 days of death and destruction. https://www.amnesty.org/download/Documents/48000/mde150152009en.p df (Retrieved on 10 May, 2019).

Barakat, Ibtisam. Tasting the Sky. Scholastic, 2017.

Cherif, S. E. (2003). Arab American literature: Gendered memory in Abinader and Abu-Jaber. Melus, 28(4), 207-228.

Hammack, Phillip. (2010). 'The cultural psychology of Palestinian youth: A narrative approach'. Culture & Psychology, 16(4): 507–537.

Long, J. C. (2013). Diasporic dwelling: The poetics of domestic space. Gender, Place & Culture, 20(3), 329-345.

Met'eb Ali Alnwairan and Hamzeh Ahmad Al-Jarrah (2022) Between Barkat and the Little Ibtisam: Feminine Memory and Thereby Narrative in Ibtisam Barakat's Tasting the Sky: A Palestinian Childhood, European Journal of English Language and Literature Studies, Vol.10, No.6, pp.12-22,

Moore-Gilbert, Bart. (2016). 'Palestine, postcolonialism and pessoptimism: Palestine and postcolonial studies'. Interventions, 6:1-34.

Ochs, E. & Capps, L. (2001). Living narrative. Harvard University Press.

Said, Edward. (1994). Culture and Imperialism. London: Vintage.

Wael Salam (2022) The Palestinian Re-experience of Historical Violence: "A Wound Never Completely Scabbed Over", English Studies, 103:1, 94-112, DOI: 10.1080/0013838X.2021.1997469

A Scholarly Representation Of Youth In Indian Literature And Movies

Jesmira Jaleel

Department of English, Mes college of Arts and Science, chathamangalam

Abstract:

The purpose of this research is to shed light on how contemporary literature and films have succeeded In portraying issues faced by Indian youth. As a country with dense population of youth, their concerns should be taken into account as they are the integral part of our nation who will aid in the advancement of our nation in various sectors like science, technology, education, politics and so on. Films and literature are very important in contemporary scenario , because they have helped in changing perspectives and breaking stereotypes that have been practised by people for years. It is used as a medium to share the perspectives, thoughts and experiences of people especially the young population of India. By the end of this paper we comprehend that certain literary works and film hold some power to spark discussions and inspire the younger generation to become the Representives of change that we would like to envisage in future.

Keywords: Tribulations in youth life, Progressive themes in contemporary films and awareness on issues faced by youth through literary works and films.

Introduction

Literature and movies have a complex and symbiotic Relationship. Both the disciplines intersect at a common concept "story" . Both have the power to take audience to different world. In Literature, language is used to portray the character,while in films the moving picture exposes the action of a character in a linear fashioned narration. India continues to be the largest producer of the world renowned for its glitz,vibrancy, and drama. Indian literature can easily connect with the youth in india because the Indian way of living is portrayed in such away by the writers which make it different from the west. Also Indian Literature and Films have also Succeeded In Addressing the issues of youth in india. Films and Literature works can have a positive impact on the youth by evoking strong emotions and empathy. While the olden literary works and cinematography worked on content and themes like religion, mythology and epic; The contemporary literary work and cinematography worked on wide range of contents and themes including social commentary, psychological exploration and diverse cultural perspectives. In the 19th and early 20th century, Indian literature and films began to use prose more

widely and the language that we see in contemporary literature and films have become more simpler as a contrast. The emergence of young directors and writers with their new content along the entry of over-the -top and e-reading platforms have equally contributed in the evolution of Indian film industry and literary world.

They have also contributed in holding the creative vision from the pre-production through to the final edit while redefining the perspective and genres.

Representation of youth in Indian literature and films

Youth are essential to the advancement and development of a country. They are the workers, business owners, and future leaders who will push economic expansion. Additionally, they are social agents with the power to transform society and bring about revolutionary reforms. They are significant for the reasons listed below

- Economic development: young people are a country's lifeblood and are essential to its economic growth.
- Social changes: Young people have the power to transform society and bring about revolutionary reforms.
- Democracy, economy, and technology: The next generation is the key to any country's progress.
- Viewpoint: young people possess a viewpoint that the older generation does not.
- Enthusiasm and zeal: in order for a country to grow, the energy and zeal of its youth must be appropriately directed.
- incomparable strength and power: A nation's youth have incomparable strength and power, which gives them and those around them the opportunity to grow and develop.

Youth advocacy is crucial because it contributes to the development of a more responsible society, which is made possible by the previously described reasons. Along with helping youth make better decisions, it can also increase knowledge of what's best for them. The principal issues that India's young are currently confronting are listed below.

- Mental health
- Parental pressure and family sacrifices
- Academic failure
- Usage of alcohol and drugs
- Materialism
- Financial issues
- Gender Identity
- Gender inequality

Many literary works have succeeded In giving us a glimpse of mind of people suffering from depression. In "I've never been unhappier" , Shaheen Bhatt frankly talk about how she overcome depression which she only realised when she was at 30. Being overweight and darker when compared to her sisters had a profound impact on her self-worth and made her feel not good enough. Another example is a Malayalam movie called "kumbalangi nights" directed by madhu.c.narayanan where a character is included named "saji" who reach out to his younger brother franky to seek psychiatric help

when he was struggling to express his emotion which is evident when he couldn't cry even though he was sad. In the scene it was important to note that the audience are never given the details of 'what' saji is sharing, rather the focus is on what he is feeling and 'why'. In this way the film has casually dismissed the taboo that only mentally ill people can seek professional help.The ability to see into the minds of those who are depressed has been achieved by numerous literary works.

Shaheen Bhatt candidly discusses how she overcame depression in "I've Never Been Unhappier," after realising it at the age of thirty. She felt inadequate since she was darker and heavier than her sisters, which had a negative effect on her self-esteem. A further illustration comes from the Malayalam film "Kumbalangi Nights," which was directed by Madhu C. Narayanan. In it, a character by the name of "Saji" reaches out to his younger brother Franky in order to seek psychiatric assistance because he was having trouble expressing his emotions, as evidenced by the fact that he was crying even though he was depressed.

Parental pressure can be well-intended, but it can undermine the self-esteem of a person as well. It is frequently associated with academic success, cultural and social standards, and other factors. The primary source of parental pressure is concern for their child's well being and employment. The result of these actions is frequently harmful on a large scale. In chetan bhagat's 'Revolution 2020' gopal's father want his son to become an engineer. So he persuade him to join coaching classes. But Gopal find it difficult to pass the entrance exam. The parental pressure he has experienced is evident when he says "Telling your parents that you have failed at something is harder than the actual failure". usthad hotel, a Malayalam movie directed by Anjali Menon revolve around a Conservative Muslim family who expect a boy child and chaos that arise when he exposes his truth that he aspire to be a "chef". Faizi, our protagonist is here to break the stereotype 'men shouldn't cook' and following his grandfather's footsteps ,much to his business minded father's dismay. His father was angered by the action of his sole heir to his wealth. As the story progresses, we will come to the conclusion that "Faizi", is the representative of the smart generation that is going to emerge.

Gender refers to the characteristics of women, men, girls ,and boys that are socially constructed. This includes norms, behaviours and roles associated with being a woman, man, girl or boy, as well as relationships with each other. As a social construct, gender varies from society to society and can change over time. Girls and women are frequently expected to be kind, accommodating, and nurturing, for example, as well as to dress in stereotypically feminine ways. Males are typically supposed to be powerful, combative, and brave. Gender role expectations exist in every country, ethnic group, and culture, although they might vary greatly throughout them. The way that women and transgender characters are portrayed in Indian films has drawn criticism. A person's internal perception of being male, female,

neither, both, or anywhere in between is known as their gender identity. It may or may not correspond to the sex that was assigned to a person at birth. Sexual identity, which centres on an individual's attraction to other people, is not the same as gender identity.

People are usually expected to identify as either male or female on a gender binary, which is where gender identity normally lies. Some, on the other hand, identify as third, or mixed, genders because they think that this binary model is invalid.

A person's social environment largely shapes the roles that different genders play. For instance, some people assume that women will cook, clean, and look after the children, while men handle the money, fix the car, and perform home repairs.

Some people could argue that because conventional gender roles have been around for so long, they shouldn't be altered because they are essential to human growth.

Women's characters are frequently reduced to their sexuality and outward looks, making them objects of desire. In addition, women are frequently portrayed as martyrs for their families and as meek, subservient spouses.

Also, Transgender people are frequently utilised as comedic relief or as villains. In addition, they are frequently depicted as dancers, beggars, sex workers, and criminals. The 2020 Tamil anthology film Paava Kadhaigal (Sin Stories) tackles discrimination against LGBT people and homosexuality.

In the first tale, "Thangam," Kalidas Jayaram portrays Sathaar, a transsexual person who harbours feelings for her childhood best friend behind closed doors. The narrative takes set in the 1800s, and Sathaar has to deal with bullying, harassment, and public mockery since she doesn't fit the gender stereotype.A lot of movies have been made with transgender characters in them, like Paava Kadhaigal so giving their roles a sense of legitimacy.The way that those characters portrayed the trans community earned positive reviews for these films.2017 saw the release of Arundhati Roy's novel The Ministry of Utmost Happiness, which tells the tale of Anjum, a transgender woman trying to establish a life in Delhi. This book delves into the transgender community's fight against heteronormativity, highlighting the difficulties associated with identifying as transgender and breaking free from gender norms.

It has been said that transgender individuals are portrayed too formulaically, with less emphasis on their victories and hardships. This is especially true of the transgender protagonist in The Ministry of Utmost Happiness. However, the transgender protagonist is seen favourably as a vital component of the book. Women have historically been marginalised in India in a number of areas, including education, financial independence, health, and decision-making. There is not enough political representation for women. The marriage bribery system, which views girls as a burden, is another significant factor. The Sons' concerns remain unaltered. Girls avoid going to college.

Women are underrepresented in the workforce and, when they are, their pay is less than that of men. Women continue to face prejudice based on their gender in domestic settings in the twenty-first century. Due to household and family responsibilities, a lot of women quit their careers and leadership positions. But such behaviour is also not unusual in guys. This is completely absurd; women ought to have equal rights to representation. Patriarchy has been subverted in Indian cinema and literary works in the following ways:

It dispels the myth that only males can be heroes when women appear as protagonists and heroes in some films.

Characters who are strong and self-assured defending their rights in modern fiction.

Some claim that the way women are portrayed in these films inspires social change in how Indian culture views women, both emotionally and economically.

Arundhati Roy illustrates the pain of women in a patriarchal society in The God of Small Things by using marginalisation. The novel's themes include the shifting social order, women's subjugation, and gender inequity. Roy treats women not as objects but as fully realised characters. Ammu, who is usually referred to as "Ammu," which means "mother," is the heroine of the book. Since Ammu's primary identity is determined by her relationships with other people, the narrator never discloses Ammu's true name. The women in Roy's book provide as more examples of gender inequity.

According to patriarchal theory, a woman's primary responsibilities are to serve her husband, father, and brothers. The world of contemporary cinema has seen a shift in media narratives in recent years due to the influence of feminism. Through their artistic endeavours, women, both in front of and behind the camera are defying expectations, breaking down barriers, and promoting gender equality. Emphasising the value of diverse and authentic portrayal is one of the most important ways that feminism has influenced contemporary cinema. Cliched, one-dimensional female characters no longer satisfy modern women. Modern womens demand the richness and diversity of genuine women's lives while representing them on films as well as in literary works.

Conclusion

India has the greatest youth population in the world, with 808 million people under the age of 35, or 66% of the total population. The Broadcast Audience Research Council (BARC) estimates that 33% of television viewers in India are under the age of thirty. IJRASET reports that India releases between 1600 and 1800 films annually in over 25 languages. Also,India is home to roughly 500,000 readers of English-language fiction, or about 30% of the total readership. A quarter of India's young population self-identifies as book readers, per the 2009 National young Readership Survey. Indians read more hours a week than anyone in any other country with a high rate of literacy. According to the Shashi Dream Foundation. Indian consumers

also buy more e-books in soft copy than in hard copy. Indian fiction has been democratised by commercial fiction, which makes reading less of an academic endeavour and more approachable. There are many who argue that films based on novels teach youngsters how to communicate their emotions and engage with fictional characters. Some claim that films can disseminate optimistic ideas about social justice and gender equality. Certain people assert that reading fiction can boost wellbeing, offer escapism, and increase cognitive performance. Some claim that people who read fiction do so to find company when they're lonely or alone. Movies are regarded as a tool for social and personal change as well. A better future can be shaped by young people watching films, according to those who claim that it can encourage them to critically examine their own surroundings.

Fiction and films still deserves extra consideration in a world with thousands of distractions. It is more than just a list of diversion; the films, television series, and books that are categorised as fiction are the preferred storytelling mediums in our culture. Films have the power to give audiences a platform to interact with different viewpoints and challenge their preconceived notions. Additionally, they can advocate for social equality by shedding light on underrepresented groups and societal injustices. Young people can be motivated to improve themselves and the world by watching films. Adversity stories, inspirational narratives, and courageous and resilient individuals can act as role models for younger audiences.Themes and content in Indian cinema have become more global, transcending linguistic boundaries. Some say that movies can have a positive impact on youth by addressing societal issues. Movies can also help young people engage with relevant themes like gender equality, discrimination, human rights, and mental health. For example, movies like 3 Idiots and Mary Kom have helped change the stereotype that Indian parents want their children to become doctors or engineers. However, some say that movies with adult content can impact college students. These movies can change the thinking of young people, making them believe that casual relationships are acceptable. Movies can also desensitize young people to real-world violence and influence their behaviour. Negative or morally ambiguous characters in movies can normalize harmful behaviours like substance abuse, bullying, and criminal activities. Some claim that by addressing societal challenges, films might positively influence young people. Additionally, films can facilitate young people's engagement with timely subjects such as mental health, human rights, discrimination, and gender equality. Also these films have the power to sway young people's opinions, behaviour might also be influenced by films, which can desensitise them to violence in real world. Characters that are negative ethically dubious in films have the power to normalise destructive habits including drug misuse, bullying, and criminal activity.

Work Cited

- Shaheen Bhatt,(2018). I've Never Been Unhappier

- Chetan Bhagat,(2011). Revolution 2020
- Arundhati Roy,(2017). The Ministry Of Utmost Happiness
- Arundhati Roy, (1997). The God Of Small Things
- https://www.chegg.com/homework-help/research-methods-and-statistics-in-psychology-2nd-edition-chapter-…
- https://www.researchgate.net/publication/340831553_transgender_people's_deterritorialization_in_arundhati…
- https://books.google.com/books?id=xkzjd1udyrac&pg=ra3-pa128&lpg=ra3-pa128&dq=%22women+continue…
- https://www.classace.io/answers/correct-this-to-standard-english-gender-refers-to-the-characteristics-of-wo…
- https://brainly.com/question/31200708
- http://pledgeasmile.com/2022/07/gender-roles-in-modern-societies/
- https://brainly.com/question/30266185
- https://www.ijraset.com/research-paper/impact-of-films-on-the-youth-of-india
- https://pari617.wordpress.com/2016/06/20/ustaad-hotel/
- https://www.jetir.org/papers/JETIR2212553.pdf
- https://thebuzzsu.com/2021/03/08/choosetochallenge-a-guide-to-challenging-gender-stereotypes-and-gende…
- https://www.navigatinggray.com/blog/hma9jwe9pzcvetovwztz0rtqffjzh8
- https://www.kvartunaite.com/blog/workshoppinggender
- https://quizlet.com/861889304/6-7-flash-cards/
- https://en.wikipedia.org/wiki/social_construction_of_gender
- https://photos.euro.who.int/galleries/268
- https://www.who.int/health-topics/gender
- https://www.solhapp.com/blog/effects-of-parental-pressure-and-how-to-avoid-it
- https://www.who.int/europe/health-topics/gender

The Illusion of Revolution: Revisiting Selected Malayalam Campus Movies

Layana Yusaf M K
Fourth Semester, MA English Language and Literature
Farook College, Calicut
Phone: 9188459992, layanayusafmehfil@gmail.com

College life is one of the most interesting and happening phases in the life of any individual. Everyone has an awesome experience in their college days. Malayalam cinema has depicted college life in many movies. Malayalam film industry, known for its inclusion of a wide range of content, also welcomed numerous campus movies with its various colors and styles. The industry has always produced vibrant, lively campus movies for so long. Every year at least one or two movies based on campus background are sure to hit the theater. Most of these campus movies find success owing to their usual appeal and refreshing narrative. Sarvakalashala, Classmates, Nammal, Niram, Chocolate, Adikapyare Koottamani and more, the list of successful Malayalam campus movies goes on. Among these large number of campus movies, some gained attention due to its seemingly political atmosphere and the heroes of such movies embodied a revolutionary spirit attracting and enticing free spirited youth of Kerala.

The student community in Kerala has always been politically active. They were always aware of the political undercurrents of the society and were eager to fight for their rights. It is important to analyze how a politically charged community like this is represented in Malayalam popular media, especially in cinema. Hit campus movies like Classmates(2006), Oru Mexican Aparatha(2017), and CIA(2014) , featured a protagonist who appears to be active on campus politics and they are portrayed as model figures whose aim is to bring changes to the existing system. Since these movies seem to advocate youth for a reformation, a deep analysis should be done to evaluate what political concerns these movies address or whether it is apt to call these movies 'political' at all?

Classmates (2006) the movie, directed by Lal Jose, is a highly popular movie in Kerala. The movie shows the college life of the '80s where politics and romance had a major impact on a student's life. The movie starts with the reunion of college batchmates after many years in the same college and then follows how the incidents from college life influenced their lives later. The movie gains pace when Sukumaran, the lead character

played by Prithviraj is strangled nearly to death by someone on the night of reunion. The movie keeps the suspense going till the end but most importantly leaves a perfect campus memory. The movie's plot unfolds through Sukumaran, who is the leader of the left wing student organization SFK. The active workers of their rival student organization Kanjikuzhi and Vasu are there in the movie as comic characters whose actions are either stupid or filled with malice. The movie directly makes fun of student strikes deeming it as useless and ineffective, one could see Jagathi's character even advising them to pray instead of engaging in such useless activities. The heroic character of Suku is nothing but an egoistic man with anger issues and it becomes evident when he refuses to let Tara stand against Suku in the election. The severity of the so called 'pranks' done to Tara are nullified and portrayed as something childish and silly when in fact she is constantly objectified by multiple male characters in the movie. In the famous song 'votuuu' we can see lyrics like "Don't vote for this eunuch" which are extremely insensitive. It is evident that the directors favorable stance towards red colored flag is purely out of commercial interest and Sukumaran's portrayal as a reliable comrade could be questioned during multiple occasions. The audience does not feel that he has acquired the political skill required to be a reliable leader. Even his love was not revolutionary or liberating at all. Suku's transformation from a young communist spirit to a diamond merchant is unfortunately ironic. Classmates was something

that should be seen and forgotten as a normal commercial film. The apolitical stance of the director bleeds into the movie and it feels like a statement that campus politics is nothing but a circus. Was the movie deeply nostalgic and touching for its melodramatic plot line? Yes, it was. But it definitely was not a movie where campus politics and its seriousness were accurately depicted.

Over the years Malayalam movies have evolved with the arrival of new directors, technicians and actors. The audience has grown to judge films more critically. But it seems that the plight of political campus movies are still the same. Oru Mexican Aparatha (2017) , a superhit movie released in 2017 is an excellent example.

Directed by Tom Immatti, The movie tells the story of the political rivalry between left and right wing student organizations. Due to their ability to take on opponents athletically- the right wing political party remained undefeated in the campus for years. The story ends with the alliance of SFY led by Paul (Tovino Thomas) and Subhash(Neeraj Madhav) winning the final election. Other than some internal clashes between two groups of full grown men, not much social issues are addressed. Other than the inclusion of the song "emanmare emanmare" ,the movie shies away from everything that is worth addressing. The audience gets confused regarding whether they were actually having meaningful conflicts or a severely hurt male egos. Again the color red was well marketed by the filmmakers . Multiple slow motion fight scenes and overly dramatic

'thug' dialogues are presented with goosebumps inducing music, yet it was nothing but a deception done to the politically thinking student community. The character of Jomi, appearing as dark skinned and chubby is made fun of for his physique several times in the film, even by the heroes themselves. As usual the love interest woman becomes a cheater or a 'thepukari' in standard Malayalam and the elements of misogyny appear multiple times.

Another popular movie of the sort - CIA was not as commercially successful as the other two movies mentioned. Aji Mathew of the movie is again another comrade who crosses borders for his love, gaining valuable life experience during the process. His political growth is displayed through his journey from Mexico to America. Yet he has not grown from the cliched expressions of a student union leader, he beats up the bus drivers and conductors who refuse to give ST pass concession. The view of Aji Mathew walking in slow motion after beating up most probably innocent laborers of a businessman is not at all auspicious. Arriving drunkenly in the reading room above the party office, Ajipan sees Marx, Stalin, Che Guera and Lenin as if in a dream. Revolution , love and life are discussed between them. Ajipan who has the same foresight and

vision is reduced to a mere privileged Keralite man with severe Ego issues. Much like the other two films , it is always a man who is a political leader, female characters are always the love interests they failed to be with. And these female characters are often arrogant, privileged and unable to discuss anything of public affairs.

Only politically minded society can progress. The student communities of India are constantly on the frontline to fight for the liberation of all the oppressed. Their voice is the voice of dalits, farmers and all the marginalized. They dream of a social reformation. It is necessary to appropriately represent a community who thinks , writes and raises voices in order to bring change. Only proper representation will motivate the coming generation to be politically active and aware during the chaotic political situation of India. The film directors of Kerala should realize the dire necessity to address the community in such a way.

Work Cited

- Classmates. Directed by Lal Jose, Arya Films, 2004. Hotstar
- Oru Mexican Aparatha. Directed by Tom Emmatty, Anoop Kannan Stories, 2017. Hotstar
- CIA. Directed by Amal Neerad, Amal Neerad Productions, 2017. Youtube

The Association Between Academic Pressure and Adolescent Mental Health

Wardha & Nada Abdul Gafoor
Department of English
MES Mammpad College (Autonomous)

Abstract

Stress among teenagers is a serious health concern. Early adolescence is characterised by quick changes in one's physical, mental, and emotional makeup. Other obstacles that young people could encounter include shifting peer relationships, more responsibilities at school, conflict in the family, or concerns about community safety. Academic pressure is one of the main contributing factors to suicide, which is currently the second most common cause of death worldwide for young people between the ages of 15 and 24.

Academic stress is characterised as a psychological condition that results from continuous social and self-imposed pressure in a learning environment that exhausts the student's psychological reserves. This topic is analyzed by taking the case of Manjot Chabra, who was enrolled at a NEET coaching institute in Kota, Rajasthan. He was found dead in his hostel room.

WHO noted that one person dies by suicide every 40 seconds despite progress in national prevention strategies. Teens face a great deal of stress in a variety of contexts, regardless of their academic aptitude or success. Therefore, evaluating and treating teenage stress needs to go beyond addressing scholastic issues.

Keywords: Youth, Academic pressure, Mental health, Adolescents

Academic pressure is a situation where learners get overwhelmed by education demands. When students experience academic pressure, they often feel overwhelmed by the demands of their education. They may feel like they're constantly racing against time to meet deadlines and achieve their educational goals. This can lead to a significant amount of stress and anxiety, as they try to balance their coursework, exams, and other responsibilities. One of the consequences of academic pressure is the development of psychological issues in students, particularly in adolescents. The stress and pressure they experience can manifest in problem behaviors such as hyperactivity and aggression. In some extreme cases, academic pressure has even been linked to criminal behavior. It's essential to recognize that these behaviors are often a result of the intense stress that students are under, rather than a reflection of their character.

Sadly, academic pressure has also been found to be a contributing factor

to the alarming rates of suicide among young people. According to statistics, suicide is now the second leading cause of death among individuals aged 15-24 globally. Academic pressure, along with other factors, can significantly impact a student's mental health and well-being, leading to feelings of hopelessness and despair. It's crucial for educational institutions, parents, and society as a whole to address the issue of academic pressure and provide support to students. This can involve implementing strategies to help students manage their time effectively, promoting a healthy work-life balance, and fostering a supportive and understanding environment where students feel comfortable seeking help when needed.

This can be analysed by two recent cases:

First case is about a 10th-grade student, Saja Fathima, who according to the reports, was facing extreme pressure due to her upcoming public examinations. Unfortunately, she was unable to handle the stress, and it ultimately led to her untimely demise. The police recovered a suicide note from her house, which mentioned her struggles with exam stress and how it became overwhelming for her.

Cases like this highlight the immense pressure that students can face during their academic journey. The expectations to perform well, meet deadlines, and excel in exams can sometimes become too much to handle. It's important to recognize the signs of stress and provide support to students who may be struggling.

In situations like these, it's crucial for educational institutions, parents, and society as a whole to address the issue of academic pressure. Creating a supportive environment where students feel comfortable seeking help is vital. Schools can implement strategies to help students manage their time effectively, provide counseling services, and promote a healthy work-life balance.

It's also important to raise awareness about mental health and well-being. Encouraging open conversations about stress, anxiety, and seeking help can help break the stigma surrounding mental health issues. Students should be aware of the resources available to them, such as helplines, support groups, and counseling services.

Additionally, parents and guardians play a significant role in supporting their children during times of academic pressure. It's important for them to provide a nurturing and understanding environment, where students feel comfortable discussing their concerns and seeking guidance.

In the broader context, educational systems should also consider the impact of excessive academic pressure on students' well-being. Striking a balance between academic rigor and student mental health is crucial. Implementing reforms that focus on holistic education and reducing the emphasis solely on exam results can help alleviate the burden on students.

The second case is on 20 years old Prajit pramod, a 3rd year student of computer engineering at the General Polytechnic

college kalamassery. He died by suicide in October of 2023.

According to the college authorities, Prajit had a low attendance rate of only 48%, while the mandatory requirement was at least 75%. They had informed his parents about his attendance issue. Additionally, they mentioned that Prajit had expressed a lack of interest in continuing his current course of study and instead wanted to pursue a career as a fitness trainer. However, it seems that the college authorities did not handle the situation properly, which may have played a role in Prajit's decision. It's crucial for educational institutions to recognize signs of distress and provide appropriate support to students who are struggling. Academic pressure can be quite challenging, and it's important for colleges and universities to create an environment where students feel supported and encouraged to explore their interests and passions. It's also essential for students to have access to resources and counseling services that can help them navigate through difficult times.

These two recent cases show us that suicide due to academic pressure is still relevant among the youth.

One of the possible reasons is:

High academic pressure: This refers to the intense expectations and demands placed on students to excel academically. It can be really tough because we have to meet the high standards set by our parents, teachers, and even ourselves. It's like this constant struggle to prove ourselves and achieve success in our studies. Dealing with academic pressure can have a big impact on us. It can make us feel really stressed out, anxious, and even burned out. These feelings can make it hard for us to do our best and can affect our overall well-being. That's why it's important to recognize these signs and find ways to cope with the pressure. One thing we can do is try to have a balanced lifestyle. Taking care of ourselves by doing things we enjoy, spending time with loved ones, and practicing mindfulness can help us feel better. It's also important to reach out for support from friends, family, or even professionals who can give us guidance and encouragement when things get tough.

Another reason is Mental health issue: Conditions such as depression, anxiety, and other mental health disorders can impact a student's ability to cope with academic challenges. These conditions may go undiagnosed or untreated, further worsening the situation. These conditions can affect students and make it harder to focus, stay motivated, and deal with stress. It's important to raise awareness and have open conversations about mental health so students can recognize the signs and seek help. The expectations to do well, meet deadlines, and ace exams can be overwhelming. This pressure, combined with existing mental health issues, can create a tough cycle where mental health problems worsen academic performance, and vice versa. Students might be scared of being judged or treated differently if they talk about their struggles. That fear can stop them from getting the support they need. It's important for schools and communities to create a safe environment where students feel

comfortable talking about their mental health.

When mental health issues aren't addressed, they can seriously affect academic performance. It can be hard to concentrate, remember things, and complete assignments. It can also lead to low motivation, low energy, and trouble managing time effectively. All of this makes it tough to meet academic expectations.

Untreated mental health problems can have long-term consequences too. They can lead to chronic stress, burnout, and even dropping out of school. It's important to tackle mental health issues early on and provide the right support to prevent these negative outcomes.

To help students with mental health issues, schools should prioritize mental well-being. This means having policies and programs that promote mental health awareness, provide access to counseling services, and train teachers to support students in need. And let's not forget, we all play a role in supporting and uplifting each other during challenging times.

Lack of support system is also a possible reason. When students don't have the emotional or academic support they need, it can leave them feeling isolated, overwhelmed, and unsure of how to navigate their challenges.

Having a strong support system, whether it's from family, friends, or even mentors, is crucial. When students have someone they can turn to for emotional support, it can make a world of difference. Just having someone to talk to, vent to, or seek advice from can help alleviate stress and provide a sense of comfort. It's important for loved ones to be understanding, empathetic, and available to listen when students are going through a tough time. Sometimes, just knowing that someone cares and is there for them can make all the difference in the world.

Academic support is equally important. Educational institutions play a vital role in providing resources and services that can help students succeed. This can include tutoring programs, study groups, academic advisors, and workshops on study skills and time management. Having access to these resources can help students feel more confident in their abilities and better equipped to handle academic challenges. It's important for educational institutions to effectively communicate the resources and services they offer. This can be done through orientations, newsletters, websites, or even peer-led initiatives. By raising awareness about available support systems, students can feel more empowered to seek help when they need it.

In addition to emotional and academic support, it's important to create a culture of support within educational institutions and communities. This means fostering an environment where students feel comfortable reaching out for help and where there is a sense of camaraderie and collaboration. Peer support programs, mentorship initiatives, and support groups can be great ways to foster this sense of community and provide additional avenues for students to seek support.

It's important to remember that everyone's journey is unique, and what works for one person may not work for another. However, having a support system in place can provide students with the encouragement, guidance, and reassurance they need to navigate the ups and downs of their academic journey. By supporting and uplifting one another, we can create an environment where students feel empowered to overcome challenges and achieve their goals.

At educational institutions, adolescents should be trained on how to manage stress and anxiety.Knowledge about mental health and academic stress should also be promoted among the parents and teachers of the adolescents and taught strategies to help improve the resilience and coping strategies of their children.

Bibliography:

- Drishtiias. "Increasing cases of suicides in educational hubs." Drishtiias, 8 Feb. 2023, www.drishtiias.com/daily-updates/daily-news-analysis/increasing-cases-of-suicides-in-educational-hubs.

- The Hindu Bureau. "Student's Death: Protest at Kalamassery Polytechnic College." The Hindu, 1 Nov. 2023, www.thehindu.com/news/cities/Kochi/students-death-protest-at-kalamassery-polytechnic-college/article67485057.ece.

- Time News. "Tragic Suicide: 15-Year-Old Student's Body Recovered After Two Days in Kollam." TIme News, 5 Jan. 2024, time.news/tragic-suicide-15-year-old-students-body-recovered-after-two-days-in-kollam.

Exploring multifaceted youth Dynamics: A critical analysis of the Malayalam movie Hridayam

Nayana Rajan

Fourth Semester M.A. English Language & Literature Student,
Farook College (Autonomous) , Calicut, Kerala

Abstract

Young people are considered the cornerstone of every society, entrusted with specific responsibilities crucial for the progress of technology, leadership, innovation, skills, and various societal roles. Despite this significance, today's youth faces a myriad of challenges, including peer pressure, social media influence, depression, substance abuse, obesity, and struggles within educational settings. Movies play a crucial role in highlighting these issues and shaping the perspectives of the youth.

An example of such a film is "Hridayam," a 2022 Indian Malayalam-language coming-of-age romantic drama written and directed by Vineeth Sreenivasan. The movie features Kalyani Priyadarshan, Pranav Mohanlal, and Darshana Rajendran in pivotal roles. The narrative revolves around Arun, a young man entering an engineering college who succumbs to negative influences. As he matures, he resolves to transform his life and embrace responsibility as an adult. "Hridayam" effectively portrays diverse young characters with varying outlooks. This study put effort into analyzing layers of youth dynamics through the lens of youth and ecology, mental health, and contemporary media.

Keywords: Youth, ecology, mental health, media

Introduction

Movies have become an integral part of our lives, captivating audiences with their diverse genres and captivating storytelling. From thrilling adventures to hilarious comedies and though provoking dramas, cinema offers a range of experiences that transcend mere entertainment. However, it is important to recognize that movies can wield both positive and negative influences, especially on the impressionable minds of today's youth.

Young people are viewed as the foundation of every society. They are required to fulfil specific responsibilities in the advancement of technology, leadership, innovations, skills, and other societal statuses. In spite of this, an array of issues and challenges haunt youth of today, incorporating peer pressure, social media, melancholy, drug and alcohol addiction, obesity, and struggles in educational environments. Movies are vital in pointing all these factors and influencing the youths. Hridayam is a 2022 Indian Malayalam-language coming-of-age romantic drama film written and directed by Vineeth Sreenivasan which stars

Kalyani Priyadarshan, Pranav Mohanlal and Darshana Rajendran as leading roles. The story deals with the major character Arun, a young man, enrols in an engineering college KC Tech Karappakkam Chennai but falls prey to bad habits. As he grows up, he decides to turn over a new life and become a responsible adult. The film succeeds in bringing different young characters with different perceptions. This study put effort into analysing layers of youth dynamics through the lens of youth and ecology, mental health and contemporary media.

Youth And Ecology

While addressing the relationship between youth and ecology, the film explores the protagonist Arun's personal connection to nature, a bond that intensifies after his college experiences. Arun consciously fosters this connection, and the film suggests that nature becomes a source of healing for him amidst the challenges of youth. This portrayal of choosing nature as a means of overcoming problems can be seen as a form of escapism, affirming the enduring intertwining of humans with nature.

The movie features moments of solitude set in natural surroundings, highlighting the beauty of the environment. Arun, portrayed as someone who departs from cooperative field work to seek solace in nature, underscores the film's emphasis on nature as a refuge from life's stresses. The film showcases various natural settings such as waterfalls, rivers, fog, forests, emphasizing the belief that those deeply connected with nature can capture its most enchanting moments.

Similarly, another significant character, Darshana, follows a similar path.

Filmmakers often utilize visual elements to convey deeper meanings, and scenes depicting nature, such as wildlife photography, nature as a therapeutic force, and journeys into the heart of nature, carry symbolic significance related to the characters' journeys or broader narratives. The film incorporates therapeutic elements through its portrayal of nature, impacting the well-being of the characters and offering insights into the film's approach to mental health treatment. In this way, the movie delivers a positive message to the youth, encouraging them to pursue their passions as a source of light in their lives.

Youth and Contemporary Media

Contemporary media plays a pivotal role in the film, reflecting its significant impact on human life in the present day. Characters within the narrative engage with various social media platforms, exemplified by Arun's event management company collaborating with his friend, a popular singer on social media. The promotion through these platforms contributes to the growth of Arun's company. Additionally, Darshana's character finds financial stability through YouTube revenue, creating travel videos that explore different states, cultures, and the wonders of nature.

However, the film also highlights the detrimental influence of contemporary media on the youth. During their college days, there are instances where young individuals become addicted to

pornographic content, rendering them vulnerable to negative influences. This portrayal underscores the dual nature of modern media, both as a source of empowerment and a potential catalyst for harmful behaviors among the youth.

Youth and Mental Health

The film plays a crucial role in delving into the mental health of the youth within society, seemingly influenced by both ecological factors and media impact. It effectively portrays the challenges faced by young individuals. Following Arun's breakup, he undergoes a mental breakdown leading to unhealthy habits, short temper, chain smoking, and excessive alcohol consumption. Similarly, Darshana's character experiences emotional struggles, anxiety, depression, and other mental health issues.

Notable dialogues from the movie, "Slog like a slave, get paid peanuts, feel like a queen," (Sreenivasan, 2022, 01:37:55) and "when we starve, we will find ways to feed ourselves," (Sreenivasan, 2022, 01:38:34) underscores the film's exploration of the complex relationship between societal expectations, mental health, and self-worth. The film sheds light on the stigma surrounding mental health, depicting characters facing judgment while also receiving support. This dual portrayal reflects the movie's stance on raising awareness and challenging societal perceptions about mental health.

=The film concludes with the powerful note, "Thank you for making me who I am," (Sreenivasan, 2022, 02:49:12) suggesting that struggles are essential for human growth and completeness. It conveys the message that imperfection is a natural part of the human experience, and it is acceptable to make mistakes as long as there is an effort to learn and correct them.

Conclusion

In its entirety, the film stands as a comprehensive exploration of the intricate dynamics that define the lives of the youth. It delves into the various facets of their experiences, touching upon the interplay between youth and ecology, the complexities of mental health, and the pervasive influence of contemporary media. The narrative adeptly navigates through these diverse themes, offering a nuanced portrayal of the positive and negative dimensions inherent in each.

The film succeeds in capturing the positive aspects of youth engagement with nature, illustrating how personal connections to the environment can serve as a source of healing and solace. Simultaneously, it skillfully addresses the darker sides of youth experiences, particularly in the realm of mental health, portraying characters who grapple with emotional struggles, anxiety, and societal stigmas surrounding mental well-being.

Moreover, the film provides a compelling commentary on the impact of contemporary media on the lives of the youth. It highlights the potential for empowerment through social platforms, as seen in characters leveraging YouTube for financial stability and promotional activities. However, it does not shy away from depicting the

negative consequences, such as the susceptibility of some individuals to harmful content, reflecting the dual nature of modern media.

In essence, the film presents a balanced and insightful perspective on the intricate tapestry of youth experiences, shedding light on the multifaceted nature of their challenges and triumphs. By exploring these dynamics with depth and sensitivity, the narrative not only entertains but also prompts reflection on the complex realities faced by the younger generation in today's society.

Bibliography

- Hridayam. Directed by Vineeth Sreenivasan. Merryland Cinemas,2022.

- Mohan, Smrithi. "Ketchup Cut: Hridayam is the director's way of celebrating every youth's journey into adulthood."Social Ketc#up, https://www.socialketchup.in/ketchup-cut-hridayam/. 10 Mar 2022.

Traits of Auteur Theory in Amal Neerad Movies.

Nihal Thekkath, & Muhammed Rashi K

MA English, MES Mampad College

Abstract

Romances are aptly used from time immemorial in movies as Main plots, Sub plots. It can be observed that in a number of Films by Amal Neerad he employs a tint of Tragedy to his character's romantic arc, this small action has the domino effect of forming the Hero/ Anti Hero, the process of denouncement starts right after such an ending has occurred. The study is based on Auteur Theory, it states that the director holds the major position in controlling the film's narrative.

Keywords: Amal Neerad, Tragic Romances, French New wave, Auteur Theory

Films are categorized based on many aspects; these variations help films to be categorized under "Genres''. Romance is one of the major genres of film. Romantic films would be centered around two or more protagonists and the relationship that stems between them, their relationship would have to endure various obstacles such as religion, Societal norms, family conflicts, and Illnesses. Nora Ephron, Jon M. Chu Nancy Meyers and Richard Curtis are some of the notable filmmakers in the Romantic Genre. Tragic romance can be considered as a Subgenre of Romance,

they are a popular theme in films, literature, drama. Tragic Romances would have a Tragic ending or an element of Tragedy in it, they are used as a subplot, a main plot in the making of the film. Tragedy and Romance when combined creates a sense of purgation that would cause the audience to fall and rise according to the flow of the narrative. Many directors tend to incorporate tragic romances in their works only as Subplots. Tragic romances have been used as a major trope in films like The Notebook (2004), A Walk to Remember (2002), Atonement (2007).

When it comes to filmmaking, devising the plot, using and deciding what to happen in a film, whether it needs to be one that of Romance or Suspense, the Director plays a pivotal role. This tendency can be considered as a strain of the "New Wave" in film making. The directors of "Novella Vague", French new wave rewrote the rules of filmmaking, they blended elements of the Golden age of Hollywood with the philosophical trends of Italian Neo Realism. In a very broad manner, the French new wave rejected linear ways of story-telling and created a

language of its own. The new wave became an immense influence over International film scenes due to its depiction of common lower class workers, and the surroundings of life. The whole movement can be traced to be originated from the philosophical standpoints of "Auteur theory", that considers film as an absolute product of the director's aesthetic vision, this was definitely a new trend – to consider directors as artistic icons similar to that of writers and painters. The movement's pivotal theory and its development stemmed from Andre Bazin, a theorist and a critic who is also one of the founders of "Cahiers du cinema". Bazin considered directors as the pivotal ones in the making of film, this tendency was further demonstrated in Truffaut's essay "A certain Tendency in French Cinema." There are many French new wave films that have Romance at its center, and many films that have romances in its periphery. These films are characterized by Classy, yet tragic romances, they lacked the sentimentality of mainstream romances. What we mostly learn is that they tend to deviate from the stereotypical formats of love and relationships, they were never easy as just saying I LOVE YOU, they were tales of infidelity, amorous and erotic love, triangular love at times they overlapped and knotted over each other. Love in the afternoon (1972), Jules et Jim (1962), full moon in Paris (1984), Resnais's Hiroshima Mon amour, are some of the films that tend to explore unconventional sides of relationships and complexities of human relations.

When it comes to New Wave in Malayalam cinema, one has to look back to the 20s. This period wasn't a good time for Malayalam cinema. Even after having many Heroes and Heroines, the films lacked in quality. From 2000-2010 many fans made films which were illogical and had no serious plots, these films lacked greatly on the ethical side of things too. The coming of the New wave was a much-needed change. The conventional pattern was broken by the coming of filmmakers such as Anwar Rasheed, Amal Neerad, Sameer Thahir, Ashiq Abu and Rajesh Pillai. They were quick to rule out the system of casting "Minimum Guarantee actors" and also introduced many fresh faces and renewed many of the big stars and their careers!

Films like Traffic (Rajesh Pillai), 22 Female Kottayam (Aashiq Abu), Ustad Hotel (Anwar Rasheed), Big B (Amal Neerad), Chotta Mumbai (Anwar Rasheed), Neelakasham pachakadal chuvanna bhoomi (Sameer Thahir), Da Thadiya (Aashiq Abu) were different from what the audience had experienced in theaters till date. In Da Thadiya Ashiq Abu broke the stereotypical image of the fitness of a hero, it talked in volume about the stereotyping faced by fat people in our society. Neelakasham Pachakadal Chuvanna Bhoomi is Malayalam industries first on road movie. The acceptance of such films marked the shift in audience's interests. Ustad Hotel was more like Salt N Pepper where food played a major role. Traffic is loosely based on a real incident, this caused filmmakers to adapt real life incidents into reel. The movie had a multi layered way of narration, this was definitely an experiment during that time. The success of which prompted

many upcoming makers to undertake such deviations. These films were fresh in content, were budget friendly and yet did well in the cinemas.

Tragic endings to romances were a common theme in most of the New Wave films. Tragic Romances employ heartbreak as a key feature, the central love story ends in a heartbreak. These films would tell a story where two people would fall in love, but ultimately they would fall out of it. The beauty of such movies are that they would allow the viewer to experience a range of feelings from happiness to utter sadness. These films center around the Romantic story/ plot. The viewer would be invested in the characters and their relationship, suspense is another feature of the genre, the viewer would always be thinking in a loop of what would go wrong, how such a relation would go in vain. For the romantic relationship to be tragic, the characters need not die. They can plainly fall out of love, lose interest or sacrifice their love for the good of others. The ending of such films would tragically be predictable, but they should not be inevitable. The ending of the character's relationship would have a valid reason, their partition would be justified, and serve a greater cause. In some films even after the partition the characters would meet and greet, they would reflect what has happened in their lives, their reunion too would wreak havoc in the minds of the viewers. Most of the films would use "Love at first sight" technique for Initiation and pose factors like, family, financial/ social statuses, religion as a "Wall" that would make it hard for them to join. In Malayalam

films like Thattathin Marayathu, it's the religion that plays the wall, whereas in films like GodFather, it is the rivalry between the families that constitutes the wall. The climax of such films would often leave one of the lovers alone, taking the other's life, causing a misunderstanding that would lead to their separation.

Amal Neerad has used tragic endings to the romances in his movies as a device that allows his characters, the plot, to form the falling action. Tragic Romances are employed by Amal Neerad in a particular way for the growth of the characters, mainly villain and hero. This tendency can be seen in his pivotal works like Big B, Bheeshma Parvam and Bachelor Party. The three of these films deal with three different topics, they are set in three different time periods and deals with a multitude of characters that are no way in common, yet all of them aptly use tragic romance as the point where falling action/ climax starts. Big B is Amal Neerad's Directorial debut in Malayalam cinema, he also served as the co-writer of the film. The romance employed in the film is not that of the protagonist's, but of the two sub characters, Bilal's brother Bijou and Murugan. Murugan's love is insignificant to the plot and must have been put there to make the film more commercial. When it comes to Bijou's love, it has high relevance to the plot. In a very tragic way, it is indeed elemental to the plot. Amal Neerad employed only a few shots of Gouri and Bijou together, but for the plot like the quote "a real man would take his love to his grave '' is pivotal. It is pivotal in the sense that it is only after the death of Bijou, Bilal forms

into the heroic endeavor that he has to undertake. Similarly, when Bilal takes revenge and kills Felix, who killed his brother the main villain – Sayippu Tony is aptly introduced to the audience, till the on one extreme the film dealt with characters that solely served the purpose of elevating/ building Bilal's chivalry and on the other end there was Mayor, Sayyip Tony and a number of minor villains such as Felix. It is only after Bilal avenges his brother's murder, the audience are informed of the bigger picture behind Mary teacher's killing and also who is the hero/ villain of the story. One can say that, the ripening of characters as well as the shift in narrative happens only after a tragic end is brought to minor characters and their relations. The same can be seen in Bheeshma Parvam, in the film this technique is employed in such a way that it reinstates the whole notion of who is a hero and who is not. Even though "Bheeshma Parva" is not written by Amal Neerad and is loosely based on Mahabharata, the trace of employing tragic romance is used. In the film, it is used in Ami and Rachel's unlike Big B, Ami's relationship, its development gets a bit more screen time, a song is used to show the intimacy and growth of the relationship. But just as the song ends the falling action, a turmoil is met. After only a few shots, Ami is killed. This puts an end to their tragic love. This tragic love is pivotal in the sense that, till this death occurs, the film introduces a multitude of villain/ dark shaded characters, from a father looking to avenge his son's killing to that of Michael's own cousins plotting against him. But after the death it is revealed that these are the villains and this is the Hero, to everyone's surprise the man who plays the heroic part is not the lead Michael but that of Ajas played by Soubin Shahir and the main villain is Shine Tom Chacko than Sudev. In Bachelor Party, the same technique is used, this time the love relation is between Tony and Neethu, whether Tony played by Asif Ali is the protagonist of the story or not is a question since the film has a star-studded cast. The film mainly deals with celebration of Manhood, the film was looked down upon by family audiences and critics alike, but commercially the film was profitable. In the plot, Tony plays a major role of being the "Conflict", thus leading to an exploration of love, romance and friendship. Till the death of Tony occurs, the film has no sense of direction or seriousness in the face of characters. Characters loosely follow the anti-thesis while overtly exposing the manliness. But just after Tony is killed by Kammath, the antagonist, the other characters attain a certain level of maturity. It is only after the killing of Tony the other characters such as Ayyappan, Gever, Benny and Fakeer decide to end Kammath's life and free Neethu and her daughter from his shadow. Amal Neerad's other seminal works such as CIA, Anwar also share this strain, whereas it is not the end of tragic romance but the absence of a loved one that causes the plot to develop.

Denouement is an aspect of narrative that gives context and resolution to a major theme, relationship or event in a story. It occurs at the end of a story — from the moment the climax ends until

the actual end. Filmmakers use different aspects in order to reach such a point. In "One flew over the Cuckoo's nest" chief kills Mc Murphy, thus resonating and completing the theme of Liberation, Captivity. In conclusion, this tendency of employing tragic romances as the denouncing element can be seen in Amal Neerad's filmography recurrently, and thus it can be considered as a trait of Auteur Theory, a theory of filmmaking in which the director is viewed as the major creative force in a motion picture. The auteur theory, rooted in Astruc's concept of caméra-style, asserts that the director, who oversees all visual elements, is more the "author" of a film than the screenplay writer. With successful films often bearing the director's personal mark.

References

- Amazon.in. amzn.eu/d/6Fuz0So.

- Bachelor Party. Amal Neerad and Vasavan Jayasurya, 15 June 2012, hotstar.com/in/movies/bachelor-party/1000041466.

- Bheeshma Parvam. Amal Neerad Productions, 3 Mar. 2022, hotstar.com/in/movies/bheeshma-parvam/1260090235.

- Buffam, Noelle. "Romance - the Script Lab."

- The Script Lab, 26 Mar. 2011, thescriptlab.com/screenplay/genre/994-romance-sp-1570419489.

- Harmony Movie Plex. "Big B Malayalam Full Movie | Mammootty | Amal Neerad | Bala | Malayalam Action Thriller Movie." YouTube, 20 Sept. 2021, www.youtube.com/watch?v=vD0GHOyZers.

- ---. "Big B Malayalam Full Movie | Mammootty | Amal Neerad | Bala | Malayalam Action Thriller Movie." YouTube, 20 Sept. 2021, www.youtube.com/watch?v=vD0GHOyZers.

- Once Upon a Time in Mollywood – a Brief History of Malayalam Cinema. 2021, www.amazon.in/Once-Upon-Time-Mollywood-Malayalam-ebook/dp/B08VN6MM3J?nodl=1&dplnkId=9b385d6f-c43c-45a0-ad2b-3ac261c054a7.

- REPORTER LIVE. "മീറ്റ് ദ എഡിറ്റേഴ്‌സില്‍ ശയ്‌ാം പുഷ്കരന്‍ | MEET THE EDITORS | Syam Pushkaran." YouTube, 10 Feb. 2019, www.youtube.com/watch?v=-EqF00hY5sc.

- Romance Films. www.filmsite.org/romancefilms.html.

- RosebowlChannel. "The Interview - Ten Directors - Amal Neerad - Part 01." YouTube, 6 Feb. 2011, www.youtube.com/watch?v=QMmh9jkEJv4.

- Saran, Renu. History of Indian Cinema. Diamond Pocket Books Pvt Ltd, 2014.

- Sondhi, Jigyasa H, and Himadri Roy. Author to Auteur: Theories and Film Adaptations. Wold view Publications, 2022, amzn.eu/d/7cR7ZYk.

Exploring Divergent Paths of Escapism in Youth: A Comparative Analysis of the Movies Arjun Reddy and Dear Comrade

Rahba N

Fourth Semester, MA English, Farook College, Calicut
rahba.np27@gmail.com

Abstract

Escapism is an innate habit of human mind to avoid the depressing and boring aspects of life and divert itself to something that helps in relieving the feeling of anxiety, stress and sadness. This research aims to unveil the divergent paths of escapism in youth by analysing the Telugu movies: Arjun Reddy (2017) and Dear Comrade (2019). These two films represent the two faces of escapism as well as approaches of youth regarding their mental health. Most of the films render drugs, sex and alcohol as escapist strategies of youth and it makes escapism as an illusion by trapping them in its addiction. The movie Arjun Reddy is not an exception of it. On the other hand, Dear Comrade sketches the potential of youth to handle their mental health by adapting the positive escapist methods. The character Bobby in the movie Dear Comrade distracts from the sad realities by taking a long ride and entering into a new world intoxicated by nature through ecotherapy. Escapism can be coping skill when it used positively, however to ignore reality completely can be detrimental. Further, the paper also questions the success of youth in choosing the forms of escapism and the vital role of movies on shaping and influencing the lives of youth.

Keywords: Youth, Escapism, Alcohol and Drugs, Toxic masculinity, Mental Health, Nature

Introduction

"Escapism isn't good or bad in itself. What is important is what you are escaping from and what you are escaping to".

- Terry Pratchett-

Escapism is a natural tendency of the human mind to avoid dismal and monotonous situations and instead distract itself to something that relieves anxiety, tension, and sadness. Coping strategies are necessary because life is inherently stressful; they allow us to get through each day. Research has demonstrated that when coping mechanisms from different generations are compared, younger people are more prone to turn to distractions as a way to deal with problems and cope with mental health. When it comes to escapism, the question is, whether it serves as a coping mechanism or is detrimental. The movies play a vital role in shaping and influencing the lives of the youth. A prevalent trend within the realm of cinematic representation is the normalization and glorification of substance use and make it as stereotype for escapism, especially among youngsters. Despite the technical

advancements and other developments in the film industry, it is not yet free from the stereotypes, particularly in the portrayal of the emotions like depression, stress, heartbreak and anxiety through the frequent dosage of alcohol and drugs.

Portrayal of Youth and Escapism in Arjun Reddy and Dear Comrade

Most of the films render drugs, alcohol and sex as an acceptable and desirable forms of escapism contribute to the desensitisation of audience, fostering a misguided belief in the efficiency of such coping mechanism, especially in the persuadable minds of youth. The 2017 released Indian Telugu movie, Arjun Reddy, directed by Sandeep Reddy Vanga is not an exception of it. Even though it glorifies toxic masculinity, drugs and alcohol usage, and sex addiction it turned out to be a block buster and remade in Hindi as Kabir Singh and in Tamil as Aditya Varma which reflects it great acceptance among the audience.

The film begins by showing the protagonist Arjun Reddy, enacted by Vijay Devarakonda, an alcoholic surgeon who is on a self-destructive path after the marriage of his girlfriend, Preethi, enacted by Shalini Pandey. It depicts the inner conflicts and struggles of a youngster to cope up with the stark realities in his life. The film portrays the youth immediate inclination towards escapism, exemplified in a scene where Arjun Reddy becomes perplexed as he fails to receive a response from his girlfriend. In a drunken state, he warms up his body with push ups and

resorts to injecting morphine, seeking sedation, being unconscious to avoid facing reality (Vanga,2017, 1:29:10). As life progresses, he gets addicted to alcohol, drugs and sex that make him a strange personality and plunging him into depression and nihilism. He starts to see love as lust, not an emotion. His addiction to sex and toxic masculinity is quite evident in the scene where he threatens a woman to have sex with him by pointing a knife at her (Vanga,2017, 5:47). Arjun Reddy venerates violence and glorifies toxic masculinity. Arjun Reddy exerts power on Preethi, not seeking her consent before touching or kissing her, illustrating his supremacy and toxic masculinity. The depiction of toxicity, reaching its peak in a scene where Arjun Reddy slaps his girlfriend, is presented as a form of heroism in the film (Vanga, 2017, 1:26:01).

Dear Comrade is an Indian Telugu movie directed by Bharat Kamma stars Vijay Devarakonda and Rashmika Mandanna as its leading roles. In this movie, the Protagonist Bobby, enacted by Vijay Devarakonda, is a student union leader carrying his grandfather's history of fighting injustice. Bobby fell in love with Lilly, enacted by Rashmika Mandanna, who is a national level cricket player. Their break up made him fall into depression and stressful life. Initially, Bobby relied on alcohol to get some relief from his painful life, but soon he realised that it did not give him any benefits or relax, moreover it increased his pain. Bobby distracts himself from the frustration and sad realities by taking a long ride on his bullet and entering into a new world intoxicated by nature through

ecotherapy. Communication, the act of recording his emotions and feelings on a tape and crying wholeheartedly serve as a cathartic effect on him. The film also showcases the talents, skills, rebellious mind-set, and potential of youth to fight against injustice through the characters Bobby and Lilly.

While comparing these two movies, it can be said that these movies represent the dual facets of escapism and the diverse approaches of youth towards their physical and mental well-being. In both movies, the reason behind the protagonists' decision to step into such a world of escapism is the breakup with their lovers, and the fatal flaw in both narratives is the impulsive decision of youth rising out of their uncontrollable anger. But the way the protagonists choose to deal with their problems and manage to move on with their lives is entirely different manner.

In the case of Arjun Reddy, the escapist strategies he has adopted have become harmful rather than serving as coping skills, ultimately transforming into deleterious addictions. Here, the escapism became avoidance, a complete avoidance of reality. The movie Arjun Reddy portrays the tragic irony, where in the escapism became a mere illusion that trapped him in the web of addiction and reveals its capacity to become an inescapable snare that defies Arjun Reddy's yearning for a return to normalcy.

On the contrary, in the film Dear Comrade Bobby's embrace of nature and ecotherapy as a salubrious and constructive mode of escapism marks a departure from conventional narratives.

This stands in contrast to recurrent depictions that idealize substance use as a form of escapism. It exposes the vibrant and responsible facet of youth, detached from the tumultuous aspects of reality, in a more serene and holistic manner. It reflects their potential to navigate challenges with mindfulness and resilience. Movies such as Dear Comrade serve as manifestations of the transformative potential and reformative power inherent in the youth. They also advocate the notion that escapism need not be synonymous with self-destructive behaviours; rather, it can constitute a constructive and transformative journey towards self-revival and mental health.

Conclusion

In conclusion, escapism can serve as a healthy coping mechanism when employed positively; nevertheless, complete avoidance of reality may prove to be detrimental. An Individual's success hinges on their proficiency in navigating the delicate boundary between constructive escapism and detrimental avoidance. Film, as a great influential and popular media plays a major role in shaping societal attitudes and perception, particularly among youngsters. The films like Arjun Reddy perpetuating negative stereotypes about youth's escapism and refusing to display the potential of youngsters to be consistent and lead a peaceful, healthy lives. Instead, they intoxicate the minds of youth, persuading them to indulge in alcohol and inadvertently advocating the association of youth with alcohol and drugs. Media influence can impact perceptions, and it is essential to

encourage a diverse representation of youth experiences in movies to avoid reinforcing harmful behaviour. More nuanced and diverse representations could contribute to a better understanding of mental health. So, maintaining a balance between artistic expressions and social responsibility is crucial, yet it remains an ongoing challenge in the entertainment industry.

Bibliography

- Arjun Reddy. Directed by Sandeep Reddy Vanga. Bhadrakali Pictures, 2017.

- Bhatnagar, Shubangi. "Momentous or Misguided Misogyny", IJELS, vol.6, no.4, 31 Aug 2021, pp.305-311, https://doi.org/10.22161/ijels.

- Dear Comrade. Directed by Bharat Kamma. Mythri Movie Makers and Big Ben Cinemas, 2019.

- Jerabek, Ilona, and Deborah Muoio. "Coping through Escapism: How Today's Youth Deals with Stress". Research Gate, November 2017, https://www.researchgate.net/publication/321058371_Coping_Through_Escapism_How_Today's_Youth_Deals_With_Stress

- Kloppers, Mandy. "Forms of Escapism". MentalHelp.net. 9 April, 2014, https://www.mentalhelp.net/blogs/forms-of-escapism/

- Raghu, Malini. "Why 'Kabir Singh' and 'Arjun Reddy' are Sexist, Toxic". Deccan Herald, 24 June 2019, https://www.deccanherald.com/

Empowering Women in the Workplace: Building an Equitable Future

Sadique Ali M K

Assistant professor, Nilgiri College of Arts and Science

Sadiquemk7@gmail.com

Abstract

Gender disparities persist in the workplace, hindering women's advancement and contributing to systemic inequalities. This article examines the multifaceted role of gender in the workplace, addressing issues such as work-life balance challenges, unconscious bias, and the gender pay gap. Drawing on current research and statistical data, actionable steps are proposed to establish a more equitable environment in the workplace. By fostering gender diversity, promoting inclusive leadership, and implementing flexible work arrangements, organizations can empower women to reach their full potential. Additionally, governmental intervention and policy measures are essential to address systemic barriers and promote gender equality in the workforce. Through a comprehensive research methodology incorporating qualitative and quantitative analysis, this article aims to provide insights and recommendations for creating a workplace where talent knows no boundaries and everyone can thrive.

1. Introduction

Gender equality in the workplace remains a pressing issue globally, with persistent barriers impeding women's advancement and leadership opportunities. Despite progress in recent years, disparities in pay, representation in leadership roles, and workplace culture persist. This article explores the multifaceted challenges faced by women in the workplace and proposes actionable strategies to foster gender equality and empowerment.

2. Gender Dynamics in the Workplace

Gender dynamics significantly influence various aspects of the workplace, including work-life balance, unconscious bias, and career advancement opportunities. Historically, societal norms have dictated traditional gender roles, perpetuating stereotypes and inequalities. However, challenging these norms and promoting gender diversity is essential for creating an equitable workplace environment.

2.1 Work-life Balance Challenges

The traditional division of labor often places disproportionate caregiving responsibilities on women, impacting their ability to balance work and family obligations. Flexible work arrangements and supportive policies are crucial

in addressing these challenges and promoting work-life balance for all employees[1].

2.2 Unconscious Bias

Unconscious biases, rooted in societal perceptions and stereotypes, continue to hinder women's advancement in the workplace. Addressing these biases requires awareness and proactive measures to promote fair treatment and equal opportunities for all employees[2].

2.3 Gender Pay Gap

Despite progress, the gender pay gap persists, with women earning less than their male counterparts for comparable work. Closing this gap requires systemic changes in organizational policies, transparency in pay practices, and advocacy for equal pay legislation[3].

3. Factors Impacting Women in Leadership

Several factors contribute to the underrepresentation of women in leadership roles, including gender stereotypes, unconscious bias, and limited access to role models and opportunities for career advancement. Addressing these factors is essential for creating a more inclusive and diverse leadership landscape.

3.1 Gender Stereotypes

Societal perceptions often stereotype women as less assertive or capable of assuming leadership positions, perpetuating biases in hiring and promotion decisions. Overcoming these stereotypes requires challenging norms and promoting inclusive leadership

practices[4]

3.2 Unconscious Bias

Unconscious biases, ingrained in cultural and organizational contexts, influence decision-making processes and hinder women's career progression. Implementing bias-mitigation strategies and diversity training programs can help mitigate these biases and promote fair treatment for all employees.

3.3 Limited Access to Role Models

The lack of female role models in leadership positions contributes to a dearth of opportunities for women to envision themselves in similar roles. Increasing the visibility and representation of women in leadership can inspire future generations and promote diversity in decision-making processes.

4. Promoting Gender Equality in the Workplace

Creating an equitable workplace requires concerted efforts to promote gender diversity, foster inclusive leadership, and implement supportive policies and practices. Organizations play a pivotal role in driving change by prioritizing diversity and inclusion initiatives and cultivating a culture of respect and equality.

4.1 Gender Diversity

Promoting gender diversity in leadership positions enhances decision-making processes and fosters a culture of innovation and inclusivity. Organizations can implement targeted recruitment and development programs

to empower women and address disparities in leadership representation.

4.2 Inclusive Leadership

Inclusive leadership practices, characterized by empathy, collaboration, and diversity of perspectives, are essential for creating a supportive and empowering workplace environment. Leaders must champion diversity and actively promote gender equality through their actions and policies.

4.3 Flexible Work Arrangements

Offering flexible work arrangements, such as telecommuting and flexible hours, can benefit women juggling professional and caregiving responsibilities. These arrangements enable employees to achieve work-life balance and contribute effectively to organizational success.

5. Governmental Intervention and Policy Measures

Governmental intervention is critical in addressing systemic barriers to gender equality and promoting inclusive workplace practices. Policy measures, such as equal pay legislation, parental leave policies, and diversity quotas, can help level the playing field and create a more equitable work environment.

5.1 Equal Pay Legislation

Enacting and enforcing equal pay legislation is essential for closing the gender pay gap and ensuring fair compensation for all employees. Transparent pay practices and regular pay audits can help identify and address disparities in pay based on gender.[5]

5.2 Parental Leave Policies

Mandatory parental leave policies, including paternity leave, promote gender equality by encouraging shared caregiving responsibilities between men and women. These policies enable employees to balance work and family commitments and contribute to a more inclusive workplace culture.[6]

5.3 Diversity Quotas

Implementing diversity quotas for corporate boards and leadership positions can accelerate progress toward gender parity and promote the representation of women in decision-making roles. Quotas provide a mechanism for holding organizations accountable for advancing gender diversity and inclusion.[7]

6. Conclusion

Achieving gender equality in the workplace requires a concerted effort from organizations, governments, and society as a whole. By addressing systemic barriers, promoting diversity and inclusion, and implementing supportive policies and practices, we can create a workplace where every individual has equal opportunities for success. Through collaborative action and sustained advocacy, we can build a more equitable future where talent knows no boundaries, and everyone can thrive.

References:

- Williams, Joan C. "Unbending Gender: Why Family and Work Conflict and What to Do About It." Oxford University Press, 2000.

- Banaji, Mahzarin R., and Anthony G. Greenwald. "Blindspot: Hidden Biases of

Good People." Delacorte Press, 2013.

- Blau, Francine D., and Lawrence M. Kahn. "The Gender Pay Gap: Have Women Gone as Far as They Can?" Academy of Management Perspectives, vol. 21, no. 1, 2007, pp. 7-23.

- Eagly, Alice H., and Linda L. Carli. "Through the Labyrinth: The Truth About How Women Become Leaders." Harvard Business Review Press, 2007.

- Diversity Best Practices. "Addressing Unconscious Bias in the Workplace." Diversity Best Practices, 2018.

- Hewlett, Sylvia Ann, et al. "Forget a Mentor, Find a Sponsor: The New Way to Fast-Track Your Career." Harvard Business Review Press, 2013.

- Catalyst. "The Bottom Line: Corporate Performance and Women's Representation on Boards (2004-2008)." Catalyst, 2011.

- Goffee, Rob, and Gareth Jones. "Why Should Anyone Be Led by You?:

Endnotes

1   Work-life Balance Challenges

     Williams, Joan C. Unbending Gender: Why

Family and Work Conflict and What to Do About It. Oxford University Press, 2000

2   Banaji, Mahzarin R., and Anthony G. Greenwald. Blindspot: Hidden Biases of Good People. Delacorte Press, 2013

3   Blau, Francine D., and Lawrence M. Kahn. "The Gender Pay Gap: Have Women Gone as Far as They Can?" Academy of Management Perspectives, vol. 21, no. 1, 2007, pp. 7-23.

4:   Eagly, Alice H., and Linda L. Carli. Through the Labyrinth: The Truth About How Women Become Leaders. Harvard Business Review Press, 2007

5:   Blau, Francine D., and Lawrence M. Kahn. "The Gender Pay Gap

6:   Smith, Jane A., et al. "The Impact of Parental Leave Policies on Gender Equality in the Workplace." Journal of Applied Psychology, vol. 105, no. 3, 2020, pp. 456-468.

7:   Diversity and Inclusion Commission. "Diversity Quotas: An Effective Strategy for Promoting Gender Equality in Corporate Leadership." Journal of Business Ethics, vol. 92, no. 1, 2018, pp. 63-78

Exploring Youth Challenges and Coping Mechanisms in the Bollywood Film Chhichhore

Shahana CK

Fourth semester, MA English language and literature
Farook College (Autonomous), Calicut
Phone:7510203913, shahanashahanack5@gmail.com

Abstract

This research delves into the portrayal of contemporary youth struggles in the Bollywood movie chhichhore directed by Nitesh Tiwari. The study employs a qualitative analysis methodology to jidissect the narrative, characters and overarching themes presented in the film. The storyline revolves around Raghav, the protagonist's son, grappling with the aftermath of a suicide attempt triggered by his failure to clear the IIT entrance exam. Through Raghav's journey, the film explores the intricacies of handling failures and how familial narratives can influence one's perspective. Anie, Raghav's father, plays a pivotal role in shaping the narrative, presenting himself as a motivational figure despite being labelled a "loser". The director strategically introduces characters, each representing various facets of contemporary youth, such as alcohol and porn addiction. These depictions serve as a lens to examine the impact of substances and external influences on the mental health of the youth. Nitesh Tiwari utilizes college setting as a metaphor for the youth mind, emphasizing the transformative power of sports fostering both physical and mental well-being. This movie is relevant for its portrayal of the pressure and Challenges faced by students in the Indian education system. The director not only highlights the challenges faced by the youth but also offers thought provoking suggestions for overcoming these obstacles. This research contributes to a deeper understanding of the nuanced portrayal of youth struggles in contemporary cinema and explores potential coping mechanisms depicted in Chhichhore.

Keywords : *Coping Mechanisms, youth, mental health, attachment theory.*

Introduction

Chichore ,directed by Nitesh Tiwari, stands as a noteworthy Bollywood film with significant relevance in contemporary society. The narrative delves into the intricacies of youth life during their college days, illustrating the diverse experiences of various generations of actors and actresses. This cinematic portrayal captures the transformative journey, highlighting how lessons and inspiration garnered in one's youth contribute to lifelong development. Notably, the film employs humour as a narrative tool to elucidate various harsh realities. In its initial viewing, the movie explores themes of love and friendship. True to its title, the film unfolds in a frivolous manner, yet manages to shed light on

the intricate challenges encountered by the youth in society. The plot centres on several young individuals, with each character addressing various challenges such as alcohol consumption, suicides, pornography addiction, and academic pressure, reflecting the issues faced by the youth community. He also emphasized the significance of sports and the role of parenting in the development of an adult. The coping mechanism pertains to deliberate strategies employed to alleviate negative emotions, serving as a means for individuals to uphold their mental and emotional well-being. The movie serves as a metaphor for coping mechanisms, inspiring and motivating the youth to confront their struggles courageously rather than seeking an escape from reality. In contemporary Indian cinema, there is a concerning trend of glorifying the use of drugs and violence, presenting them as fundamental qualities of the hero. Such movies have gained a substantial fan base, but they pose a risk by misleading the youth and encouraging them to embrace escapism through activities like smoking and alcohol consumption. This paper will explore how Nitesh Tiwari addresses various challenges faced by the youth community in his 2019 Bollywood movie chhichhore and how it highlights the role of coping mechanisms for the physical and mental well-being of the youth.

Academic Challenges and Youth Suicide Trends

The cinematic work "Chhichhore" offers a poignant portrayal of the trials faced by Indian students, grappling with the immense societal and familial pressures accompanying their pursuit of success in competitive examinations. Through its narrative lens, the film illuminates the grim reality wherein certain individuals perceive suicide as a preferable recourse to confronting the ramifications of failure and societal stigmatization. Notably, the protagonist's son, upon learning of his failure to qualify for the prestigious IIT-JEE examination, deliberately plunges from a balcony in a tragic act of self-inflicted demise, emblematic of the profound despair engendered by the prevailing academic milieu. The report by The Times of India highlighted the concerning trend of escalating student suicides in the state attributed to exam-related stress and unhealthy competition. Specifically, it documented that in April 2023, a distressing total of 12 intermediate students tragically took their own lives following the announcement of examination outcomes. Within the cinematic narrative, numerous dialogues poignantly echo the themes of academic pressure and its detrimental effects on mental well-being, encapsulating the pervasive societal discourse surrounding this pressing issue.

"One million kids apply for the entrance exam. Only ten thousand kids get selected. 990,000 kid don't even know what to do. They don't thing they've failed in just an exam. They think they've failed in the life. (Tiwari, 2019, 01:51:08)

The aforementioned discourse elucidates concerns expressed by Raghav's father regarding his son's distressing circumstances. This dialogue

underscores a verifiable aspect within the academic realm wherein students are perceived merely as instruments aimed solely at profit acquisition. Primarily, it is imperative for society to recognize students as individuals with inherent humanity and to accord due reverence to their emotional well-being.

Parenting 's Influence on Youth Development

In attachment theory, developed by psychologist John Bowlby, the focus is on examining the early bonds between infants and their caregivers, with an emphasis on how these attachments influence later development. Within the context of parenting, attachment theory highlights the crucial role of a secure attachment between a child and their primary caregiver—typically the mother or father—in facilitating healthy emotional, social, and cognitive growth. In this film, attachment theory could be discerningly applied, as it adeptly delineates the interplay between parental dynamics and filial relationships, elucidating their consequential impact on future outcomes, both favourable and adverse. Within the narrative, a character, referred to as "Mummy," derives his nickname from his profound bond with his mother. Upon assuming the role of a father, his primary focus shifts towards his offspring's educational endeavours. Following Raghav's harrowing suicide attempt, he affectionately addresses his child and says " Do you remember my promise? That I would get you a bike, if you get A+ in mathematics. But you know what? I just want to tell you that no matter what your grades are B+,C- , it

doesn't matter "(Tiwari,2019,01:52:36) . This discourse serves as a universal directive addressed to all parental figures, advocating for the cultivation of harmonious relationships between progeny and their caregivers. It emphasizes the imperative of refraining from imposing undue academic or societal expectations upon offspring. Illustrated within the narrative of the film is the protagonist, Raghav, endeavoring to emulate the scholastic achievements of his parents, both of whom attained exemplary academic standings. Consequently, Raghav's aspirations are oriented towards replicating their success. Tragically, following his tragic demise by suicide, Raghav's father recounts a personal anecdote from his collegiate years, wherein he and his peers were stigmatized as underachievers. Through this introspective tale, Raghav's father endeavours to impart the invaluable lesson that setbacks and failures constitute integral facets of the human experience. Raghav's father says, "We have plans ready for what happens after one succeeds. But if by chance one fails, we are not equipping them to deal with failure. But if by chance one fails, we are not equipping them to deal with failure and no one wants to talk about that"(Tiwari, 2019, 01:51:04). Parents ought to instill in their children the importance of confronting and learning from failure. Annie advises her son to adopt the mindset of a fighter rather than solely aspiring to be a victor, recognizing that perpetual success is unattainable for everyone, whereas the determination to persevere in the face of adversity is within the grasp

of all. Parents serve as the primary educators in a child's life, entrusted with the responsibility of nurturing their offspring towards a well-rounded existence encompassing both physical and mental well-being.

Sports Impact On Mental Health

Sports play a vital role in the holistic development of youth, not only fostering physical fitness but also significantly impacting mental well-being. The relationship between sports and mental health is multifaceted, encompassing various psychological, emotional, and social benefits that contribute to overall mental wellness in young individuals.. Engaging in sports activities provides an avenue for stress relief and the release of pent-up emotions. Participation in physical exercise triggers the release of endorphins, neurotransmitters that alleviate stress and induce feelings of happiness and euphoria. For youth navigating the complexities of adolescence, sports serve as a constructive outlet to channel their energy positively, reducing the risk of developing anxiety or depression. In the film "Chhichhore," the director illustrates the significant role of sports, particularly in the lives of young individuals. Various characters are depicted as being ensnared by diverse vices, including alcohol, cigarettes, and pornography. However, upon engaging in sports activities, they are compelled to relinquish these deleterious habits. This transition not only fosters an enhancement in their concentration capabilities but also underscores the transformative potential inherent in sporting endeavours. Furthermore,

involvement in sports fosters resilience and promotes self-esteem and confidence. Through facing challenges, overcoming setbacks, and achieving personal milestones, young athletes develop a sense of competence and mastery over their abilities. This sense of accomplishment not only enhances self-worth but also equips them with essential coping mechanisms to navigate adversity both on and off the field. In the depicted narrative of the film, sports serve as a coping mechanism through which characters navigate and surmount their adversities. By achieving success in sporting events, they effectively transition from a perceived status of defeat to one of resilience and determination. Moreover, even in instances of failure within the sports arena, they acquire the resilience and fortitude necessary to confront subsequent challenges. This resilient spirit ultimately propels them towards favourable outcomes and positions of strength..Moreover, sports offer valuable opportunities for social interaction and connection, which are integral for mental well-being. Team sports, in particular, facilitate the development of interpersonal skills, communication, and cooperation, fostering a sense of belonging and camaraderie among teammates. Building meaningful relationships within a supportive sports community provides youth with a vital support network, reducing feelings of isolation and loneliness. A poignant aspect of this film lies in its portrayal of friendship, which stands out amidst contemporary trends where youth are increasingly reliant on online media,

resulting in a reduction of face-to-face interactions. This phenomenon often leads to feelings of isolation, depression, heightened anxieties, and tragically, in some cases, even suicide. However, the film highlights sports as a medium through which individuals can enhance their social interaction skills. By engaging in sporting activities, characters in the movie are able to forge meaningful connections, thereby mitigating the detrimental effects of excessive reliance on online platforms. The film serves as a metaphorical exploration of the intricate relationship between sports and mental health. Through its narrative, it underscores how participation in sports can serve as a symbolic journey towards improved mental well-being. By navigating the challenges and triumphs within the realm of sports, characters in the movie undergo personal growth and resilience, mirroring the transformative effects that physical activity and camaraderie can have on one's psychological state. Thus, the film metaphorically elucidates the profound connection between engaging in sports and fostering positive mental health outcomes.

Conclusion

To conclude ,the prevailing narrative arc within Indian cinema typically culminates with the triumph of the protagonist, a formula that resonates particularly well with youthful audiences. However, the film under consideration diverges from this convention as the hero and his companions experience defeat in their athletic pursuits. This deliberate narrative choice by the director serves to underscore the inherent value of resilience in the face of failure, thereby imparting a poignant message on the complexities of life. This paper delves into various societal factors such as parenting styles, academic pressures, and the diminishing emphasis on sports engagement among youth. Ultimately, it asserts that an individual's worth should not be solely determined by their outcomes, but rather by the dedication and perseverance they exhibit. Through its blend of entertainment and social commentary, Chhichhore emerges as a cinematic work imbued with both levity and profundity, offering a metaphorical reflection on coping mechanisms in contemporary society.

Bibliography

- [1] The Times of India, " Student Suicides: Parents Should Not Exert Undue Pressure on Children ", August 27, 2023.

- [2] Cornejo, Joaquin, "Stress and Copying Mechanisms Among College Students ", 2020, https://scholarworks.calstate.edu/downloads/x633f589r.

- [3] Bretherton, Inge, " The Origin of Attachment Theory: John Bowlby and Mary Ainsworth, 1992, https://www.psychology.sunysb.edu/attachment/online/inge_origins.pdf.

- [4] The Potential for Youth Sports to Improve Childhood Outcomes, The council of economic advisers, May 2018, https://trumpwhitehouse.archives.gov/wp-content/uploads/2018/05/The-Potential-for-Youth-Sports-to-Improve-Childhood-Outcomes.pdf.

Navigating through the Korean wave; K-culture and its prominence among Indian youth

Simin Salam Mambra

Postgraduate student,Department of English,MES College Mampad

Abstract

The popularity of Korean entertainment in India rose at the onset of COVID-19.Its inception though could be traced back to half a decade ago.The Economic times reports that one of the largest audiences for K-pop is in India.With the increased use of OTT platforms to watch movies or TV shows K-drama became well-known.The youth of the country have been profoundly impacted by the advent of K-drama and K-pop.This sensation is called Hallyu or the Korean wave.The phenomenon has influenced fashion,beauty and language. According to Duolingo's 2021 language report, Korean is the seventh most popular languages learnt worldwide.In India it is one of the fastest growing foreign language.From skincare to cuisine youngsters are fascinated by the korean culture.Furthermore,there is a growing market demand for korean goods.The paper investigates how K-drama addiction can induce Adolescent Imitation Behavior.This study has followed survey methodology.A survey was run among school and college students to gather their opinions.The research paper examine both positive as well as negative impacts of the wave on the youth.

keywords: Hallyu,K-drama,K-beauty,K-pop,imitation behaviour

Introduction

South Korean popular culture has had a sharp increase in global appeal since the 1990s, due to a movement known as the "Korean Wave" or "Hallyu". "Hallyu" is derived from the Chinese word Hanliu which means the Korean cultural wave. K-pop and K-dramas have been the main drivers of interest in Korean culture around the world. Notable hits include Jewel in the Palace, Winter Sonata, Squid Game, and "Gangnam Style" by PSY. The Korean Wave, which brings in money from exports and tourists alike, is seen as a kind of soft power and a valuable economic resource for South Korea.

The rising interest for K-entertainment can also be seen among Indian youth.A Netflix analysis states that there was a 370% rise in K-drama viewership in India between 2019 and 2020.The Hallyu wave first hit India in the North-East.The people from that region could relate to Korean culture and similarity in facial features as well as the tone while they spoke.In 2009 Reliance Big Tv offered KBS world,a South Korean channel to air their dramas but that did

not work out.Since the internet was not easily available to youngsters back then,they shared Korean films among their friends in USBs.In 2012 a Korean rapper, PSY released "Gangnam style" and it marked the beginning of K-pop in India.According to 'statistica' 778 millions viewers of BTS,the popular boy band is from India.The 50% of the population being people under the age of 25 here,India contribute substantial growth for K-entertainment.A k-drama called "descendants of sun" was aired in zee zindagi from february to march in 2017.Regardless of 56 million Indians watching,it did not gain much popularity.Archana Anand a chief business officer at zee networks said "when we decided to introduce South Korean shows it was done as a test of sorts and the acceptance was overwhelming".

People that spent a lot of time at home during the COVID-19 pandemic chose to experiment with different movie genres and languages.In 2021, Squid Game, which became the most popular Netflix series, permanently altered the course of K-dramas.K-dramas started gaining popularity and so Disney decided to add 7 new korean shows after squid game won 7 emmy awards. "We believe that markets like Korea will soon become global content powerhouses for the media and entertainment industry," says Luke King, Walt Disney's Asia Pacific president.This growing popularity of the K-dramas is to such an extent that they are on the same level as some popular American tv shows.As a result 26 popular Korean words are added into the Oxford English dictionary.

Bands like BTS,BLACKPINK,Stray kids ,twice have a huge fan base from India.This admiration has led the youth to study the Korean language in order to connect better with their favourite K-pop idols.As an outcome Korean is the fourth most language learned in India in Duolingo.While some people are learning the korean language as a hobby some others are taking up courses in Korean.Some of the esteemed universities of the country provide Undergraduate and postgraduate programmes in Korean. The youngsters are greatly attracted to korean skincare routine and makeup. Hence there is a growing demand for korean beauty products.They are obsessed to add a 7 step or even 10 step skincare routine to their lifestyle in order to attain the korean glass skin. This imitation behaviour is also visible in how they dress.There is an increased interest to dress up like their idols. Some youngsters might spend money on unwanted goods as a consequence. Three teenagers in Tamil Nadu decided to leave the country and visit South Korea to meet their Idols.Binge-watching Korean shows might result in youngsters wasting their precious time. The meaning of the colour purple has changed among K-pop fans.They have also added some korean phrases in their daily conversations.

Preference for Korean skincare over Indian skincare

Around 2015, the Korean 10-step skincare gained popularity.Korean glass skin has become the standard of attractiveness for young people who watch K-dramas.They are attempting to

mimic these complicated routines and impulsively adding Korean makeup to their shopping carts, yet they are unaware of the true cause of Koreans' glowing skin.Diet and genetics can have a significant impact in maintaining flawless skin.The skin of East Asians is richer in collagen and elastin due to their thicker dermis. They have healthy, slower-ageing skin as a result.Even during winters they use sun protection. They have always taken excellent care of their skin. Natural components that are gentle on the skin are what Koreans have been using in their cosmetics. They eat nutrient-dense meals as well. Their regular diets are rich in probiotics, which are well-known for their numerous skin-benefiting properties. One potential benefit of following a skin care routine is the possibility for improved skin health. However, expecting their skin to be flawless like their favourite idols, will end up disappointing them.The Indian ayurveda tradition, which emphasises natural ingredients, is the source of this increased desire for Korean goods which focus on natural ingredients as well. The notion of a white complexion as a standard of beauty endures despite the transition from Indian to Korean skincare products. The increasing demand for Korean goods indicates that they will be popular for many years to come.

Impact of K-entertainment

The popularity of K-dramas among young Indians dates back to 2019. K-dramas were easily embraced by Indian viewers because of the cultural similarities between the two nations.

Family values have significance in both Korean and Indian cultures. Families are structured similarly in either culture. There are similarities between some festivals and foods. Another thing the two cultures have in common is the usage of dual calendars. Therefore, it wasn't too difficult to capture the interest of Indian audiences. Northeast Indians relied on K-entertainment even before Hallyu hit across the nation because they were never given credit in Bollywood.

Adolescents contribute a significant amount to the K-drama watching audience. A dramatic change in their behaviour can be seen as an effect of the Hallyu wave.Adolescents often imitate the styles and hobbies of their friends in an effort to blend in and forge a social identity. This can involve imitating popular culture, Vocabulary, fashion trends, or cultural preferences among the peers. This adolescent imitation behaviour can be seen among youngsters who watch K-dramas and listen to K-pop.At least some of them are compelled to watch these shows because they feel compelled to follow this trend.Young people also often copy clothing styles that are specific to Korea's climate. As an instance, it cannot be easy to wear hoodies in a tropical country like India with a tropical climate.Excessive consumption of spicy Korean noodles can also be rather harmful.On the bright side, people try to learn Korean after watching K-dramas, which aids in language development.For listeners who can relate to their favourite idols, k-pop music can be a source of optimism.Teens' academic performance and mental health will be negatively

impacted by their overindulgence in K-dramas. They will find it difficult to distinguish between reality and fiction. All things considered, as adolescents, their imitation behaviour is a natural and adaptive aspect of their development, helping them to explore their identities, learn from others, navigate social settings, and acquire important life skills. Parents and educators need to provide their guidance and support to help children navigate the effects of imitation behaviour in a positive and healthy way.

Questionnaire results

How long have you been watching Korean content?

18 responses
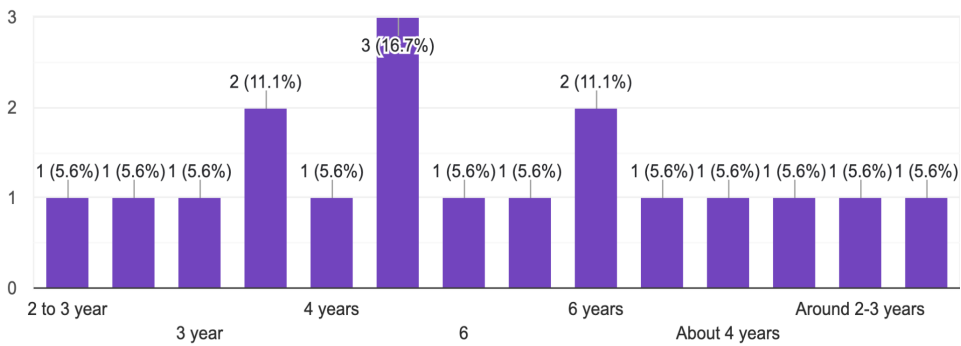
Do you like learning about Korean culture?

18 responses
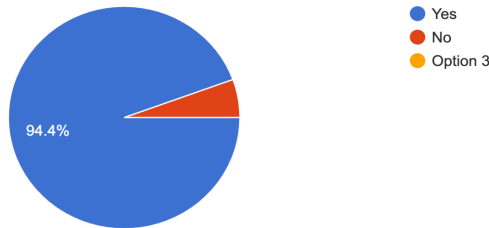
Have you tried learning the Korean language?

18 responses
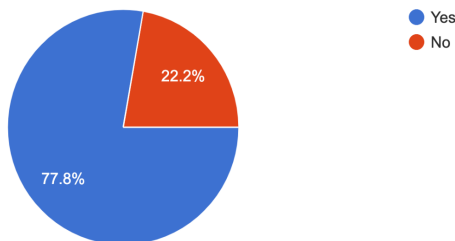
Which is your favourite band?
16 responses

● BTS
● BLACKPINK
● TWICE
● Stray Kids
● ITZY
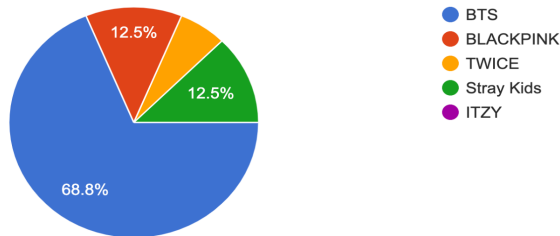
What do you usually watch?
18 responses

● K-drama
● Korean films
● Korean youtube vlogs
● All of the above
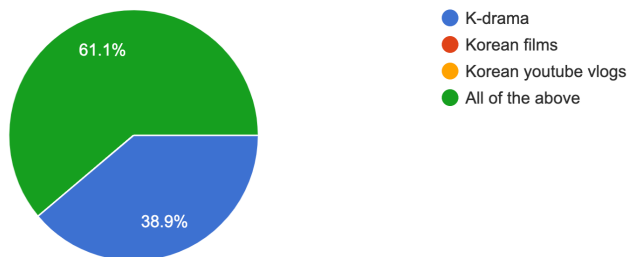
Do you use any Korean skin care or makeup products?
18 responses

● Yes
● No
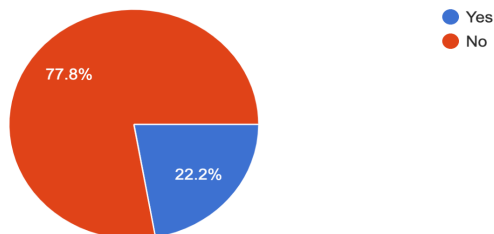
Data Analysis

As a part of this research work, students in the 13–24 age range were given a questionnaire. Of them, 61.1% said they had been watching films, TV shows, and YouTube vlogs, while 38.9% said they had just watched K-dramas. Amongst them, 77.8% were attempting to learn Korean. Nearly every student reported that they appreciated watching content created by other fans and that they belonged to fan organisations. 68.8% of the students said that BTS was their

favourite band.When asked if they enjoyed learning about K-culture, the majority said they did, with the exception of 1%.While some of them enjoyed Korean instant noodles, others tried Korean skin care or beauty goods. Majority of them hope to travel to Korea some day.

Conclusion

This paper's major argument is that Korean entertainment, such as K-dramas, K-pop, and K-beauty, has become much more popular in India, especially among young people. The Korean Wave, also referred to as Hallyu, is a movement that has impacted many facets of Indian culture, including language, fashion, and consumer demand for Korean products. This movement has both beneficial and harmful effects, too, as some teenagers are imitating and adopting Korean culture.

Online References:

1. Chakravarthy,Neela , "The rise of Hallyu,A study on the consumption of Korean content in India",Academia.edu[2018], https://www.academia.edu/42242778/The_Rise_of_Hallyu_A_Study_on_the_Consumption_of_Korean_Content_in_India

2. Nag,Anoushka, "K-Craze in India:How the Hallyu wave is shaking up language learning and inspiring Indian students",Koreacentre.org[September 23,2023], https://koreacentre.org/2023/09/20/k-craze-in-india-how-the-hallyu-wave-is-shaking-up-language-learning-and-inspiring-indian-students/#:~:text=According%20to%20a%20report%20by,fastest%2Dgrowing%20language%20in%20India.

3. Maini,Tridivesh Singh, "How South Korean culture became popular in India",moderndiplomacy.eu[November 8,2021], https://moderndiplomacy.eu/2021/11/08/how-south-korean-culture-became-popular-in-india/

4. Nandal,Harshita, "Cultural transformation in Indian youth by Korean wave",IJCRT.org[February 2,2023], https://ijcrt.org/papers/IJCRT2302173.pdf

5. Entertainment Times, "Food to family system:unique similarities that unite Korean and Indian cultures"[August 20 2023], https://timesofindia.indiatimes.com/life-style/relationships/love-sex/food-to-family-system-unique-similarities-that-unite-korean-and-indian-cultures/photostory/102835995

6. Mukherjee,Nayanika, "The influence of K-Pop on Indian media culture",Academia.edu[2019], https://www.academia.edu/87408118/The_Influence_of_K_pop_on_Indian_Media_Culture?email_work_card=view-paper

**MESMAC
INTERNATIONAL CONFERENCES**
www.mesmac.in | Since 2016 | Eighth edition

Insane Times Owing to the Bandwagon Effect

Thamanna Firdous

Post graduate department of English (1st year)
MES mampad College (autonomous)

ABSTRACT

The untold truth behind the whole herd mentality is that it makes people feel a sense of belonging and gives them a sense of acceptance. People

also like to be on the winning team and to signal their social identity.

Once we find that enough people are following a trend our brain will assume that it is the correct choice. This is what the bandwagon effect is. This tendency of people to align their beliefs and behaviours with those of a group is called a herd mentality. The bandwagon effect is a term used to describe a psychological phenomenon in which a person tends to follow trends, styles, attitudes and so on because he sees many other people doing the same thing.

Keywords " Bandwagon effect, Trends, Gender dysphoria , Gender euphoria , Psychiatric morbidity , Pseudoscience , Identity crisis

Introduction

"A trend is a trend is a trend. But the question is, will it bend? Will it alter its course through some unforeseen force and come to a premature end"?

-Alec Cairncross

Ever heard about the 'bandwagon effect'?

The bandwagon effect is a psychological phenomenon in which an individual follows trends, styles, attitudes and so on especially because he or she sees others are doing the same.

The term 'bandwagon effect' originates from politics. The metamorphic use of the term bandwagon in reference to this phenomenon began in 1848. A literal 'bandwagon' is a wagon that carries a musical band during a parade or other entertainment occasions.

Human beings follow a heuristic approach to make decisions more efficiently. And one such approach is to look at what others are doing. Once we find that enough people are following a trend our brain will assume that it is the correct choice. This is what the bandwagon effect is. This tendency of people to align their beliefs and behaviours with those of a group is called a herd mentality.

The untold truth behind the whole herd mentality is that it makes people feel a sense of belonging and gives them a

sense of acceptance.

There are certain exceptions when the bandwagon effect comes in handy. For example if you are having a baby, you could spend hours on researching different baby strollers trying to find the best option. Or if everyone you know has the same baby stroller, you might decide that is the best one as everyone else uses it. As long as you are confident that it's a good brand it's all good.

Repetition can also affect what people believe to be true, which is an advertisement technique used to make the prospective buyers purchase the product by exposing them to the same idea over and over again. This phenomenon is otherwise known as the illusory truth effect. In Fact repetition alone may be enough to convince one to follow the crowd.

The bandwagon effect could be positive or negative as it is a neutral phenomenon. For example, if your friends circle or family always keep aside a portion of their money for charitable matters, it is likely that you do the same. In that case the bandwagon effect would be positive for you. But if everyone you know lives a lavish lifestyle, and you do the same even though you can't afford it, the bandwagon effect would have negative consequences for you. The influence of it all could be because of psychological, social and economic factors.But blindly following a group without considering its full implications can cause problems.

It is a sign of insecurity to jump on a bandwagon. It relieves stress and behavioural issues etc. It also opens a gateway to interact with other people because you then feel like you are part of the group which in reality is pathetic depending upon the idea you follow.

Why do people blindly follow the trends?

Because it's easier. Thinking is hard work, particularly hard work to do it well. It is far easier to let someone do it for you.

Because we don't like to be wrong. It must be the right thing to do if everyone else is doing it right? This is called a mob mentality and you need to look no further than a civil riot to see how it can sometimes be a bad thing.

Trends are the result of unscrupulous people taking advantage of the emotional weakness of others to control and exploit them, usually but not always for money. Trends are the result of an imaginary association and a delusional projection of one's own ego onto some object which is presented as a necessity when it is in fact more likely worthless, reinforced by peer pressure to encourage conformity.

You don't have to necessarily accept or follow a trend just because someone had recommended it to you. You have to follow or ignore a trend because it resonates with you and because it adds value to your life.

There are certain things that could put us in trouble when we blindly follow something. Some of the trends that follow fashion and such are quite acceptable but what if it leads to insanity among people, making people highly skeptical of who they are and their unique features and value they

possess in the society. To an extent it's fathomable about how it all makes a person feel inclusive into the society and of course it all depends on people to follow what they like as it is not a crime to follow a trend. But what if people follow unreasonable ideologies and start spreading propaganda to make it seem right and consider it highly discriminative and disrespectful of people who don't agree with it. As a matter of fact people who get constantly exposed to certain ideologies through a variety of platforms will make it all seem normal eventually. The world has become deranged with the current teachings of gender identity and so on. Everyone who was born has an identity of their own like their race, name, region, religion and gender. As we all know about how the world has become from being just two genders into nearly 103 different genders and it has led to gender dysphoria even leading to identity crisis. Although sex refers to the biological characteristics of a person while gender is socially constructed characteristics of a person.

Speaking about sex there are two kinds male and female, a person with XY chromosome is a male whereas a person with XX chromosomes is a female. And nowadays we see that people born as a male identify as a woman and vice versa and of course it is and it has become normal to agree with it to the point where anyone who dares to say otherwise is seen as transphobic.

The incidents mentioned below is a portrayal of the bandwagon effect of the trans and gay propaganda:

A children's parade was conducted for babies, toddlers, children and teenagers.

In Britain 'The sun' has reported on a woke health centre where the doctors asked parents if their newborn babies were trans or non-binary.

One of the world's largest corporations 'Microsoft' has partnered with one of the world's most determined LGBTQ organisations to ensure their ideology that permeates every teenage boys Xbox video games.

In the US the secretary of defence has jumped on the bandwagon as well by claiming that LGBTQ troupes are adding to America's strength.

The US embassy to the Vatican city (also known as the holy city) had the flying transgender flag for the entire month of June and it's the same ideology that caused a furore as the trans activists openly mocked the crucifixion of christ.

The head of the German facility that carries out so-called gender affirming care has published a study of transgender people and found that the level of life satisfaction in that group was not increased for those who had undergone gender affirming surgery as compared to those who had not.

In Fact there is considerably a higher risk for mortality suicidal behaviour and psychiatric morbidity in transsexuals after sex reassignment surgery than the general population and this is the reality behind what we are encouraging with a month long propaganda camping in schools and elsewhere, it could lead to the future generation who are going to look back in horror at what we have pushed on to the children of the 2020s.

How sick and cruel is it to hear a doctor say that you could have a living son or a dead daughter.

A teenage school girl in Oklahoma was beaten up by a fellow student, a biological male who identified as a female in the girl's restroom and what is so appalling about this story is that under Oklahoma law kids have to use the bathroom of their real sex also the school claimed that they were unaware of the fact that the bully was a male. This is the sort of emotional abuse that's inflicted on God knows how many parents and children in the name of this political ideology had to go through.

Here's what a detransitioner said about her experience "doctors are human too, and sometimes they are wrong. My childhood was ruined along with thousands of detransitioners that I know through our networks. This needs to stop, you alone can stop it. Enough children have already been victimised by this barbaric pseudoscience. Please let me be your final warning".

Schools in the West are educating young children about the gay and transgender agenda, making the children question their sanity creating chaos in their tiny minds and a lot of parents find it biased. Some parents in different parts of the world have imposed a certain gender on their toddlers, asking others to call them by the pronouns they/them. Not everyone needs to be a part of the LGBTQ community. Forcing someone to be a part of the LGBTQ community is unfair. The bandwagon effect of it all is that the pride flags are all over the place to the point where the ideologies are instilled into the young minds who

are perfectly alright. Speaking up about this issue doesn't mean that people who experience gender dysphoria are any less. But the audacity of the trans activists to inject their ideologies and propaganda among children is heinous.

Gender dysphoria is an uneasiness that some people experience between their biological sex and their gender identity and why would they present it to the society especially to children and the minors creating confusion and chaos in their minds. Not everyone wants to be identified differently from their physical features. It's upto people to live how they wish to but the fact that the body that they are born with remains always the same, no transgender who would like to identify themselves as a woman with the body of a male would get their periods nor can they get pregnant medical treatment wouldn't be able to completely transform as its impossible to change the underlying biological sex, it's an individual's choice but it's always wise to think before acting because once the surgeries are done its irreversible after all going under the blade solely for the purpose of the wish to identify as a person of the opposite gender has its own life threatening risks like increase in psychiatric morbidity and mortality suicidal behaviour. The children, teenagers and any minors who are exposed to this propaganda could make them confused even if they don't experience gender dysphoria.

All lives matter and everyone deserves respect but never take the dysphoric condition as an invitation to use it against those who are gender euphoric or perfectly alright making them

skeptical leading to identity crisis.

Today the heterosexuals have become the oppressed majority, there is a possibility of an outbreak of 'straight pride parade'.

Giving respect and being inclusive about one another is pivotal but beware in setting the border lines.

Conclusion

The adverse effect of blindly following any ideology has the potential to create chaos in the world and would be an injustice to the coming generations. We as the current generation play an important role in the lives of future generations because it's our duty to create a safe environment for them.

It's not the time nor the bandwagon effect but it is the rumination that needs to be blamed. Afterall think before you act. Supporting a certain group/ fashion/ideologies without having proper knowledge is reckless.

A little thinking is all we need. Think before you speak, think before you act and we cannot change anything if we cannot change our thinking.

References:

- https://www.beaconhilladvisory. com/2022/01/07/a-trend-is-a-trend-but-the-question-is-will-it-bend-will-it-alter-its-course-through-some-unforeseen-force-and-come-to-a-premature-end-alexander-cairncross1/
- https://www.bfi.co.id/en/blog/ bandwagon-effect-definisi-dan-hal-lainnya
- https://handwiki.org/wiki/ Philosophy:Bandwagon_effect
- https://www.investopedia.com/terms/b/ bandwagon-effect.asp
- https://www.quora.com/Why-do-people-not-think-for-themselves-and-just-seem-to-follow-trends
- https://www.quora.com/Why-do-so-many-people-give-into-fads-and-trends-Are-they-not-happy-with-their-own-lives-Do-they-have-to-pretend-to-be-someone-else
- https://www.linkedin.com/advice/1/ what-main-challenges-risks-following-ignoring-trends

Navigating Technological Disruption : Youth responses to AI Advancements and Unemployment in Literary Narratives

Salwa K.M

Assistant Professor, Markaz College of Arts and Science, Karanthur

Abstract

This paper explores how young individuals respond to the challenges posed by artificial intelligence (AI) and its impact on unemployment, as depicted in contemporary literature. Through analysis of selected works, the study investigates how young protagonists navigate the ethical, social, and personal dilemmas stemming from AI-induced unemployment. Key findings include youthful defiance against societal norms, existential dilemmas surrounding identity, and the socio-economic implications of AI, such as the dehumanisation of labour and the commodification of human life.

Keywords

Artificial intelligence, dehumanisation, youth, unemployment, technological disruption.

Introduction

The exponential growth of artificial intelligence (AI) has revolutionised industries, yet its impact on employment, especially among the younger demographic, remains a topic of concern. The integration of AI technologies has led to shifts in traditional job markets, raising questions about its effects on youth employment opportunities. This study aims to explore the responses of young individuals amidst this technological disruption, as depicted in contemporary literature. Through the analysis of select literary works, this research investigates how young protagonists navigate the ethical, social, and personal dilemmas stemming from AI-induced unemployment.

Studying youth responses to societal challenges, particularly within the realm of technological disruption and unemployment, holds intrinsic value for comprehending evolving human experiences. Technological disruption refers to the significant and often abrupt changes caused by the introduction of new technologies or innovations which can reshape industries, economics and societal norms, often rendering existing practices or systems obsolete or fundamentally transforming them.

Literature, as a reflection of societal concerns and human condition, offers a nuanced lens into the psychological, emotional, and ethical dimensions of young individuals grappling with AI-induced unemployment. Analysing

literary narratives illuminates diverse perspectives, fostering empathy and understanding of the complex interplay between youth, technology, and societal shifts. Such exploration not only enriches scholarly discourse but also provides insights crucial for crafting empathetic, resilient, and adaptive strategies in an ever-changing technological landscape.

The selected literary works, Do Androids Dream of Electric Sheep? by Philip K. Dick and Never Let Me Go by Kazuo Ishiguro, serve as poignant canvases portraying the intricate struggles of youth amidst the disruptive forces of artificial intelligence (AI) and unemployment. Philip K. Dick's exploration delves into a dystopian world where androids challenge perceptions of humanity, while Kazuo Ishiguro's narrative navigates a hauntingly beautiful tale that uncovers the humanity of cloned individuals in a society riddled with ethical quandaries. These works intricately weave together themes of identity, morality, and societal adaptation, providing profound insights into the youth's response to the consequences of AI advancement.

Literature Review

Existing literature on AI, youth, unemployment, and ethics delves into the multifaceted intersections of technological advancements and societal implications, offering diverse perspectives on the impact of AI on employment opportunities for the younger generation. Scholars have examined the potential effects of automation and AI on job markets, addressing concerns about job displacement and the need for re-skilling or upskilling. Moreover, studies explore the ethical dimensions of AI integration, emphasising the need for responsible AI development and ethical considerations in technological innovations.

Regarding youth, researchers have investigated the socio-economic effects of AI-induced unemployment on this demographic, highlighting the challenges young individuals face in securing stable employment amidst rapid technological changes. Ethical discussions often revolve around fairness, equity, and the ethical responsibility of technology developers and policymakers toward the younger workforce.

Literature in this domain offers insights into the emotional and psychological impact of technological disruption on youth, portraying their struggles, resilience, and adaptation to a shifting job landscape. These analyses deepen our understanding of how AI disrupts traditional employment patterns and shapes the ethical considerations surrounding the experiences of younger individuals in society.

Literature exploring AI-induced unemployment commonly threads key themes and character representations that reflect the profound societal shifts triggered by technological disruption. Themes often revolve around existential crises, identity formation, and ethical dilemmas confronted by characters in the face of job displacement caused by AI advancements.

Characters portrayed in these

narratives often embody resilience and defiance against the challenges posed by AI-induced unemployment. They grapple with questions of self-worth, purpose, and societal value, navigating a landscape where traditional job markets are reshaped by technology. Some characters embrace technological change, adapting and redefining their roles in a transformed society, while others resist or challenge the dehumanising aspects of AI-driven employment practices.

Additionally, literature often explores the moral implications of human-AI interactions. It portrays nuanced relationships between humans and AI entities, blurring lines between consciousness, empathy, and ethical treatment. Through these representations, literature offers insights into the ethical complexities inherent in technological advancements and their impact on the human experience amidst evolving employment landscapes shaped by AI.

In the literary works of Philip K. Dick and Kazuo Ishiguro, themes of AI-induced unemployment are masterfully woven into narratives that delve deeply into the human psyche amidst technological disruption. Philip K. Dick's Do Androids Dream of Electric Sheep? paints a dystopian world where androids, designed for labour, challenge societal norms, blurring the boundaries between human and machine. The narrative probes the ethical implications of dehumanising AI-driven practices while exploring the existential dilemmas faced by both humans and androids.

In Kazuo Ishiguro's Never Let Me Go, the focus lies on cloned individuals raised to serve as organ donors. This poignant tale delves into the emotional and psychological dimensions of characters confronting their inevitable fate while striving to define their identities and seek purpose in a society rife with ethical complexities. Ishiguro intricately examines the emotional responses of the younger generation to their predetermined roles, portraying their resilience and pursuit of humanity amidst technological determinism.

Both authors ingeniously navigate the ethical, societal, and personal ramifications of AI-induced unemployment, offering profound insights into the human condition, identity formation, and the moral implications of technological progress on the younger generation.

Do Androids Dream of Electric Sheep? is set in a post apocalyptic world where most of Earth's population has emigrated to off- world colonies. Those who remain on Earth face radioactive dust and a crumbling society. The story follows Rick Deckard, a bounty hunter who is tasked with 'retiring' rogue androids. These androids, virtually indistinguishable from humans, are illegal on Earth. As Deckard hunts them down, he grapples with questions about what it means to be human, the nature of empathy and the morality of his job. This novel delves deep into philosophical and ethical themes while exploring the blurred lines between man and machine.

Never Let Me Go is a poignant dystopian novel by Kazuo Ishiguro that revolves
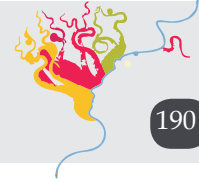
around Kathy, Ruth and Tommy, who grow up at a seemingly idyllic English boarding school called HAilsham. As they navigate their friendships and relationships, they slowly discover their unsetting purpose in life. They come to realise they are clones, raised to donate their organs as "carriers" and eventually complete their "donations'. The story intricately explores themes of identity, mortality, ethics and the value of human life. Kathy narrates their journey with a mix of innocence and introspection, questioning their fate and the society that has predetermined their lives.

Methodology

The qualitative approach employed for thematic analysis involves systematic exploration and interpretation of recurring themes within selected literary texts. It revolves around identifying, analysing, and interpreting patterns, motifs, and underlying meanings present in the narratives concerning youth responses to AI-induced unemployment. Through careful examination of character interactions, plot developments, and contextual elements, this method aims to extract nuanced insights, ethical dimensions, and societal implications embedded within the literary representations. Thematic coding allows for a comprehensive understanding of how these works portray the complexities of technological disruption and its effects on the younger generation's experiences and responses.

The text selection criteria prioritise literary works that intricately explore youth responses to AI-induced unemployment. Preference is given to narratives depicting nuanced portrayals of societal shifts, ethical dilemmas, and personal struggles faced by young protagonists amidst technological disruption. The analysis process involves a meticulous examination of character dynamics, plot evolution, and contextual elements within these chosen texts. Thematic coding helps identify recurring themes, ethical quandaries, and socio-economic implications related to AI-driven unemployment, enabling a comprehensive exploration of how literature portrays the complexities and challenges confronting the younger generation in a rapidly changing technological landscape.

Findings

In the selected literary works by Philip K. Dick and Kazuo Ishiguro, young protagonists emerge as catalysts for exploring nuanced representations of youthful defiance amidst the societal upheaval caused by AI-induced disruptions. These protagonists, faced with the encroachment of technology on conventional job markets, confront and challenge prevailing societal norms while navigating intricate ethical quandaries.

In Do Androids Dream of Electric Sheep? by Philip K. Dick, the character of Rick Deckard embodies defiance through his grappling with the ethical implications of hunting rogue androids. As an android bounty hunter, Deckard's moral dilemmas are palpable as he questions the boundaries of humanity and the ethics of his task in a world where artificial beings mimic human emotions. " Sometimes Deckard

wondered how other bounty hunters, prosaic and routinely employed, managed to go on living. Did they too speculate: did they too wonder?" (Dick)

Similarly, Kazuo Ishiguro's Never Let Me Go introduces protagonists who defy the predetermined roles society assigns them as cloned organ donors. Characters like Kathy, Tommy, and Ruth confront their societal fate with a sense of defiance, seeking meaning and humanity in a world that views them solely as expendable entities bred for organ harvesting. Their quest for identity and autonomy challenges the established norms, reflecting a profound resistance against societal constraints imposed by AI-driven determinism. Cathy says " We all know it. We are modelled from trash. Junkies, prostitutes, winos, tramps - everyone calls us that, were all of us that,m we all know it, so why don't we say it?" (Ishiguro)

These depictions of youthful defiance illustrate a spectrum of reactions: from questioning the ethical implications of technological advancements to challenging predetermined societal roles. Through these characters, the authors skillfully navigate the ethical complexities arising from AI-induced disruptions, portraying the courage and resilience of the younger generation as they grapple with existential uncertainties caused by evolving societal structures influenced by technological progress.

In both Do Androids Dream of Electric Sheep? by Philip K. Dick and Never Let Me Go by Kazuo Ishiguro, the young protagonists grapple with profound existential dilemmas and undertake a poignant quest for identity amidst the backdrop of AI-induced disruptions and societal expectations.

Philip K. Dick's characters confront existential crises amid a world where distinctions between human and artificial beings blur. Rick Deckard, the protagonist, experiences an existential struggle as he questions the authenticity of his emotions and moral compass in the face of hunting androids that exhibit human-like qualities. His search for empathy towards androids challenges his perception of what defines humanity, leading to an existential questioning of his own identity.

In Kazuo Ishiguro's narrative, characters in Never Let Me Go are confronted with the predetermined nature of their existence as cloned organ donors. Kathy, Tommy, and Ruth navigate a quest for identity within a society that dictates their purpose. Their existential turmoil arises from seeking autonomy and understanding their place in a world where they are perceived as mere sources of organs. This search for identity becomes a poignant journey as they grapple with their humanity, emotions, and the inevitability of their predestined roles.

Both narratives intricately weave characters' existential struggles and their pursuit of identity within worlds disrupted by AI-induced challenges. The protagonists' quests resonate with broader existential questions, challenging conventional definitions of humanity and selfhood. Their journeys symbolise the ongoing search for meaning and authenticity in the face

of technological disruptions that shape their identities and perceptions of the world.

The selected literary works by Philip K. Dick and Kazuo Ishiguro intricately portray the socio-economic implications of AI-induced disruptions, unravelling broader societal repercussions that permeate the narratives.

In Philip K. Dick's Do Androids Dream of Electric Sheep? societal implications surface as the narrative explores the consequences of AI technology on labour markets and the socio-economic hierarchy. The prevalence of androids as labour substitutes alters the job landscape, creating economic disparities and societal tensions. The dehumanisation of androids as disposable entities leads to ethical debates around their treatment and societal stratification based on technological capabilities.

Similarly, Kazuo Ishiguro's Never Let Me Go delves into a world where cloned individuals exist to serve as organ donors. This chilling depiction underscores the commodification of life, echoing broader socio-economic inequalities and ethical dilemmas. The commodification of human life for organ harvesting reflects a society grappling with moral and economic considerations, blurring the lines between ethics, profit, and human rights.

Both narratives highlight the commodification of life and labour, reflecting the societal repercussions of AI-induced disruptions. They reveal how technological advancements reshape societal values, ethics, and the distribution of economic opportunities. These representations offer insights into the ethical dimensions of AI integration, shedding light on the societal consequences of a world where technology influences labour markets, social hierarchies, and ethical considerations surrounding human value.

The portrayal of these socio-economic implications serves as a critical reflection on the ethical and societal challenges arising from AI advancements. It prompts contemplation on the distribution of resources, the ethics of labour, and the moral responsibilities entailed in technological progress, fostering discussions on the future trajectory of societies deeply influenced by technological disruptions.

Conclusion

The thematic analysis of the chosen literary works converges on the intricate portrayal of youth responses to AI-induced unemployment, encapsulating nuanced representations of defiance, existential turmoil, and broader socio-economic implications. Across Philip K. Dick's Do Androids Dream of Electric Sheep? and Kazuo Ishiguro's Never Let Me Go, common threads emerge, depicting the resilience and struggles of young protagonists navigating a world disrupted by AI advancements.

These narratives intricately weave themes of youthful defiance, showcasing characters challenging established societal norms amidst technological upheaval. Simultaneously, the characters grapple with existential dilemmas, engaging in a quest for identity within societies where AI redefines the human experience.

Moreover, the narratives offer profound insights into broader socio-economic implications. They illuminate the dehumanising effects of technology on labour markets, ethical quandaries arising from the treatment of AI entities, and the commodification of human life, reflecting the moral and economic complexities inherent in technological disruptions.

Collectively, these literary representations not only mirror the human experiences within evolving technological landscapes but also provoke contemplation on the ethical, societal, and existential dimensions of AI-induced unemployment, fostering a deeper understanding of the younger generation's responses and the complex societal adaptations in a technologically driven world.

The analysis of youth responses to AI-induced unemployment within literature significantly contributes to the discourse surrounding the ethical implications of AI development. These literary explorations serve as a mirror reflecting the ethical quandaries posed by technological advancements, prompting critical reflections on humanity's relationship with AI.

By portraying young protagonists navigating ethical dilemmas and societal disruptions caused by AI, literature invites contemplation on the ethical treatment of AI entities. It raises poignant questions about the moral responsibilities entailed in the development and utilisation of AI technology, emphasising the importance of empathy, fairness, and ethical considerations in human-AI interactions.

Moreover, these narratives underscore the ethical implications of AI-driven unemployment, challenging societal norms and fostering discussions on the ethical treatment of individuals affected by technological displacement. They urge society to reconsider the moral obligations towards the younger generation impacted by rapid technological changes, emphasising the need for responsible AI development and ethical frameworks that prioritise human well-being amidst evolving technological landscapes. Ultimately, these literary representations enrich the ethical discourse on AI development, urging for a conscientious approach that considers both technological advancement and human values.

In the realm of technological disruptions, the significance of empathy, resilience, and identity stands paramount in guiding individuals, especially the youth, through the transformative effects of AI advancements. Literature's portrayal of young protagonists grappling with these disruptions underscores the pivotal role of these attributes.

Empathy emerges as a vital element, prompting understanding and ethical treatment of AI entities and those affected by AI-induced unemployment. It fosters a compassionate approach to societal changes, advocating for inclusivity and ethical considerations amidst technological evolution.

Resilience, evident in characters' perseverance against societal constraints, signifies the capacity to adapt and overcome challenges posed by AI disruptions. It underscores the importance of resilience in navigating
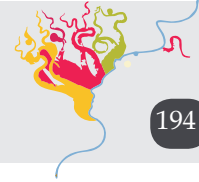
uncertainties, fostering adaptability and strength in the face of technological upheavals.

Additionally, the quest for identity amidst technological disruptions emphasises the need for individuals to define themselves beyond societal roles affected by AI-induced changes. It advocates for autonomy, self-discovery, and the preservation of human values in a world reshaped by technology.

Together, empathy, resilience, and identity offer a compass for individuals, especially the younger generation, navigating the intricate landscape of technological disruptions. They foster a holistic approach to address societal changes, encouraging ethical considerations, adaptability, and the preservation of humanity's core values in an AI-driven world.

The exploration of youth responses to AI-induced unemployment in literature reveals key findings with significant societal implications. The narratives illuminate the complexities of technological disruptions, portraying nuanced representations of youthful defiance, existential dilemmas, and broader socio-economic impacts. These findings underscore the ethical quandaries posed by AI development, emphasising the importance of empathy, resilience, and identity in navigating technological upheavals.

Moving forward, further research should delve deeper into the psychological and emotional impacts of AI-induced unemployment on the younger generation. It should explore adaptive strategies and interventions that foster resilience and mitigate the adverse effects of job displacement. Additionally, studies examining ethical

frameworks for human-AI interactions and policies ensuring equitable opportunities in an AI-driven job market are imperative.

Strategies addressing these challenges involve educational initiatives emphasising adaptable skill development, ethical considerations in AI integration, and fostering a supportive environment promoting empathy and inclusivity. Moreover, collaborative efforts between policymakers, technologists, and social scientists are pivotal in formulating ethical guidelines and interventions that prioritise human welfare amidst technological advancements. Ultimately, a concerted approach encompassing research, policy, and societal initiatives is crucial in navigating the ethical, societal, and personal implications of AI-induced disruptions on the younger generation.

References

1. Dick, Philip K. Do Androids Dream of Electric Sheep?. New York Ballantine Books, 1968.

2. Ishiguro, Kazuo. Never Let Me Go. Faber and Faber, 2010

3. Hayles, N. Katherine. How We Became Posthuman: Virtual Bodies in Cybernetics, Literature, and Informatics. University of Chicago Press, 1999.

4. Hayles, N. Katherine. My Mother Was a Computer: Digital Subjects and Literary Texts. University of Chicago Press, 2005.

5. Gibson, William. Neuromancer. Ace Books, 1984.

6. Assmann, Aleida. Cultural Memory and Western Civilization: Functions, Media, Archives. New German Critique, vol. 65, no. 1, 1995, pp. 125-133.

7. Bennett, Jane. Vibrant Matter: A Political Ecology of Things. Duke University Press, 2010.

Resilience and Recovery: Examining the Impacts and Strategies for Post-Pandemic MSMEs

Sukanya.k

MA economics Student. Safa college of arts and science
Pookattiri,valanchery
(E-mail: sukanyachinju99@gmail.com, contact no:7025202302)

Abstract:

This paper provides a snapshot of the effects of COVID-19 on their operations, Micro, Small, and Medium-sized Enterprises (MSMEs) worldwide are facing a number of challenges related to market access and competition. This report gives an overview of these issues. Micro, small, and medium-sized enterprises (MSMEs) and their employees received financial and other forms of support from numerous governments shortly after the COVID-19 pandemic broke out. This was because MSMEs are more susceptible to negative shocks to their supply chain, labor supply, and final demand for goods and services than larger firms. Governments may choose to prioritize net new creation over the maintenance of current businesses in different ways. To assist with economic recovery, each will probably assess and implement a mix of the following interventions. It focuses on the pandemic's effects on competition, access to both new and existing markets, regulatory reactions that specifically affect MSMEs, and associated trends that are noteworthy for small and medium-sized businesses. A few suggestions for further action by national governments and international organizations are included in the conclusion. A few suggestions are made for future actions to be taken by the governments and agencies of each member state, sometimes with the assistance of international organizations. These cover a range of potential regulatory actions, increased interaction with MSME representative organizations, capacity-building and training initiatives, and other initiatives. While some of the recommendations center on matters of competition, others offer ways to enhance MSMEs' capacity to access both local and foreign markets.

Keywords: MICRO SMALL AND MEDIUM SIZE ENTERPRISE (MSMEs), COVID-19, and challenges.

Introduction

In order to manage the effects of COVID-19 on their operations, Micro, Small, and Medium-sized Enterprises (MSMEs) worldwide are facing a number of challenges related to market access and competition. This report gives an overview of these issues. It focuses on the pandemic's effects on competition, access to both new and existing markets, regulatory reactions that specifically affect MSMEs, and associated trends that are noteworthy for small and medium-sized businesses. A few suggestions for further action by national governments and international

organizations are included in the conclusion. Like in virtually every other area of the economy, COVID-19 has brought about quick and big changes to MSMEs' business practices. tiny companies all across the world have been suddenly faced with altered demand for, and patterns of consumption of distribution and the actions of customers. Numerous businesses have been cut off from both front-line clients and their capacity to obtain inputs and raw materials, as well Regarding export. Lockdowns and other restrictions on movement have frequently made it impossible for important employees to work. Job losses in other Additionally, the economy has led to a sharp decline in request. Sales have decreased. Numerous other companies have stopped working in supply chains. Uncertainty concerning the pandemic's likely future trajectory has led to numerous for people and companies to spend money more carefully, further reducing the demand for numerous products and services that MSMEs create or provide. Individual businesses are not the only ones feeling the effects; national and global economies are also being affected. Global disruptions have already been brought about by the pandemic of cross-border travel and trade. Chains of supply been significantly impacted as China; the European US and the EU are the two biggest exporters. the largest participants in international value chains - have stopped trading cross-border in part or in full, or otherwise reduced its speed. This has had significant effects. on a large number of MSMEs, as export Because the total effect of COVID-19 on the MSME

sector varies according to the rate of infection and patient recovery, it can be challenging to evaluate. The present limitations on movement implemented in varied areas, as well as of policy reactions in diverse nations. extensive global real-time data on the data on the MSME sector's condition is elusive, but the COVID-19 crisis has raised awareness and provided incentives. such studies pertaining to MSMEs and consumers of imported materials. The total effect of COVID-19 on the MSME sector varies according to the rate of infection and patient recovery, it can be challenging to evaluate. The present limitations on movement implemented in varied areas, as well as of policy reactions in diverse nations. extensive global real-time data on the data on the MSME sector's condition is elusive, but the COVID-19 crisis has raised awareness and provided incentives. such studies pertaining to MSMEs.

It is necessary for multiple government branches to respond with policy to a wide range of issues affecting MSMEs. Numerous of these have already started.

Objectives

1) To Examine the challenges faced by small& medium sized Enterprises in post pandemic period.

2) Recovering from the pandemic and evaluate policy interventions to support their revival.

Research methodology

To fulfill the mentioned objectives of analysis conducted a deep investigation about Resilience and Recovery: Examining the Impacts and Strategies

for Post-Pandemic MSMEs. This study draws upon secondary data gathered from a variety of sources, such as newspapers, editorials, research papers, journals, and websites.

Review of literature

The COVID-19 pandemic has significantly disrupted global economies, particularly impacting micro, small, and medium-sized enterprises (MSMEs). These businesses, essential to economic vitality, faced unprecedented operational challenges during the pandemic. This review synthesizes various studies to identify the key barriers MSMEs encountered and the strategies proposed to enhance their resilience and recovery. By examining the issues and solutions outlined in these studies, this review aims to provide a comprehensive understanding of the factors influencing MSME resilience in the post-pandemic era.

Amidst the current crisis, MSMEs have encountered significant challenges, particularly in managing working capital, addressing digitization requirements, and coping with a shortage of skilled labor. Gupta and Singh (2023) focused on these critical obstacles, highlighting the severe financial strain on MSMEs. The pandemic disrupted cash flows, making it difficult for these enterprises to maintain operations, pay employees, and invest in recovery initiatives. Additionally, the rapid shift towards digital operations exposed the lack of digital infrastructure and expertise among many MSMEs, further complicating their adaptation to new market conditions. The shortage of skilled labor, exacerbated by the pandemic, posed another significant barrier, as MSMEs often struggle to attract and retain talent compared to larger firms.

Flaminiano and Francisco (2021) examined the broader impact of the pandemic on major industries and the increased vulnerabilities faced by MSMEs. They noted that MSMEs were more severely affected than larger firms due to their limited resources and smaller scale. The pandemic-induced economic disruptions highlighted the urgent need for targeted support to enhance MSME resilience.

Anatan (2021) provided a comprehensive review of strategies and policies aimed at strengthening MSME resilience post-pandemic. This study emphasized the importance of understanding MSME resilience as the capacity to absorb shocks and adapt to changing circumstances. Effective policy support, including financial assistance, digital transformation initiatives, and labor market interventions, was identified as crucial for enhancing MSME resilience. Anatan also pointed out best practices, such as fostering collaboration among MSMEs, promoting innovation, and facilitating access to new markets, as effective measures to support MSMEs in building resilience.

The COVID-19 pandemic has highlighted the vulnerabilities of MSMEs and the necessity for strategies to enhance their resilience. The reviewed studies identify key barriers, such as financial constraints, digitization challenges, and labor shortages, which have hindered MSME recovery.
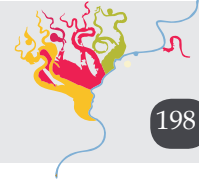
However, through targeted policies and strategic frameworks, MSMEs can strengthen their resilience and better prepare for future crises. Addressing these issues is essential for ensuring the sustainability and economic contribution of MSMEs, ultimately supporting broader economic recovery and growth.

MSMEs and their Challenges

MSMEs are inherently characterized by a tiny market share, limited financial resources, fewer customers, and limited product and market segments. Additionally, MSMEs deal with unfair competition. From unofficial businesses, especially in developing economies. These particular issues have resulted in a increasing understanding that competition law and policy cannot always be applied consistently on a global scale. Furthermore, some analysts have proposed that MSMEs and large companies have different characteristics, and that competition frameworks and enforcement should consider this and modify their procedures accordingly.

Despite the possibility of cartel-like behavior for unaware or naïve MSMEs, legal cooperation might lead to better market access. Empirical studies reveal that horizontal links offer a way around scale and infrastructural constraints and facilitate cooperative resource usage and joint product invention. Similar to horizontal links, vertical links can offer efficient means of modernizing home businesses, promoting the exchange of technology, expertise, and knowledge, enhancing corporate and managerial procedures, and opening up new

markets. MSMEs must be aware of the procedures available under competition law to exempt or authorize action in order to maximize these potential benefits.

Advocacy by business associations has a key role to play. Although competition law and policy are designed to protect competition in the market, and is not usually focused on individual businesses, it can indirectly assist MSMEs. Even where MSMEs are aware of their legal rights, MSMEs may not report conduct harming their performance due to the fear of reprisal from their more powerful market counterparts or damage to reputation with respect to providers and consumers.

The Authority's enforcement of competition law is an important first step for MSMEs to familiarize themselves with practices that may have harmed their economic activity. However, courts, not the competition authority, are responsible for compensating damages (redress) incurred for MSMEs in particular. Cost, time, and information asymmetry are major obstacles that MSMEs must overcome in order to pursue their legal rights.

In this regard, business alliances can be quite helpful in securing remedies for the group of MSMEs in a certain industry or area and address the lack of motivation to seek restitution in turn. individually. By grouping assertions together and putting up a joint effort on their behalf Members' associations make justice more accessible that would be more expensive and time-consuming

heavy-duty. The competition authorities do not care about compensating injured parties. It is unlikely for individual businesses to be able to connect these big picture challenges to the authority's overseeing competition; rather, it calls for companies to have a representative speaking on their on their behalf.

In the post-pandemic era, small and medium-sized businesses (SMEs) are facing a variety of difficulties. Among the main challenges they encounter are supply chain interruptions, financial strain, adjusting to remote work, and navigating uncertain economic times. Further obstacles for SMEs attempting to recover and prosper in the altered business environment include growing demands for digitalization, problems with workforce management, and changing consumer behavior.

1) Financial Strain: As a result of the pandemic's increased operating costs, disrupted supply chains, and decreased cash flows, many MSMEs are facing difficult financial times.

2) Supply Chain Disruptions: Raw material sourcing has been impacted by global supply chain disruptions, which has resulted in delays and higher costs for MSMEs.

3) Market Uncertainty: Since the pandemic, there has been a great deal of market ambiguity, which makes it difficult for MSMEs to forecast and prepare for customer demand.

4) Technology Adoption: MSMEs' competitiveness is hampered by their frequent struggles implementing new technologies that are required for online sales, digital marketing, and remote work.

5) Access to Credit: MSMEs find it challenging to obtain loans or additional capital to maintain and expand their businesses due to tightened credit conditions and economic uncertainty.

6) Workplace Difficulties: For MSMEs, addressing skill gaps, guaranteeing worker safety,and adjusting to new working conditions are constant challenges.

7) Compliance and Regulation Changes: MSMEs face difficulties in comprehending and following new regulations as a result of evolving compliance requirements and regulations.

8) Marketing and Visibility: It's imperative to establish and maintain a strong online presence, but many MSMEs find it difficult to implement digital marketing and visibility strategies that work.

9) Risk management: MSMEs must implement effective risk management strategies due to the heightened risks they face from cybersecurity threats, unstable economies, and other unforeseen circumstances.

10) Adapting Business Models: In the post-pandemic environment, certain MSMEs must reposition or modify their business models to take advantage of shifting consumer preferences and behaviors.

Addressing changes in consumer behavior and Mark dynamic. government support and innovative

strategies crucial for MSMES to overcome these challenges in the evolving business landscape.

Policy intervention

Monitoring financial support schemes to MSMES

In order to ensure that public funds are used effectively to finance investments that promote growth and innovation and are not artificially maintaining the so-called "zombie firms," which are not viable in the medium to long term, in the marketplace, distorting competition, governments and public bodies responsible for supporting SMEs should monitor the impact of the financial support provided to MSMEs. MSMEs should also be fully aware of the limitations of public resources. As a result, they should develop exit strategies that involve innovation and new business practices in order to wean themselves from their need on government assistance.

Promoting MSMEs access to digital market

In order to enable MSME access, MSME agencies should also arrange training sessions on the major developing difficulties in digital markets that impact MSME economic recovery following COVID-19.217A crucial policy goal that has to be given top priority is the integration of digital, financial, and marketing competencies into business development services. This will boost the uptake and utilization of ICT through mobile applications for everything from marketing to inventory management and accounting to

financing access. In particular, current training programs must to be improved to cover the necessary knowledge and abilities for leveraging digital technology to access markets and non-traditional financial sources. After all, national governmental procurement procedures are increasingly being conducted online. Chambers of commerce can provide long-term capacity building for entrepreneurs and MSMEs through mentoring and training programs. While doing this, special consideration needs to be given to MSMEs and entrepreneurs from disadvantaged backgrounds who are disproportionately impacted by the digital divide.

1)Financial Support: To assist MSMEs in stabilizing and resuming operations, offer grants, low-interest loans, or subsidies.

2) Support for Digitalization: Encourage the uptake of digital technologies to improve MSMEs' online visibility, e-commerce potential, and operational effectiveness.

3) Capacity Building: Make training program investments to equip MSME owners and staff with the skills they need to adjust to the demands of a changing market.

4) Market Access: Establish collaborations or platforms that link MSMEs to bigger domestic and global markets in order to promote growth prospects.

5)Decreased Regulatory Burden: To lessen the administrative strain on MSMEs, simplify licensing procedures, regulations, and compliance standards.

6)Supply Chain Resilience: Provide

advice, financial incentives, or infrastructural support to MSMEs to help them establish robust supply chains.

7)Tax Relief Measures: To lessen the financial strain on MSMEs during the recovery phase, enact temporary tax breaks or deferrals.

8)Insurance and Risk Mitigation: Provide programs, like insurance coverage for unforeseen events or disruptions, to assist MSMEs in managing risks.

9) Collaborative Initiatives: Promote cooperation between MSMEs by means of industry networks or clusters, cultivating reciprocal assistance and pooled resources.

10) Monitoring and Evaluation: Set up systems to keep an eye on how interventions are working, enabling modifications in response to changing MSMEs' needs and the state of the economy as a whole.

Conclusion

In conclusion, fostering resilience and recovery among MSMEs is crucial for navigating the post pandemic landscape. implementing strategy measures leveraging digital tools and promoting Collaborative initiative will empower this business to adapt and evolving economic environment. The resilience of MSMEs plays a role in rebuilding and sustaining a robust business ecosystem post pandemic.

In order to manage the effects of COVID-19 on their operations, Micro, Small, and Medium-sized Enterprises (MSMEs) worldwide are facing a number of obstacles related to market access and competitiveness. This study gives an overview of these issues. It focuses on the pandemic's effects on competition, access to both new and existing markets, legislative reactions that specifically affect MSMEs, and associated developments that are noteworthy for small and medium-sized businesses. A few suggestions for further action by national governments and international organizations are included in the conclusion.

References

- Chrisman, J.J., Chua, J.H., & Steier, L.P. (2011), "Resilience of family companies: an introduction", Entrepreneurship Theory and Practice, 35 (6), 1107–1119.copyright ☐ 2021 GMP Press and Printing

- Flaminiano, J. P., & Francisco, J. P. (2021). Road to recovery and resilience for Philippines MSMEs during the COVID- 19. *Press Information Bureau, Government of India*. Retrieved from https://pib.gov.in/PressReleasePage. aspx?PRID=1628344

- Gupta, A., & Singh, R. K. (2023). Managing resilience of micro small and medium enterprises during COVID-19: Analysis of barriers. Review of Integrative Business and Economics Research, 10(S3), 386-394. Retrieved from https://buscompress. com/uploads/3/4/9/8/34980536/ riber_10-s3_27_s21-078_386-   394.pdf

- Hariani, L. S. (2010). Analisis pengaruh economic value added (EVA) dan rasio keuangan terhadap return saham syariah. Jurnal Ekonomi Modernisasi, 6(1), 1–21. https://doi. org/10.21067/jem.v6i1.28

- Malau, A. R. (2013). Pengaruh Kepemimpinan Transformasional, Kepemimpinan Transaksional d a n Orientasi Pembelajaran Pada Kreativitas Karyawan Dengan Variabel Pemediasi Creative Self Efficacy. Universitas Gadjah Mada.

- Nasution, D.A.D., Erlina, Muda, I. (2020), "The impact of the Covid-19 pandemic on the Indonesian economy", Benefit Journal, 5(2).

Impact Of Covid 19 On The Consumption Pattern Of People: A Study Based On Relative Income Hypothesis

ASSAIN K & VIPINDAS A K

(PG Scholars 2019-21, Department of Economics, MES Mampad College (Autonomous), Mampad, Kerala, India

Abstract

Consumption, which refers to spending for the acquisition of utility, is a fundamental concept in economics, juxtaposed with investing, which entails spending for the acquisition of future income. COVID-19, the infectious disease stemming from the most recently discovered coronavirus, emerged unexpectedly in Wuhan, China, in December 2019. The ensuing pandemic, compounded by lockdowns and social distancing mandates, has disrupted consumers' purchasing habits regarding goods and services. Consequently, COVID-19 has prompted individuals to reassess their consumption patterns. Various factors, including the pandemic, exert a negative influence on people's consumption behaviours. Notably, recent studies have revealed substantial and statistically significant effects of the Spanish flu on economic activity subsequent to COVID-19. The objective of this study is to analyse the impact of COVID-19 on individuals' consumption patterns.

Keywords: Consumption, Covid, Income, Pandemic, Population, Unemployment, Ratchet effect, Demonstration effect, Growth rate

Introduction

COVID-19, an infectious disease stemming from the most recently discovered coronavirus, emerged in Wuhan, China, in December 2019. The COVID-19 pandemic and associated lockdowns, as well as social distancing mandates, have disrupted consumer behaviour regarding the purchase of goods and services. Consequently, COVID-19 has prompted consumers to reevaluate their consumption patterns. The objective of this study is to assess the impact of COVID-19 on individuals' consumption patterns.

Consumption, a fundamental concept in economics, plays a significant role in determining the growth and success of the economy. It is defined as spending for the acquisition of utility. Various factors, including the pandemic, negatively affect people's consumption patterns. Recent studies since the onset of COVID-19 have revealed substantial and statistically significant effects of the Spanish flu on economic activity. This study investigates how the coronavirus influences individuals' consumption behaviour.

Main Objectives

1) To determine the influence of

COVID-19 on the consumption patterns of individuals in Thrikalangode Panchayat.

2) To assess the correlation between consumption patterns and income levels.

3) To investigate the effects of unemployment during the COVID-19 pandemic on the consumption behaviours of individuals in Thrikalangode Panchayat.

Sub Objectives

1) To understand the role of Ratchet and Demonstration affect of people in Thrikalangode panchayath during Covid 19 pandemic.

Methodology

Thrikalangode Panchayath in Malappuram district was chosen as the study area. The study employed both primary and secondary data collection methods. Primary data were gathered through interviews conducted with structured questionnaires and discussions with households. Secondary data were obtained from various publications, magazines, and online sources.

To analyse consumption patterns, a systematic sampling method was utilized for data collection. The researcher selected five wards known for their high population density, significant business activity, and economic importance. From each ward, ten sample households were randomly selected, totalling 50 samples, which represent the entire population of households in Thrikalangode

Panchayath. Measures such as tables, diagrams, and graphical presentations were employed for data analysis.

Literature Review

Understanding the Socio-Economic Impacts of COVID-19 Pandemic

The COVID-19 pandemic has precipitated profound shifts in consumer behaviour and economic dynamics globally, prompting researchers to investigate its multifaceted impacts across various domains. This issue-based review synthesizes key findings from recent studies to elucidate the socio-economic repercussions of the pandemic, encompassing changes in household consumption patterns, shifts in consumer spending, and the unprecedented surge in unemployment.

Backer et al. (2020) examined the response of household consumption to the pandemic, revealing a significant alteration in spending habits as COVID-19 cases escalated. Similarly, Anderson et al. (2020) analysed transaction-level data to quantify the decline in consumer spending following the shutdown of the Danish economy, highlighting a substantial reduction of 27% compared to pre-pandemic levels. These studies underscore the immediate and tangible impact of the pandemic on consumer behaviour and economic activity.

Bluestin et al. (2020) proposed a research agenda to address the global unemployment crisis precipitated by the pandemic, emphasizing the need to understand its distinct characteristics and implications. Furthermore,

Choronopolous et al. (2020) investigated consumer spending dynamics throughout different phases of the crisis in the UK, delineating the incubation, outbreak, fever, and lockdown periods. Their analysis elucidates the nuanced variations in consumer behaviour amidst evolving public health measures and economic uncertainties.

In the context of India, Gosh et al. (2020) highlighted the country's struggle to mitigate the spread of COVID-19 amidst its vast population. They documented the implementation of social distancing measures and lockdowns, which not only impacted the economy but also exerted profound effects on human living conditions and the environment. This underscores the intricate interplay between public health interventions, economic resilience, and social well-being in the face of a global health crisis.

Collectively, these studies contribute to a comprehensive understanding of the socio-economic ramifications of the COVID-19 pandemic, elucidating its far-reaching consequences on consumer behaviour, employment dynamics, and societal well-being. By delineating the evolving contours of the pandemic's impact, researchers can inform policy responses and mitigation strategies aimed at fostering economic recovery and societal resilience in the post-pandemic era.

Consumption Dynamics: Insights from Economic Theory and Practice

Consumption, defined as expenditure for the acquisition of utility, is a fundamental concept in economics and is distinguished from investing. Mainstream economists assert that only the final purchase of newly produced goods and services by individuals for immediate use constitutes consumption. Some economists define consumption more broadly as the aggregate of all economic activity that doesn't involve the design, production, and marketing of goods and services. Put simply, consumption is the activity of using goods and services by households, addressing the scarcity problem, a fundamental process in the economy.

Consumerism propels economic growth. When people spend more on goods and services in an ongoing cycle, the economy expands. This leads to increased production, employment, and subsequently, more consumption. Consequently, people's living standards also improve due to consumption.

The consumption function, also known as the Keynesian consumption function, is an economic formula that illustrates the relationship between total consumption and gross national income. Introduced by the British economist John Maynard Keynes, it aims to track and predict total aggregate consumption expenditures. The stability of the consumption function, partly based on Keynes' Psychological Law of Consumption, is a cornerstone of Keynesian macroeconomic theory. However, most post-Keynesians acknowledge that the consumption function is not stable in the long run, as consumption patterns change with rising income.

Calculating the consumption function:

[C = A + MD]

Where:

(C) = consumer spending

(A) = autonomous consumption

(M) = marginal propensity to consume

(D) = real disposable income

In economics, the average propensity to consume (APC) is the fraction of income spent, computed by dividing consumption by income, or APC = (C/Y). Sometimes, disposable income is used as the denominator instead, so APC = (C/Y - T), where (C) is the amount spent, (Y) is pre-tax income, and (T) is taxes. One minus the APC is the average propensity to save (APS). The average propensity to consume differs from the marginal propensity to consume (MPC), which is the fraction of incremental (marginal) income that is spent. The average propensity can be more or less than MPC depending on the latter's intercept (If the MPC curve rises through the origin then MPC = APC).

In economics, the marginal propensity to consume (MPC) quantifies induced consumption, indicating the increase in personal consumer spending with an increase in disposable income. The proportion of disposable income spent on consumption is known as the propensity to consume. MPC is the proportion of additional income that an individual consumes. According to John Maynard Keynes, the marginal propensity to consume is less than one. Mathematically, the MPC function is expressed as the derivative of the consumption function (C) with respect to disposable income (Y), i.e., the instantaneous slope of the (C-Y) curve $MPC = (dC/dY)$ or approximately, $MPC = (\Delta C/\Delta Y)$, where (ΔC) = change in consumption and (ΔY) = change in income. The Keynesian concept of the consumption function arises from the fundamental psychological law of consumption, which states that there is a common tendency for people to spend more on consumption when income increases, albeit not to the same extent, as part of the income is also saved.

As a rule, the community consumes as well as saves a larger amount with an increase in income.

Consumption Behaviour: Insights from the Relative Income Hypothesis

Developed by James Duesenberry, the relative income hypothesis posits that an individual's consumption and saving behaviour is more influenced by their income relative to others than by abstract standards of living; the proportion of income consumed by an individual depends on their percentile position within the income distribution. Furthermore, it suggests that present consumption is not solely determined by current levels of absolute and relative income, but also by previous levels of consumption. It is challenging for a family to decrease their level of consumption once it has been established. The aggregate ratio of consumption to income is presumed to be influenced by the current income level relative to past peak income.

Demonstration Effect: By highlighting

relative income as a key factor in consumption decisions, the relative income hypothesis proposes that individuals or households tend to emulate or mimic the consumption patterns of their neighbours or other families in their community. This phenomenon is known as the demonstration effect or Duesenberry effect. Two implications arise from this. Firstly, the average propensity to consume does not decline. This is because if the incomes of all families increase proportionally, the distribution of relative incomes remains unchanged, thereby keeping the proportion of consumption expenditure to income constant. Secondly, a family with a certain income would allocate a larger portion of their income to consumption if they reside in a community where that income is considered relatively low due to the demonstration effect. Conversely, a family would spend a lower proportion of their income if they live in a community where that income is perceived as relatively high because the demonstration effect would be absent in such cases. For instance, recent studies on household expenditure in India indicate that families with a fixed income, such as Rs. 5000 per month, allocate a greater proportion of their income to consumption if they reside in urban areas compared to their counterparts in rural areas. The higher propensity to consume among families living in urban areas is attributed to the operation of the demonstration effect, where families with relatively higher income levels reside, and their higher consumption standards influence others in lower income brackets to consume more.

Ratchet Effect: Another important aspect of Duesenberry's relative income hypothesis suggests that when the income of individuals or households decreases, their consumption expenditure does not decrease significantly. This phenomenon is often referred to as the ratchet effect. According to Duesenberry, individuals strive to maintain their consumption at previously attained levels. This is partly due to the demonstration effect described above. Individuals are reluctant to demonstrate to their neighbours that they can no longer afford to maintain their previous high standard of living. Additionally, individuals become accustomed to their previous higher level of consumption, making it challenging to reduce their consumption expenditure when their income declines. They maintain their previous consumption level by reducing their savings. As a result, a decrease in income during periods of recession or depression does not lead to a substantial decrease in consumption expenditure, contrary to what one might expect based on family budget studies.

Navigating Consumption Challenges: Insights into India's Economic Landscape

India, the world's second most populous country with a population of 1.3 billion, is projected to become the most populous country by 2024, with an annual population growth rate of 1.1 percent. With its vast size and expanding middle class, India presents significant business opportunities. According to a recent report by the World Economic

Forum, India is on track to become the third-largest consumer market by 2030, following the US and China. The report also predicts that consumer spending in India will reach USD 6 trillion by 2030. Consumption has always been the driving force and cornerstone of India's growth narrative. Currently, consumption accounts for 57 percent of the total gross domestic product, highlighting its pivotal role in the country's overall economic growth. However, the demand for consumption, as measured by Private Final Consumption Expenditure, which averaged around 7 percent over a decade, experienced a decline to 3 percent and 5 percent (YoY) growth rates in the first and second quarters of FY20.

This slowdown in consumption has had far-reaching effects across various sectors, as evidenced by multiple indicators. The FMCG and automobile sectors, in particular, have been severely impacted by this consumption slowdown. According to a report by the Nielsen group, the volume growth of the FMCG sector dropped to 3.9 percent in Q2FY20 from 13.2 percent in Q2FY19. Consequently, major FMCG companies saw a negative impact on their sales. For instance, the year-on-year (YoY) sales growth rate of Hindustan Unilever declined to 6.6 percent in the first two quarters of FY20, compared to 11 percent in the same period of FY19. Similarly, another FMCG giant, ITC, experienced a decline in YoY growth rate to 5 percent in the first two quarters of FY20, down from 9 percent and 15 percent in Q1FY10 and Q2FY19, respectively. Additionally, domestic car sales, which saw improvement in October 2019 due to the festive season, recorded a negative growth rate (YoY) of 10.83 percent in November. The sales of two-wheelers and tractors, which reflect spending in the rural economy, also registered a negative growth rate during the same period.

UNVEILING THE SOCIO-ECONOMIC IMPACT OF THE 1918 SPANISH FLU: INSIGHTS FROM SWEDISH REGIONAL DATA

The 1918 Spanish flu epidemic had significant economic ramifications. Estimates suggest that approximately 500 million individuals worldwide were infected by the virus, resulting in the deaths of 50–100 million people between 1918 and 1920 (Johnson and Mueller, 2002). Unlike typical strains of influenza, the Spanish flu primarily affected healthy young people aged 15–40, rather than frail patients, children, or the elderly. While much has been studied about the medical origins of the Spanish flu and its relation to subsequent pandemics, such as the 2006 bird flu (see e.g. Tumpey et al., 2005, Bos et al., 2011), limited attention has been given to its societal and economic effects.

Understanding the economic consequences of such a health shock, which predominantly affects the working-age population within a short timeframe, is crucial for anticipating the impacts of future pandemics and formulating appropriate policy responses. The rapid onset of the influenza pandemic facilitates the identification of its economic effects and serves as a valuable test of the

consequences of a health shock on economic outcomes. Given the heightened awareness of economic issues associated with pandemics (see e.g. Bell and Gersbach, 2009), acquiring knowledge about the consequences of events like the Spanish flu is timely and relevant.

The influenza pandemic represented a significant labour supply shock. Due to its severity and randomness, the 1918 flu wave provides an interesting case for evaluating the macroeconomic consequences of a negative shock to labour supply.

By utilizing administrative data from Swedish regions, we employ an extension of the standard difference-in-differences (DID) estimator to leverage the varying flu mortality rates across regions. Focusing on Swedish regions offers several advantages. Firstly, there is substantial variation in flu mortality rates across counties, allowing us to examine the pandemic's impact on earnings, capital returns, and poorhouse rates. Secondly, Swedish administrative datasets provide access to many key economic and health indicators, consistently collected across regions and time, facilitating precise estimates. Thirdly, Sweden's neutrality in World War I reduces the risk of confounding effects of the pandemic with war-related disturbances. Finally, Sweden's unitary state and homogeneity minimize concerns about internal cultural differences or asymmetric responses in regional institutions.

Our empirical findings suggest that the pandemic led to a decrease in capital returns and an increase in the population of poorhouses due to the Spanish flu. Surprisingly, we do not observe an increase in earnings. In the discussion section of our paper, we endeavour to elucidate the mechanisms underlying these findings.

Table 1: Monthly income during pre-corona period

Income Level	September		October		November	
	Number of respondents	Percentage	Number of respondents	Percentage	Number of respondents	Percentage
Below 10	5	10	5	10	4	8
10-20	28	56	29	58	29	58
20-30	12	24	10	20	11	22
Above 30	5	10	6	12	6	12
Total	50		50		50	

Source: Primary data

The table 1 illustrates the income distribution of respondents for the months of September, October, and November. The majority of respondents earn within the 10-20 income range each month, while the second-largest group falls within the

20-30 range.

Table 2: Monthly income during corona period

Monthly income	June		July		August	
	Number of respondents	Percentage	Number of respondents	Percentage	Number of respondents	Percentage
Below 10	35	70	36	72	36	72
10-20	10	20	9	18	10	20
20-30	3	6	3	6	2	4
Above 30	2	4	2	4	2	4
Total	50		50		50	

Source: Primary data

The table 2 depicts the monthly income during the coronavirus period. During this time, nearly 70% of the individuals earned below 10,000 across June to August 2020. Fewer people earned monthly incomes in the range of 10000-20000, comprising nearly 20% during the same period. Incomes of 20-30000 and above 30000 were acquired by fewer households.

Table 3: Health related expenditure during pre-covid period

Percentage of monthly income	Below 10%	10% – 20%	20% – 30%	Above 30%
Number of households	30	10	5	5
Percentage	60	20	10	10

Source: Primary data

The table illustrates that 60% of surveyed households allocated below 10% of their monthly income to health-related expenditure pre-COVID, with smaller proportions spending between 10% and 30%, and 10% allocating more than 30% (see Table 3).

Table 4: Expenditure on health during covid 19 period

Percentage of monthly income	Below 10%	10%-20%	20%-30%	Above 30%
Number of households	39	6	3	2
Percentage	78	12	6	4

Source: Primary data

During the COVID-19 period, 78% of households spent below 10% of their monthly

income on health-related expenses, while smaller percentages allocated between 10% and 30%, with only 4% spending more than 30% (see Table 4).

Summary of Findings

Based on the findings of the study, the classification of households by income category revealed that the majority, comprising 50%, belonged to the middle-income group, followed by 30% in the lower income bracket, and the remaining 20% classified as high-income earners. In terms of occupation, 40% of individuals were engaged in daily wage labour, while 24% were involved in business activities, and 8% faced unemployment, indicating the diverse employment landscape.

Analysis of monthly household income data during the COVID-19 period indicated a significant decrease attributed to unemployment and lockdown measures. Notably, during the pre-COVID period, 72% of households allocated 30-45% of their monthly income towards food expenses, a trend that shifted during COVID-19, with 66% spending only 15-30% of their income on food consumption, signifying a decrease in food expenditure.

Moreover, a noticeable decline in health expenditure was observed during COVID-19, with a shift from 60% of households spending less than 10% of their monthly income on health before the pandemic to 78% during the COVID-19 period. Similarly, the percentage of households allocating funds to entertainment activities plummeted from 78% to a mere 4% during the COVID-19 period, reflecting the impact of restrictions and economic strain.

Furthermore, the study highlighted a surge in unemployment rates during the COVID-19 period, accompanied by alterations in total monthly consumption expenditure. Interestingly, while a ratchet effect was evident in consumption patterns before COVID-19, no such effect was observed during the pandemic. Additionally, the demonstration effect, indicating emulation of consumption patterns, decreased substantially during COVID-19, with 70% of households exhibiting a 0% demonstration effect, compared to 26% and 16% with high and very high levels, respectively, before the pandemic.

Conclusion

The observed shift in household consumption patterns amidst the COVID-19 pandemic, marked by reduced expenditures on essential items like food, education, and health compared to the pre-pandemic period, underscores the pressing need for targeted government interventions to stimulate consumption and alleviate economic strain. This study's findings shed light on intriguing phenomena such as the absence of demonstration and ratchet effects during the pandemic, contrasting sharply with pre-pandemic trends. This paradox challenges conventional theories like the relative income hypothesis, highlighting the unprecedented nature of the current crisis and the complexities of consumer behaviour in response to extraordinary circumstances. As policymakers navigate the socio-economic repercussions of the pandemic, innovative strategies and adaptive policy frameworks are essential to address evolving consumer needs,

foster resilience, and pave the way for inclusive recovery and sustainable growth. To address the challenges revealed by the study findings, several targeted measures should be implemented by the government. Direct income transfers emerge as a crucial intervention to bolster consumption patterns among households, providing financial relief amidst economic strain. Additionally, proactive measures to mitigate inflation during the pandemic period are imperative to stabilize prices and alleviate financial burdens on vulnerable populations. Efforts to combat unemployment and poverty must be prioritized, encompassing targeted employment generation schemes and social welfare initiatives.

Furthermore, reducing direct and indirect tax burdens during the pandemic period can incentivize spending and stimulate economic activity. Strategies to curb illicit practices such as black marketing and hoarding are essential to ensure fair access to essential goods and prevent exploitation of consumers. Guaranteeing the availability of essential items like food, water, and medicine is paramount to safeguarding public health and well-being during the pandemic, necessitating robust supply chain management and distribution mechanisms.

Moreover, enhancing the efficiency and effectiveness of the public distribution system is critical to ensure equitable access to essential commodities, particularly for marginalized communities. By implementing these multifaceted measures, the government can mitigate the socio-economic impacts of the pandemic, foster resilience among vulnerable populations, and lay the groundwork for sustainable recovery and inclusive growth.

References

- Andrey, R., Barseghyan, L., & Joel, D. (2020). No sign of learning: Theory and evidence on dynamic inconsistency and time inconsistency. Review of Asset Pricing Studies, 10(4), 834-862. https://academic.oup.com/raps/article-abstract/10/4/834/5874450.

- Baker, S. R., Bloom, N., Davis, S. J., Kost, K. J., Sammon, M. C., & Viratyosin, T. (2020). How does household spending respond to an epidemic? Consumption during the 2020 COVID-19 pandemic. The Review of Asset Pricing Studies, 10 (4), 834-862.

- Chen, H., Qian, W., & Wen, Q. (2020). The impact of the COVID-19 pandemic on consumption: Learning from high frequency transaction data. "Available at SSRN 3568574".

- Kenaw, E. M. (2016). The Economic Impacts of Epidemics-A case study Ebola epidemic in West Africa. International Journal of Research in Social Sciences, 6 (7), 688-703.

- Kongoley-MIH, P. S. (2015). The Impact of Ebola on the Tourism and Hospitality Industry in Sierra Leone. International Journal of Scientific and Research Publications, 5 (12), 542-550.

- Kostova, D., Chen, X., & Kristensen, N. (2019). Long-distance effects of epidemics: Assessing the link between the 2014 West Africa Ebola outbreak and US exports and employment. Health Economics, 28 (11), 1248-1261.

- Leth-Petersen, S. (2020). Labour supply effects of early retirement provision. Review of Economics of the Household, 18(3),763-779. https://link.springer.com/article/10.1007/s11150-020-09539-2.

- Mulligan, C. B. (2021). Economic activity and the spread of viral diseases: Evidence from high frequency data. Journal of Public Economics, 194, Article 104321. https://www.sciencedirect.com/science/article/pii/S221478532033371X.

A Study On Rural Development Initiatives In India: Challenges, Impacts, and The Path Ahead with Special Focus on IRDP

Nushetha K

MA Economics Student ,PG Department of Economics
Safa college of Arts and Sciences, Pookkattiri ,Valanchery
(Email: - nushethanushi@gmail.com, Contact no.8714789673)

Abstract

India is a rapidly rising nation with a significant portion of its population living in poverty. Poverty is defined by an inability to meet basic needs such as food, clothing, shelter, work, and education, as determined by the National Sample Survey Organization (NSSO). The government's poverty alleviation programmes target both urban and rural areas, with a strong focus on rural regions due to their higher poverty rates. As of 2011, 68.84% of Indians lived in rural areas, comprising about 83.3 crore of the 121 crore population, with limited access to healthcare, education, and other necessities. India's development heavily relies on rural growth, necessitating a long-term approach centered on expanding employment opportunities. This includes decentralized planning, better enforcement of land reforms, and improved access to financing for the rural poor. The research examines the Integrated Rural Development Programme (IRDP), highlighting the need for greater awareness and reach of government schemes among the rural population. Ensuring widespread knowledge and accessibility of these programmes is crucial for national growth and poverty elimination. The ultimate goal of these initiatives is to foster national development and eradicate poverty.

Keywords: poverty, rural development, IRDP

Introduction

Poverty is when a person cannot meet their fundamental needs—such as those for food, clothing, work, shelter, education, and other necessities. The government has developed numerous programs aimed at improving the lives of rural residents due to the high incidence of poverty in these areas. The purpose of this research is to examine the concept of IRDP (rural development scheme). Rural region development is essential to India's overall development process. encompassing many facets of life, rural development is a multifaceted notion. The general development of rural areas with the ultimate goal of raising the standard of living for those living there is known as rural development. It seeks greater social reform in addition to the economic well-being of individuals. India's rural development initiatives aim to increase rural residents' incomes and provide job opportunities. But since gaining its independence, India has operated as a welfare state, and this has been the main goal of all government programs. Planning has held a prominent position in this setting since independence. The

reduction of rural poverty has been the goal of the policies and programs of the various five-year plans.

Objectives of study

- To evaluate rural development initiative in India, IRDP

- To evaluate latest schemes of IRDP

Methodology

To achieve the aforementioned analysis goals, we conducted an in-depth study on the Rural Development Initiative in India, focusing on the Integrated Rural Development Program (IRDP). Our research methodology primarily utilised secondary data, which was sourced from a diverse array of credible platforms. These sources included government websites, academic research papers, peer-reviewed journals, editorial pieces, and national newspapers. Additionally, we incorporated data from specific government programs like the Pradhan Mantri Awas Yojana, which provided valuable insights into the effectiveness and reach of rural development initiatives. The methodology involved a systematic review of existing literature and official reports to understand the historical context, implementation strategies, and outcomes of the IRDP. We also analysed statistical data to identify trends and patterns in rural development and poverty alleviation. This comprehensive approach allowed us to evaluate the program's impact on various socio-economic indicators, such as employment rates, income levels, access to healthcare, and educational opportunities in rural areas.

Moreover, our analysis included a comparative study of similar rural development programs in other countries to identify best practices and potential areas for improvement. By triangulating data from multiple sources, we ensured the robustness and reliability of our findings. This method enabled us to draw well-founded conclusions and provide actionable recommendations for enhancing the effectiveness of rural development programs in India.

Review of literature

Addressing rural poverty and unemployment has been a significant focus of India's development policies. This review of literature examines key programs and their impacts, highlighting the evolution and integration of various schemes aimed at improving rural livelihoods.

The Sampoorna Grameen Rozgar Yojana (SGRY) was introduced as a comprehensive new scheme with an annual budget of Rs. 10,000 crores, combining cash and food grains. The initiative aimed to enhance wage employment, infrastructure development, and food security in rural areas. This scheme was a consolidation of the Jawahar Gram Samridhi Yojana (JGSY), a rural infrastructure development program, and the Employment Assurance Scheme (EAS), which focused on providing wage employment. The Ministry of Rural Development launched SGRY on September 25, 2001, following a review of the previous schemes to create a more effective and unified approach to rural development and employment .

SGRY was designed to tackle rural poverty, unemployment, and slow economic growth. The scheme also aimed to ensure food security through accelerated village-level infrastructure development driven by local demand. Announced by the Indian Prime Minister on August 15, 2001, the "Sampoorna" scheme sought to enhance job prospects by facilitating access to a market-focused economy. The program's primary goals included promoting higher-paying jobs, developing rural infrastructure, and securing food availability for rural populations.

The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) represents a pivotal shift in rural employment policies by guaranteeing job opportunities for rural populations. Tripathi (2013) emphasized the need to address significant institutional and programmatic challenges within MGNREGA, such as planning, staffing, conducting social audits, and ensuring the quality of assets developed. Ensuring transparency in the act's implementation, along with proactive dissemination of program information through various media and creative methods like street plays, is crucial. These measures can raise awareness and enhance the capacity of rural households to participate in and benefit from the programme.

The evolution of rural employment schemes in India, from SGRY to MGNREGA, reflects a continuous effort to integrate and enhance programs for greater impact. By addressing structural challenges and promoting transparency and awareness, these initiatives aim to foster sustainable rural development and improve livelihoods.

Integrated Rural Development Program (IRDP): Impact and Challenges in Enhancing Rural Livelihoods in India

Integrated Rural Development Program (IRDP) launched by the govt of India during 1978 and implemented in 1980, with the intention of raising the standard of living for the rural poor by giving them access to assets that provide revenue and job possibilities. The IRDP was planned, carried out, coordinated, overseen, and monitored at the district level by an independent organization known as the District Rural Development Agency (DRDA). It was anticipated that Village Level Workers (VLWs) would choose IRDP beneficiaries by following the Antodaya, that is, by choosing the poorest of the poor first. In terms of how the IRDP operated, the National Bank for Agriculture and Rural Development's (NABARD) 1984 survey offered the most trustworthy evidence. A 47 percent rise in family income was reported by the beneficiaries in the sample, according to the poll. In two blocks of Gujrat's Sabarkantha District, the Institute of Rural Management carried out more studies. It was discovered that with an average investment of Rs. 2,337 per beneficiary family, approximately 40% of the beneficiaries received assistance for milk animals and were able to escape poverty. Despite all of these benefits, it was discovered that the "antodaya" principle was not properly adhered to when choosing IRDP beneficiaries. In addition, a significant barrier was

created by the impoverished people's incapacity to handle their assets, bank loans, and IRDP subsidies. In addition, a new program named "Training of Rural Youth for Self-Employment (TRYSEM)" was started in 1979 with the aim of eradicating youth unemployment in rural areas. TRYSEM, which focused on empowering rural youth, was a crucial component of the IRDP.

Goals of IRDP

The Integrated Rural Development Program (IRDP) was designed to assist impoverished rural residents in creating a second source of income, thereby enabling them to escape poverty. Since its inception, the program has covered almost 55 million impoverished people, with a government expenditure of Rs. 13,700 crore. Key initiatives under the IRDP umbrella include the Development of Women and Children in Rural Areas (DWCRA), which focuses on empowering women and children; the Ganga Kalyan Yojana (GKY), aimed at providing sustainable water resources; and the Million Wells Program (MWS), which supports the creation of wells for irrigation and drinking water. Additionally, the Training of Rural Youth for Self-Employment (TRYSEM) was introduced to eradicate youth unemployment by equipping young rural residents with the skills needed for self-employment. Collectively, these programs have played a significant role in enhancing rural livelihoods and promoting economic self-sufficiency.

Elements of IRDP

For every district, a five-year growth plan was created under the Integrated Rural Development Program (IRDP) to systematically address and eliminate rural poverty, hunger, and unemployment. These plans aimed to provide opportunities for self-employment by initiating actions to develop cattle and poultry farming, thereby ensuring a sustainable source of income for rural households. Additionally, the programme sought to encourage cottage industries within villages, fostering local entrepreneurship and economic resilience. This comprehensive approach aimed to uplift rural communities by creating diverse income-generating activities and promoting overall socio-economic development.

Latest schemes of IRDP

In recent years, several programmes have taken the place of the Integrated Rural Development Program (IRDP) to continue addressing the challenges of rural poverty and development in India. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) ensures wage employment and aims to enhance livelihood security. The National Rural Livelihood Mission, also known as the Deendayal Antyodaya Yojana, focuses on promoting self-employment and skilled work. The Dayal Upadhyaya Grameen Kaushal Yojana (DDU GKY) targets skill development among rural youth to increase their employability. The Pradhan Mantri Gramin Awaas Yojana (PMAY-G) aims to provide affordable housing for the rural poor, while the Pradhan Mantri Gram Sadak Yojana (PMGSY) works to improve rural road connectivity. Additionally,

the Yama Prasad Mukherji Rurban Mission and the National Social Assistance Programme (NSAP) address various aspects of rural infrastructure and social security, respectively. These programs collectively strive to uplift rural communities by enhancing economic opportunities, improving living conditions, and providing essential infrastructure.

Mahatma Gandhi National Rural Employment Guarantee Act(MGNREGA): Mahatma Gandhi National Rural Employment Guarantee Act (2005) is another significant initiative of the Indian government aimed at rural development. The Act was first enacted on February 2, 2006, in 200 of the nation's economically deprived regions.

In order to increase the livelihood stability of households in rural areas across the country, MGNREGA offers at least 100 days of guaranteed pay employment to any home whose adult members volunteer to perform unskilled manual labor in a fiscal year. The primary planning and implementation authorities for the program, Panchayati Raj institutions, have been tasked with carrying it out. In order to plan, oversee, and conduct social audits of projects funded by the Act, Gram Sabhas have been given crucial responsibility. A comprehensive strategy is used to guarantee infrastructure development, including water harvesting, irrigation, conservation, and so forth, in addition to creating job opportunities. Despite the MGNREGA's many benefits, research has shown that its acceptance differs geographically and that corruption is a

major obstacle to the program's proper execution.

National Rural Livelihood Mission (NRLM): The Indian government reorganized the SGSY into the National Rural Livelihood Mission (NRLM) on April 1, 2013, in an effort to address some of the program's inadequacies. The goal of the National Rural Livelihood Movement (NRLM) is to "reduce poverty by enabling the poor households to access opportunities for skilled wage employment and gainful self-employment, resulting in an appreciable improvement in their livelihoods on a sustainable basis" through the establishment of strong grassroots institutions of the poor. Analysis of the NRLM's early phases reveals that the mission's expansion is uneven across India.

Swarnajayanti Gram Swarojgar Yojna (SGSY): This self-employment initiative was started in 1999 by combining various programs such as Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self-Employment (TRYSEM), and Development of Women and Children in Rural Areas (DWCRA). Through mobilization, training, and capacity building, it grouped the impoverished into Self-Help Groups.

The District Rural Development Agency (DRDA) implements the SGSY through Panchayat Samitis, and in order to support the efficient operation of SHGs, additional Panchayati Raj Institutions, banks, and non-governmental organizations are involved. According to the scheme, the SGSY has the authority to keep an eye

on Swarojgaris' performance and their ability to repay bank-provided loans at a minimal interest rate. Both the federal government and the state governments provide funding for the loans given to Self-Help Groups.Despite this, a number of studies have identified some flaws, such as a dearth of community institutions, a lack of capacity building for beneficiaries, and shaky ties with banks. Further investigation revealed that a number of states have not been able to make full use of the money supplied by the SGSY program. Despite these drawbacks, the SGSY program has, in many cases, been largely successful in reducing poverty in rural areas where the impoverished were systematically organized into Self-Help Groups and provided with facilities for training and capacity building. The effects of SGSY were negligible in other locations.

Beneficiaries of IRDP

The beneficiaries of the Integrated Rural Development Program (IRDP) encompass a diverse range of vulnerable groups in rural areas. This includes poor people in rural areas, craftsmen, and farmers on the fringe who struggle to sustain their livelihoods. The program also specifically targets scheduled castes, scheduled ethnic groups, and backward classes, all of whom often face systemic disadvantages. To qualify for assistance under the IRDP, beneficiaries typically have an average income of less than Rs. 11,000, ensuring that the support reaches those most in need. By focusing on these groups, the IRDP aims to uplift the most marginalized sections of rural society, providing them with the resources and opportunities necessary to improve their economic conditions.

Problems with IRDP

Several challenges have been identified within the implementation of the Integrated Rural Development Program (IRDP), hindering its effectiveness in addressing rural poverty:

1. Lack of Coordination: One significant issue is the lack of coordination among different departments involved in the program. This lack of collaboration can lead to inefficiencies and gaps in service delivery, ultimately impacting the program's outcomes.

2. Limited Access to Land Loans: Another challenge is the limited availability of loans for purchasing land, which restricts beneficiaries' ability to invest in income-generating activities such as agriculture or livestock farming.

3. Insufficient Investment: Many beneficiary families face constraints due to excessively small average investments. Consequently, the scheme struggles to generate the anticipated income of Rs. 2000 per family, undermining its capacity to lift households out of poverty effectively.

4. Lack of Qualified Project Managers: The effectiveness of the program is further compromised by the prevalence of project managers lacking adequate education and experience. This deficiency in leadership can impede the proper implementation and monitoring of development projects.

5. Exclusion of Poor from Decision-Making: Additionally, the IRDP

overlooks the importance of involving the poor in communal decision-making processes. This oversight perpetuates a top-down approach to development, failing to consider the perspectives and needs of the marginalized communities it aims to serve.

Addressing these challenges is crucial to improving the efficacy and impact of the IRDP, ensuring that it effectively uplifts rural communities and empowers them to break the cycle of poverty.

Conclusion

In conclusion, rural development programme plays a vital role in our country. Government may launch such schemes for development (MGNREGA, NRLM). In this frame work rural residents should have better opportunities for economic growth, more people should also be involved in rural development program, planning should be decentralised land reforms should be better enforced and there should be easier to access to financing.

In addition, it is imperative that poverty and corruption be eradicate population growth is a crucial component in rural development. since it allows for sufficient employment opportunities for the nation's entire population. Even now, many people are ignorant of government programs, and many of them do not reach end consumers. The

government may take action to ensure that everyone is informed about all programmes. The true goals of all the programs are national development and poverty eradication.

References

- Government of India, Ministry of Rural Development. (2004). Sampoorna Grameen Rozgar Yojana Guidelines, 2004. New Delhi.

- Mahatma Gandhi National Rural Employment Guarantee Act. (n.d.). FAQs on MGNREGA.](http://vikaspedia.in/social-welfare/rural-poverty-alleviation-1/schemes/faqs-on-mgnrega/mahatma-gandhi-national-rural-employment-guarantee-act)

- Poverty alleviation in rural India. (2012). Strategy and programmes. Retrieved from http://planningcommission.nic.in.

- Riley, J. M. (2002). Stakeholders in Rural Development: Critical Collaboration in State- NGO Partnership. Delhi: Sage Publications.

- Setty, E. D. (2008). Effective Strategies for Rural Development. New Delhi: Akansha Publishing House.

- Sharma, R. (2015). A Study of Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in Rajasthan. (http://shodhganga.inflibnet.ac.in/bitstream/10603/73364/9/09_chapter%202.pdf) (Unpublished doctoral dissertation). Department of Economics, University of Rajasthan, India.

- Singh, K. (1986). Rural Development: Principles, Policies and Management. Delhi: Sage Publications.

- Tripathi, K. K. (2013). Rural Wage Guarantee Implementation Challenges. Kurukshetra, A Journal of Rural Development, 61(4).

Mgnrega – A Way to Create Employment and Alleviate Poverty

Muhsina.p

MA Economics Student

Safa College of Arts and Science Pookkattiri

Abstract

The Indian government is implementing numerous employments generating initiatives to close the employment generation gap in rural areas of the country. The first law in Indian history to guarantee employment and pay is the Mahatma Gandhi National Rural Employment Guarantee Act. This study examines the impact of MGNREGA on job creation, the kinds of jobs carried out under this legislation, and the degree to which this program has reduced rural India's poverty. Numerous investigations have discovered that this initiative has a significant impact on rural India's employment structure. This paper examines and describes how MGNREGA helps impoverished rural residents improve their standard of living by combining labor and skill. Additionally, the payment process needs to be overcome.

Keywords:- MGNREGA, Poverty Alleviation, Rural growth.

Introduction

It is considered that India's rural communities are its roots. Giving every rural poor person a guaranteed opportunity to work is the fundamental goal of this act.

The Indian government runs numerous programs aimed at reducing poverty, but regrettably, things remain the same today. While some had notable flaws in their application, others were at least partially successful in addressing the problem of poverty. The first-ever rural guarantee act, known as the Mahatma Gandhi National Rural Employment Guarantee Act, was created by the Indian government in 2005.The Mahatma Gandhi National Rural Employment Guarantee Act is the first law in Indian history to give rural areas the ability to support themselves through employment. This statute represents a turning point in Indian history following independence.

The right to work has, however, been elevated to a legal requirement, along with the right to receive unemployment benefits in the event that the Act's guaranteed percentage of employment is not fulfilled. This program is considered to be "the largest and most ambitious social security and public works program in the world". The MGNREGA, which offers a widely applicable, legally-enforceable ideal to the most basic kind of labor

with the explicit aim of eliminating unemployment and financial suffering of the rural poor, is undoubtedly a point of interest in the financial history of independent India. It is unquestionably a significant step in the right direction toward the formal authorization of the right to work. By holding the state accountable, the Act provides the rural poor with a bartering energy and a real commitment.

Objectives of the study

- To analyze the role of MGNREGA for generation of employment in rural area.

- How MGNREGA is able to alleviate the status of poor people.

Methodology

Secondary sources have been incorporated into the data collected for the review. Reports from MGNREGA, research papers, journals, and the MGNREGA website are among the several sources that were used to obtain secondary data.

Review of Literature

Rural development initiatives in India, particularly those aimed at addressing poverty and unemployment, have been the focus of numerous studies. Goyal and Datta (2020) explored the barriers hindering women's participation in such programs. They identified factors like lack of childcare, nature of labor, social norms, presence of contractors, payment delays, and exclusion from planning stages as significant limitations. However, efforts in certain states, such as Kadambas're and Self-Help Groups

(SHGs), utilization of information and communication technology (ICT), and involvement of NGOs, have contributed to higher participation rates among women. The study concludes with recommendations for implementation strategies and policies to enhance women's engagement in rural development schemes.

Sivasankari and Bharathi (2012) focused on assessing beneficiaries' awareness of the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in Tamil Nadu's Tirunelveli district. Their survey-based research found that beneficiaries were generally well-informed about employment registration, wage payment, workplace amenities, and records, though awareness about workplace casualties and grievance resolution process was lacking. Furthermore, beneficiaries with higher education levels demonstrated better understanding of the program. The study's insights can aid governmental and non-governmental organizations in improving program implementation.

Narasimha, Amerender, and Bentilan (2014) delved into the impacts of MGNREGA, particularly its role in rural labor markets and agriculture, with an emphasis on inclusivity. They found that states with effective implementation strategies, including integration with local planning, witnessed significant benefits in asset creation, job opportunities, and agricultural growth. Moreover, the program contributed to greater inclusion of women and marginalized groups, resulting in poverty reduction

and improved working conditions in rural areas.

Kumar (2014) examined the significance of MGNREGA in rural livelihood improvement and job creation. The program, providing at least 100 days of wage employment in rural areas, is pivotal in addressing rural unemployment. Its success relies on the involvement of the panchayat raj organization in planning and execution. MGNREGA plays a crucial role in generating wage jobs and fostering rural development.

In conclusion, these studies underscore the importance of rural development initiatives like MGNREGA in addressing poverty, unemployment, and agricultural growth in India. By identifying challenges and assessing program effectiveness, researchers provide valuable insights for policymakers and implementers to enhance the impact of such programs.

MGNREGA

The MGNREGA programme is the world's largest social welfare programme. The act NREGA was notified on September 7 2005, and launched on February 2 2006.Later it was renamed as MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) on 2nd October, 2009. The act is to provide at least 100 days of guaranteed wage employment in a financial year to every rural household whose adult members volunteer to do unskilled manual work.

Study and discussion

The image of rural unemployment became clearer the day this act went into effect. At first, there were many questions about the benefits and drawbacks of this statute's applicability. Though the most compelling aspect of all is the idea of providing set salaries to all enrolled individuals. The MGNREGA mandates a minimum of one-third of women enrolled.

In addition to causing financial loss, unemployment can also have a profound impact on relationships within the family, cause problems in social situations, lead to migration, exacerbate gender inequality, and disrupt work-related motivation, skills, and self-sufficiency. Numerous benefits of the act directly or indirectly improved the lives of rural residents by providing them with stability and employment certainty. The statute also greatly assisted in reducing migration. Fewer village relocations give women and their families' children security and employment opportunities by fostering a solid social environment. Since the Gram Panchayats were given control over MGNREGA operations. The lack of comprehensive and planned money payments indicates that the government does not view the program as a top priority. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is primarily funded by the federal government, which pays for 90% of the costs while the state governments are only required to contribute 10%. The Mahatma Gandhi National Rural Employment Guarantee Act is a well-known illustration of a demand-driven statute.

Government Objectives of MGNREGA

• Overall development of the rural economy.

• Creation of durable assets in rural

areas.

- Reduce urban migration from rural areas.

MGNREGA and Employment Generation

The MGNREGA has generated a great deal of work possibilities in rural areas with the aim of decreasing poverty. The strong need for temporary labor in rural areas allows the MGNREGA to focus development efforts. By giving those living in rural areas greater employment opportunities, it has decreased poverty. The primary objective of the Mahatma Gandhi National Rural Employment Guarantee Scheme is to ensure livelihood security by minimizing migration, fostering social equality, protecting the environment, empowering rural women, and developing assets.

Wage-employment programs have a long history, and MGNREGA is one among them. The main benefit of the MGNREGA is that it strengthens the legislation by creating a framework based on rights. The main tools it uses to define a rights-based approach are:

(1) employment cards, which allow workers to express their rights

(2) employee choice

(3) time limits on the government to fulfill promises

(4) social audits; and

(5) rewards and penalties.

Challenges and Issues

- Payment delays and leaks for wages,

as well as a lack of transparency in how the money is distributed.

- Nonpayment of statutory minimum wages.

- Work only for an average of 50 days per annum as against the promised 100 days.

- Few durable assets.

Findings

The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) has witnessed several trends in recent years. Firstly, there has been a consistent rise in the issuance of job cards to rural residents registering for employment opportunities under the program, indicating a growing interest and awareness among rural communities. However, despite this increase, there has been a slight decline in the number of individuals applying for MGNREGA jobs, which could be attributed to the expansion of the rural labor market, offering alternative employment avenues. Nonetheless, the initiative has led to heightened demand for temporary workers, reflecting its significance in addressing seasonal employment needs and providing livelihood support. Despite these positive developments, a notable limitation of the program is the absence of provisions for wage payment categorized by skill level or job type, as it currently offers only a standardized wage rate, potentially hindering efforts to incentivize certain types of work or skill development within rural communities.

Conclusion

Without a doubt, the Mahatma

Gandhi National Rural Employment Guarantee Act (MGNREGA) stands as the cornerstone programme that has significantly contributed to India's rural development landscape. Its implementation has brought about transformative changes in the employment dynamics across the nation. MGNREGA has notably succeeded in curbing unemployment rates by providing guaranteed employment opportunities to rural residents. However, one area where it falls short is in addressing the need for skilled labour. To bridge this gap and further integrate skill development with overall rural development, it would be beneficial for the government to consider incorporating emerging skills into the tasks assigned under MGNREGA. Despite this limitation, numerous studies suggest that MGNREGA has had a profoundly positive impact on the livelihoods of the rural poor in India. The program has notably boosted the rural economy by fostering increased rural income, enhancing agricultural output, and contributing to the reduction of poverty levels in rural areas. Thus, MGNREGA emerges as a pivotal force in driving rural development and improving the quality of life for millions of rural dwellers across India.

References

- Keshlata, & Fatmi, S. N. (2015). The Contribution of MGNREGA in the Empowerment of the Scheduled Tribes Through Poverty Alleviation and Rural Development in the Sheopur District of Madhya Pradesh: An Analytical Study. *International Journal of Humanities and Social Science Invention, 4,* 58-71.

- Konch, U. (2013). Rural Employment Generation In India Through Mahatma Gandhi National Rural employment Guarantee Scheme (MGNREGS). International Journal of Innovative Research & Development.48-57.

- Kumar, S. (2014). Role of MGNREGA in rural employment: A review. EPRA International Journal of Economic and Business Review. 2(1). 18-22.

- Nair, R. (2021, September 16). Explained: The Funding and Demand for MGNREGA. The Hindu Business Line. Retrieved from https://www.thehindubusinessline.com/business/economy/explained-the-funding-and-demand-for-mgnrega/article66454860.ece/amp/

- Pradhan, N. (2022). Understanding the Dynamics of MGNREGA in India: An Empirical Analysis. Indian Institute of Management Indore. Retrieved from https://www.iimidr.ac.in/wp-content/uploads/Vol8-2-MGNR.pdf

224

Youth : Resistance, Reformation, Repercussions
MES Mampad College (Autonomous)

MESMAC
INTERNATIONAL CONFERENCES
www.mesmac.in | Since 2016 | Eighth edition

A Study on Possibilities of Artificial Intelligence in Kerala's Agriculture Sector

Greeshama M[1] & Muhsina Binzi. P [2]

MA Economics Students, PG Department of Economics,
Safa College of Arts and Science, Pookkattiri, Valanchery
[1] sgreeshma947@gmail.com ,8848640345, [2] muhsinabinzi@gmail.com 7902605068

Abstract:

Agriculture plays an important role in the economic sector of every country. The traditional methods used by farmers are not sufficient to meet current needs. As a result, new automation technologies are being introduced to meet this demand and provide excellent employment opportunities for millions of people in the industry. Artificial intelligence (AI) can be defined as "the ability of a machine to imitate intelligent human behaviour" or "the ability of an agent to achieve goals in large-scale environments". One of the most important technologies in all fields, including banking, agriculture, education and robotics, is artificial intelligence. It plays a very important role in the agricultural sector and its transformation. After liberation, the number of people employed in agriculture increased. Its share in GDP is low compared to other industries. The agricultural sector accounts for 44% of the workforce and contributes only 16.5% to India's GDP. This study investigates the potential of artificial intelligence in the agricultural sector of Kerala and also determines the impact of artificial intelligence in the agricultural sector. Artificial intelligence will disrupt agriculture and force us to produce more food with fewer resources. And he began to play an important role. And this Is constantly evolving as part of technological advances in the agricultural sector. This increases world food production.

Key words: Agriculture, Artificial intelligence, GDP

Introduction

According to the Food and Agriculture Organization of the United Nations (FAO), the population is expected to grow to 10 billion by 2050. And the demand for food is increasing every day. This puts significant pressure on agricultural land to increase crop yields and increase productivity. The agriculture sector plays an important role in Kerala's economy. The contribution to the agricultural sector is decreasing day by day. People are not yet ready to work in agriculture. The agriculture sector in Kerala is facing many challenges. Farms need new, innovative technologies to address and overcome these challenges. Artificial intelligence (AI) can be used to solve these problems. Artificial intelligence (AI) is a term used to describe machines that perform cognitive processes similar to humans, including learning, understanding, reasoning, and interaction. This can take many

forms, including technological infrastructure (e.g. algorithms), part of a (manufacturing) process, or an end-user product. Artificial intelligence seems to fundamentally change the way modern society lives and works. Today, smart smartphone assistants like Siri perform a variety of tasks for users. In addition, all Tesla vehicles are connected, so what one of them learns is shared with the entire fleet. Throughout human history, technology has long been used in agriculture to increase efficiency and reduce the intensive human labor involved in agriculture. From improved plows to irrigation, from tractors to modern AI, this is the evolution that humans and agriculture have experienced since the invention of agriculture. Many opportunities for AI in agriculture. AI will help increase the share of GDP in the agricultural sector.

Objectives of the study

- To analyse the possibilities of AI in Kerala agriculture sector.

- To analyse the positive and negative impact of AI in agriculture sector.

Methodology of the study

To achieve the objectives of the study, a comprehensive methodology was employed, primarily relying on secondary data collected from various sources. These sources included newspapers, editorials, research papers, academic journals, and reputable websites. The selection of secondary data allowed for a thorough examination of existing literature and empirical evidence relevant to the research questions. By drawing upon a diverse range of sources, the study ensured a comprehensive understanding of the subject matter and enabled the synthesis of insights from different perspectives. This methodological approach facilitated the exploration of key themes, trends, and patterns related to the research topic, contributing to the depth and breadth of the analysis. Additionally, the use of secondary data provided a cost-effective and time-efficient means of data collection, allowing for a more extensive coverage of relevant information within the constraints of the study's resources. Overall, the methodology adopted in this study enabled a rigorous and systematic investigation, laying the groundwork for robust findings and insightful conclusions.

Kerala's agriculture sector: An overview

Between the years 1955 and 1956, Keralites' primary economic activity was agriculture, which employed approximately 53.1% of the total working population. The State has witnessed a remarkable transformation in agricultural sector since its formation in 1956.Cash crops like Coconut, elastic, tea, espresso, pepper, cardamom, arecanut, ginger, nutmeg, cinnamon and so forth Furthermore, food crops like paddy, custard gives the rural area of Kerala an unmistakable flavor. The agro climatic circumstances in the State suit for the development of an assortment of occasional harvests and enduring yields. During the last years the number of people engaged in agricultural activities has been reducing in the State due to high returns from other

entrepreneurial ventures or business and service sectors. The population of agricultural labourers in Kerala is also decreasing due to migration of labour force to construction, manufacturing and service sectors.

Kerala's agriculture sector: Challenging problems

The agriculture sector in Kerala faces a multitude of challenging problems that pose significant obstacles to its sustainability and growth. With projections indicating that the global population will swell to 10 billion by 2050, there is a pressing need to address the issue of food security. Meeting the escalating demands for food production will require a substantial increase of up to 70% in agricultural output. However, Kerala grapples with a shifting employment structure and a shortage of agricultural labour, exacerbating the challenge of ramping up production to meet burgeoning population needs.

Compounding these concerns is the alarming trend of agricultural land conversion for non-agricultural purposes and the cultivation of cash crops, driven by urbanization and industrialization pressures. This conversion diminishes the availability of arable land for food crop cultivation, further straining efforts to enhance food security in the region. Additionally, the agriculture sector in Kerala is increasingly vulnerable to the adverse impacts of climate change, including erratic weather patterns and the heightened risk of pest infestations. These environmental stressors threaten crop yields and exacerbate the existing challenges facing farmers.

Furthermore, despite its historical significance, agriculture in Kerala

suffers from low profitability, posing a formidable barrier to the sector's sustainability and the livelihoods of those dependent on it. Addressing these multifaceted challenges will require concerted efforts from policymakers, agricultural experts, and stakeholders across various sectors to develop innovative solutions and implement effective strategies to bolster Kerala's agriculture sector and ensure its resilience in the face of evolving global dynamics.

Possibilities of AI in agriculture sector

The possibilities of integrating artificial intelligence (AI) into the agriculture sector are vast and hold significant potential for revolutionizing farming practices. One key application is in crop yield prediction and price forecasting, wherein AI algorithms can analyse data to accurately identify crop yields and forecast prices for the upcoming weeks, enabling farmers to make informed decisions and maximize profits. Intelligent spraying is another area where AI can make a substantial impact by utilizing sensors to precisely target weed-affected areas, reducing herbicide use and minimizing environmental impact.

Predictive insights provided by AI systems offer valuable guidance on optimal planting times and the potential effects of weather conditions on crop growth, helping farmers enhance productivity and mitigate risks. Agriculture robots equipped with AI capabilities can automate labour-intensive tasks like harvesting, enabling faster and more efficient processing of large volumes of produce. Additionally, AI-driven crop and soil monitoring systems can detect health issues such

as pest infestations or soil deficiencies, allowing for timely intervention and improved crop management.

Disease diagnosis is another critical application of AI in agriculture, enabling early detection and classification of plant diseases to facilitate effective disease management strategies. By leveraging forecasting and predictive analytics, farmers can manage risk more effectively, reducing the likelihood of crop failures and optimizing resource allocation. Furthermore, the integration of chatbots as communication tools allows farmers to interact with distributors or customers, facilitating tasks such as ordering supplies, managing inventory, and accessing information about products or services. Overall, AI presents numerous opportunities to enhance efficiency, productivity, and sustainability in the agriculture sector, paving the way for a more resilient and technologically advanced farming industry.

Positive impact of AI

AI offers new opportunities to optimize food production practices in response to climate change, population growth, employment challenges and food security challenges. Farmers can use AI technology to address issues such as soil health and herbicide resistance. Use resources more sustainably and efficiently to reduce overall greenhouse gas emissions from the agricultural sector. The use of machine learning in various agricultural applications helps reduce unemployment. This is an opportunity for young people as well. Providing up-to-date training and hands-on training in AI capabilities improves productivity. These technologies help save water, pesticides and herbicides, maintain soil fertility

and use labor more efficiently. The share of agriculture in the gross domestic product (GDP) is increasing. AI can predict the weather and the impact of conditions such as wind, precipitation or an upcoming drought. This helps farmers to take appropriate measures to reduce losses. AI has been used in tissue culture to optimize growth conditions and improve transformation efficiency. It helps increase productivity in the agricultural sector.

Negative impact of AI

One of the significant adverse consequences of the simulated intelligence in agriculture is Security dangers like cyberattacks and information breaks might cause farmers difficult issues. It's even possible that simulated intelligence based cultivating frameworks could be focused on by programmers fully intent on disturbing food supplies. High initial investment cost, the implementation of AI system can require substantial capital, making it challenging for small scale farmers and agricultural business. Farmers who lack the necessary skills and knowledge may struggle to use AI effectively. Small scale farmers who may not have the resources to invest in AI technology. While AI automation might displace some traditional agricultural jobs, the AI sector itself is creating new employment opportunities.

Conclusion

Artificial intelligence (AI) has transformed many businesses, and agriculture is no exception. Artificial intelligence can transform the agricultural sector, using both traditional breeding strategies and innovative and modern breeding methods. AI

has the potential to revolutionize the agricultural sector by making it more efficient, sustainable and profitable. AI in agriculture offers many opportunities for farmers, including improved crop health monitoring, precision agriculture and weather forecasting. Companies that improve their products or services based on machine learning or artificial intelligence, such as learning data in agriculture, drones and automated manufacturing, will benefit from future technological developments and provide more useful applications for the sector to help the world address food production. Will do it. The problem of population growth. Complementing existing technologies, AI can simplify the most complex and routine tasks, collect and process large amounts of data from digital platforms, find the best action, and even initiate that action together with other technologies. Artificial intelligence can help farmers produce more crops with fewer resources and make smarter decisions that lead to better profitability. AI will significantly solve the shortage of resources and manpower. And AI has negative effects. It is very expensive in the initial stages. It is not suitable for small farmers. However, it is important to note that while the initial investment cost may be high, the long-term benefits of AI in agriculture, including increased efficiency, increased productivity and reduced labor costs, outweigh the costs. Artificial intelligence can help farmers solve existing challenges, such as getting real-time data on production, identifying areas that need irrigation, and performing small, repetitive, time-consuming tasks. To overcome these challenges, governments, non-profits, and the private sector must work together to provide farmers with the tools and support they need to implement AI in agriculture.

References

- Abdullahi, Z. Y., Baballe, M. A., Saad, A., & Abdulsalam, S. S. (Year). Effects of Modern AI Trends on Smart Farming to Boost Crop Yield. Paper presented at the 3rd ICEANS Conference, Konya.

- Ahngar, T. A., Bahar, F., Singh, L., Singh, P., Mahdi, S. S., Bhat, T. A., Rashid, Z., Lone, B. A., Raja, W., Saad, A. A., & Ahmad, L. (Year). Artificial intelligence in agriculture, applications, Benefits and challenges: A review.

- Analytics Vidhya. (2020). Artificial Intelligence in Agriculture: Using Modern-Day AI to Solve Traditional Farming Problems. Retrieved from https://www.analyticsvidhya.com/blog/2020/11/artificial-intelligence-in-agriculture-using-modern-day-ai-to-solve-traditional-farming-problems/

- Fadziso, T. (2019). How Artificial Intelligence Improves Agricultural Productivity and Sustainability: A Global Thematic Analysis. Asia Pacific Journal of Energy and Environment, 6(1), 23-37.

- Government of Kerala. (n.d.). An Analytical Study on Agriculture in Kerala. Directorate of Economics and Statistics, Government of Kerala. Retrieved from https://www.ecostat.kerala.gov.in/publication-detail/an-analytical-study-on-agriculture-in-kerala

- Kumar, H., & Sahoo, S. S. (2021). Artificial Intelligence in Agriculture. In New Engineering Technology for Modern Farming (pp. 144-152). New India Publishing Agency.

- Sharma, R. (2021). Artificial Intelligence in Agriculture. In 2021 5th International Conference on Intelligent Computing and Control Systems (ICICCS).

A Study on Financial Literacy among College Students in Malappuram District

Rina Parakkal & Nisma P

First year MA Economics student

DGMMES Mampad college (Autonomous)

Abstract

Financial literacy is paramount for individuals to make informed and responsible financial decisions that contribute to their financial security and well-being. This paper explores the importance of financial literacy, particularly among college students in Malappuram district, highlighting its role in empowering individuals to achieve their personal, family, and community goals. Low financial literacy, especially in underserved and low-income communities, poses significant threats to individuals' financial well-being, making them susceptible to predatory lending and costly financial mistakes. Moreover, it can lead to missed wealth-building opportunities and reduced access to higher education and professional development. Therefore, understanding and enhancing financial literacy among college students is crucial, as it equips them with essential skills to manage money wisely, make informed financial decisions, and navigate personal finance complexities. The paper presents findings from a study conducted in Malappuram district, revealing insights into the diverse sources contributing to financial literacy, access to banking services, awareness of fraudulent activities, and understanding of financial products among college students. Additionally, it highlights major findings of the study, shedding light on the financial literacy landscape and underscoring the need for targeted interventions and initiatives to address challenges and promote financial well-being among college students in the region.

Keywords: Financial literacy, Awareness, Economic growth

Introduction

Financial literacy is the combined knowledge and skills required to make responsible and informed financial decisions that contribute to a sense of financial security and Well-being. Knowledge of financial concepts like saving, investing, spending and borrowing is the foundation of financial literacy According to the World Bank definition, it is the internal capacity to act in one's best financial interest, given socioeconomic and environmental conditions. The National Financial Educators Council (2018) defines financial literacy "as possessing the skills and knowledge on financial matters to confidently take effective action that best fulfills an individual's personal, family and global community goals. Financial literacy is important, Because low financial literacy threatens

the well-being of individuals and families, especially in underserved and low-income communities. Without a solid financial foundation, our youth are more susceptible to predatory lending and costly errors in managing debts and expenses that can lead to lifelong financial inequity.

Additionally, low financial literacy can lead to missed wealth-building opportunities and reduced access to higher education and professional development training. Financial literacy is crucial for college students as it equips them with essential skills to manage money wisely, make informed financial decisions, and navigate the complexities of personal finance. This knowledge helps them build a strong foundation for their future, including budgeting, saving, investing, and avoiding debt traps.

Statement of the Problem

Financial literacy plays a crucial role in empowering individuals to make informed financial decisions. However, there is a growing concern about the level of financial literacy among college students in Malappuram district. This problem statement aims to address the key challenges and issues associated with the financial literacy of college students in the region. Cultural and socioeconomic factors may contribute to disparities in financial literacy levels among college students. The existing educational framework may not sufficiently address the specific financial literacy needs of college students. There is a pressing need for targeted intervention programs that align with the unique challenges and

aspirations of the student demographic in Malappuram district.

Review of Literature

Knowledge is cumulative in nature. Knowledge in the form of ideas never dies out. In fact past knowledge always act as backbone for present understanding and shows a direction the present knowledge. There for, any attempt to have newer understanding is particularly necessary for the research. Performing a literature search and then reviewing /critiquing it are essential to any research report. The main objective of review of literature is to illustrate the idea of synthesizing the literature available, stressing the weaving together and integration of threads contained in previous writings on the selected topics. Keeping in this view, in this chapter underwent with the earlier works done in the area.

Sreeja A , Sreeraj NR (2019) conducted studying on financial literacy among college students in Eranamkulam district. To evaluated financial literacy of college students in Eranamkulam. This study based on primary data collected from 120 students from 3 aided college & government college in Eranamkulam region,Kerala,data collected through well- structured questionnaire using systamatic random sampling method. The result from the study reveals that the college student do have a strong attitude towards buying low cost products and in preparing the monthly budgets.

Ms. Goswami &Karan Dhawan (2017) conducted study on "financial literacy among college students,in Delhi ".thus

study aimed to analyse the level of financial literacy among the students by evaluating the influence of various demographic factors like gender, age group, discipline of study, level of study, annual household income, parent's occupation and source of income to the students. A survey method was employed using a sample of 100 students of a private and government higher education institution in Delhi, NCR. All the students are in the age of 18-30 years .The study used valid and reliable scales for measuring the financial literacy through structured questionnaire. Hypothesis testing was conducted through ANOVA.

Vidhya Sarat G,Karthik Rawl and Amitha N (2019) conducted "a study on financial literacy among students in Bangalore". Their study is an evaluation to under pin the relationship between financial literacy level and natural financial behavior of undergraduate and postgraduate of Bangalore. In their study the sample sponsor's received were from 104 students the result where analysis on the gender and qualification. This study is directed to impart the conclusions about the levels of financial literacy among the college students of Bangalore and found that it ranged to moderate level of knowledge, as in accordance with the Agarwalla Sobhesh Kumar, Barua Samir, Jacob Josahy, Jayanth R. Varma (2012) research which showed that financial literacy among Indian youths is quite low as compared to the international standards, which is matter to be concerned and makes a need for awareness about its importance in the life an individual, for his/her family and as whole for the economy.

Lavanya Rekha Bahadur (2015), analyzed two pillar of the economy: financial literacy and financial inclusion and its current scenario as well as common people perspective about financial instruments. Data collected from 202 Mumbai and thane district individuals. It is found that level of financial literacy is very low and suggested to encourage financial literacy from school level, national level programs and seep effort Lavanya Rekha Bahadur (2015), analyzed two pillar of the economy: financial literacy and financial inclusion and its current scenario as well as common people perspective about financial instruments. Data collected from 202 Mumbai and thane district individuals. It is found that level of financial literacy is very low and suggested to encourage financial literacy from school level, national level programs and seep effort to the grass root

Scope of the Study

The scope of the study on financial literacy among college students in Malappuram district encompasses various dimensions, focusing on understanding, assessing, and addressing the challenges and opportunities related to financial knowledge and behaviors.

Objective of Study

1.To understand the awareness about financial literacy among college students

Research Methodology

In this study, an empirical analysis of financial literacy among college

students in Malappuram district was conducted. The research utilized primary data collected from 75 students across various departments and colleges in the district. The sampling method employed was random sampling, ensuring that each student had an equal chance of being selected, thereby enhancing the representativeness of the sample.

To gather data, a well-structured digital questionnaire was developed using Google Forms. This method allowed for efficient data collection and management, as respondents could easily access and complete the questionnaire online. The questionnaire likely covered a range of topics related to financial literacy, such as understanding of basic financial concepts, awareness of financial products and services, and attitudes towards financial management.

The distribution of the questionnaire was facilitated through various digital social networks, enabling researchers to reach a wider pool of participants within the college student population. This approach likely enhanced the accessibility of the survey and encouraged greater participation from diverse groups of students.

After collecting the data, the researchers employed diagrams and percentages for the analysis. Diagrams, such as bar charts or pie charts, may have been used to visually represent the distribution of responses across different categories or to illustrate trends or patterns in the data. Percentages were likely calculated to quantify the prevalence of certain attitudes, behaviors, or levels of knowledge among the respondents.

Overall, this methodological approach allowed the researchers to systematically investigate financial literacy among college students in Malappuram district, leveraging primary data collected through digital means and employing statistical analysis techniques to draw meaningful insights from the data.

Result & Discussion

Financial literacy among college students is a critical aspect of their overall education and future financial well-being. Understanding how students acquire financial knowledge, their access to banking services, awareness of fraudulent activities in the banking sector, and familiarity with various financial products is essential for policymakers, educators, and financial institutions to tailor effective interventions and initiatives. In this analysis, we delve into the diverse sources contributing to financial literacy among college students, their access to banking services, awareness of fraudulent activities, and understanding of financial products, highlighting both areas of strength and areas for improvement in financial education and inclusion efforts.

Source of Financial Literacy

Among the respondents, a diverse range of sources contributed to their financial literacy. Notably, 28% reported learning about financial literacy directly from the syllabus, indicating the educational system's role in disseminating financial knowledge. However, a larger proportion, accounting for

42.7%, acquired financial literacy from sources beyond the prescribed curriculum, suggesting the importance of extracurricular or self-directed learning. Another 13.3% of respondents reported gaining financial knowledge through activities conducted outside of the school environment, highlighting the significance of community programs or initiatives in enhancing financial literacy. Interestingly, 16% of respondents indicated that they had never received any formal or informal education on financial matters, signaling a potential gap in financial education provision that could be addressed through targeted interventions. (see Figure 1).

Data source : primary data
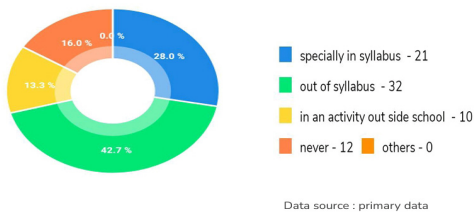
Figure 1: Classification by source of financial literacy

Access to banking

Among the surveyed students, a substantial majority, comprising 93.3%, reported having a bank account. This high percentage suggests widespread access to banking services among the student population, indicating a positive trend towards financial inclusion. However, it also implies that there is still a small proportion, constituting the remaining 6.7% of students, who do not have a bank account. This minority might face barriers to accessing formal banking services, such as lack of documentation, awareness, or proximity to banking

facilities. Addressing the needs of this group could be crucial for promoting broader financial inclusion initiatives and ensuring that all students have equal opportunities to engage with the formal financial system. (see Figure 2).
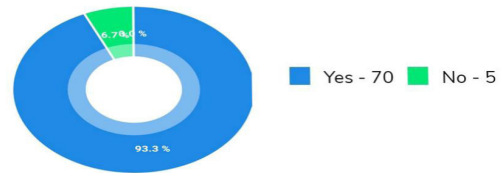
Datasource: primary data

Figure 2: Status of maintaining bank accounts

Understanding about fraudulent activities in banking sector

Among the respondents, 40.2% demonstrated awareness regarding ATM fraud, indicating a significant portion of the surveyed population is knowledgeable about this specific type of financial scam. Additionally, 30.8% reported awareness about account takeover, suggesting a substantial number of individuals are informed about the risks associated with unauthorized access to bank accounts. Furthermore, 19.6% of respondents indicated awareness of bribery-related financial crimes, indicating some familiarity with corrupt practices involving monetary incentives. However, a smaller percentage of individuals, specifically 7.5%, reported awareness of skimming, which involves the illicit capturing of credit or debit card information. Despite varying levels of awareness across different types of financial fraud, these findings collectively suggest a moderate degree

of understanding among respondents regarding various fraudulent activities that can impact financial security. Increasing awareness and education about these threats could help mitigate the risks and protect individuals from falling victim to such scams. (see Figure 3).
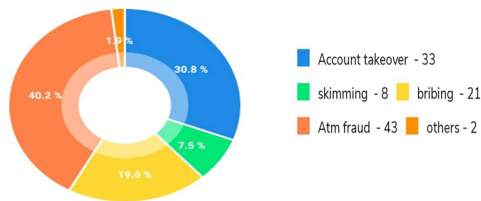

Figure 3: Details of awareness about fraudulent activities in banking sector

Understanding about financial products

A survey conducted in Malappuram, Kerala revealed some interesting insights into financial literacy in the region. While residents showed good understanding of basic banking products like loans (54%), debit cards & credit cards (50%), and savings accounts (56%), knowledge about investment options was lower. Only 37% were familiar with stocks and shares, and 38% with mutual funds.

The survey also showed some positive signs. Nearly half the respondents (49%) were aware of the central bank and insurance. Interestingly, a significant majority (58%) recognized the term "budget." However, awareness dipped considerably for specific government schemes (36% or below for options like PPF, KVP, etc.) and some investment terms (26% for Nifty/Sensex).

This highlights a need for targeted

financial literacy initiatives. Banks and financial institutions can play a crucial role in educating the public about these lesser-known products and services, empowering them to make informed financial decisions. By bridging the knowledge gap, these initiatives can promote financial inclusion and improve the overall financial well-being of the population. (see Figure 4).
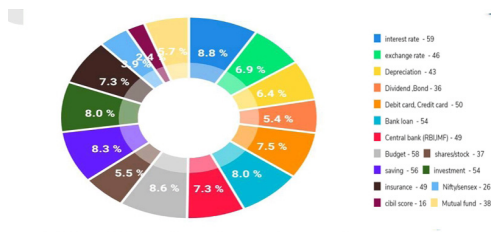
- Data Source :Primary survey conducted in Malappuram district Dec 2023,Jan 2024

Figure 4: Awareness about different financial products

Major Findings of the Study

The study surveyed respondents, with 85.3% identifying as female and 14.7% as male. Samples were categorically distributed, with 92.0% from Other Backward Classes (OBC), 5.3% from the general category, and 2.7% from Scheduled Castes (SC). The majority of respondents reported earning an annual income between 12000-60000. Regarding financial dependency, 41.0% of students relied on their parents for day-to-day expenses. Interestingly, a significant portion of respondents (83.1%) did not maintain a written budget for their daily expenses. When it comes to discussing family budgets, 18.7% of respondents engaged in such discussions with their parents, with 65.3% doing so regularly and 16% occasionally. About investment concerns, 13.3% of respondents

expressed significant worry, while varying proportions selected different levels of concern on a provided scale. The majority of respondents lacked clarity on the impact of online loan-providing apps. Additionally, 77.3% of respondents had no clear understanding of the 50th 30th 20th rule. Regarding financial literacy in the syllabus, 37.3% strongly agreed on its inclusion, with 41.3% agreeing, 20% remaining neutral, and 1.3% disagreeing.

Suggestions

1.Integrate financial literacy into the curriculum , ensuring comprehensive coverage of topics such as budgeting, savings and investing.

2.Organize financial literacy programs within college campuses to equip students with essential skills in managing finances effectively.

3. Conduct workshop by collaborating with local banks and other financial institutions for creating awareness about f financial literacy among college students.

Conclusion

In conclusion, the study's findings underscore the multifaceted nature of financial literacy acquisition among the surveyed population. While a significant portion derives knowledge from formal education, a larger proportion relies on extracurricular sources and community initiatives. Access to banking services appears widespread, yet pockets of exclusion persist, necessitating targeted interventions for broader financial inclusion. Awareness of fraudulent activities in the banking sector varies, suggesting a need for heightened education to mitigate risks. Moreover, while understanding of basic financial products is relatively strong, gaps exist, particularly regarding investment options and government schemes, indicating a need for tailored educational initiatives. The study highlights the importance of integrating financial literacy into curricula, organising campus-based programs, and collaborating with financial institutions to enhance awareness and skills among college students, ultimately promoting financial empowerment and well-being.

References

- Goswami, M., & Aditya, R. (2018). Financial literacy among college students: An empirical study. In XVIII Annual International Conference of the Society of Operations Management (pp. 455-460). Retrieved from https://www.internationalconference.in/XVIII_AIC/TS5B/Mani%20Goswami_455-460_.pdf

- Mehta, S. K., & Bhavsar, M. (2019). Financial Literacy of College Students with Special Reference to Surat City. Journal of Emerging Technologies and Innovative Research, 6(7), 605-612. Retrieved from https://www.jetir.org/papers/JETIR1907D85.pdf

- Now Money. (n.d.). Why is financial literacy important? Retrieved from https://nowmoney.me/blog/why-is-financial-literacy-important/

- Preet, K., & Sharma, R. (2023). Financial Literacy among College Students: A Study with Special Reference to Students of Degree Colleges of Punjab. International Journal of Advanced Research in Management, 7(2), 24-34. Retrieved from https://ijarm.com/pdfcopy/2023/feb2023/ijarm12.pdf

MESMAC
INTERNATIONAL CONFERENCES
www.mesmac.in | Since 2016 | Eighth edition

Evaluation of the Economic Costs of Household Food Waste

Anjana P. * and **Jainy Varghese** **

Abstract

Food waste poses significant environmental, social, and economic challenges globally, with the household sector contributing a substantial 61% to the overall waste production, as highlighted in the Food Waste Report 2021 by UNEP and WRAP. In India alone, approximately 68.7 million tonnes of food are wasted annually, exacerbating issues of food insecurity. The economic ramifications of this wastage are staggering, amounting to an estimated 1 trillion dollars annually. However, the lack of standardised methodologies for quantifying and valuing food waste poses a significant challenge for research in this area. This study seeks to address this gap by examining various methods for quantifying and valuing household food waste economically. Drawing on secondary data from academic journals, reports, and grey literature, the study identifies direct measurement, waste composition analysis, volumetric assessment, and the diary method as prominent approaches. It elucidates the economic costs of food waste, encompassing the potential value of wasted food sources and expenses related to disposal and management. Furthermore, the study explores the conversion of environmental impacts, such as water footprint and emissions, into economic costs to underscore the broader societal implications of food waste. Ultimately, by quantifying and evaluating household food waste, policymakers can better understand its significant impacts and devise effective strategies to address this pressing issue.

Keywords: food waste, economic cost, quantification, environmental cost

Introduction

Food waste is a serious issue for the future, and it persists despite the existence of food insecurity and malnutrition.United Nations Environment Programme, (UNEP, 2021) defined food waste as "Food and the associated inedible parts removed from the human food supply chain in the following sectors: Retail, Food service,

*Research Scholar, School of Environmental Studies, Thunchath Ezhuthachan Malayalam University, Vakkad P.O., Tirur, Malappuram, Kerala-676502, Email: anjanawhiskerbat@gmail.com, 7592878611, Presenting Author

**Assistant Professor, School of Environmental Studies, Thunchath Ezhuthachan Malayalam University, Vakkad P.O., Tirur, Malappuram, Kerala-676502, Email: jainy@temu.ac.in, 9447799859

Households". According to the United Nations Environment Programme's (UNEP) and Waste & Resources Action Programme's (WRAP) Food Waste Report 2021, 61% of food waste is generated in the household sector. Every year, approximately 68.7 million tonnes of food waste are generated in India's household sector(Agarwal et al., 2021). The food waste conundrum has a number of social, economic, and environmental consequences. Unscientific and negligent food waste management will exacerbate the planet's current dire conditions, including global warming, pollution, and resource depletion (Seberini, 2020). Target 3 of the United Nations 12th Sustainable Development Goals (SDGs) pledged to "by 2030, halve per capita global food waste at retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses." Aside from SDG 12.3, other sustainable goals are also linked to food waste, which is less discussed in studies (Varghese & Anjana, 2022).

Every year, about one-third of the food produced for human consumption worldwide is lost or wasted from the different stages of the food supply chain (FAO, 2013). The production value of this waste is estimated to be 1 trillion dollars, but when the environmental and social costs are included, that value rises to 2.6 trillion dollars (FAO, 2014). In India, 10% to 20% of the food served at weddings is typically wasted, amounting to roughly 14 billion dollar annually (Gupta, 2022). Putting an economic value on the associated with the environmental and social impacts

of food waste is thus an important way of bringing these issues to the attention of policymakers. Accurate data on food waste, particularly in major sectors such as households, is required to assess the impact of food waste. But the existing quantification methods are debatable (Xue et al., 2017). The Food Waste Index report for 2021, on the other hand, reveals a significant gap in accurate data of food waste. Hence the purpose of this paper is to comprehend the methods of quantification and to analyse valuation methods of economic cost of household food waste.

Methodology

To understand the major methods of quantification and to analyse the evaluation method of economic cost of household food waste, secondary data were collected and analysed.The major sources of secondary data were reports of International organisations like UNEP, FAO, WRAP, books, and peer reviewed research journal articles.

Result and Discussion

Quantifying the food waste means measuring the amount of wasted food by different methods. Quantification is very important for estimating the amount and evaluating the impact of the household food waste (CEC, 2019). After the quantification, the accurate amount of food waste is used to estimate its social, economic and environmental costs.

Quantification methods

There are different quantification methods are available to quantify food waste in each food supply chain sector

(CEC, 2019; UNEP, 2021). The analysis of secondary data shows that different quantification methods are used for different studies (Elimelech et al., 2018; Djekic et al., 2019; Amirudin & Gim, 2019; Quested et al., 2020; Ilakovac et al., 2020; Shabanali et al., 2019). According to the Food Waste Index Report (2021), there are five major methods are used to measure the amount of food waste generated from households. They are,

Direct method: Using a measuring device, direct measurement determines the amount of wasted food from a household (UNEP, 2021). It is a physical survey of waste, which measures the actual wet weight of food waste. The method can avoid the bias due to social desirability. However, age and degradability of the waste can also affect the quantity of the waste corresponding to the time of data collection (Elimelech et al., 2018). Compared to other available methods, it is expensive, time consuming and researchers need direct access to food waste (Withanage, 2021).

Waste composition analysis: It is also a type of physical waste survey. The difference is that this method measures the food waste by categorising or separating food waste into different types (Adelodun et al., 2021; Quested et al., 2019; Elimelech et al., 2018; Everitt et al., 2022). Waste composition Analysis is the physical separation of food waste from other materials in order to determine its mass and composition. The method is more accurate for gaining an in -depth understanding of food waste material type and categories (Everitt et al., 2022). The method is not suitable for quantifying the food waste disposed in the public disposal system

such as community waste bins in the residential areas (Withanage, 2021).

Volumetric analysis: Volumetric assessment is the process of determining the mass by measuring the physical space occupied by food waste. The method is suitable for the quantification of liquid food waste, solid food waste suspended in liquid (Tostivint et al., 2016). If the quantity of the food waste has the same composition, density will be consistent. Then the volumetric analysis was done by applying the density of the waste to the volume of the waste that occupies a given space (UNEP, 2021).

Kitchen diary/Diary method/Self reporting method: This is also known as kitchen log method in which the residents of households keep records of the amount and nature of food waste generated at their homes on a regular basis (UNEP, 2021; Williams et al., 2012; Ilakovac et al., 2020; Shabanali et al., 2019). This method can provide descriptive information that could not be captured by other methods. Besides, it captures food waste that does not go into a waste bin (Withanage, 2021). In this method, there is a possibility of manipulating the recorded data by the respondents (Williams et al., 2012; Ilakovac et al., 2020; Shabanali et al., 2019).

Survey /Interviews: The method utilises questionnaire as a tool to capture self-reported quantities and the composition of food waste generated within a respondent's household. This method can obtain data on demographic characteristics of respondents and it is applicable for larger sample size (Ponisal, 2017; Pappalardo et al., 2020;

Cronje et al., 2018; Elmenofi et al., 2015; Djekic et al., 2019; Amirudin & Gim,2019). Here also a chance for biased responses from respondents (Elimelech et al., 2018; Elimelech et al., 2019).

Besides these, there are other minor methods such as estimation based on secondary data and extrapolation (Nahman et al., 2012; Venkat, 2012) and photograph method (Herpen and Lans, 2019) are used for the quantification of food waste.

Estimation based on secondary data and extrapolation: Here the method extrapolates the existing quantified household food waste data provided by the previous reports and studies. The method is mainly used for analysis of economic impacts of household food waste in a wider geographical area (Nahman et al.,2012; Venkat, 2012).

Photograph method: In this method, participants are instructed to take pictures of their household food waste and send them to the researcher, who then codes the types and amounts of waste that can be seen on the pictures (Herpan & Lans, 2019).

Evaluation of economic cost of household food waste

There are a number of factors that have been considered for calculating the economic costs of food waste produced by the household sector (CEC, 2019; FAO, 2014). The major factors are waste management cost, indirect environmental cost, social cost, and direct commodity value cost (Adelodun et al.,2021; Nahman et al., 2012; CEC, 2019; Venkat, 2012; FAO, 2014). Adelodun et al.(2021) calculated the economic cost of household food waste as agricultural crop by using waste management cost and direct commodity value cost. Inorder to calculate the waste management cost of household food waste, the amount needed for the waste disposer and the inconvenience cost of source separation of food waste were used. The study of Nahman et al. (2012), based in South Africa, assessed the economic costs of household food waste associated with two issues: the loss of a potentially valuable food source(retail value of food as commodity), and the impacts of disposing food waste to landfills (Waste management cost). Venkat (2012) used the carbon footprint (Indirect environmental cost) as a major aspect to evaluate economic cost.

The indirect social costs of food waste such as nutritional loss, related health impacts are very important for evaluating the economic costs (Varghese & Anjana, 2022; Serbini, 2020; Scherhaufer et al., 2015), but studies are rarely discussed in this aspect. A Full Cost Accounting (FCA) method used by Food and Agricultural Organization (FAO) of the United Nations for estimating that the economic costs for all sector of food supply chain. The FCA considers all social, environmental and financial impacts of food waste for calculating the economic cost. FCA framework include different components such as well-being valuation to determine the social costs of natural resource degradation, market-based valuation of direct financial costs, and non-market valuation of lost ecosystem goods and

services (FAO, 2014).

Conclusion

The current paper evaluates the various quantification methods used for estimating the economic value of food waste in the household sector. The data reveals that each method has its own advantages and disadvantages. Among the seven quantification methods, self-reporting method is most popularly used. Also different aspects like Previous studies and reports reveal that there are limited studies done on the quantification and evaluation of economic costs of household food waste in India especially in Kerala.

References

- Adelodun, B., Kim, S. H., Odey, G., & Choi, K. S. (2021). Assessment of environmental and economic aspects of household food waste using a new Environmental-Economic Footprint (EN-EC) index: A case study of Daegu, South Korea. Science of the Total Environment, 776, 145928. https://doi.org/10.1016/j.scitotenv.2021.145928

- Amirudin, N., & Gim, T. H. T. (2019). Impact of perceived food accessibility on household food waste behaviours: A case of the Klang Valley, Malaysia. Resources, Conservation and Recycling, 151(April), 104335. https://doi.org/10.1016/j.resconrec.2019.05.011.

- CEC Commission for Environmental Cooperation, 2019. Technical Report: Quantifying Food Loss and Waste and its Impacts, (Section 2.1).

- Cronjé, N., Merwe, I. D & Müller, I.M. (2018). Household food waste :A case study in Kimberley,South Africa.Journal of Consumer Sciences, 46, 129–143. https://doi.org/10.4324/9780429462795-11.

- Djekic, I., Miloradovic, Z., Djekic, S., &

Tomasevic, I. (2019). Household food waste in Serbia – Attitudes, quantities and global warming potential. Journal of Cleaner Production, 229, 44–52. https://doi.org/10.1016/j.jclepro.2019.04.400.

- Elimelech, E., Ayalon, O., & Ert, E. (2018). What gets measured gets managed: A new method of measuring household food waste. Waste Management, 76, 68–81. https://doi.org/10.1016/j.wasman.2018.03.031.

- Elmenofi, G. A. G., Capone, R., Waked, S., Debs, P., Bottalico, F., & El Bilali, H. (2015). An exploratory survey on household food waste in Egypt. VI International Scientific Agriculture Symposium "Agrosym 2015"; 15-18 October, 2015; Jahorina, Bosnia and Herzegovina, 533. https://doi.org/10.7251/AGSY15051298E.

- Elimelech, E., Ert, E., & Ayalon, O. (2019). Bridging the gap between self-assessments and measured household food waste: A hybrid valuation approach. Waste Management, 95, 259–270. https://doi.org/10.1016/j.wasman.2019.06.015.

- Everitt, H., van der Werf, P., Seabrook, J. A., Wray, A., & Gilliland, J. A. (2022). The quantity and composition of household food waste during the COVID-19 pandemic: A direct measurement study in Canada. Socio-Economic Planning Sciences, 82(PA), 101110. https://doi.org/10.1016/j.seps.2021.101110.

- FAO. (2013). Food wastage footprint: Impacts on natural resources: technical report. Food and Agriculture Organisation of the United Nations. http://www.fao.org.

- FAO. (2014). Food Wastage Footprint: Food cost-accounting.ww.fao.org.

- Gupta,S.(2022). Knowledge, Attitude and Practices Related to Food Wastage among Indian Men and Women,International Journal of Food and Nutritional Sciences,17-22.

- Herpen,E.V. & Lans,I.V.D. (2019). A picture says it all? The validity of photograph coding to assess household food waste. Food Quality and Preference, 75(October 2018), 71–77. https://doi.org/10.1016/j.foodqual.2019.02.006.

• Ilakovac, B., Voca, N., Pezo, L., & Cerjak, M. (2020). Quantification and determination of household food waste and its relation to sociodemographic characteristics in Croatia. Waste Management, 102, 231–240. https://doi.org/10.1016/j.wasman.2019.10.042.

• Nahman, A., Lange, W. De, Oelofse, S., & Godfrey, L. (2012). The costs of household food waste in South Africa. Waste Management, 32(11), 2147–2153. https://doi.org/10.1016/j.wasman.2012.04.012.

• Pappalardo, G., Cerroni, S., Jr, R. M. N., & Yang, W. (2020). Impact of Covid-19 on Household Food Waste : The Case of Italy. 7(December), 1–9. https://doi.org/10.3389/fnut.2020.585090.

• Ponis, S. T., Papanikolaou, P., Katimertzoglou, P., Ntalla, A. C., & Xenos, K. I. (2017). Household food waste in Greece : A questionnaire survey. Journal of Cleaner Production, 149, 1268–1277. https://doi.org/10.1016/j.jclepro.2017.02.165.

• Quested, T. E., Palmer, G., Moreno, L. C., McDermott, C., & Schumacher, K. (2020). Comparing diaries and waste compositional analysis for measuring food waste in the home. Journal of Cleaner Production, 262, 121263. https://doi.org/10.1016/j.jclepro.2020.121263.

• Seberini, A. (2020). Economic, social and environmental world impacts of food waste on society and Zero waste as a global approach to their elimination. SHS Web of Conferences, 74, 03010. https://doi.org/10.1051/shsconf/20207403010.

• Scherhaufer, S., Lebersorger, S., Pertl, A., Obersteiner, G., Schneider, F., Falasconi, L., De Menna, F., Vittuari, M., Hartikainen, H., Katajajuuri, J.-M., Joensuu, K., Timonen, K., van der Sluis, A., Bos-Browser, H., Moates, G., Waldron, K., Mhlanga, N., Bucatariu, C. A., Lee, W. T. K., Easteal, S. (2015). Criteria for and baseline assessment of environmental and socio-economic impacts of food waste. FUSION.

• Shabanali, H., Aramyan, L. H., Sijtsema, S. J., & Alambaigi, A. (2019). Resources , Conservation & Recycling Determinants of household food waste behavior in Tehran city : A structural model. Resources, Conservation & Recycling, 143(August 2018), 154–166. https://doi.org/10.1016/j.resconrec.2018.12.033.

• Tostivint, C., Östergren, K., Quested, T., Stenmarck, A., Svanes, E., & O'Connor, C. (2016). Food waste quantification manual to monitor food waste amounts and progression,FUSION, 1–165.

• UNEP (2021). Food Waste Index Report 2021. Nairobi.

• Varghese, J.& Anjana, P. (2022).Socio-Economic and environmental impacts of food waste. SAVASS Journal of social sciences.10.2321-2314.

• Venkat, K. (2012). Climate Change Impact of US Food Waste. International Journal on Food System Dynamics, 2(4), 431–446. www.fooddynamics.org.

• Williams, H., Wikström, F., Otterbring, T., Löfgren, M., & Gustafsson, A. (2012). Reasons for household food waste with special attention to packaging. Journal of Cleaner Production, 24, 141–148. https://doi.org/10.1016/j.jclepro.2011.11.044.

• Withanage, S. V., Dias, G. M., & Habib, K. (2021). Review of household food waste quantification methods: Focus on composition analysis. Journal of Cleaner Production, 279, 123722. https://doi.org/10.1016/j.jclepro.2020.123722.

• Xue, L., Liu, G., Parfitt, J., Liu, X., Van Herpen, E., Stenmarck, A., Cheng, S. (2017). Missing food, missing data? A critical review of global food losses and food waste data. Environmental Science & Technology. 52, 6618–6633. https://doi.org/10.1021/acs.est.7b00401.

Pioneering Precision: The Role of Nanoparticles in Targeted Drug Delivery - A Review

Fathima Shadin P*

WMO Arts and Science College, Muttil, Wayanad,Kerala, India, 673122
*Corresponding author. Email: fathimashadinp@gmail.com

Abstract

This review paper presents an in-depth analysis of the advancements in nanotechnology for targeted drug delivery, a field that stands at the forefront of modern therapeutic innovation. The paper begins by contextualizing the significance of nanoparticles in revolutionizing drug delivery systems, offering precision targeting capabilities that surpass traditional methods. We explore the historical trajectory of nanoparticle development, charting key breakthroughs and technological evolutions that have shaped current practices.

A detailed examination of various types of nanoparticles, including liposomes, dendrimers, polymeric nanoparticles, and metallic nanoparticles, is provided, elucidating their unique properties, advantages, and applications in drug delivery. The mechanisms through which these nanoparticles achieve targeted delivery, such as passive and active targeting, are dissected to reveal the intricate interplay of biochemical and physical interactions essential for specificity in treatment.

Recent advancements in the field are highlighted, showcasing cutting-edge research and novel nanoparticle-based systems that have demonstrated success in both clinical and experimental settings. However, the review also addresses the challenges and limitations inherent in current nanotechnologies, such as issues of toxicity, stability, and regulatory compliance, underscoring the necessity for ongoing research and development.

Looking forward, the paper speculates on future directions and potential breakthroughs in nanotech- nology that could overcome existing barriers, paving the way for more effective and safer drug delivery systems. This comprehensive review not only synthesizes the current landscape of nanoparticle technology in drug delivery but also serves as a beacon for future research endeavors in this dynamic and crucial field of medical science.

Keywords: *Targeted drug delivery, Nanoliposomes, Doxil, Dendrimers, PEG, PLGA, Passive and Active targeting, Abraxane, Smart Nanoparticles, Theranostics, CRISPR-Cas9, Gene therapy*

Introduction

Nanotechnology, a field characterized by the manipulation and utilization of materials at the nanoscale has emerged as a transformative force in numerous scientific and industrial sectors. Its impact is particularly profound in the realm of drug delivery systems, where nanoscale innovations are

reshaping the paradigms of therapeutic administration. This review focuses on the critical role of nanotechnology in advancing drug delivery, with a special emphasis on the development and application of nanoparticles for targeted drug delivery.

The concept of targeted drug delivery represents a significant leap beyond traditional pharmaceu- tical approaches. Traditional drug delivery methods often suffer from limitations such as non-specific distribution, suboptimal drug concentration at the target site, and systemic side effects. Targeted drug delivery, in contrast, aims to overcome these challenges by directing therapeutic agents precisely to the desired site of action. This targeted approach enhances specificity of distribution, thereby reducing side effects and enhancing the efficacy of the treatment.

Nanoparticles, typically ranging from 1 to 100 nanometers in size, have surfaced as a cornerstone technology in this endeavor. Their diminutive size allows them to interact with biological systems at a molecular level, facilitating unique interactions with cells and biological barriers that are not feasible with larger particles. This capability has been harnessed to develop sophisticated drug delivery systems that can efficiently carry and release drugs at specific target sites within the body.

The utility of nanoparticles in drug delivery is multifaceted. They can be engineered to have specific surface properties, shapes, and sizes, which can be tailored to improve drug solubility, stability, and half-life. Additionally,

surface modifications allow for the attachment of ligands or antibodies that enable the particles to recognize and bind to specific cell types or tissues, thereby achieving targeted delivery. This precision targeting minimizes the drug's impact on healthy cells, leading to more effective and safer treatments, particularly critical in the treatment of diseases like cancer, where traditional chemotherapy can be as detrimental to healthy cells as it is to cancerous ones.

In summary, the integration of nanotechnology into drug delivery systems represents a significant advancement in medical science. This review delves into the nuances of this integration, exploring the evolution, current state, and future potential of nanoparticles in transforming drug delivery methodologies.

Historical Background

The evolution of nanotechnology in drug delivery is a testament to the remarkable progress in the intersection of material science, chemistry, and biomedicine. This journey, from rudimentary concepts to sophisticated modern systems, reflects a deepening understanding of how materials at the nanoscale can be harnessed for therapeutic purposes.

Early Concepts and Initial Developments: The concept of using tiny particles for medical purposes dates back several decades, with the foundations laid in the mid-20th century. Early research focused on understanding how small particles interacted with biological systems, which was crucial for developing drug

delivery methods. However, these initial particles were rudimentary, often limited by poor solubility, stability, and a lack of targeting capabilities. A significant milestone was the development of liposomes in the 1960s. Composed of phospholipid bilayers, these spherical vesicles were among the first nanoparticle systems to be explored for drug delivery. Liposomes demonstrated the potential to encapsulate drugs, protecting them from degradation and improving their bioavailability. This early success spurred further research into nanoparticle-based drug delivery systems.

The 1970s and 1980s witnessed the introduction of polymeric nanoparticles. These particles offered more stability and control over drug release than liposomes. Concurrently, dendrimers, a class of highly branched, star-shaped macromolecules, emerged, providing a high degree of surface functionality for drug attachment.

The Rise of Targeted Drug Delivery: In the late 20th and early 21st centuries, the focus shifted towards targeted drug delivery. This era was marked by the synthesis of nanoparticles capable of specifically targeting diseased cells. Key developments included the attachment of ligands or antibodies to nanoparticle surfaces, enabling them to selectively bind to and treat specific cell types. This breakthrough was particularly influential in cancer therapy, where targeted nanoparticles offered a means to deliver chemotherapeutics directly to tumor cells, minimizing harm to healthy tissues.

Recent Advancements and Novel Materials: The last two decades have seen rapid ad- vancements in nanoparticle technology. The advent of novel materials like quantum dots, gold nanoparticles, and carbon nanotubes has expanded the possibilities for drug delivery. These materials offer unique properties like photothermal effects and electrical conductivity, opening new avenues for treatment modalities like photothermal therapy and electrochemotherapy. Accompanying these scientific advancements, there have been significant regulatory milestones. The approval of Doxil, the first FDA-approved nanoparticle drug delivery system, in 1995, marked a pivotal moment, validating the potential of nanoparticles in clinical applications and paving the way for subsequent approvals.

The historical evolution of nanoparticle technology in drug delivery is marked by a series of innovative developments and scientific breakthroughs. From early liposomes to modern targeted systems and novel nanomaterials, each advancement has contributed to a more effective, precise, and safer approach to drug delivery. As this field continues to evolve, it holds the promise of further transforming the landscape of therapeutic treatments.

Types of Nanoparticles Used in Drug Delivery

Nanoparticle technology in drug delivery encompasses a diverse range of materials, each with unique properties, advantages, and limitations. This section describes several key types

of nanoparticles used in drug delivery, including liposomes, dendrimers, polymeric nanoparticles, and metallic nanoparticles.

Liposomes: Liposomes, spherical vesicles consisting of phospholipid bilayers, were among the first nanoparticles explored for drug delivery. Their biocompatibility and ability to encapsulate both hydrophilic and hydrophobic drugs make them versatile carriers. Liposomes can protect encapsulated drugs from degradation and enhance drug bioavailability. However, their stability can be a concern, as they are prone to oxidation and hydrolysis, and they may exhibit leakage of encapsulated drugs over time.

Doxil, recognized as the first nano-drug approved by the FDA in 1995, incorporates three distinct principles in its design: (i) the use of PEGylated nano-liposomes, which facilitate prolonged circulation time of the drug in the bloodstream while evading detection and clearance by the reticuloendothelial system (RES); (ii) an effective and stable encapsulation of the chemotherapeutic agent doxorubicin, achieved through a transmembrane ammonium sulfate gradient, which not only ensures high loading efficiency but also facilitates the release of the drug at tumor sites; and (iii) the composition of the liposome's lipid bilayer in a "liquid ordered" phase, incorporating high transition temperature phosphatidylcholine and cholesterol, to enhance stability and performance

Dendrimers: Dendrimers are highly branched, tree-like structures. Their well-defined, three-dimensional architecture allows for precise control of size and surface functionality. This feature makes dendrimers suitable for encapsulating drugs and attaching targeting ligands. Dendrimers can improve drug solubility and allow for controlled drug release. However, their complex synthesis can be a limiting factor, and certain dendrimer types may exhibit toxicity, necessitating careful design and testing.

Furthermore, dendrimers offer a multifunctional platform for co-delivery of drugs and imaging agents, making them ideal for theranostic applications. The unique structure of dendrimers allows for the incorporation of multiple therapeutic agents, either within the internal cavities or attached to the surface, enabling simultaneous therapy and diagnosis. Advances in dendrimer technology are focusing on reducing toxicity and enhancing biocompatibility, with recent developments in biodegradable dendrimers showing promise in overcoming these challenges.

Polymeric Nanoparticles: Polymeric nanoparticles, made from biodegradable polymers like PLGA (poly(lactic-co-glycolic acid)), offer significant advantages in drug delivery. They can be engineered to have controlled drug release profiles, ranging from rapid release to sustained release over weeks or months. Their degradation rate can be tailored by adjusting the polymer composition. While they offer excellent control over drug release, their potential to provoke immune responses and the variability in degradation rates in

different physiological environments are challenges that need to be addressed.

Recent developments in polymeric nanoparticles emphasize the creation of stimulus-responsive systems, where drug release is triggered by specific environmental changes, such as pH or temperature. This approach allows for more precise control over drug release in response to the pathological conditions of the target site. Innovations in polymer chemistry have led to the development of novel biocompatible and biodegradable polymers, expanding the applications of polymeric nanoparticles beyond conventional drug delivery, including gene therapy and vaccine delivery.

Metallic Nanoparticles: Metallic nanoparticles, including gold and silver nanoparticles, are known for their unique optical and thermal properties. Gold nanoparticles, for instance, can be used for targeted drug delivery and photothermal therapy, where they convert light to heat to kill targeted cancer cells. These nanoparticles can be easily functionalized with targeting agents and drugs. However, concerns regarding their long-term biocompatibility and potential toxicity are areas of ongoing research.

Metallic nanoparticles, particularly gold nanoparticles, are being explored for their potential in diagnostic applications due to their unique plasmonic properties. These nanoparticles can be engineered to provide contrast enhancement in imaging modalities like MRI and CT scans. The ongoing research is also focusing on improving the synthesis methods to enhance the stability and reduce the potential toxicity of metallic nanoparticles, thereby broadening their applicability in clinical settings.

Each type of nanoparticle offers distinct advantages in drug delivery, whether it be in enhancing drug solubility, providing controlled release, or enabling precise targeting. However, they also present unique challenges, including issues related to stability, toxicity, and manufacturing complex- ity. The choice of nanoparticle for a particular drug delivery application depends on a careful balance of these factors, aligned with the specific requirements of the therapeutic agent and the target disease.

Mechanisms of Targeted Delivery

Targeted drug delivery using nanoparticles is a sophisticated approach that aims to selectively direct therapeutic agents to specific cells or tissues, enhancing treatment efficacy and reducing side effects. This targeting is achieved through two primary mechanisms: passive targeting and active targeting, each involving unique biochemical and physical interactions.

Passive Targeting: Passive targeting exploits the natural physiological differences between healthy and diseased tissues. A key example is the enhanced permeability and retention (EPR) effect, commonly observed in tumor tissues. Tumors often have poorly organized, leaky vasculature combined with impaired lymphatic drainage. Nanoparticles, due to their small size, can passively accumulate in these tumor tissues more readily than in normal tissues, a process facilitated by the EPR effect. This passive accumulation results in higher

concentrations of the drug in the tumor site, enhancing the therapeutic efficacy while reducing systemic exposure and side effects.

Additionally, the design of nanoparticles for passive targeting can be optimized by considering the physicochemical environment of the tumor. For instance, the acidic microenvironment of many tumors can be exploited by designing pH-sensitive nanoparticles that release their payload more efficiently in these conditions. Moreover, the passive targeting approach can be enhanced by using polymers or coatings that respond to external stimuli such as temperature or light, allowing for more controlled drug release at the tumor site.

The effectiveness of passive targeting depends on factors like nanoparticle size, shape, and surface properties, as well as the specific characteristics of the tumor microenvironment. Smaller nanoparticles are generally more effective in penetrating deep into tissues, while surface modifications can help evade the immune system and prolong circulation time in the bloodstream.

Active Targeting: Active targeting involves the modification of nanoparticle surfaces with specific ligands that can recognize and bind to target molecules expressed on the surface of diseased cells or tissues. These ligands can be antibodies, peptides, aptamers, or small molecules that have a high affinity for target receptors. Upon administration, these functionalized nanoparticles circulate throughout the body and bind specifically to cells expressing the target receptors. This

receptor- ligand interaction facilitates the uptake of nanoparticles into the target cells, often through receptor-mediated endocytosis. This specificity not only enhances the therapeutic effect by concentrating the drug in the target cells but also minimizes the impact on healthy cells, thereby reducing adverse side effects.

Beyond the traditional ligand-receptor interactions, recent advancements in active targeting include the use of nanoparticles designed to exploit the unique metabolic pathways of cancer cells. For example, nanoparticles can be engineered to target the overexpressed transporters in cancer cells, thereby enhancing drug uptake. Additionally, active targeting can be synergized with other therapeutic strategies like photothermal therapy, where nanoparticles are designed to convert light energy into heat, damaging the targeted cancer cells upon light exposure.

The success of active targeting is contingent upon several factors, including the choice of ligand, the density of target receptors on the cell surface, and the stability of the nanoparticle-ligand complex. It is also crucial to ensure that the target receptors are predominantly expressed on diseased cells and not on normal cells to achieve high specificity.

An emerging area of interest is the integration of both passive and active targeting strategies. This dual-targeting approach aims to maximize therapeutic efficacy by first using the EPR effect for initial accumulation in the tumor area and then utilizing ligand-receptor

interactions for precise cell targeting. Such strategies could potentially overcome limitations associated with each targeting mechanism when used alone.

The mechanisms of targeted delivery, both passive and active, leverage the unique properties of nanoparticles to enhance drug delivery efficiency. While passive targeting relies on the inherent physiological differences between healthy and diseased tissues, active targeting utilizes specific molecular interactions to precisely target diseased cells. Together, these mechanisms form the cornerstone of nanoparticle-based targeted drug delivery systems, offering promising avenues for the development of more effective and safer therapeutic strategies.

Recent Advancements

The field of nanoparticle drug delivery has witnessed significant advancements in recent years. These developments have not only enhanced the efficacy and safety of drug delivery systems but also opened up new possibilities in treating various diseases. Below are some of the notable recent advancements in nanoparticle drug delivery, including examples and case studies that demonstrate their impact in both clinical and experimental settings.

Smart Nanoparticles: A major advancement involves the development of 'smart' nanoparticles that can respond to specific physiological stimuli, such as pH changes, temperature variations, or

enzymatic activity. For instance, pH-sensitive nanoparticles are designed to release their drug

payload in the acidic environment of tumor cells or inflamed tissues. This responsiveness enhances the precision of drug delivery and minimizes systemic side effects.

Multifunctional Nanoparticles: Research has focused on creating multifunctional nanoparticles that combine diagnostic and therapeutic functions (theranostics). These nanoparticles can be used for simultaneous imaging and treatment, allowing for real-time monitoring of drug delivery and therapeutic response. For example, nanoparticles encapsulating a chemotherapeutic agent and a contrast agent for MRI have been developed, enabling targeted cancer treatment with visual tracking. Nanoparticle-based Cancer Therapies: In the realm of oncology, nanoparticles have been used to improve the delivery of chemotherapeutic agents. A notable example is Abraxane®, a nanoparticle-bound form of paclitaxel, which has shown improved efficacy and reduced toxicity compared to conventional formulations. Abraxane® is FDA-approved for breast, lung, and pancreatic

cancer treatment.

Targeted Gene Therapy: Experimental studies have demonstrated the potential of nanoparticles in gene therapy. For instance, lipid nanoparticles have been successfully used to deliver CRISPR-Cas9 gene-editing tools into specific cell types, offering a promising approach for treating genetic disorders. Early-stage clinical trials are exploring the use of these nanoparticles for treating

conditions like cystic fibrosis and muscular dystrophy.

Nanoparticles in Vaccine Delivery: The recent development of mRNA-based COVID-19

vaccines has highlighted the role of lipid nanoparticles in vaccine delivery. These nanoparticles encapsulate mRNA and protect it from degradation, ensuring efficient delivery into host cells. The success of mRNA vaccines has opened the door for using nanoparticle systems in other vaccine formulations.

These recent advancements in nanoparticle drug delivery underscore the dynamic nature of this field and its potential to address complex therapeutic challenges. From smart and multifunctional nanoparticles to their application in cancer therapy, gene editing, and vaccine delivery, these devel- opments represent a significant step forward in the quest for more effective and targeted treatment strategies.

Challenges and Limitations

While nanoparticle-based drug delivery systems offer significant advantages, they also face various challenges and limitations that necessitate ongoing research and innovation. Toxicity concerns, stability issues, and regulatory hurdles represent significant challenges in the development and clinical application of these therapies. Understanding these challenges is crucial for the further development and clinical translation of nanoparticle technologies.

Biocompatibility and Toxicity: One of

the main challenges with nanoparticles is ensuring biocompatibility and minimizing toxicity. Certain nanoparticles may elicit immune responses or accumulate in organs, leading to potential long-term health effects. For instance, metal-based nanoparticles can sometimes cause oxidative stress and inflammation. Therefore, thorough preclinical toxicity testing is essential to evaluate the safety of these systems.

Size and Surface Properties: The size, shape, and surface chemistry of NPs significantly influence their interaction with biological systems and can impact their toxicity. Fine-tuning these characteristics is critical to minimize adverse effects while maintaining therapeutic efficacy.

Physical and Chemical Stability: Nanoparticles must remain stable in biological environments to be effective. Issues like aggregation, degradation, or premature release of the drug payload can compromise their performance. Ensuring the physical and chemical stability of nanoparticles, especially in the dynamic physiological conditions of the human body, is a significant challenge.

Storage and Shelf Life: The long-term stability of nanoparticles during storage is another concern. Factors like temperature, humidity, and light exposure can affect their stability, impacting their shelf life and practicality for clinical use.

Standardization and Quality Control: The lack of standardized protocols for nanoparticle synthesis, characterization,

and quality control poses challenges for regulatory approval. Each nanoparticle system may require unique considerations, complicating the regulatory process.

Clinical Trials and Approval: The path to clinical trials and eventual regulatory approval for nanoparticle-based drug delivery systems is complex and time-consuming. Demonstrating safety and efficacy often requiring extensive and costly studies.

Targeting Efficiency: While targeted drug delivery is a significant advantage of nanoparticles, achieving high targeting efficiency remains a challenge. Issues like off-target effects and variability in targeting due to heterogeneity in diseased tissues need further research.

Scalability and Manufacturing: The large-scale production of nanoparticles in a cost-effective, reproducible, and environmentally friendly manner is another limitation. Scaling up laboratory procedures to industrial levels while maintaining quality and consistency is a key challenge for the widespread adoption of nanoparticle technologies.

The field of nanoparticle-based drug delivery faces several challenges and limitations, ranging from toxicity and stability issues to regulatory hurdles and manufacturing constraints. Addressing these challenges requires multidisciplinary collaboration and continued research to refine nanoparticle designs, improve safety profiles, and streamline regulatory pathways. By overcoming these hurdles, nanoparticle technology can realize its full potential

in advancing modern therapeutics.

Future Prospects

The future of nanoparticle research in drug delivery is rich with possibilities, encompassing advance- ments in material science, targeting strategies, and integration with other cutting-edge technologies. These developments hold the promise of creating more effective, safer, and personalized treatment options, potentially transforming the landscape of healthcare and therapeutics.

Advancements in Nanoparticle Design and Synthesis: The ongoing evolution in nanoparticle technology is increasingly focusing on the development of biodegradable and biocompatible materials. Such advancements are expected to mitigate long-term toxicity concerns, enhancing the safety and tolerability of nanoparticle-based treatments. These new materials, poised to degrade harmlessly within the body, promise a significant leap in the clinical application of nanoparticles.

Additionally, the field is seeing a surge in interest towards 'smart' nanoparticles. These sophisti- cated systems are designed to be responsive to specific biological or environmental triggers, such as pH variations, temperature fluctuations, or enzymatic activity. The ability of these nanoparticles to precisely control drug release in response to these stimuli heralds a new era of personalized medicine, with potential reductions in side effects and heightened treatment efficacies.

Enhanced Targeting and Delivery: A

pivotal area of ongoing research is the enhancement of targeting mechanisms. This includes the exploration of novel ligands and receptor targeting strategies, along with leveraging artificial intelligence for the design of targeting moieties. Such innovations aim to refine the specificity and efficiency of drug delivery systems, offering more targeted therapeutic interventions.

The concept of cell-specific and organelle-specific delivery represents a groundbreaking approach in nanoparticle research. The development of nanoparticles capable of honing in on specific cell types, or even distinct organelles within cells, holds immense potential. This level of targeting precision could revolutionize treatments for complex diseases by addressing pathological processes at their cellular or molecular origins.

Overcoming Current Challenges: As the field progresses, a key focus is to better understand and mitigate the toxicity mechanisms associated with different types of nanoparticles. Advances in nanotoxicology are crucial for developing safer nanoparticle designs and improving their biocompatibility. Furthermore, innovations in nanoparticle formulation and production are anticipated to enhance their physical and chemical stability. In tandem, advancements in manufacturing technolo- gies are expected to facilitate large-scale, cost-effective, and environmentally sustainable production. Integration with Emerging Technologies: The integration of nanoparticle technology with immunotherapy is an exciting frontier, especially in cancer treatment. Nanoparticles could be em- ployed to deliver immunomodulatory agents directly into the tumor microenvironment, potentially augmenting the effectiveness of immunotherapies.

Another burgeoning area is the application of nanoparticles in gene therapy and genome editing, particularly using CRISPR-Cas9 systems. Nanoparticles could offer more secure and efficient delivery vectors for gene therapy, representing a major advancement in genetic medicine. Furthermore, the development of wearable or implantable nanodevices marks a significant stride towards personalized medicine. These devices, equipped with nanoparticle-based drug delivery systems, could release medications in response to physiological changes, offering tailored treatment options for chronic conditions.

Conclusion

This review has comprehensively examined the dynamic and rapidly evolving field of nanoparticle technology in drug delivery, highlighting its significant strides and potential to revolutionize ther- apeutic practices. Nanoparticles, with their unique size-dependent properties, have emerged as a crucial tool in the development of more effective, efficient, and safer drug delivery systems.

From the historical progression of nanoparticle technology in drug delivery, which traced the journey from basic liposomes to sophisticated, targeted systems, we see a consistent

trend towards greater precision and efficacy in treatment modalities. Various types of nanoparticles, including liposomes, dendrimers, polymeric nanoparticles, and metallic nanoparticles, each bring distinct advantages and capabilities to drug delivery, addressing a wide range of therapeutic needs.

The mechanisms of targeted delivery, whether through passive accumulation or active targeting, demonstrate the nuanced and intricate nature of nanoparticle interactions with biological systems. These interactions facilitate the delivery of therapeutic agents directly to diseased cells, significantly enhancing treatment outcomes while minimizing side effects.

Recent advancements in the field, particularly in smart and multifunctional nanoparticles, underscore the innovative spirit driving this area of research. The successful application of these technologies in clinical and experimental settings, from cancer therapy to gene editing, illustrates the transformative impact of nanoparticles in medicine.

However, the journey is not without challenges. Issues related to toxicity, stability, and regulatory hurdles, alongside the limitations of current systems in targeting efficiency and manufacturing scalability, represent critical areas for ongoing research and development. Addressing these challenges will be essential for the full realization of the potential of nanoparticles in clinical settings.

Looking ahead, the future prospects of nanoparticle research in drug delivery are incredibly promising. With advancements in nanoparticle design, targeting mechanisms, and the integration of nanoparticles with emerging technologies like immunotherapy and gene therapy, the potential for breakthroughs is vast. The prospect of more personalized, responsive, and efficient treatment methods stands to significantly alter the landscape of healthcare.

The field of nanoparticle-based drug delivery holds immense promise for revolutionizing the way we approach treatment of a myriad of diseases. As research and technology continue to advance, we can anticipate a new era of medicine where therapies are not only more effective and safer but also more tailored to individual patient needs. The journey of nanoparticles from a novel idea to a cornerstone of drug delivery technology is a testament to the power of interdisciplinary research and innovation in overcoming complex biomedical challenges.

References

- Liu Z, Tabakman S, Welsher K, Dai H. Carbon nanotubes in biology and medicine: in vitro and in vivo detection, imaging and drug delivery. Nano Res. 2009;2:85–120

- Razzacki SZ, Thwar PK, Yang M, Ugaz VM, Burns MA. Integrated microsystems for controlled drug delivery. Adv Drug Deliv Rev.2004;56:185–98.

- Arayne MS, Sultana N, Qureshi F. nanoparticles in delivery of cardiovas-cular drugs. Pak J Pharm Sci. 2007;20:340–8.

- Joseph RR, Venkatraman SS. Drug delivery to the eye: what benfits do nanocarriers ofer? Nanomedicine. 2017;12:683–702.

- Mirza AZ, Siddiqui FA. Nanomedicine and drug delivery: a mini review. Int Nano Lett. 2014;4:94.

- Lam P-L, Wong W-Y, Bian Z, Chui C-H, Gambari R. Recent advances in green nanoparticulate systems for drug delivery: efcient delivery and safety concern. Nanomedicine. 2017;12:357–85.

- Shi X, Sun K, Baker JR Jr. Spontaneous formation of functionalized den-drimer-stabilized gold nanoparticles. J Phys Chem C. 2008;112:8251–8.

- Park S-H, Oh S-G, Mun J-Y, Han S-S. Loading of gold nanoparticles inside the DPPC bilayers of liposome and their efects on membrane fuidities. Coll Surf B. 2006;48:112–8.

- de Villiers MM, Aramwit P, Kwon GS. Nanotechnology in drug delivery. New York: Springer; 2008.

- Saadeh Y, Vyas D. Nanorobotic applications in medicine: current pro-posals and designs. Am J Robot Surg. 2014;1:4–11.

- Oliveira ON Jr, Iost RM, Siqueira JR Jr, Crespilho FN, Caseli L. Nanomateri-als for diagnosis: challenges and applications in smart devices based onmolecular recognition. ACS Appl Mater Interfaces. 2014;6:14745–66.

- De Jong WH, Borm PJ. Drug delivery and nanoparticles: applications and hazards. Int J Nanomed. 2008;3:133.

- Kumari A, Kumar V, Yadav S. Nanotechnology: a tool to enhance thera-peutic values of natural plant products. Trends Med Res. 2012;7:34–42.

- Yhee JY, Son S, Kim SH, Park K, Choi K, Kwon IC. Self-assembled glycol chitosan nanoparticles for disease-specifc theranostics. J Control Release. 2014;193:202–13.

- Lee C-M, Jang D, Kim J, Cheong S-J, Kim E-M, Jeong M-H, Kim S-H, Kim DW, Lim ST, Sohn M-H, et al. Oleyl-Chitosan nanoparticles based on a dual probe for Optical/MR imaging in vivo. Bioconjug Chem. 2011;22:186–92.

- Choi KY, Jeon EJ, Yoon HY, Lee BS, Na JH, Min KH, Kim SY, Myung S-J, LeeS, Chen X. Theranostic nanoparticles based on PEGylated hyaluronic acid for the diagnosis, therapy and monitoring of colon cancer. Biomaterials. 2012;33:6186–93.

- Wong PT, Choi SK. Mechanisms of drug release in nanotherapeutic delivery systems. Chem Rev. 2015;115:3388–432.

- Pelaz B, Alexiou C, Alvarez-Puebla RA, Alves F, Andrews AM, Ashraf S, Balogh LP, Ballerini L, Bestetti A, Brendel C, Bosi S. Diverse applications of nanomedicine. Acs Nano. 2017;11:2313–81.

- Tran S, DeGiovanni P-J, Piel B, Rai P. Cancer nanomedicine: a review of recent success in drug delivery. Clin Transl Med. 2017;6:44.

- D'Mello SR, Cruz CN, Chen M-L, Kapoor M, Lee SL, Tyner KM. The evolving landscape of drug products containing nanomaterials in the United States. Nat Nanotechnol. 2017;12:523.

- Grossman JH, Crist RM, Clogston JD. Early development challenges for drug products containing nanomaterials. AAPS J. 2017;19:92–102.

- Tinkle S, McNeil SE, Mühlebach S, Bawa R, Borchard G, Barenholz YC,Tamarkin L, Desai N. Nanomedicines: addressing the scientifc and regulatory gap. Ann NY Acad Sci. 2014;1313:35–56.

- Caster JM, Patel AN, Zhang T, Wang A. Investigational nanomedicines in 2016: a review of nanotherapeutics currently undergoing clinical trials. Wiley Interdiscip Rev. 2016;2017:9.

- Cheng Y, Xu Z, Ma M, Xu T. Dendrimers as drug carriers: applications in diferent routes of drug administration. J Pharm Sci. 2008;97:123–43.

- Yechezkel (Chezy) Barenholz. Doxil® — The first FDA-approved nano-drug: Lessons learned. j.jconrel.2012.03.020

Challenges of Recycling Batteries

**Shahna sherin kt , Shibina vk, Gopika pramod,
Eleeza, Muhammed Anas pt**

MSc chemistry, MES Mampad College.
E mail: : shahnasherin59@gmail.com

Abstract:

Batteries are unable to displace in modern world because of its wide use in every walk of human life. These batteries are composed of several heavy metals like lead, cadmium, copper, mercury, which are all hazardous to environment as well as to human health. The dumping of these spent batteries into landfills, contaminate food and water supplies due to the percolation of heavy metals and other toxic substances into soil and water and make them unhealthy for use. The incineration causes the release of certain toxic metals into air because of the accumulation in the ash produced as a result of combustion process. Therefore, the proper battery disposal is more important which can be achieved through three methods Reduce, Recharge and Recycle. This project discusses about the human health and environmental effects of battery waste and focuses on the importance of Recycling them.

Introduction

A battery is an electrochemical device and a combination of two or more cells combined in series to produce higher electricity. It is used in applications where more electricity is needed like torch, toys, UPS, cars etc. A battery converts chemical energy to electrical energy. The materials used as electrodes and electrolyte, determine the specific characteristics of the system. The electrodes are the current conductors and electrolyte is the solution that acts upon the electrodes. The battery supplying electric power consists of cathode as the positive terminal and anode as the negative terminal. An external circuit must be provided to carry electrons from the anode. The electrolyte consists of a solvent and one or more chemicals that dissociate into ions in the solvent. To balance the flow of electric current outside the cell during cell operation these ions serve to deliver electrons and chemical matter through the cell interior.

The first electrochemical battery, the Voltaic Pile, was built in 1800 and described by Alessandro Volta, an Italian Physicist. The early batteries could not provide a large current for a sustained period, voltages fluctuate, although they were of great value for experimental purposes. John Frederie Daniell, a British chemist in 1836 invented the Daniel cell, which was the first practical source of electricity.

Different Types of Batteries

Batteries are classified in to different categories and types depending on chemical composition, size, form, factor and use. Under all these there are two major type;

- Primary battery
- Secondary battery

Primary Battery:

Primary batteries are non-rechargeable single use galvanic cells that store electricity for convenient usage and show a good shelf life. As they cannot be recharged electrically, they are of the " use and discard " type. They are inexpensive, light weight, small with no or less maintenance.   Majority of primary batteries are used   i   n domestic   applications like light, cameras, watches, toys, radios etc. Zinc-carbon battery, Alkaline battery, Lithium battery, coin cell battery etc. are examples of primary battery

Zinc Carbon Battery

Zinc-carbon battery was the first commercial primary dry cell battery. These batteries possess an anode of zinc, cathode of manganese dioxide, and an electrolyte of acidic nature. Depending on the electrolyte filled in the battery, it is divided into two type; Leclanche cell, in which ammonium chloride is the electrolyte and zinc-chloride cell, in which zinc-chloride is the electrolyte.

Chemical Reaction:

Leclanche cell:

At Anode: $Zn + 2Cl^- \rightarrow ZnCl_2 + 2e$

At cathode: $2MnO_2 + 2NH_4Cl + H_2O + 2e \rightarrow Mn_2O_3 + 2NH_4OH + 2Cl^-$

Overall reaction: $Zn + 2MnO_2 + 2NH_4Cl +$
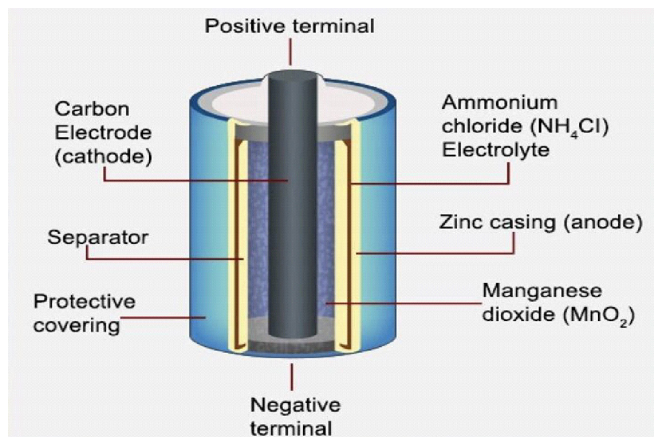
Figure 1: Structure of zinc-carbon battery [1]

$H_2O \rightarrow ZnCl_2 + Mn_2O_3 + NH_4OH + 2Cl^-$

Zinc chloride cell:

At Anode: $Zn + 2Cl^- \rightarrow ZnCl_2 + 2e$

At cathode: $2MnO_2 + ZnCl_2 + H_2O + 2e \rightarrow Mn_2O_3 + Zn(OH)_2 + 2Cl^-$

Overall reaction: $Zn + 2MnO_2 + H_2O \rightarrow Mn_2O_3 + Zn(OH)_2$

Alkaline Battery:

Alkaline battery is the most popular type of primary battery with an alkaline electrolyte of potassium hydroxide. It derives its energy from the reaction between the anode zinc and the cathode manganese dioxide. On comparing with zinc-carbon batteries, they have high energy density and longer shelf life, but provide the same voltage.

Chemical Reactions

At anode: $Zn + 2OH^- \rightarrow ZnO + H_2O + 2e^-$

At cathode: $2MnO + H_2O + 2e^- \rightarrow Mn_2O_3 + 2OH^-$

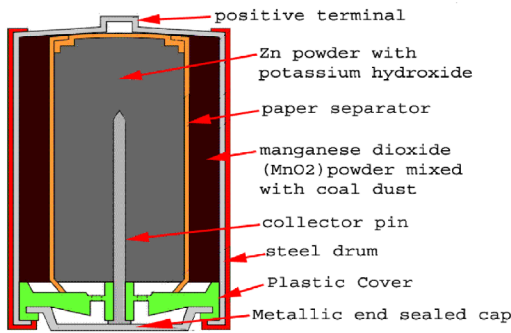Overall reaction: $Zn + 2MnO_2 \square Mn_2O_3 + ZnO$

Figure 2 : Structure of Alkaline battery [2]

Secondary Battery:

The storage battery, secondary battery, or rechargeable battery is a cell or blend of cells where in the cell reactions are reversible. This implies that the first chemical conditions inside the cell can be re-established by passing current to flow into it by charging from an external source. These batteries have application in transport, phone trade, and emergency lighting sources.

Lead Acid Battery:

The lead acid battery is one of the oldest rechargeable batteries. A French physicist Gaston Plante invented the Lead acid battery in the year 1859. It is the most inexpensive battery and is widely used for commercial purpose.
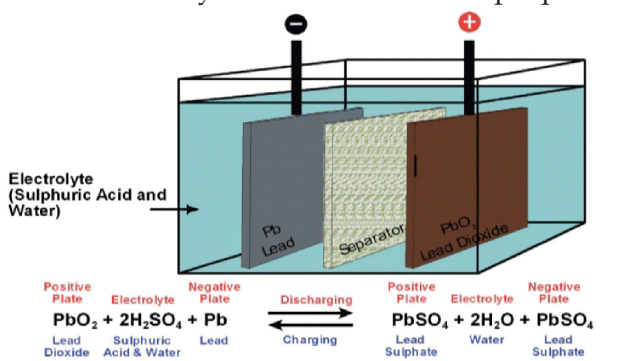
Figure 3: Structure of Lead acid battery [3]

Chemical Reaction During Discharging:

At cathode: $Pb + SO_4^{2-} \rightarrow PbSO_4 + 2e^-$

At anode:
$PbO_2 + SO_4^{2-} + 4H^- + 2e^- \rightarrow PbSO_4 + 2H_2O$

Overall reaction:
$PbO_2 + Pb + 2H_2SO_4 \rightarrow 2PbSO_4 + 2H_2O$

Chemical Reaction During Charging:

At cathode: $PbSO_4 + 2e^- \rightarrow Pb + SO_4^{2-}$

At anode:
$PbSO_4 + 2H_2O \rightarrow PbO_2 + SO_4^{2-} + 4H^- + 2e$

Overall reaction:
$2PbSO_4 + 2H_2O \rightarrow PbO_2 + Pb + 2H_2SO_4$

Nickel Cadmium Battery:

A nickel-cadmium battery (NiCd or NiCad) is a Rechargeable battery used for portable computers, drills, camcorders and other little battery-operated gadgets requiring an even power discharge. They use electrodes made of nickel oxide hydroxide, metallic cadmium and a soluble electrolyte of potassium hydroxide.
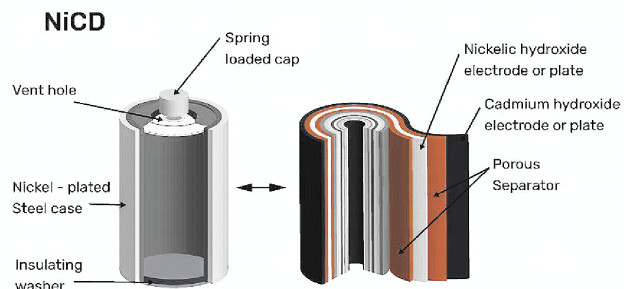
Figure 4: Structure of Nickel-Cadmium battery[4]

Chemical Reactions During Discharging:

When the cell discharges, the potassium hydroxide (KOH) is dissociated into potassium (K^+) and hydroxyl (OH^-) ions. The hydroxyl ions move towards cathode and potassium ions towards the anode.

At cathode: $Cd + 2OH^- \rightarrow Cd(OH)_2$

At anode: $Ni(OH)_4 + 2K^+ \rightarrow 2KOH + Ni(OH)2$

Chemical Reactions During Charging:

When the battery is put on charging the hydroxyl ions(OH^-) move towards the anode, where as the potassium ions(K^+) move towards the cathode.

At anode: $Ni(OH)_2 + 2OH^- \rightarrow Ni(OH)_4$

At cathode: $Cd(OH)_2 + 2K^+ \rightarrow Cd + 2KOH$

Lithium Ion Battery:

The Nobel Prize in Chemistry 2019 is granted to John B. Goodenough, M. Stanley Whittingham and Akira Yoshino for their commitments to the advancement of the lithium-ion battery. This rechargeable battery established the framework of wireless electronics like cell phones and laptops. It likewise makes a petroleum product free world conceivable, as it is utilized for everything from controlling electric vehicles to putting away energy from inexhaustible sources.

Chemical Reaction During Charging And Discharging:

$Li \ CoO_2 + C_6 \ Li_{1-x}CoO_2 + C_6Li_x$
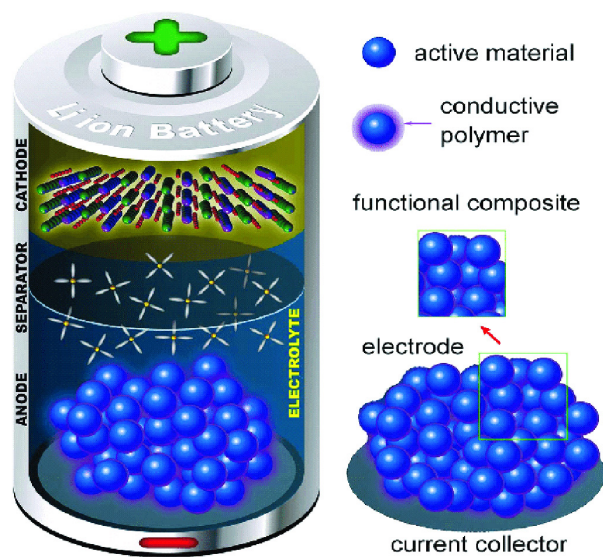
Figure 6: Lithium-ion battery.[6]

The forward reaction indicate charging and backward indicate discharging. During charging, lithium in anode is ionized and moves from one layer to another and embedded in to the negative electrode. During discharge Li ion are separated from the anode and move across the electrolyte and are embedded into the crystal structure of the host compound of cathode. At a similar time the compensating electrons goes in the external circuit and are acknowledged by the host to balance the reaction. The interaction is totally reversible .Thus the lithium ions pass to and fro between the cathodes during charging and discharging. Because of this reason, the lithium-ion batteries are called Rocking chair, ' swing' cells.
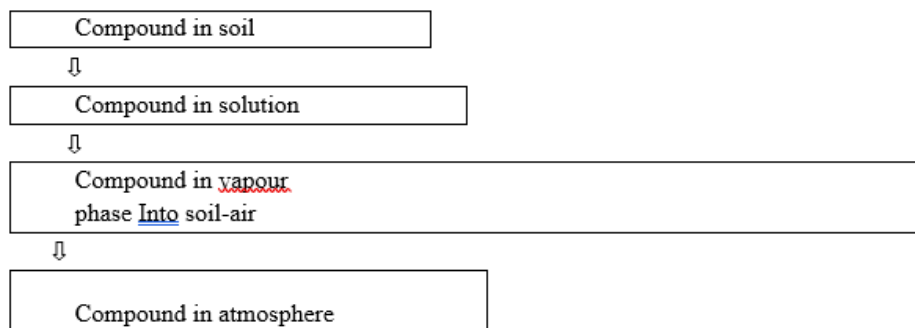
Harmful Effects Of Batteries

Environment and battery

Batteries can cause an impact on the

environment and cause health risk due to the toxicity of various battery materials. Battery may impact on environment during manufacturing, use, storage, disposal and recycling. Due to vast production and usage of batteries lead to different environmental issues and public health issues. Even though batteries contribute an important role for technological development it has some environmental side effects. The toxic elements composed in batteries make dumping batteries dangerous to the entire ecosystem. In the following section different adverse effects and hazards created by batteries are discussed.

Batteries residue escapes from landfill to environment.

Compound in soil

⇩

Compound in solution

⇩

Compound in vapour phase Into soil-air

⇩

Compound in atmosphere

The compound from batteries reaches the soil through leachate and is next found in solution. The compound is then found in a vapor phase and, then it mixes with the ambient air, can be found in the atmosphere.

Thus toxins from batteries may easily enter the environment through leachate that finds its way to the soil. From soil, the toxins may find their way to the ground water and in turn pollute the entire ecosystem. Toxins may also enter the environment through the gases that leachate produces, which mix with and pollute the atmosphere. Since the toxic chemicals in batteries may easily enter the ecosystem through any of these ways, dumping batteries into landfills does present a hazard to the ecosystem.[8]

Different types of batteries and its impact

Zinc carbon battery	●Much Safer on compared to other batteries ●Don't contain hazardous compounds like mercury, lead, and cadmium ●Non corrosive ●Don't impact the environment much ●Wrong practices of disposal of it, do impact [9]

Alkaline battery	● Over time usage, the case of battery can corrode and the electrolyte can leak ●The electrolyte is a hazard to skin and especially to the eyes ●explode if dropped into a fire. For this reason, it's important to dispose of them in a non-incinerator trash stream[10]
Lead acid battery	●Exposure to excessive levels of lead causes damage to the brain, impair hearing ●Contain active components like lead, sulphuric acid ●Sulphuric acid (electrolytes) spilled from batteries is corrosive to skin, affects plants[11]
Lithium primary battery	●Obvious dangers due to fire, lithium fire can't be put out with water ●Due to the self ignition risk of lithium ,many cargo carriers banned shipment of it ●These batteries should never be incinerated. [10]
Nickel cadmium battery	●Causes nausea, liver and kidney injury on exposure, due to toxic element cadmium in battery ●Hypersensitivity to nickel causes allergic pulmonary asthma[12]

Harmful effects of toxins in batteries to human:

Different Toxic elements in Batteries	Harmful effects on human
Mercury	●Causes cancer and intellectual problems ●Mercury poisoning affects genetic and reproductive processes ●Often causes neurological problems and peripheral nerves disease as well ●Exposure to high levels of mercury even lead to death ●Birth defects ●Impaired vision
Cadmium	●Toxic element,causes various health problems ●High concentration of nickel in the human body causes kidney failure and it may cause cancer as well ●It was reported cadmium causes lung cancer in workers in workplace ●Kidney stones ●Carcinogenic

Different Toxic elements in Batteries	Harmful effects on human
Lead	●It hazardous elements causes multiple neurological problems and harmful to brain ●Infants and pregnant women cause problems in calcium functioning and homeostasis. ●Premature birth of children ●Affect Male fertility ●Kidney damage ●IQ deficits
Nickel	●Comparatively environmentally safer ●Become hazardous on combining other toxic elements ●Nickel carbonyl is toxic elements which causes lung cancer and nasal passage cancer ●skin disorder ●Immunological problems ●Liver damage

Climate Change And Global Warming

The increase in the average temperature of the Earth's atmosphere is caused by an increasing greenhouse gas effect. The manufacture and disposal of batteries emits exhaust and other pollutants into the atmosphere, thereby contributing to the greenhouse effect. Per unit of energy delivered, secondary batteries (rechargeable batteries) contribute less to global warming than disposable (primary)batteries. This is because less greenhouse gas emissions are associated with the manufacture and disposal of rechargeable batteries.[15]
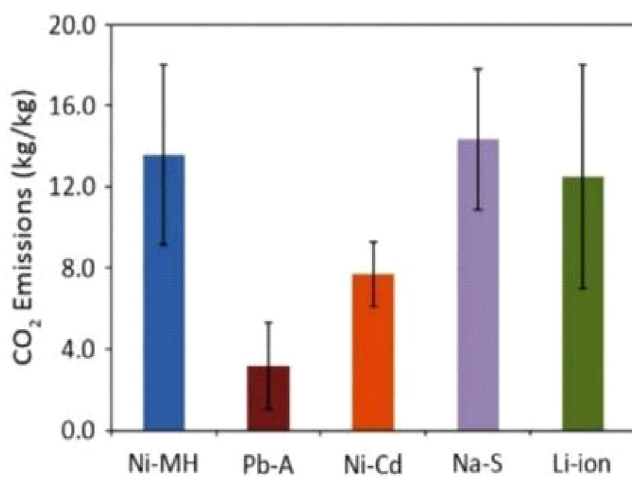
Figure 7: Mean CTG CO_2 emissions with one standard deviation to produce a kg of different battery [7]

Importance Of Recycling Battery

Battery recycling helps to eliminate any form of environmental pollution by producers, distributors, third party and end users due to lack of information, or regulation. Battery Recycling can be defined as a process to recycle batteries instead of disposing into garbage after just a single use. The aim is to reduce the overall number of battery trash that is produced every year.

Reduction of soil pollution.

Land filling of batteries leads to leaking of heavy metal. When these substances get contaminated in soil, they harm plants and animals. Materials like lead, cadmium and mercury can poison people and animals, they stay in the environment for a long time. Thus battery recycling is crucial in order to prevent soil pollution.[17]

To recover Non -renewable resources

Batteries contain non -renewable metals such as lead cadmium, nickel, steel, zinc, silver and manganese. Nickel Metal hydride batteries also contain rare earth elements. Disposal of used batteries to landfall is not acceptable.[18]

3) Improperly disposed batteries negatively affect human health.

Exposing the environment to Lead and strong corrosive acids found in batteries can cause burns and dangers to our eyes and skin. According to the Agency for Toxic Substances and Disease Registry, toxic metals like Nickel, and cadmium found in batteries are known human carcinogens.

4) To facilitate organic waste.

Lithium batteries can explode or catch fire in landfill if they are damaged or become over -heated. Button cells, which are used in toys and many everyday household products are extremely dangerous if swallowed by children. Battery recycling offers a safe and environmentally responsible solution for end of life batteries.[16]

5) To protect the environment.

Most batteries contain hazardous materials and can pollute the environment. When disposed of in landfills or when thrown out elsewhere. Materials like lead, cadmium and mercury can poison people, animals and contaminate soil & water, then stay in the environment for a long time. By Recycling your batteries you can protect the environment.[17]

Recycling of Batteries

Batteries are the power sources which are widely used in the whole world. Since they contain a large number of heavy metals and toxic substances that cause harmful effects for the environment, Recycling is quite important.

Recycling batteries is a series of processes in which the metals are recovered from spent batteries and the remaining of the products are recycled or discarded. There are several processes for recovering valuable metals from spent batteries.

Recycling Methods

Almost all batteries are recyclable. Before going to recycling batteries

we should know that there are different types of batteries based on the components present in them and different batteries are recycled in various methods depending on the value of their components and the toxic level of the chemicals used to make them.
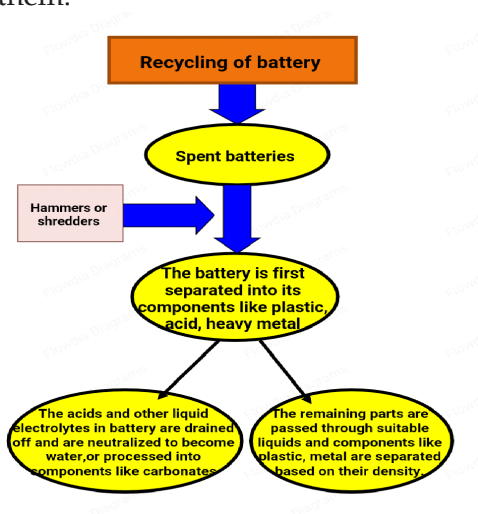

Figure:8 Flow chart showing different steps involved in recycling of batteries.

Batteries can be recycled to form reusable constituents through various techniques like pretreatment, hydrometallurgy and pyrometallurgy.

pretreatment and direct recovery of electrode materials are the physical processes which include crushing, screening, washing etc. chemical processes can be divided into pyrometallurgical and hydrometallurgical processes, which involve leaching, separation, extraction of the valuable components in the batteries.

The products thus obtained through recycling processes are metallic alloys, or compounds, or solutions containing metal ions. Here the materials are separated based on their difference in properties like density, conductivity, magnetic behaviour etc.

Pretreatment of batteries

pretreatment process is essential in the recycling processes of certain batteries, especially in lithium ion batteries. This is the process which enhances the recovery efficiency of valuable elements and reduces the energy consumption in the subsequent processes.
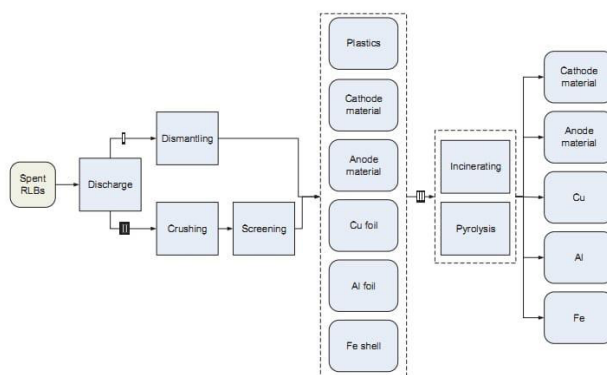
Fgure: 9 Different steps involved in pretreatment process of lithium ion batteries.[21]

Hydrometallurgical process

This hydrometallurgical treatment has been used for recycling a mixture of dry cell batteries like zinc- carbon, manganese-alkaline, Nickel-cadmium and lithium. Here the batteries become brittle and it is possible to separate the fractions based on the difference in properties like size, density, and magnetic characteristics. [25]

Pyrometallurgical process
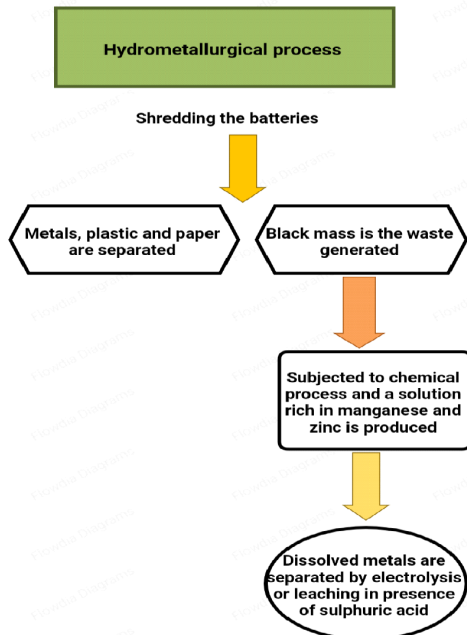
This type of process essentially consists

Figure: 10 Flow chart of different steps involved in hydrometallurgical process.

of recovering materials by using high temperatures. It involves

Pyrolysis:

The process in which evaporation, separation and condensation of water and mercury take place. Organic compounds are destroyed thermally in this process and are emitted as a gas together with the water.

Reduction:

Metallic fractions remains in the furnace after the process of pyrolysis. These are subjected to reduction at a temperature around 1500 °C. Carbon produced during pyrolysis acts as reducing agents which are used to heat oxide waste and hence the oxygen of metal combines with the carbon and is expelled as carbon dioxide gas. From the gas generated in the reduction stage, mercury can be recovered and Zinc is recovered in the form of dust.

Incineration:

The gas generated as a result of pyrolysis is subjected to incineration at 1000°c. Hence mercury containing sludge is generated which is subjected to distillation. The waste water thus formed is treated in an effluent treatment station.[25]
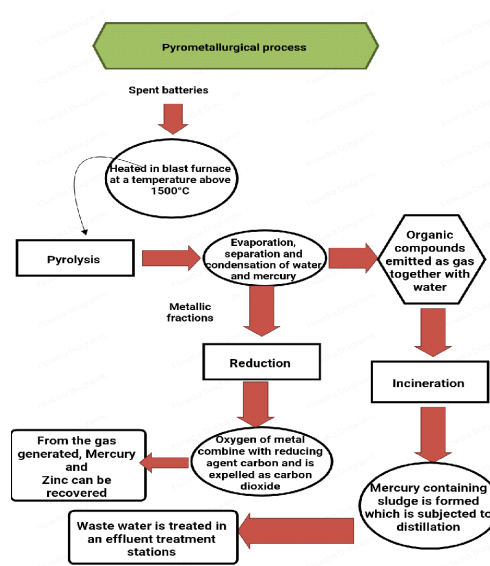
Figure: 11 Flow chart of pyrometallurgical process.[25]

Recycling of Different Batteries

Lead Acid Batteries:

Lead acid batteries are highly recyclable and its recycling rate is more than 90 percent. There are several steps in the recycling of lead acid batteries [31]:

Lead release and exposure during recycling
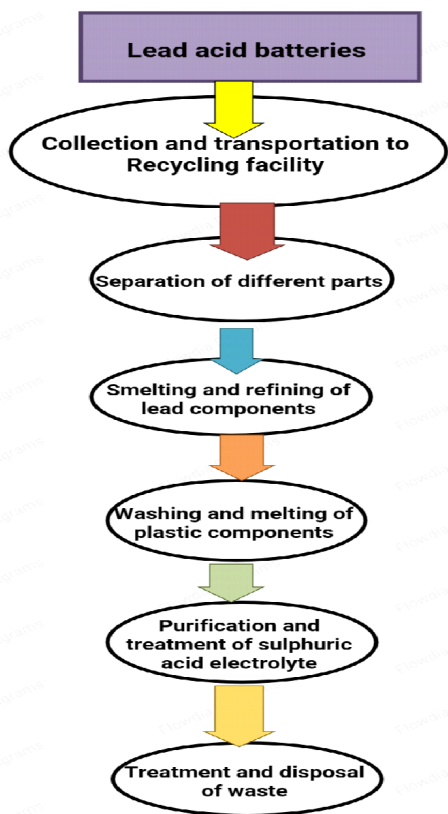
There is a great possibility of lead

Figure:12 Flow chart showing different steps involved in recycling of lead acid battery. [31]

release as well as it's exposure during the recycling of lead acid batteries. The electrolyte, sulphuric acid is leaked out of damaged batteries at the collection and transportation stage of batteries. This acidic skin contact results in injuries. Dissolved lead present in this electrolyte also gets leaked out along with the electrolyte and gets into soil particles, which become a source of lead dust. Water also gets contaminated as a result of the release of this electrolyte into ponds or streams.

When the batteries are broken up into component parts, lead particles and its

dust will be released and are dispersed into the air and settle on soil, other surfaces, which will contaminate the surrounding environment with lead. Lead fumes dispersed during smelting and refining will be inhaled by workers. These lead fumes settle on soil, other surfaces and also on workers hair and clothes. This dust will be carried to home and contaminate the domestic environment if they go home without washing and changing the clothes.

Control measures

Suitable measures should be taken at every stage in the recycling process to prevent or to reduce the release of lead. Therefore proper control measures should be maintained. Control measures at different stages of recycling include

Battery collection, storage and transportation

Batteries should be stored properly and the storage place should be well-ventilated. The ground should be coated with acid resistant concrete in order to prevent acidic skin contact and resulting injuries. Leaking batteries should be kept in acid resistant containers. Required hazard warning should be maintained at every stage of recycling. Used lead acid batteries should be considered as hazardous waste and they should be transported properly. The batteries should be kept in non-conducting material and then placed in sealed containers.

Battery recycling

Recycling should be conducted with well equipped facilities like trained staff, protective equipment and

suitable engineering controls which are essential to minimize the lead exposure and environmental contamination as a result of this battery recycling

The filter bag house is used to trap the dust and particle emissions and these traps should be regularly cleaned and contents fit into the smelter in order to recover lead. Effluent treatment station should be there to treat all water used in the recycling process and for cleaning them. Rainwater which is likely to be contaminated with lead should also be collected and treated.

Dispersion of dust can be reduced by keeping all operations wet. Ensure that the batteries and slag formed during the process of recycling are safely stored under cover and kept away from water.

Ensure that all workers are aware of the hazards of lead and enforce them to use personal protective equipment and force them to wash and change clothes at the end of the working day.[31]

lithium-ion batteries

In addition to Iron, aluminium, copper, manganese and Nickel , lithium ion batteries also contain minor metals like cobalt and lithium along with graphite.

Lithium ion batteries are recycled using different steps. Pretreatment is the initial step through which individual components and materials are separated by crushing the batteries. Resulted products are subjected to pyrometallurgical process.

Pyrometallurgical process:

Lithium ion batteries are subjected to smelting. That is, the batteries are heated in a high temperature furnace
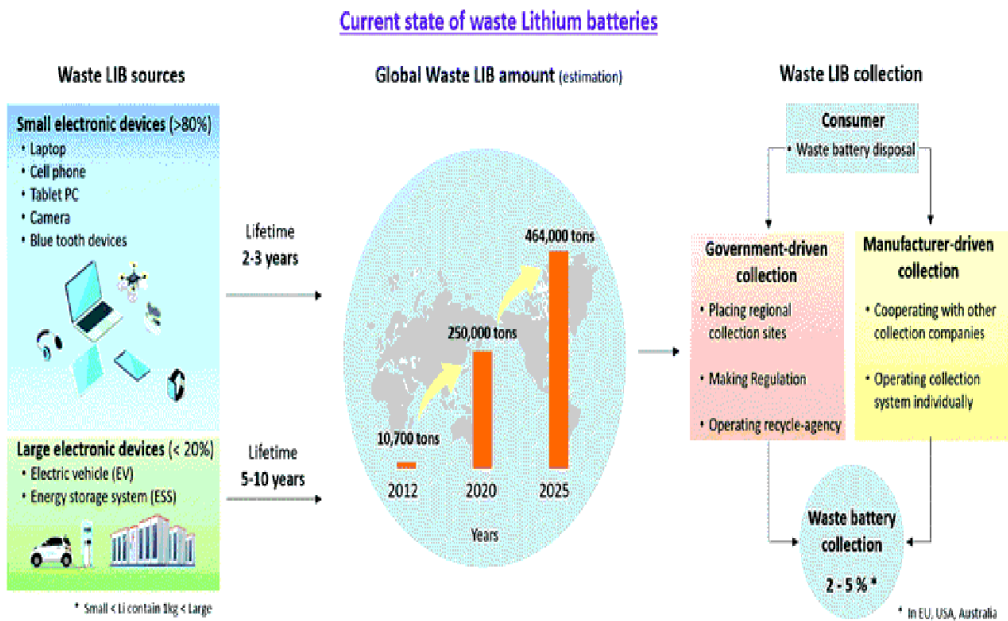

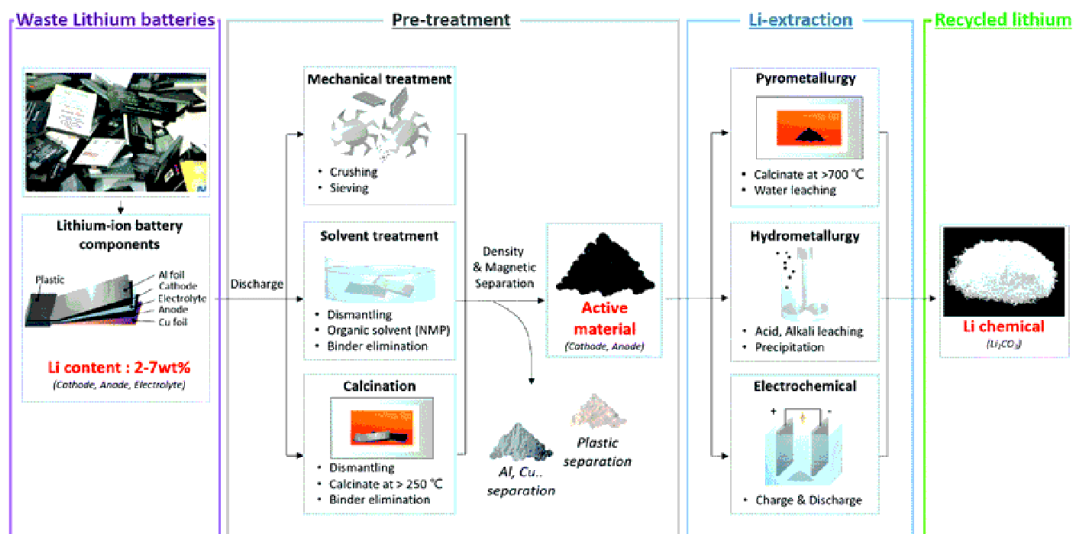Figure:14 Sources, quantity and collection of discarded Lithium ion batteries.[33]

Figure:15 schematic diagram showing the overall Lithium recycling stages from the discarded Lithium ion batteries.[33]

to reduce the component metal oxides to an alloy of copper, cobalt, iron and Nickel.

The metallic alloy fraction, slag and gases containing the volatile organic from the electrolyte and binder components are the products formed as a result of pyrometallurgy. The metallic alloy fraction thus obtained can be separated into component metals through hydrometallurgical process. The slag containing metals like aluminium , manganese and Lithium can be used in other industries like cement industry. Energy consumption required for the process can be reduced since burning of electrolytes and plastics is exothermic.

Hydrometallurgical process:

Direct recycling:

It is the method in which the cathode and anode materials are removed from the electrode in order to reconduct and re use the batteries. Here, after the minimal changes to the crystal morphology of the active materials of the cathode materials, they can be incorporated to a new cathode electrode. That is, the cathode strips obtained after dismantling the batteries. Simple solid state synthesis can be used to regenerate powders with the addition of fresh Li2CO3.

High cobalt cathodes like Lithium cobalt oxide can be obtained through pyrometallurgical processes. As this method provides greater possibility to recover and reuse all battery components, this method is advantageous. Though various processes are there, direct recycling is the widely used recycling method since it appears to be more environmentally friendly than others.
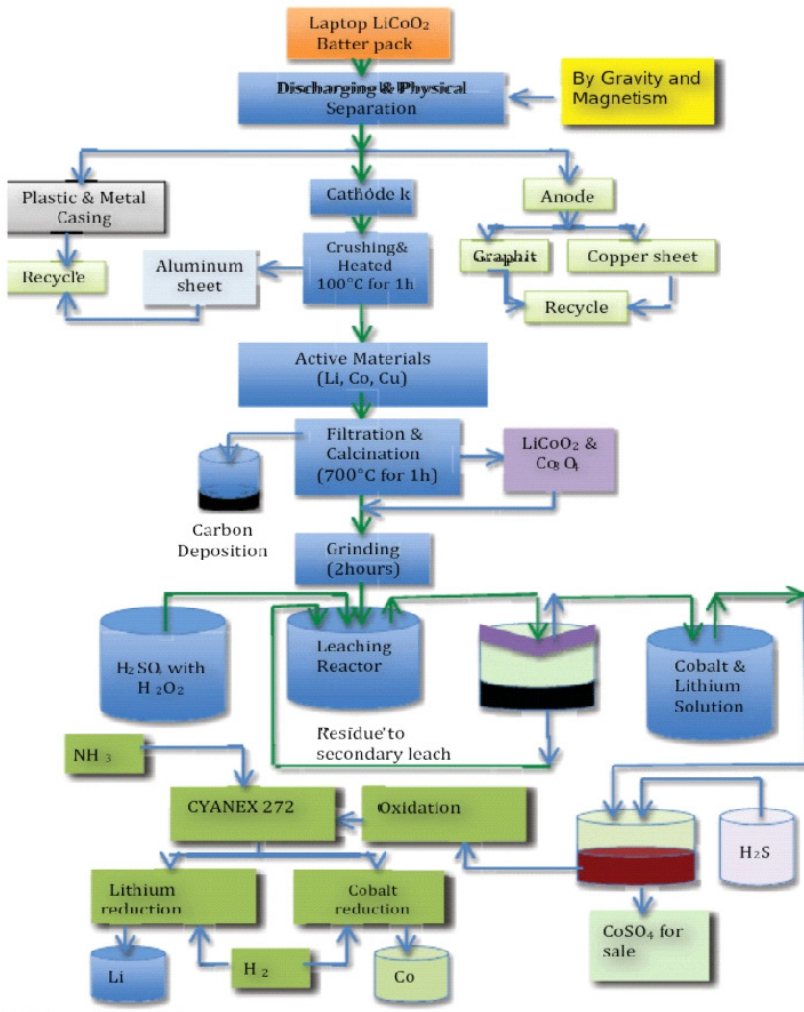
Figure:16 Hydrometallurgical Recycling of lithium ion batteries.[34]

Industrial processes of recycling batteries

In addition to these lab or small-scale recycling technologies, many developed Nations collect and recycle majority of spent batteries industrially. such industrial process of recycling of different batteries are discussed below.

Accurec

it is a specially developed recycling process in Germany for nickel cadmium batteries. Herethe electrolyte is removed first, followed by the separation of plastics and metal cases . cadmium containing parts are subject to distillation treatment and after which
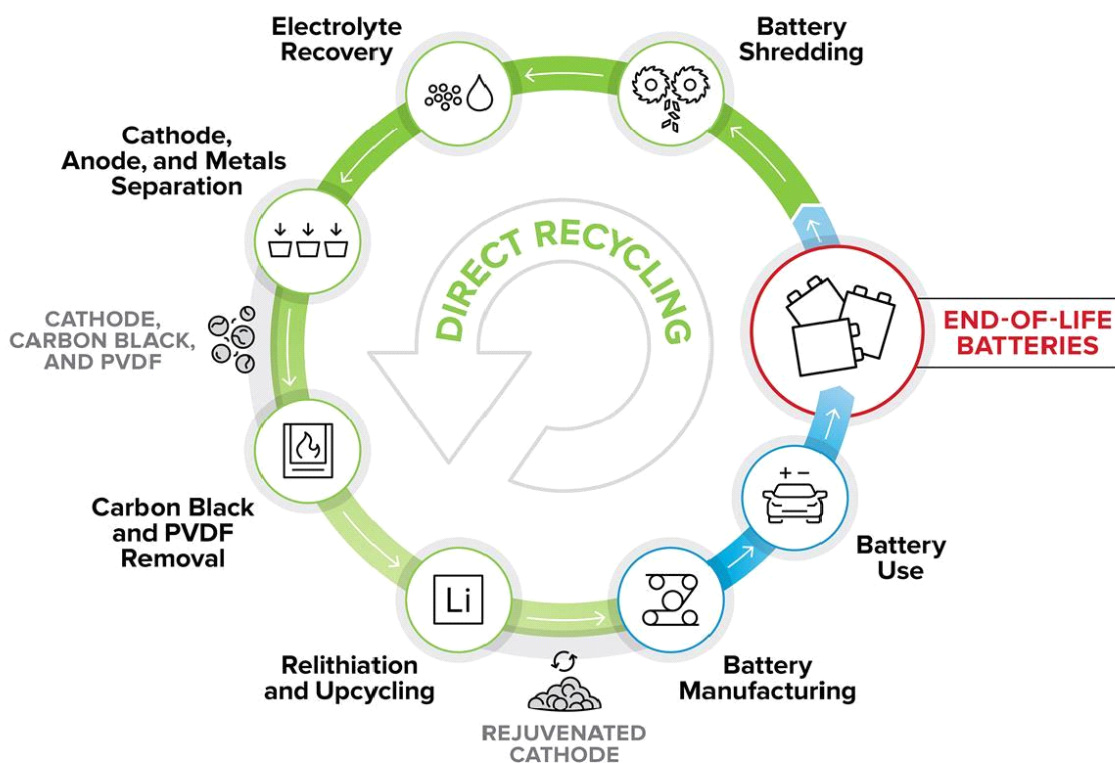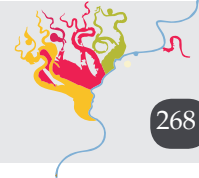
Figure:17 Direct recycling of lithium ion batteries.[35]

almost 99.95% pure cadmium can be collected .

Sab Nife

it is the first industrial recycling process developed in Sweden for the recycling of nickel cadmium batteries.

removal of the electrolyte and cleaning are the initial step in this process Through this process organic substances are eliminated through combustion and a mixture of nitrogen and oxygen is used to avoid the cadmium evaporation. The products thus obtained are subjected to pyrolysis and cadmium containing part is made to undergo distillation As a result which the cadmium vapour get condensed and can be separated.

Waelz

Waelz is a recycling process developed in Germany for zinc containing batteries like alkaline household batteries that do not containing Mercury. Recovery of zinc is the main objective of this process.

The zinc containing batteries are introduced into the rotary furnace by mixing with coal and silica . oxidation and reduction in the furnace causes the generation of powder materials of corresponding elements like lead , zinc and cadmium which can be separated. Iron rich oxide formed as a result of this process can be used in steel making

process for the formation of slag . The dust generated in the furnace is well treated in a second furnace.

Sumitomo

It is an industrial process of recycling of Zn- MnO2 batteries which was developed in Switzerland. Mercury containing batteries on treating in a rotary furnace at 750 °C causes the elimination of Mercury through evaporation and organic materials like plastics, papers and chlorides undergo combustion. The solid phase thus obtained as a result of this process which is free of Mercury and chloride is subjected to reduction in an electric furnace where the carbon present in the battery act as reducing agent . Fe- Mn alloy and Zinc Vapour are the products formed and can be collected. [32]

Thus many countries have taken initiatives to recycle the spent batteries as it has countless environmental benefits and it is also very profitable . several materials recovered as a result of this process can be utilised for various purposes like

The Iron obtained as a result of recycling can be used to make goods.

The cadmium recovered from nickel cadmium batteries can be used to make new batteries.

Recovery of cobalt , nickel and copper are possible by the recycling of lithium-ion batteries.

The nickel in nickel-metal hydride batteries is recovered to make steel.[37]

Now several researches are going on with the objective of more efficient, more cost-effective industry in future for the recycling processes, instead of going through some of the process that are available.

Conclusion

Batteries are an integral part of everyone's life as they have a great role in proper working of different power sources as well as in the form of diverse applications in mobiles , laptops, electric watches , toys , calculators ,cameras , automobiles and many more . Huge amounts of new batteries are produced and sold every year globally and huge amounts of spent batteries are disposed of every year . The heavy metals and other toxic substances present in spent batteries are much hazardous to human health as well as the environment . Most of the Nations have regulations on the disposal of spent batteries whereas many others are negligent on it . Developed Nations collect and recycle the majority of the rechargeable batteries . The impact of the spent batteries can be effectively reduced through different recycling methods and make the environment free from every aspect of contamination.

References

[1] Nagpal Shilpi (2020).Batteries,Home/Class 12/Chemistry/Electrochemistry

[2] Electrical 4U (2020).Alkaline Batteries Construction Working Of Alkaline Battery

[3] South Benin 1502.Industrial lead acid batteries; Types and thier selection.

[4] Hahn Dan(2021)The best uses for nickel cadmium(Ni-Cd) betteries

[5] Tharabay Jihad,Karami Nabil(2015).Nickel Metal hydride battery; Structure,Chemical reaction and circuit model.

[6] Mesoscale Origin of the Enhanced Cycling-Stability of the Si-Conductive Polymer Anode for Li-ion Batteries - Scientific Figure on ResearchGate. https://www.researchgate.net/figure/Schematic-drawing-showing-the-components-inside-Li-ion-batteries-in-a-conventional_

fig7_259719912

[7] Saniji Dehghani,A.R., Tharumalingam ,E., Dusseault, M.B and Fraser R,(2019). Study of energy storage systems and environmental challenges of batteries. Renewable and sustainable energy. Page(7-10)

[8] Dillon, Colleen.(1994). The ecological Impact of Batteries.8-39

[9] Safety and Environmental Impacts of Zn Batteries by Saurabh Sharma, Abhishek Anand", Amritanshu Shukla and Atul Sharma

[10] basic battery safety:very different chemistries,very different concerns published by nick powers (2015)

[11] hazards of lead acid battery-emission of harmful gasses https://www. luminousindia.com/blog/post/hazards-of-lead-acid-battery-emission-of-harmful-gases.html

[12] NiCd Material Safety Data Sheet.

YBSUK reference document:JJJ/JS-QW751-06 (JJJ-2015M01; 2015.

[13] nickel zinc battery https://www.zincfive.com/nickelzinc-overview

[14] Environmental, Health, and Safety Issues of Sodium-Sulfur Batteries for Electric and Hybrid Vehicles Volume I: Cell and Battery Safety by J. M. Ohi(1998). 32-33

[15] Environmental problems that batteries cause by michael merry https://sciencing.com/how-4813423-dispose-lithium-v-batteries.html

[16] Battery Recycling is important for environment Health - Gallegos sanitation, https://gsiwaste.com/battery-recycling-is-important- HYPERLINK "https://gsiwaste.com/battery-recycling-is-important-for-environmental-health/"for-environmental-health/

[17] Why it's important to recycle batteries l Australian Battery Recycling I nitiative. https://batteryrecycling.org.au/recycle-batteries/why/

[18] Why should we recycle batteries?,ABRI [Australian Battery Recycling Initiative].

[19] https://youtu.be/K86J-QLfb-E

[20] Kim, Seoa and Kwon Kyungjung.(2021).A comprehensive review on the pretreatment process in Lithium Ion battery recycling. Journal of Cleaner Production(294).

[21] Bukvic, Milan and Janjic,Radomir. (2016).Recycling Lithium Ion battery. 7th INTERNATIONAL SCIENTIFIC CONFERENCE ON DEFENSIVE TECHNOLOGIES OTEH 2016. 2-3.

[22] Z.Xue, Z.Hua, N.Yao, S.Chen, Separation and recovery of nickel and cadmium from spent Cd-Ni storage batteries and their process wastes, sep.sci. Technol. 27(2) (1992) 213-221.

[23] J.W. Lyman, G.R. Palmer, Recycling of nickel–metal hydride battery alloys, in: Proceedings of the TMS Annual Meeting 1994, San Francisco, Califórnia, EUA, 1994, The Minerals, Metals & Materials Society, 1994, pp. 557–573.

[24] M. Contestabile, S. Panero, B. Scrosati, A laboratory-scale lithium battery recycling process, J. Power Sources 83 (1999) 75–78.

[25] Bernardes, A.M., Espinosa, D.C.R ., and Tenorio, J.A.S. (2003). Recycling of batteries: a review of current processes and technologies. Journal of power sources.291-298

[26] C. Cerruti, G. Curutchet, E. Donati, Bio-dissolution of spent nickel–cadmium batteries using Thiobacillus ferrrooxidans, J. Biotechnol. 62 (1998) 209–219.

[27] D.C. De Oliveira, D.C.R. Espinosa, J.A.S. Tenório, Study of Hg removal and Zn recovery from spent dry batteries, Journal of Power Sources 135 (2004) 311–319.

[28] S. Masamoto, T. Junichiro, G. Hisashi, O. Masaharu, Recovery of cadmium from small sealed Ni/Cd batteries, in: Proceedings of the TMS Annual Meeting 1993, TMS, Warrendale, 1993, pp. 815– 818.

[29] Evereday Battery Company, Inc., St. Louis, MO, EUA, R.J. Delisle, H.E. Martin, A. Wilkerson, Device and process for the recovery of cadmium and nickel, US Patent 5437705, August 01, 1995

[30] A.B. Sab Nife, S. Landskrona, A.L. Melin, V.H. Svensson, Process for the recovery of metals from the scrap from nickel–cadmium electric storage batteries, US Patent 4401463, August 30, 1983.

[31] Schaddelee-Scholten, Bernice.,and Tempowski Joanna. (2017). Recycling used lead acid batteries: health considerations. Geneva: world Health organisation. 4-31.

[32] Romano Espino, Denise crocce., Moura Bernard, Andrea and Soares Tenorio , Esjorge Alberto. (2004) . An overview on the current processes for the recycling of batteries. Journal of power sources. 311-319.

Porphyrins as potential sensitizers for Dye sensitizedsolar cell application

Rishana , Shabna, Mohammed Asif, Shahma, Noora Fathima, Muhammed Yoosuf

MES Mampad College, E mail: Rishanaktwdr@gmail.com

Abstract :

DSSCs have attracted growing interest as one of the alternatives to the conventional inorganic photo voltaic devices. They have considerable attention due to their high power conversion efficiency ease of fabrication and low production cost. Among the various synthetic dyes, Porphyrins have been considered to be promising candidate for DSSCs because of their superior light harvesting ability in the visible region and easy chemical tuning of their physical properties. The key to achieving highly efficient DSSCs lies in the design and synthesis of stable organic dyes with appropriate push-pull structure. On the basis of this strategy researches have focused of the Porphyrin core to generate dyes with appropriate energy levels and strong light harvesting capabilities in the visible range

Introduction:

Although conventional sources of energy (coal, oil or gas) on the Earth have depleted, solar energy that has the most impressive potential of all the sources of renewable energy, is used only in a small amount 1. Solar energy can be harvested directly from sunlight or by indirect methods, such as: solar thermal technology, photovoltaic energy conversion or by solar hydrogen gas production technology. With the exhausting of natural resources and increasing demand of energy sources, our interest pointed to solar energy which is a most viable source. This lead to the development of solar cells.Solar cells are devices that use the photovoltaic effect to convert the energy of light directly into electricity, producing electrical charges that can move freely in semiconductors.Photovoltaics is a field of technology and research which deals with the direct conversion of solar energy into electricity.The first and second generation of solar cell belongs to inorganic photovoltaics. Third generation broadly call as organic photovoltaics.

One of the main drawback of the first generation silicon solar cell technology is its high temperature processing, high energy input and hence high labor cost.Due to these limitations the first generation solar cells have to be replaced. One of the better alternatives is using of dye-sensitized solar cells (DSSCs), because of their advantages like low cost, light weight and easiness of processing for large-scale production. It attracted

much attention as an alternative to p-n junction solar cells due to their ease of fabrication, low production cost, colour tunability, flexibility of integration into various substrates, comparatively less environmental issues, and exceptional performance under indoor/diffused light-harvesting conditions.One of the main important issues in formulating of DSSCs is the selection of the photosensitizer.

In 1991, Grutzel and co-workers developed dye sensitized solar cells (DSSCs) based on Rhuthenium complex. The advantage of DSSCs include cost effectiveness, ease of fabrication, and simple manipulation2. But Rhuthenium is not suitable for cost effectiveness, ease of availability, environmental concerns and Rhuthenium complex exhibit limited absorption at near infrared region (NIR).

Thus interest towards the fabrication of sensitizers having high extinction coefficients, high light harvesting efficiency (HLE) with TiO2 films. Porphyrin ring instead of Rhuthenium complex have the advantage of intense spectral response bands in visible region & NIR, good chemical, optical, thermal stability and a good potential candidate by efficient injection of electron into the conduction band.

Porphyrin sensitizers have imposed their place because of their amazing properties: wide and strong absorption profiles, high absorption coefficients,

good thermal and high photo-stability and most important the availability of more sites for structural functionalization.

In 2007, Campbell and his co-workers reported the synthesis, electronic, and photovoltaic properties of novel dark-green porphyrin sensitizers. The article is based on the concept that plants and bacteria capture solar energy using porphyrin-based chromophores for converting it into chemical energy. The ability to modify and tune the photophysical properties of synthetic porphyrins via the introduction of specific substituents has led to the design and understanding of numerous porphyrin photonic assemblies which mimic photosynthetic solar energy transduction by converting solar energy into chemical potential in the form of long-lived chargeseparation3,5-

10. They mainly synthesized zinc Porphyrin Sensitizers and observed their photovoltaic characteristics. They found out that the malonic acid the binding group exhibits superior cell efficiencies to those previously used for porphyrins that employ linker groups attached to the β-pyrrolic carbon. However all the Porphyrin has efficiencies ≥ 5%. They synthesized a novel class of dark-green porphyrin sensitizers that yield IPCE values of up to 75% and power conversion efficiencies in the range of 5.1 to 7.1% under one sun in a liquid electrolyte cell. The porphyrins they designed with ethyne bridging unit are given below. Among them the most highly efficient dyes used in DSSCs have a push-pull structure. From their comparison porphyrin 5 have best performance with 6% of overall power conversion efficiencies11.
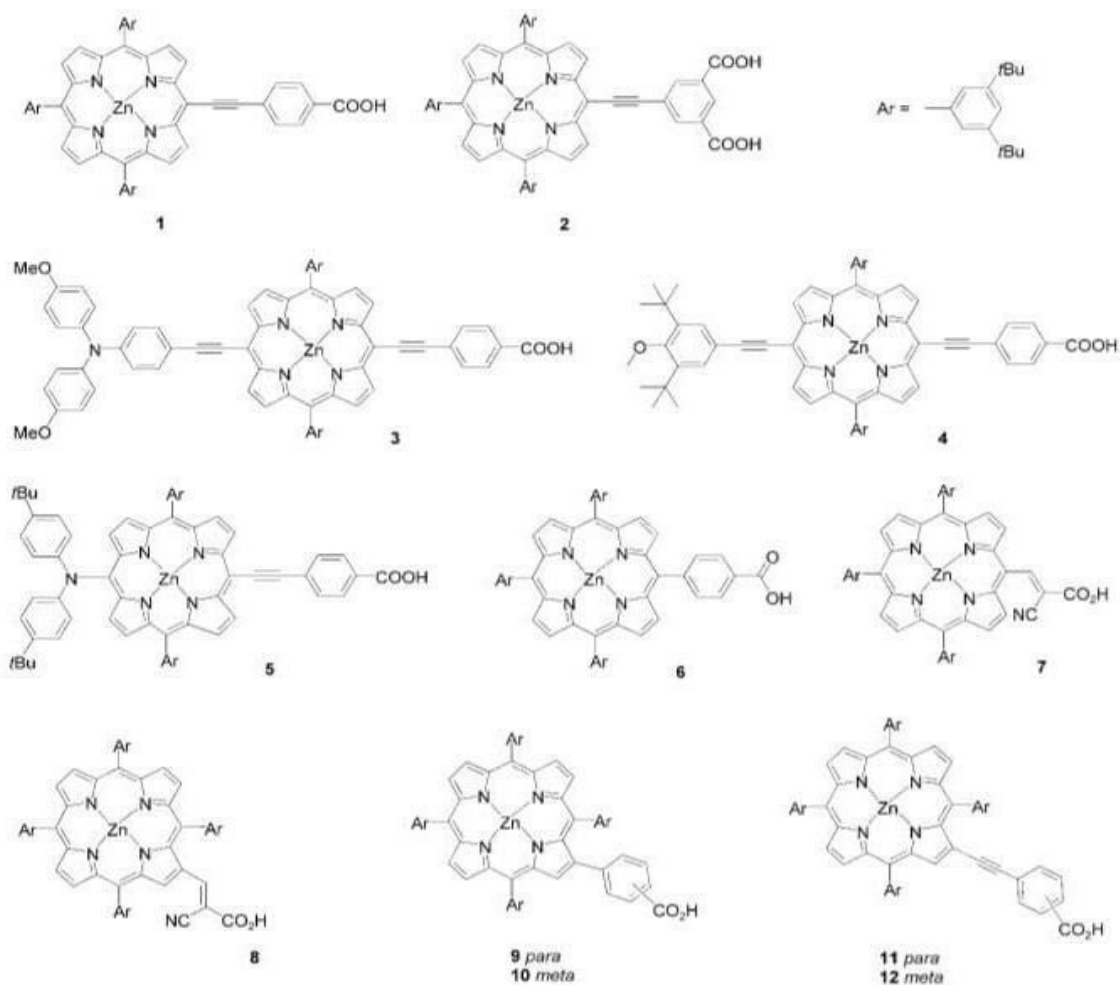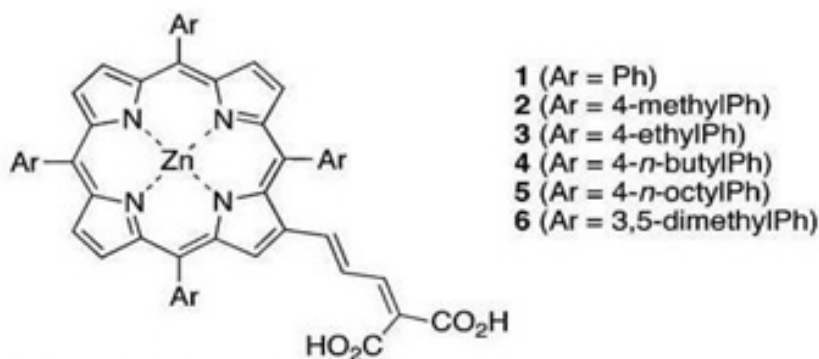
In 2009 Lee and his co-workers designed and synthesized novel meso- or β-derivatized porphyrins with a carboxyl group for use as sensitizers in dye-sensitized solar cells (DSSCs).They also found that the position and nature of a bridge connecting the porphyrin ring and carboxylic acid group show significant influences on the spectral, electrochemical, and photovoltaic properties of these sensitizers. Their strategy to design Porphyrin for DSSCs application is summarized by three points ; the introduction of tertbutyl groups onto phenyl rings tends to suppress the formation of dye aggregates on the TiO2 surface; 2) the extension of p conjugation of the porphyrin ring tends to broaden and to red-shift the Soret and Q bands to improve the light-harvesting effect; and 3) the introduction of an electron-donating group in the meso-position of the porphyrin ring tends to enhance the charge-separation capability12.

TABLE 1: Photovoltaic Performances of Dye-Sensitized Cells Using Zinc Tetraarylporphyrin Malonic Acids as Sensitizers[a]

dye	V_{oc}, mV	J_{sc}, mA/cm^2	ff	η, %
1	638	12.1	0.66	5.1
2	680	14.0	0.74	7.1
3	642	14.8	0.63	5.8
4	701	13.4	0.68	6.4
5	649	13.4	0.61	5.3
6	685	13.3	0.68	6.1

[a] Data obtained using a sealed cell under illumination AM 1.5, 100mW/cm^2. The electrolyte consists of 0.6 M BMII, 0.05 M I$_2$, 0.1 M LiI, and 0.5 M 4-*tert*-butyl pyridine in 1:1 acetonitrile/valeronitrile.

1 (Ar = Ph)
2 (Ar = 4-methylPh)
3 (Ar = 4-ethylPh)
4 (Ar = 4-*n*-butylPh)
5 (Ar = 4-*n*-octylPh)
6 (Ar = 3,5-dimethylPh)

Figure 1. Porphyrin sensitizers.

The above table shows the photovoltaic characteristic of zinc tetraarylporphyrin malonic acid used as dye sensitizers in cells. The

best performing cell among them is 2 and its performance in solid state cell is 63% peak IPCE and 3.6%power conversion efficiency.

In 2010,Chen Yu Yeh and the co workers developed porphyrin Sensitizes With various electron Donating groups for highly efficient Dye sensitized solar cells. As a result , They designed the series of porphyrin dyes with group attached at meso position namely YD1 to YD8 in which have several spectral features such as efficient energy,electron transfer in the light harvesting antenna of biological system,their molecular structures,electrochemical and optical properties. It explained the properties of each developed porphyrin sensitized dyes with reference YD0 dye. In the first studies they found that the porphyrin sensitizer with EDG (electron donating group) at the meso position enhance the properties depends on

the substituent attached to the group. From this they found that the alkoxy groups are considered to be stronger EDG than alkyl groups, thus the compound YD2 having 2 hexyl Chains on the diphenylamine is more efficient sensitizer in a DSSC than YD1. Thus they synthesized porphyrins YD3 and YD4 with methoxyl and pentoxyl groups respectively. By the introduction of the N-substituent on to the diarylamine moiety increased the electron donating ability of the porphyrin dye .As a result the YD5 compound incorporated with a triamine group also synthesized .YD6-YD8 has been designed by the extend charge separation between porphyrin and TIO2.The cell performance of YD7 is worse than that of YD1 due to dye aggregation13. So they prepared YD8 with four tert-butyl group on triphenylamine. Thus these findings are explained by the series of experiment conducted for each porphyrin sensitized molecule in the spectral data YD7 and YD8 exhibit more pronounced broadening bathochromic shift of the soret band. The potential for the first and second oxidations of YD1-YD5 shows significant cathodic shift with increasing electron donating ability of the amino substituent compared with YD0. Also they found that YD7 and YD8 compound exhibit similar electrochemical behavior with two reversible oxidation occurring about +0.90v and +1.05v.
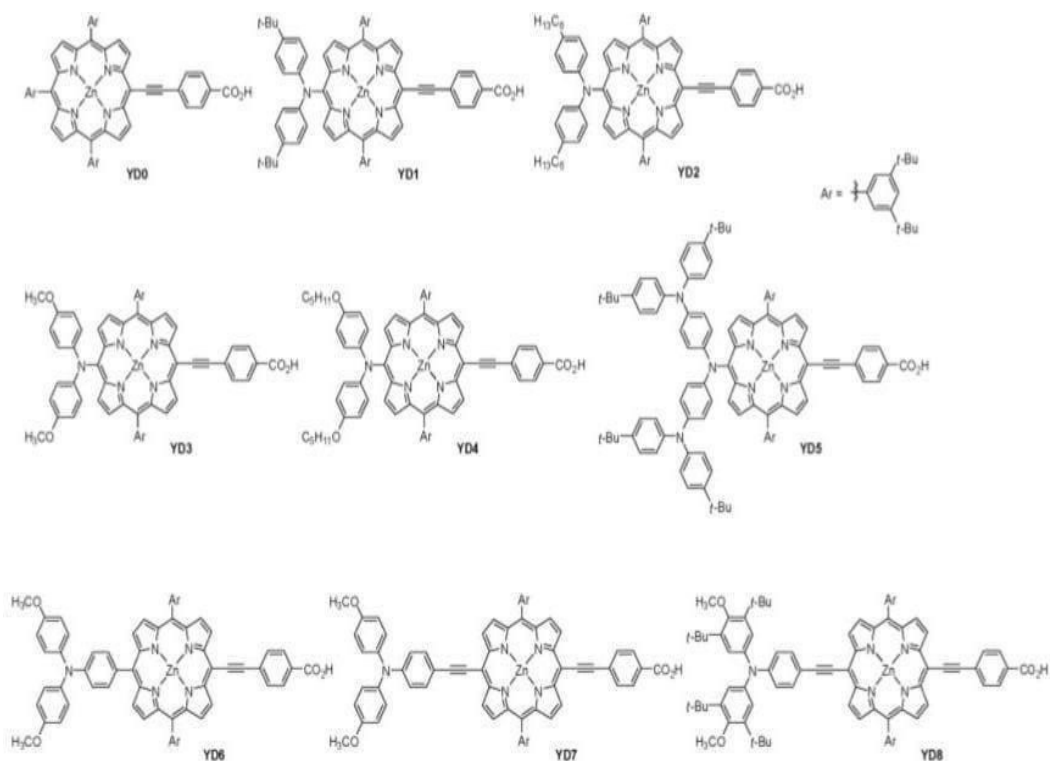

Fig. 1 Molecular structures of porphyrin dyes **YD0–YD8**.

The spectro chemical measurements of YD6 is performed in THF under ambient condition but (YD6)+ shows no absorption at a wavelength greater than 800nm. by the study of cell performance compared with reference compound YD0, YD1-YD4 which shows the cell performance better than YD0 and YD6-YD8(tri aryl amino substituted porphyrin comparable to YD0 and triamine substituted porphyrin YD5 less than YD0.Another finding that the photo current of YD1 -YD4 greater than YD0 due to longer chain hydrocarbon extend the spectral region .From this the performance for YD2 and YD4 greater than YD1 and YD3 respectively. The smaller Jsc and Voc of YD7 and YD8 than YD1 to YD4 ,due to effect of dye aggregation thus fewer electron were ejected in to the conduction band of TiO2 after photoexcitation .There we found that the Voc values of YD7 and YD8 are smaller than those of YD1-YD4 and even they smaller than those of YD0 because of the effect of aggregation .In the first synthesized new porphyrin dyes with Donar group attached at mesoposition of the porphyrin for DSSC and the spectral electrochemical and other properties studied from YD1-YD8 and found that direct attachment of an alkyl substituted dye aryl amino group to the porphyrin ring (YD2) results in the significant improvement in solar to electrical conversion efficiency this we can use and design for more efficient based DSSC's 14

In 2011,Chiang Yao Lin and co workers developed zinc porphyrin with pie conjugated cyclic aromatic hydrocarbon attached to the ring for porphyrin sensitized solar cells.Thus they developed various porphyrin sensitized dyes namely LD1,LD2,LD3a,LD3p or LD4.which is photosensitizers for dye sensitized solar cells and found the better dyes from the trial compounds. The experiment conducted porphyrin compound with pie conjugated cyclic aromatic hydrocarbon for the following compounds that zinc porphyrin bearing phenylethynyl, naphthalenylethynyl, anthracenylethynyl, phenanthrany lethnyl or Pyrenylethyl substituent which denoted LD1,LD2,LD3a,LD3p or LD4 respectively.

Which is prepared as photo sensitizer for DSSC and the overall efficiency found that LD4>LD3p>LD2>LD3a>LD1. In which the LD4 having an efficiency 10.06% of power conversion which is superior to N719 based solar cell fabricated under experimental condition. The performance of the PE2 is enhanced by incorporating a bridge between a porphyrin core and anchoring group COOH to improve the light harvesting ability and enhanced the normal efficiency of the device with an anthracene modified porphyrin to attain approximately 80% of the performance of a N719 based DSSC15

The cell performance of the compound exhibit the trend that LD4>LD3p>LD2>LD3a>LD1 in which LD4 have the value Jsc/mAcm-2

=19.627 and Voc/v=0.711 and FF=0.721 which yields the overall efficiency eta =10.06% which is greater than N719 based DSSC fabricated with the same electrode. In photovoltaic properties of the compound porphyrin LD1-LD4 are sensitized on to Tio2 films to serve as working electrode for photovoltaic
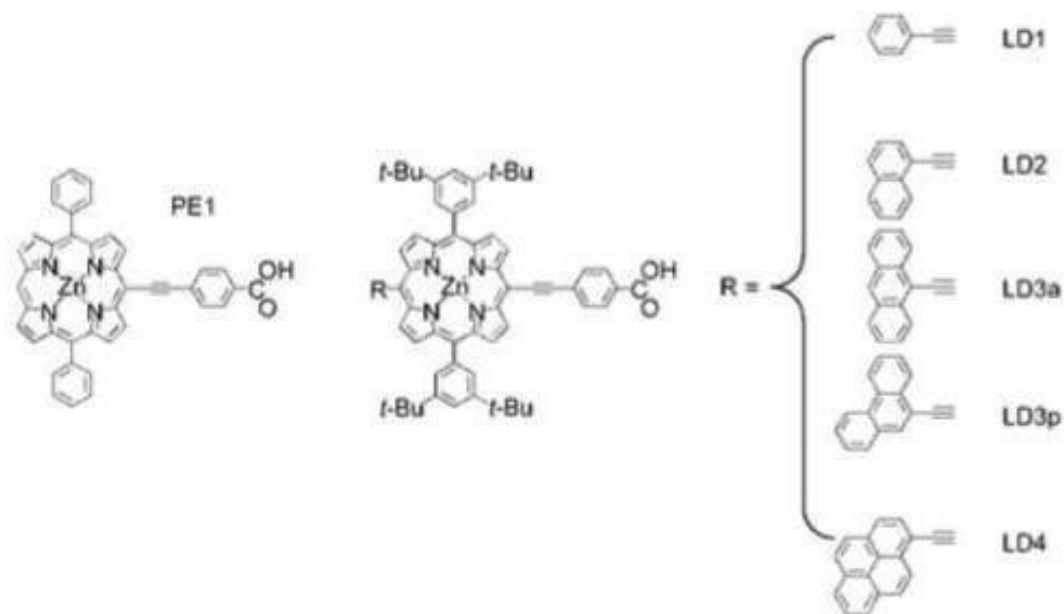
Chart 1 Molecular structures of PE1 and LD porphyrins.

characterization,thus the performance of LD1-LD4 devices are greatly improved with the following first,the small resistance FTO substrates were used for both working and counter electrodes ,second the thickness of the Tio2 active layer increased from 12micrimeter to 14micrometer and third a scattering layer of thickness 5micrometer was added on top of the active layer,as a result the efficiency of power conversion of N719 based device serving as a reference was enhanced from 7.0% to 9.3%.Thus the device performance of porphyrin in this series shows the order LD4>LD3p>LD2>LD3a>LD1 for which is the best dye LD4.

efficiency this we can use and design for more efficient based DSSCS. In the second synthesized various porphyrin bearing cyclic aromatic hydrocarbon and produced photosensitizers devices for DSSC namely LD1,LD2,LD3a,LD3p and LD4 andfound that LD4 has higher power

efficiency 10.06% and remarkable performance which is superior to that of N719 based solar cell fabricated under similar experimental conditions16.

In 2013, Jianfeng Lu and his coworkers reported a porphyrin LW4 with a rigid π linker feature structure (5-ethynyl thiophene- 2carboxylic acid)which has a efficiency of 9.53%.A DSC device based on porphyrin LW2-3 dye with a feature using cyanoacrilic acid as a acceptor and thiophene as a π linker. The detailed examination with impediments and transient photovoltage cell reveals that a fast recombination process takesplace at dye sensitizer TiO2 electrolyte

interface due to the introduction of cyanoacrilic acid as a anchoring group. So they synthesized another porphyrin called LW4.The photovoltaic performance of porphyrin sensitized solar cell has been improved due to the light absorption. By the efficiency up to 10% Diau et al reported a series of zinc porphyrin dyes with donor π- acceptor structure17-20. By using a judiciously engineered porphyrin sensitizer(YD2-O-C8) associated with a push pull co-sensitizer and cobalt(|||\|||)based redox electrolyte, Yella et al reported a DSC with efficiency of 12.3%.But these efficient sensitizer show relatively weak light harvesting ability in the near IR region, which limit the photo current under full spectrum solar flux.By the synthesis of LD14 structure with donor group 4- ethynyl-N,N dimethyl anile and electron acceptor as 2-cyanoacrylic acid, It has strong electron pulling

property and it has important role in the red shift of absorption spectra. To assess the effect of the π- linker on the DSC photovoltaic performance, they systematically designed porphyrin dyes from a sensitizer with 4-ethynyl benzene(LW1) to ones with 2- ethynyl thiophene unit(LW2) or with 5-ethynyl-2,3- dihydrothieno dioxine(LW3).They expected that NIR light harvesting ability of the porphyrin would be achieved by introduction of electron rich units between the porphyrin ring and acrylic acid, which would finally have an impact on the photovoltaic property. Due to the floppy structure of 2-cyanoacrilic acid in LW1-3 They formed LW4 porphyrin with a rigid acceptor structure of 5-ethynylthiophene-2-carboxylic acid. By the power conversion efficiency of 9.5% under full sunlight irradiation, a effluent DSC device is obtained21.
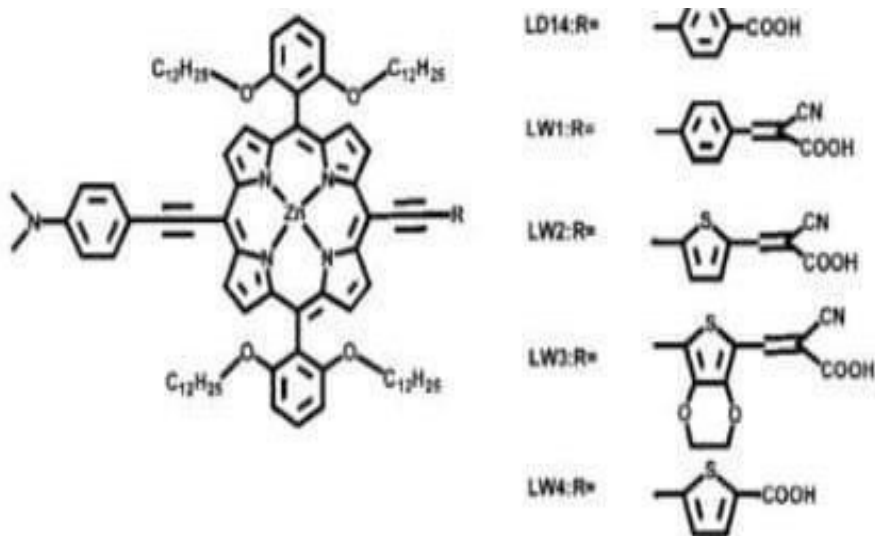
Scheme 1 Molecular structures of the LW1, LW2, LW3, LW4 and LD14 porphyrin sensitizers.

In 2013, Jie Luo and his coworkers synthesized a series of push pull type N-annulated perylene functionalized porphyrin dyes. The porphyrins is the promising candidates of DSC which has a appropriate push pull structure (YD2-O-C8) co-sensitized with an organic dye(Y123) using a Cobalt based electrolyte has get an efficiency 12.3% which is based on Ru complex. There is a lot of development of various dyes. The device performance are not as good as expected due to the dye aggregation and inappropriate energy level alignment. Therefore it is very challenging to design suitable dye for high efficiency DSC. Perylene based dyes have been successfully used for both organic photo voltaic and DSC. Functionalization of porphyrin core with a perylene moiety will provide new dyes with largely enhanced light harvesting ability and they discovered WW1 and WW2 and application in DSCs. Due to mismatched energy

level and strong dye aggregation and short excited state lifetime, it has only low power conversion efficiency.

Further modification of the structure is obtained. A new perylene building block, the N annulated perylene (NP) as in which the N atom is annulated at the bay position22. It has unique structural character, electron rich nature of NP, flexible alkyl chain or bulky group and readily introduced into the amine site, which can readily improve its solubility and suppress dye aggregation. Thus 4NP substituted Zn Porphyrin dyes WW3-WW-6 are designed and used in DSC. In WW-4 insufficient driving force for electron ejection due to low lying LUMO energy level and non-disjoined HOMO/LUMO profiles. Compared with NP directly substituted dye in WW3, the ethynylene bridged NP and porphyrin dyads WW-5 and WW-6exhibited improved π conjugated and red shifted absorption spectra. These two dye showed pantochromatic IPCE action spectra and red shift about 90 and 60 nm respectively. The power conversion efficiency of the cells based on these two dyes reached as high as 10.5% under global sunlight, which is comparable to YD2-o-C8 cell (η = 10.5%) under similar condition23.
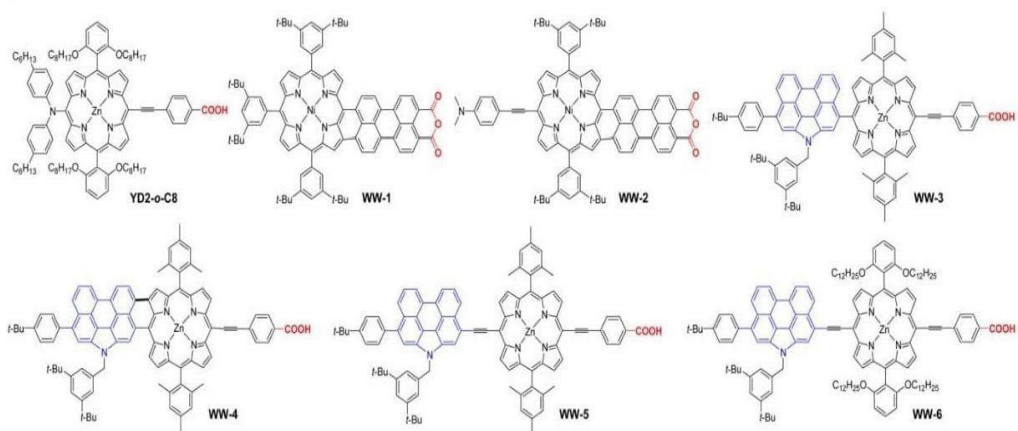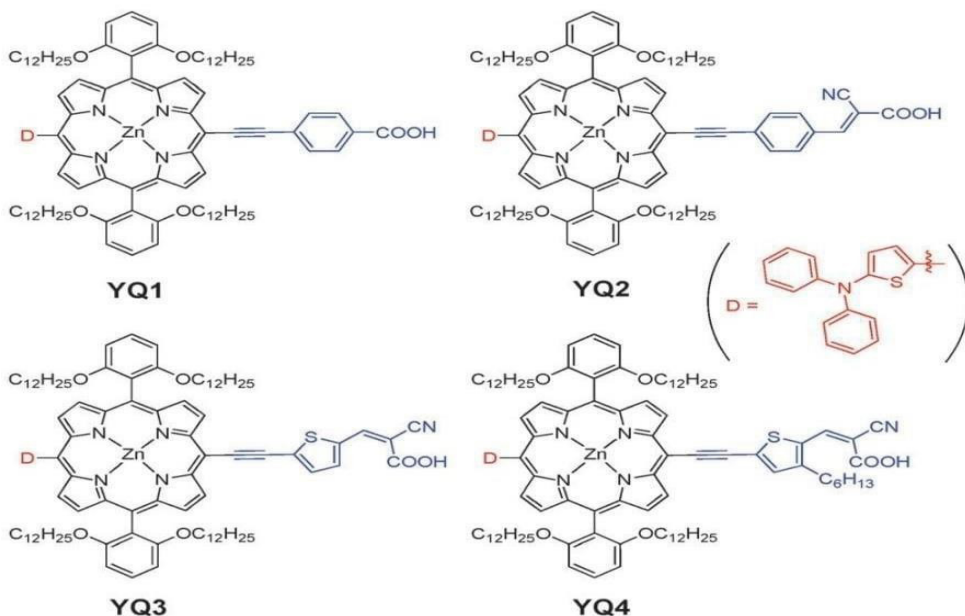

Figure 1. Molecular structures of **YD2-o-C8** and a series of perylene-functionalized porphyrin dyes **WW-1–WW-6**.

Scheme 1   Molecular structures of the porphyrin sensitizers.

In 2014 Wang developed dye sensitized solar cell with 2-Diphenyl aminothiophene as the donor of porphyrin sensitizer. Four novel D-π-A porphyrin dyes (YQ1-YQ4) with 2diphenylaminothiophene at the meso-position as electron donors and 4-ethyl benzoic acid and 2-cyanoacrylic acid incorporated as anchoring group. YQ4 showed power conversion efficiency of 5% which higher than those of 4.23% and 4.38% for YQ2 and YQ3 respectively. This is because of suppression of dye aggregation by hexyl group attached to thienyl ring in YQ4.In comparison with YQ1,YQ2-YQ4 exhibit lower efficiency due to floppy structure of cyanoacrylic acid based porphyrin which provide free space for charge recombination YQ1 exhibit highest efficiency of 6.01% among YQ1-YQ4 D-π-A porphyrin dyes. Higher efficiency of YQ1, is based on the fact that strong electron donating ability of 2-diphenyl aminothiophene which can obviously red-shift and broaden the IPCE spectrum and enhance current density25.

In 2014 Simon Mathew and his co-workers reported about SM371 and SM315 dyes .SM371 is a green dye with a power conversion efficiency of 12% . SM371 is yielded when porphyrin core with bis-(2', 4',-bis(hexyloxy)-[1,1' biphenyl-4-yl] amine26 donor and a 4ethynyl-benzoic acid. SM315, a panchromatic porphyrin sensitizers , which is formed by incorporation of the proquinoidal benzothiodiazole (BTD) with SM371. It has improved light harvesting and green light absorption ability. SM315 has power conversion efficiency of 13% at full Sun illumination. The absorption spectrum of SM315 is enhanced compare to
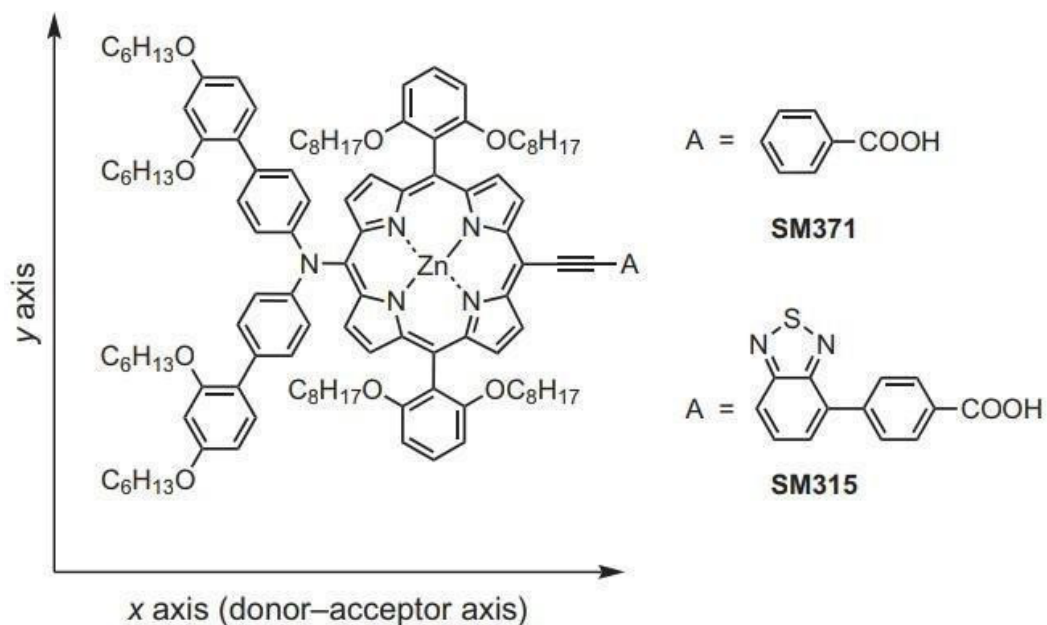
SM371 due to BTD acceptor present in it. Q band of SM371 is constant but Q band of SM315 is redshifted also soret band in SM371 is broad and redshifted and soret band in SM315 appear as two distinguishable maxima. The transition in SM371 and SM315 is determined by HOMO to LUMO transition. It gives the charge transfer character of both dyes. The presence of BTD in SM315 makes an extended demoralization of LUMO and enhance the CT character. Emission spectrum of SM371 is exactly as its absorption spectrum. In the case of SM315, its emission spectrum is broad and featureless. The vertical ionization energies in ground state are identical for both dyes. The amount of dye cation radical generated by SM315 is less than SM371 in the absence of electrolyte. The chemical capacitance is directly proportional to density occupied states. In cells with SM371, the electron lifetime is 2 to 6 times longer than cells with SM315. SM315 is a very stable dye. Even

with a phenyl spacer in plane SM315 has the faster electron recapture capacity. SM315 has less degradation probability. It has near quantitative LHE across visible spectrum and it has greater photocurrent in dye sensitized cells. These characteristics of SM315 leads it to the power conversion efficiency of 13% at full sun illumination27.

In 2017, Narra Vamsi Krishna and his co-workers experimented and discussed about seven donor-π-acceptor porphyrin dyes with 3-ethynyl phenothiazine attached at the meso-position and π spacers such as 4-ethynyl phenyl (LG1), 5- ethynylthiophene (LG2), 5-ethynyl furan (LG3),4- ethynyl phenyl (LG4), 4-ethynyl thiophene (LG5), 2,1,3-bemzothiodiazole (BTD)-phenyl (LG6) and 2,1,3-benzothiodiazole (BTD)thiophen(LG7). LG1, LG2, LG3, LG6, LG7 are incorporated between prophyrin macrocycle and anchoring carboxylic acid .LG4 and LG5 are
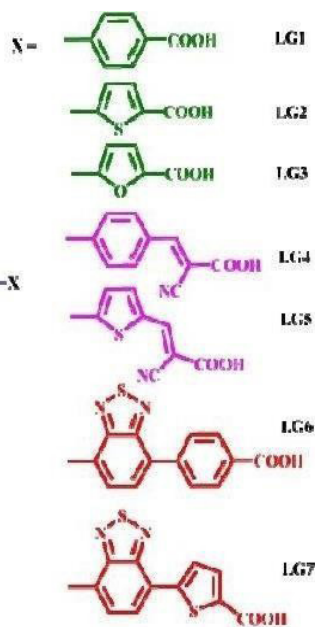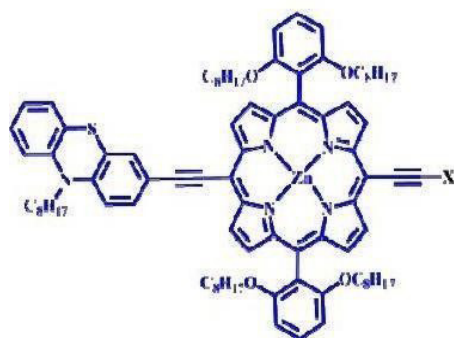
functionalized between prophyrin and anchoring cyanoacrylic acid. Among these seven sensitizers LG5 exhibit strong absorption and highest Short circuit current density. LG1, LG2, LG3, LG6, LG7 were produced by deprotection of TIPS-acetylene of compound 5 with bromo aromatic acid and by using AsPh3 and Pd2(dba)3 reagent , followed by column chromatography. LG4 and LG5 were synthesized indirectly by formation of intermediate LG4a and LG5a by de-protection of TIPS-acetylene of compound 5 with bromo-aromatic aldehyde. The intermediate react with Cynoacetic acid in the presence of piperidine to get LG4 and LG5 sensitizers. Among these sensitizers LG5 and LG6 dice are more favorable electron injection and dye regeneration. LG5 have greater oxidative stability and it exhibit the energy conversion efficiency of 10.20%. LG1, LG2, LG3 have small π spacers and show longer electron lifetime than LG6 and LG7 with larger π spacer. All these seven sensitizers can withstand temperature up to 200°C and they are highly durable for longstanding applications.LG5 dye exhibit good long term stability and maintained up to more than 80% of initial power conversion efficiency after 1000h of irradiation28.

Conclusion:

The progress in the field of DSSCs highly depends of design and the proper selection of the component materials (photo-sensitizer, photo-anode, redox mediator).

DSSCs are becoming the future of energy because of its cost-effectiveness and increasing conversion efficiency levels. The advantages of DSSC are that they are easy to fabricate and simple to manipulate. DSSC material are suitable environmental concern. Dye-sensitized solar cell (DSSC) is one of the most

promising photovoltaic systems for building integration (BIPV). DSSC can be transparent with various degrees of transparency, which makes it suitable for window application in buildings. New concepts in hole transport materials associated to environment and cost friendly systems paved the way to more stable full solid-state devices to provide efficiencies over 20% that is a must for deployment to commercialization.

Reference:

1. A. Yella, HW. Lee, HN. Tsao, C. Yi, AK. Chandiran, MK. Nazeeruddin, EWG. Diau et al. Porphyrin-sensitized solar cells with cobalt (II/III)-based Campbell, W. M.; Burrell, A. K.; Officer, D. L.; Jolley, K. W Coord. Chem. ReV. 2004, 248, 1363-1379.

2. Butler, W. L. Acc. Chem. Res. 1973, 6, 177-184.

3. Cherian, S.; Wamser, C. C. J. Phys. Chem. B 2000, 104, 3624-3629.

4. Gust, D.; Moore, T. A.; Moore, A. L. Acc. Chem. Res. 2001, 34, 40-48.

5. Kay, A.; Gra¨tzel, M. J. Phys. Chem. 1993, 97, 6272-6277.

6. Odobel, F.; Blart, E.; Lagree, M.; Villieras, M.; Boujtita, H.; El Murr, N.; Caramori, S.; Bignozzi, A. J. Mater. Chem. 2003, 13, 502-510.

7. Wang, Q.; Campbell, W. M.; Bonfantani, E. E.; Jolley, K. W.; Officer, D. L.; Walsh, P. J.; Gordon, K.; Humphry-Baker, R.; Nazeeruddin,. M. K.; Gra¨tzel, M. J. Phys. Chem. B 2005, 109, 15397-15409.

8. Campbell, W. M.; Jolley, K. W.; Wagner, P.; Wagner, K.; Walsh, P. J.; Gordon, K. C.; Schmidt-Mende, L.; Nazeeruddin, M. K.; Wang, Q.; Grätzel, M.; Officer, D. L. Highly Efficient Porphyrin Sensitizers for Dye-Sensitized Solar Cells. J. Phys. Chem. C 2007, 111, 11760-11762

9. Lee, C.-W.; Lu, H.-P.; Lan, C.-M.; Huang, Y.-L.; Liang, Y.-R.; Yen, W.-N.; Liu, Y.-C.; Lin, Y.-S.; Diau, E. W.-G.; Yeh, C.-Y. Novel Zinc Porphyrin Sensitizers for Dye Sensitized Solar Cells: Synthesis and Spectral, Electrochemical, and Photovoltaic

10. C.-W. Lee, H.-P. Lu, C.-M. Lan, Y.-L. Huang, Y.-R. Liang, W.N. Yen, Y.-C. Liu, Y.-S. Lin, E. W.- G.Diau and C.-Y. Yeh, Chem.–Eur. J., 2009, 15, 1403.

11. Hsieh, C. P.; Lu, H. P.; Chiu, C. L.; Lee, C. W.; Chuang, S. H.; Mai, C. L.; Yen, W. N.; Hsu, S. J.; Diau, E. W. G.; Yeh, C. Y. Synthesis and Characterization of Porphyrin Sensitizers with Various Electron-Donating Substituents for Highly Efficient DyeSensitized Solar Cells. J. Mater. Chem. 2010, 20, 1127-1134

12. C.-Y. Lin, Y.-C. Wang, S.-J. Hsu, C.-F. Lo and E. W.-G. Diau, J.Phys. Chem. C, 2010, 114, 687–693.

13. Wang, C. L.; Chang, Y. C.; Lan, C. M.; Lo, C. F.; Diau, E. W.-G.; Lin, C. Y. Enhanced Light Harvesting with π-Conjugated Cyclic Aromatic

14. Hydrocarbons for Porphyrin Sensitized Solar Cells. Energy Environ. Sci. 2011, 4, 1788- 1795

15. T. Bessho, S. Zakeeruddin, C. Yeh, E. Diau and M. Gr¨atzel, Angew. Chem., Int. Ed., 2010, 49, 6646–6649.

16. S. Wu, H. Lu, H. Yu, S. Chuang, C. Chiu, C. Lee, E. Diau and C. Yeh, Energy Environ. Sci., 2010, 3, 949–955.

17. Y. Chang, C. Wang, T. Pan, S. Hong, C. Lan, H. Kuo, C. Lo,H. Hsu, C. Lin and E. Diau, Chem. Commun., 2011, 47,8910–8912.

18. C. Wang, C. Lan, S. Hong, Y. Wang, T. Pan, C. Chang, H. Kuo, M. Kuo, E. Diau and C. Lin, Energy Environ. Sci., 2012, 5,6933–6940.

19. Lu, L. F.; Xu, X. B.; Cao, K.; Cui, J.; Zhang, Y. B.; Shen, Y.; Shi, X. B.; Liao, L. S.; Cheng, Y. B.; Wang, M. K. D- π -A Structured Porphyrins for Efficient Dye-Sensitized Solar Cells. J. Mater. Chem. A 2013, 1, 10008-10015

20. (a)Looker, J. J. J. Org. Chem. 1972, 37, 3379. (b) Jiang, W.; Qian, H.; Li, Y.; Wang, Z. J. Org. Chem. 2008, 73, 7369.

21. Luo, J.; Xu, M.; Li, R.; Huang, K.; Jiang, C.; Qi, Q.; Zeng, W.; Zhang, J.; Chi, C.; Wang, P.; Wu, J. N-Annulated Perylene as An Efficient Electron Donor for Porphyrin-Based Dyes: Enhanced Light-Harvesting Ability and High-Efficiency Co(II/III)-Based DyeSensitized Solar Cells. J. Am.

Chem. Soc. 2014, 136, 265-272.

22. Karthikeyan, S.; Lee, J. Y. Zinc-Porphyrin Based Dyes for Dye-Sensitized Solar Cells. J. Phys. Chem. A 2013, 117, 10973–10979

23. Wang Y.; Xu L.; Wei X.; LiX.;, Ågren H.; Wu W.; Xie Y. 2-Diphenylaminothiophene as the donor of porphyrin sensitizers for dye-sensitized solarcells. New J. Chem., 2014,38, 3227-3235

24. Gao, P. et al. Facile synthesis of bulky BPTPA donor group suitable for cobalt electrolyte based dye sensitized solar cells. J. Mater. Chem. A 1, 5535–5544 (2013).

25. Mathew, S.; Yella, A.; Gao, P.; Humphry-Baker, R.; Curchod, B. F. E.; Ashari-Astani, N.; Tavernelli, I.; Rothlisberger, U.; Nazeeruddin M. D, K.; Grätzel, M. Dye-Sensitized Solar Cells with 13% Efficiency Achieved through the Molecular Engineering of Porphyrin Sensitizers. Nat. Chem. 2014, 6, 242-247

26. Krishna, N. V.; Krishna, J. V. S.; Singh, S. P.; Giribabu, L.; Han, L.; Bedja, I.; Gupta, R. K.; Islam, A. Donor-π−Acceptor Based Stable Porphyrin

27. Sensitizers for Dye-Sensitized Solar Cells: Effect of πConjugated Spacers. J. Phys. Chem. C 2017, 121, 6464−6477.

A Comprehensive Assessment and Investigative Study on the Concept of Weight Loss in Young Adults: Understanding Influencing Factors, Patterns

Ayfa Abdurahiman

B.Voc Nutrition Science, and Dietetics, Dr. Ghafoor Memorial MES Mampad College ,Malappuram, Kerala

Abstract

This research named "A Comprehensive Assessment and Investigative Study on the Concept of Weight Loss in Young Adults: Understanding Influencing Factors, patterns" delves into the multifaceted landscape of weight loss among young adults, examining the intricate web of influencing factors, prevalent patterns, and potential intervention strategies. This investigation reveals that only a small fraction of young adults possess awareness of a genuinely healthy lifestyle, with physical activities emerging as a crucial component in promoting sustainable weight loss. In the contemporary landscape, social media plays a pivotal role as a lifestyle-maintaining platform. It highlights how social media can serve as a powerful tool for disseminating information and fostering awareness, while also acknowledging the potential risks associated with unrealistic beauty standards and misinformation.

Conclusion: This comprehensive assessment provides valuable insights into the complex dynamics surrounding weight loss in young adults. By understanding the influencing factors and patterns, I aim to develop targeted intervention strategies that address the unique challenges faced by this demographic, fostering a healthier and more sustainable approach to weight management.

Introduction

In contemporary times, it is commonly assumed that the correlation between health and weight has always been evident, a viewpoint reinforced by the teachings of most health professionals and media dissemination. However, intriguingly, the origins of the aspiration for weight loss precede any scientific substantiation linking weight to health.The emergence of weight loss advice from the medical community, roughly a century ago, was not grounded in scientific proof linking weight to health. Instead, it arose due to an existing societal inclination toward thinness and a bias against fatness.

Keywords: weight loss in young adults, barriers, societal pressure, Social standards ,lifestyle trends , physical activities, weight loss, social media as a lifestyle platform.

1.1 The Biased Roots of the Cultural Desire to Lose Weight

Throughout a significant portion of human history, the primary preoccupation for individuals was ensuring an adequate food supply. The

contemporary manifestation of diet culture, with its pervasive influence, finds its roots in the complex interplay of colonialism, racism, classism, and sexism.

1.2 Dieting as a Way to Belong

The establishment of our cultural norms regarding body image and beauty was not merely a means to attain status or worth; it also served as a pathway to belonging. Although modern society doesn't necessarily hinge on group affiliation for survival, the desire to belong and be accepted by others remains potent.

1.3 The Truth About Weight and Health

Contrary to conventional teachings or beliefs, weight does not serve as a reliable indicator of health. There is no research establishing a causal relationship between higher weight or body fat and the onset of diseases like heart disease, cancer, or diabetes. Although certain health conditions may be more prevalent in individuals with higher weights, any correlation observed does not imply causation.

Objectives of the study

- To assess whether the standard weight loss problems are effective in young adults.

- To check if social influences Are associated with BMI and weight loss intentions in young adults

- To observe gender-specific intentional weight loss and reasons.

- To examine the effect of battery weight loss on health and possible irregularities.

Hypothesis of the study

The project posits that the motivations driving weight loss engagement in young adults (18-29 years old) are intricately connected to health and medical factors. We hypothesize that societal expectations, individual health concerns, and peer influences play significant roles in motivating young adults to pursue weight loss. The individualized approaches adopted by young adults in managing their health are closely tied to medical considerations. This could involve tailored dietary plans designed for specific health goals, personalized exercise regimens to address individual fitness needs, and the integration of technology for health monitoring and data-driven decision-making.

Methodology

2.1 Eligibility Criteria:

Inclusion Criteria:

- Participants: Aged between 19 and 29.

- Roles: Working professionals, students, or housewives.

- Availability: Actively engaged on social platforms.

Exclusion Criteria:

- Excludes: Pregnant women, individuals with chronic health conditions, those currently hospitalized, individuals with prolonged medication regimens, and those outside the age range (under 19 or over 29).

2.2 Selecting Strategy for Data Collection:

- Study Duration: Conducted over a 20-day period from November 10 to

November 30, 2023.

- Data Collection: Emphasized online platforms, particularly social media, due to time constraints.
- Primary Data: Gathered through a survey; supplemented by individual feedback sessions.

2.3 Selecting Specific Age Group:

- Age Range: Choosing 19-29 age group for a comprehensive exploration of young adult dynamics.
- Researcher's Perspective: Driven by personal curiosity and the desire to understand the next decade's potential trajectories.

2.4 Data Collection and Statistical Analysis:

- Data Collection Method: Employed a questionnaire survey through Google Form.
- Analysis Techniques: Utilized descriptive statistics, meta-analysis, and graphical representations.

2.5 Nutritional and Functional Metrics:

- Parameters Examined: Included Mini Nutritional Assessment (MNA), Body Mass Index (BMI), and functional status, physical activity interests, dietary habits, and nutritional awareness.

2.6 Type of Study:

- Hybrid Approach: Combines descriptive statistical study with qualitative research methods.

2.7 Ethical Consideration:

- Informed Consent: Explicit and informed consent obtained from participants.

- Confidentiality: Preserved the confidentiality of each respondent.

- Transparency: Participants fully informed about the nature and objectives of the research.

- Respect for Autonomy: Participants experienced no pressure to participate, maintaining a sense of control.

Result and Discussion

3.1 Platforms used by young adults
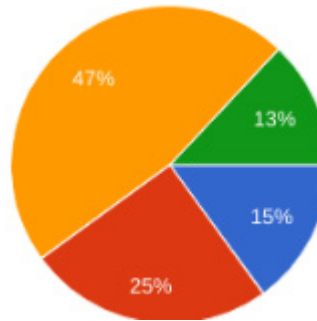
PLATFORMS	PERCENTAGE
Online consulting	15%
Gym membership	25%
Self maintaining	47%
Skipping every platforms	13%

A notable 15% of individuals opt for online consulting, highlighting the growing trend of utilizing digital platforms for accessing health-related information and guidance. Gym memberships emerged as a popular choice, with 25% of participants utilizing fitness facilities to maintain their health. 47% of participants reported relying on self-maintenance strategies, showcasing a substantial preference for individualized approaches to health management. However, 13% of

individuals reported not following any specific platform or strategy for health maintenance.

3.2 Social media as a health platform

THOUGHTS OF PARTICIPANTS	PERCENTAGE
Useful	57%
Useless	3%
Some are fine , Some are exaggerated	30%
Skips every trends	10%
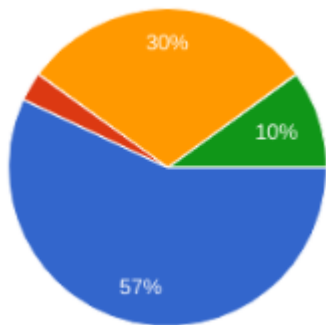
A majority, comprising 57% of participants, expressed the belief that social media is a useful tool for health-related information and guidance. Another notable segment, representing 30% of respondents, acknowledges that while some social media tips are useful, others may be exaggerated. Conversely, 10% of participants reported actively skipping trends on social media. Meanwhile, a smaller yet significant 3% indicated a lack of interest in social media as a health platform altogether.

Conclusion

The online survey, a cornerstone of this research endeavor, served as a valuable tool to gather real-time insights from a diverse pool of young adults. Participants were asked to candidly share their perspectives on weight loss, providing a rich dataset that enabled the identification of emerging trends and patterns within this age group. The survey instrument covered a spectrum of topics, including dietary preferences, exercise routines, cultural influences, and the impact of social media on body image perceptions.In terms of digital media, we hypothesize that its impact on health decisions among young adults is mediated by health-related information accessibility. We posit that exposure to credible health information through digital media channels positively influences health-related decision-making, while misinformation or unrealistic body standards may contribute to negative health outcomes, including mental health issues.

Reference

- Berland, G. K., Elliott, M. N., Morales, L. S., et al. (2001). Health information on the Int

- Davison, K. (1997). The quality of dietary information on the World Wide Web. Clin Perform Qual Health Care, 5(2), 64–66.

- Piaggi, P. (2019). Metabolic determinants of weight gain in humans. Obesity, 27(5), 691-699.

- Rolls, B. J. (2017). Dietary energy density: applying behavioral science to weight management. Nutrition Bulletin, 42(3), 246-253.

- Tate, D. F., Wing, R. R., & Winett, R. A. (2001). Using Internet technology to deliver a behavioral weight loss program. JAMA, 285(9), 1172–1177.

- Varady, K. A., et al. (2009). Short-term modified alternate-day fasting: a novel dietary strategy for weight loss and cardioprotection in obese adults. Am J Clin Nutr.

"Comparative Analysis of Dietary Patterns among Pregnant Women with Gestational Diabetes Mellitus (GDM) and Without GDM"

Farha Banna

Department of Nutrition Science and Dietetics, MES Mampad College, Nilambur

Abstract:

This detailed survey on the topic "Comparative analysis of dietary patterns among pregnant women with gestational diabetes mellitus (GDM) and without GDM" was conducted at Santhi Hospital, Omassery, Calicut including 100 subjects. The purpose of the study is the evaluation of dietary impacts on gestational diabetes mellitus among pregnant women through a questionnaire and providing a prepared diet plan. This study discusses about the origin, causes, risk factors, treatments and management of GDM.

Keywords: GDM, Diabetes Mellitus, Pregnancy, Gestational diabetes, Pregnancy complications

Introduction:

Gestational diabetes mellitus (GDM) is defined as any degree of hyperglycemia that is recognized for the first time during pregnancy. GDM constitutes a greater impact on diabetes epidemic as it carries a major risk of developing T2DM to the mother and foetus later in life. Nowadays, GDM is a very common and widely affected condition among pregnant women which leads to many pregnancy and delivery complications.

The rising prevalence of gestational diabetes mellitus (GDM) globally and the recognition that medical nutrition therapy (MNT) is the bedrock for its management have led to the search for a pragmatic, feasible, and widely adaptable approach to nutrition therapy to help control maternal glycaemia effectively while also promoting normal foetal growth. This study, therefore, is conducting to evaluate current status of glucose levels of pregnant women with gestational diabetes mellitus and the impact of following a healthy diet therapy and lifestyle.

Objectives of the Study:

- To analyze self-care practice of Gestational Diabetes Mellitus management among mothers with diabetes in pregnancy.

- To make them aware of the importance of dietary modifications and healthy lifestyle in the management of Gestational Diabetes Mellitus.

- To assist the mothers to cope up with high glucose levels by introducing a healthy modified diet plan and by

practicing it

- To recognize the complications that can affect the foetus or baby as the result of gestational diabetes mellitus.

Hypothesis of the study:

The dietary pattern of pregnant women is a key factor for the development of Gestational diabetes mellitus among pregnant women.

Materials and Methods:

This descriptive cross-sectional survey was conducted in Kozhikode district, Kerala from 20-25, November, 2023 to compare and analyse the dietary patterns among pregnant women with Gestational diabetes mellitus (GDM) and without GDM. The sample of 100 pregnant women were randomly selected from Santhi Hospital, Omassery, Kozhikode.

The required data was collected via standardized offline questionnaire, with discrepancies resolved. It consisted of the various aspects related to background information, demographic profile, medical history, dietary habits and physical activity rate of the subjects. Participation in the study was completely anonymous. And, all participants were fully informed about the study purpose, requirements and data confidentiality under sharing and privacy policy. The study was reviewed and approved by the department staffs, hospital management and doctors.

Results and Discussion:

The study included a comparative analysis of dietary patterns among pregnant women with gestational diabetes mellitus and without GDM. Among the 100 samples, 30% of the subjects were diagnosed with Gestational diabetes mellitus and 70% were having normal blood glucose levels. The reason behind the diagnosis of GDM in each patient was different from others.

As history of diabetes mellitus in the family can be a very important factor that causes GDM, In this study, 50% of the subjects had no family history of diabetes mellitus. And, in the remaining 50%, 41% of the women had their one parent with diabetes mellitus and 9% had both their parents with diabetes.

The participants in the study had different meal patterns compared to each other. Among 100 participants, 55% have 5 meals a day which includes small snacks also. 35% have 4 meals, 8% have 6 meals and 2% of them have 3 meals a day. And most of them were having carbohydrate-rich food at least three times a day. As fast food consumption is a key cause for Gestational diabetes, in this study, 62% of the participants consume fast foods and the remaining 38% restricted or minimized the consumption of fast foods in their pregnancy period.

Lack of physical activity can also be a risk factor in Gestational diabetes mellitus, and here in this study as result, 45% of the participants do not engage in any kind of physical activity during their pregnancy period due to various reasons. 24% of the pregnant women spent 15-30 minutes for physical activity in a day, 13% spent 0-15 minutes, 3% spent 30-45 minutes, 3% spent 45-60 minutes and remaining

2% are the people who spent more than 60 minutes/ 1 hour per day.

In summary, the lifestyle of the participants which includes their dietary patterns, physical activity, medications, stress etc., has a huge impact on their of blood glucose level. A healthy lifestyle with balanced dietary intake can make a visible change and provide a better life without complications.

Conclusion:

The present study entitled "Comparative analysis of dietary patterns among pregnant women with Gestational diabetes mellitus and without GDM" was carried out at Santhi Hospital located at Omassery, Kozhikode. A set of self-formulated questionnaire was prepared and asked to pregnant women at the hospital. The participants were very supportive and responsive about answering all the questions properly. A well-planned diet chart was also provided and explained to every participant individually.

Analysis of the results gives a more comprehensive impression about the impacts of dietary patterns, lifestyle and family history on the incidence of Gestational diabetes mellitus among pregnant women. It is found that many pregnant women are not very aware of the effects or complications of GDM on both mother and baby. Many of the participants were still eating fast foods and has high chances for being overweight or obese which may lead to GDM afterwards. So, as a suggestion, a detailed awareness class or a dietary exhibition on the topic "Gestational diabetes and diet" can be conducted for

a better result.

In conclusion, the study reveals that there are 30% of the participants who are diagnosed with GDM and many others who are at high risk for GDM. The prevalence of GDM is increased day by day at every part of the world. Dietary habits, lifestyle, family history, stress and physical activity are the main factors that affect the incidence of Gestational Diabetes Mellitus.
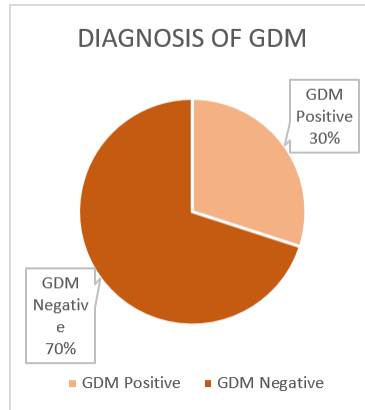
Figure: 1 Diagnosis of GDM
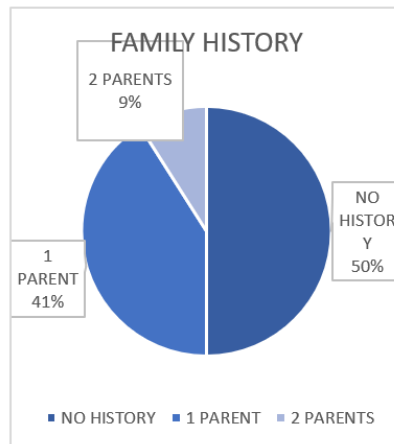

Figure: 2 Family History
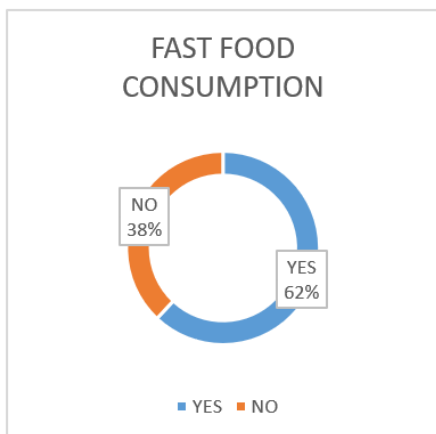
Figure: 3 Fast food consumption

FAST FOOD CONSUMPTION

NO 38%

YES 62%

■ YES ■ NO

Table 1: Previous pregnancy complications

Previous Pregnancy Complications	No. Of Subjects
GDM	18
ABORTION	4
BLEEDING	2
HIGH BLOOD PRESSURE	14
LOW BLOOD GLUCOSE LEVEL	1
NO COMPLICATIONS	66

Table 2: Physical Activity

TIME SPENT FOR PHYSICAL ACTIVITY (MINUTES)	NO. OF SUBJECTS
NO PHYSICAL ACTIVITY	45
0-15	13
15-30	24
30-45	3
45-60	3
60 above	2

Literatures Cited:

- American Diabetes Association. (2004). Gestational diabetes mellitus. Diabetes Care, 27(Suppl. 88)

- Hernandez, T. L., van Pelt, R. E., Anderson, M. A., Daniels, L. J., West, N. A., Donahoo, W. T., Friedman, J. E., & Barbour, L. A. (2014). A higher-complex carbohydrate diet in gestational diabetes mellitus achieves glucose targets and lowers postprandial lipids: A randomized crossover study. Diabetes Care, 37(5), 1254–1262. https://doi.org/10.2337/dc13-2411

- Jenum, A. K., Mørkrid, K., Sletner, L., Vangen, S., Torper, J. L., Nakstad, B., Voldner, N., Rognerud-Jensen, O. H., Berntsen, S., Mosdøl, A., Skrivarhaug, T., Vårdal, M. H., Holme, I., Yajnik, C. S., &Birkeland, K. I. (2012). Impact of ethnicity on gestational diabetes identified with the WHO and the modified International Association of Diabetes 42 and Pregnancy Study Groups criteria: A population-based cohort study. European Journal of Endocrinology, 166(2), 317–324. https://doi.org/10.1530/EJE-11-0866. (PMC Free article). PubMed: 22108914 [CrossRef]. Google Scholar.

- Masuzaki, H., Ogawa, Y., Sagawa, N., Hosoda, K., Matsumoto, T., Mise, H., Nishimura, H., Yoshimasa, Y., & Tanaka. Mayoclinic.org. (2022).

- Nolan, C. J. (1984). Improved glucose tolerance in gestational diabetic women on a low fat, high unrefined carbohydrate diet. Australian and New Zealand Journal of Obstetrics and Gynaecology, 24(3), 174–177. https://doi.org/10.1111/j.1479-828x.1984.tb01483.x

" Prevalence of Thyroid Disorder and Health Risk Factor in Postmenopausal Women "

Lijiya Zekkeer T

Department of Nutrition Science and Dietetics, Dr Ghafoor Memorial MES Mampad College, Malappuram

Abstract:

The study aimed thyroid disorder and health risk factor on postmenopausal women in two different areas.It was a community survey carried out in midland ang hilly area. Thyroid disorders can definitely be a concern during this stage of life. Some common risk factors including age,family history, and certain autoimmune conditions. Thyroid diseases predominantly affect women; their incidence is 5-20 times higher in women than in men. Additionally, the prevalence of most thyroid diseases increases with age. Consequently, thyroid gland autoimmunity, hypothyroidism, nodular goiter, and cancer occur most often in postmenopausal and elderly women. The diagnosis of thyroid disease is difficult in this group of patients because the symptoms like anxiety, heart palpitations, sweating, gaining weight and insomnia are common for the both thyroid and ovarian dysfunction. The additional problems arise from the interpretation of the results of thyroid function tests according to many observations the serum TSH, thyroxine (T4), and tri-iodothyronine (T3) concentrations depend on age, comorbidities, and medical treatment these together sometimes make the diagnosis of thyroid dysfunction complicated in older population. Although thyroid status has a well-known impact on cardiovascular risk, cognitive function, disability and dysfunction of post menopausal and elderly women. Thyroid disorder may cause similar symptoms to menopause In vitro,high level of thyroid hormone are found to have estrogens like effect on breast carcinoma cells and may promote the development of breast cancer .Energy metabolism are controlled by thyroid hormone in our body it is formed by thyroid glands at the front of the neck just below the larynx. Thyroid gland activities are controlled by body master gland through TSH hormone activities. There are two types of disorder hypothyroidism and hyperthyroidism. The research conducted in Malappuram examined 50 specimens, revealing a prevalence of thyroid disorders. Out of the total cases, 10.2% cases were diagnosed with hypothyroidism, another 10.2% cases with hyperthyroidism, and 11.9% cases were confirmed positive based solely on symptoms related to thyroid disorders.

The examination conducted in Wayanad scrutinized 50 samples, revealing the presence of thyroid disorders. Within this total, 8.2% individuals were diagnosed with hypothyroidism, 23.4% with hyperthyroidism, and an additional 10.2% cases were confirmed positive solely based on symptoms associated with thyroid disorders.

Introduction:

Women are disproportionately affected by thyroid diseases, with a prevalence 5-20 times higher than in men. Moreover, the likelihood of most thyroid conditions rises with age. As a result, autoimmune thyroid issues, hypothyroidism, nodular goiter, and cancer are more commonly observed in postmenopausal and elderly women. Diagnosing thyroid disease in this demographic poses challenges due to overlapping symptoms such as anxiety, heart palpitations, sweating, weight gain, and insomnia, which are shared with ovarian dysfunction. Furthermore, interpreting thyroid function test results becomes more complex in older individuals, as observations suggest that serum concentrations of TSH, thyroxine (T4), and tri-iodothyronine (T3) can be influenced by factors such as age, comorbidities, and medical treatments. These factors collectively contribute to the intricacies involved in identifying thyroid dysfunction in the elderly population. Despite being widely recognized for its impact on cardiovascular risk, cognitive function, and the well-being of postmenopausal and elderly women, thyroid status can often manifest symptoms similar to those of menopause. There are two main types of thyroid disorders: hypothyroidism and hyperthyroidism. Abnormal elevation in T3 and T4 levels is termed thyrotoxicosis. Hypothyroidism refers to a condition where the thyroid gland inadequately produces thyroid hormone.

Objectives of the Study:

• Evaluate the frequency of thyroid disorders among postmenopausal women.

• Compare the occurrence of thyroid disorders in two different districts.

Hypothesis of The Study:

It was found that the rate of thyroid disorder mostly seen in midland area when compared to hilly region. The factors associated with the prevalence are mainly food habit especially the intake of fast food and geographical features of the place.

Methodology

For the purpose of studying prevalence of thyroid disorder and health risk factor in postmenopausal women is to gain a better understanding of how these condition affect this specific population. Postmenopausal women are mainly seen in thyroid disorder and health risk factor. By identifying the risk factors associated with thyroid disorder in postmenopausal women, can develop and strategies for prevention, early detection and management of these conditions. This knowledge can ultimately contribute to improving the health outcomes and quality of life for postmenopausal women. 100 subjects were selected for collecting data to obtain representatives of the target population, to ensure that the findings can accurately reflect the characteristics, diversity, and variability present in the population of interest. To facilitate comparison food habit and suspecting symptoms selected as subject for the study.

The study was conducted among Postmenopausal women in two

districts of Kerala state. These districts are Malappuram and Wayanad. The criteria for the selection of the two districts included the availability of subject differences and similarities between midland and hilly area of Kerala in various aspects of health and well being.

It was a community survey carried out in Midland and Hilly region of Kerala.100 female responders of above 45 year old were google form using predesigned proforma. Two different geographical areas include:

ZONE I – Mid-land (Malappuram)

ZONE II – Hilly region (Wayanad)

Pre-designed proforma includes Anthropometric assessment, Family history, Medical history, Food habit and Suspected symptoms.

Result and Discussion

Thyroid problems in women the risk of developing an underactive thyroid gland increases with age. The thyroid dysfunction increases cardiovascular risk, and general mortality, and hyperthyroidism leads to increased osteoporotic fractures in postmenopausal women.

Distribution of thyroid patients in different area.
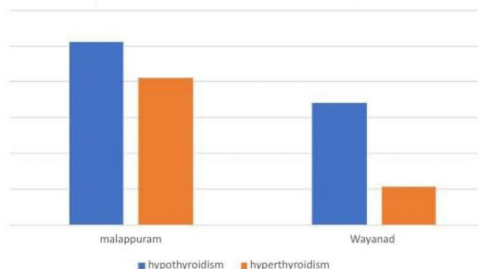
According to the research findings, 8.2% of the 100 individuals surveyed in Malappuram are reported to have thyroid conditions. Among these cases, 8.2% have been diagnosed with hyperthyroidism, while 10.2% have hypothyroidism. It is noteworthy that 71.4% of the female participants show no symptoms of thyroid disorders.

According to the research findings, 11.9% of the 100 surveyed individuals in Wayanad are reported to have thyroid conditions. Among these cases, 6.8% have been diagnosed with hypothyroidism, while 2.1% have hyperthyroidism. It is worth highlighting that 78% of the female participants show no indications of thyroid disorders.

Symptoms.

Symptoms	Malappuram	Wayanad
Weight gain	30.6%	13.6%
Weight loss	14.3%	11.9%
Anxiety and depression	28.6%	23%
Hair fall	65.3%	59.3%
Appetite	24.5%	18.6%
Join pain arms or legs	67.3%	54.2%

In Malappuram, 30.6% are currently dealing with persistent weight gain, whereas 69.4% are maintaining a normal weight. Among individuals, 85% have a normal weight, while 14.3% are facing excessive weight loss. Symptoms of anxiety and depression are present in 28% of individuals, while 71.4% are free from such symptoms. Regarding hair fall, 65.3% of individuals are experiencing it, while 34.7% do not encounter any issues with hair fall. An excessive appetite is observed in 24.5% of individuals, while 75.5% do not report any increase in appetite. Joint

pain in the arms or legs is experienced by 67.3% of individuals, while 32.7% do not have any pain in those areas.

In Wayanad, 13.6% are undergoing persistent weight gain, whereas 86.4% maintain a normal weight. 88.1% of individuals exhibit a normal weight, while 11.9% experience excessive weight loss.20.3% of Individuals show symptoms of anxiety and depression, while 79.7% are free of such symptoms, 59.3% of individuals experience hair fall, while 40.7% do not have any issues with hair fall, 18.6% of individuals exhibit an excessive appetite, while 81.4% do not experience any increase in apetite.54.2% of individuals experience joint pain in their arms or legs, while 45.8% do not have any pain those areas.

Physical condition.

Physical condition	Malappuram	Wayanad
Abortion tendencies	14.3%	15.8%
Cyst around the neck	6.1%	10.2%

14.3% of individuals exhibit tendencies toward abortion, while 85.7% do not show any inclination toward abortion. 15.8% of individuals exhibit tendencies toward abortion, while 84.2% do not show any inclination toward abortion. Approximately 6.1% of participants reported the existence of cysts near the neck, while the remaining 93% did not have any cysts. Approximately 10.2% of participants reported the existence of cysts near the neck, while the remaining 89.8% did not have any cysts.
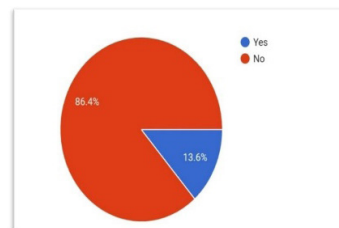
Food habits

Among the 100 responses, 34.7% pertained to dietary habits, while the remaining 65.3% indicated regular or typical food habits.

A) Malappuram
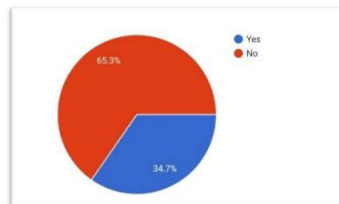
B) Wayanad

Among the 100 responses, 13.6% pertained to dietary habits, while the remaining 86.4% indicated regular or typical food habits.

Conclusion:

The study entitled "Prevalence of Thyroid Disorder and Health Risk Factor on Postmenopausal Women" was conducted to the study the prevalence of thyroid disorder and related symptoms and complications among postmenopausal women from two districts of Kerala.

A group of 100 participants, specifically postmenopausal women, was chosen for the study, comprising 50 individuals from both the Mid-land and Hilly regions. The assessment encompassed a range of factors, including sociodemographic details, anthropometric measurements, dietary information, and the identification of symptoms. This data collection was executed through a questionnaire.

Thyroid patients are mostly seen in midland area when compared to hilly region. The factors associated with the prevalence are mainly food habit especially the intake of fast food and geographical features of the place.

Reference:

- Allen, J. G., Gale, S., Zoeller, R. T., Spengler, J. D., Birnbaum, L. S., & McNeely, E. (2016). PBDE flame retardants, thyroid disease, and menopausal status in U.S. women. Environmental Health, 15(1). https://doi.org/10.1186/s12940-016-0141-0

- Beckie, T. M., Hodis, H. N., Johnson, A. E., Langer, R., Limacher, M. C., Manson, J. E., Stefanick, M. L., & Allison, M. (2020). Menopause transition and cardiovascular Disease risk: Implications for Timing of Early Prevention: A scientific statement from the American Heart Association. Circulation, 142(25). https://doi.org/10.1161/cir.0000000000000912

- Brent, G. A. (2008). Graves' disease. The New England Journal of Medicine, 358(24), 2594–2605. https://doi.org/10.1056/nejmcp0801880

- Campos-Pastor, M. M., Muñóz-Torres, M., Escobar-Jiménez, F., De Almodóvar, M. R., & Gimeno, E. J. (1993). Bone mass in females with different thyroid disorders: influence of menopausal status. Bone and Mineral, 21(1), 1–8. https://doi.org/10.1016/s0169-6009(08)80115-8

- Caturegli, P., De Remigis, A., & Rose, N. R. (2014). Hashimoto thyroiditis: Clinical and diagnostic criteria. Autoimmunity Reviews, 13(4–5), 391–397. https://doi.org/10.1016/j.autrev.2014.01.007

Dietary Habits of Indians and British People – A Comparative Study.

Nuha Kunhi Mohamed

B.Voc Nutrition Science and Dietetics, D.G.M.M.E.S College, Mampad, Malappuram, Kerala, India.

Abstract

Eating habits are defined as "conscious, collective, and repetitive behaviors, which lead people to select, consume, and use certain foods or diets, in response to social and cultural influences". India is a diverse nation with many different cultures. Although there are some eating habits that are considered staples of Indian cuisine, these habits may not be practiced by all the cultures of India. While the British cuisine is the specific set of cooking traditions and practices associated with the United Kingdom, including the cuisines of England, Scotland, Wales and Northern Ireland. The comparative study of dietary habits in Indians and British reveals intriguing insights. While both cultures emphasize the importance of balanced nutrition, there are notable variations in ingredients, cooking methods, and meal patterns. Indians tend to have a diverse and plant-based diet, incorporating spices and grains, while the British have a more meat-centric cuisine with a focus on dairy products. These differences reflect the rich cultural heritage and geographical influences on food choices. Understanding these variations can promote cultural appreciation and inspire healthier eating habits globally.

Keywords: *Eating habits, United Kingdom, Dietary habits, India, British and Indian diets, Health of Indians, Health of British people.*

Introduction

Humans need food to survive. In addition, they eat as a means of self-actualization, self-expression, a sense of family, and belonging. Generally speaking, a meal is when two or more foods are consumed in a controlled environment at a predetermined time (Judith C. Rodriguez, 2020). "Conscious, communal, and repetitive behaviors, which lead people to select, consume, and use certain foods or diets, in response to social and cultural influences" is the definition of eating habits. (Christian Rivera Medina, Ángel Toledo López, Mercedes Briones Urbano, and Aixa de Jesús Espinosa, May 2020).

India is a diverse nation with many different cultures. Although there are some eating habits that are considered staples of Indian cuisine, these habits may not be practiced by all the cultures of India. Indian cuisines have a lot of spices, which bring out the flavors.

Indian cuisines have a lot of spices, which bring out the flavors. Yogurt is frequently used as a flavoring or as a sauce to tone down spicy foods. Indian cuisine is distinct and fascinating because it combines a wide range of flavors, including sour, spicy, sweet, and hot. The diversity of regional foods and flavors found in India today is a result of India's interactions with different cultures and groups across the continent.

The British cuisine is the specific set of cooking traditions and practices associated with the United Kingdom, including the cuisines of England, Scotland, Wales and Northern Ireland. International and traditional cuisines are combined in British diets. Typically, their breakfast consists of toasts, eggs, bacon, sausages, beans, and tomatoes. People in the UK, like many in many other countries, have diverse preferences and dietary choices based on factors such as personal taste, cultural background and health conditions. International and traditional cuisines are combined in British diets. A traditional British meal, fish and chips are made with thick-cut chips (fries) and deep-fried fish, usually haddock or cod. A common beverage is tea, which is cherished well in British cuisine. People in the UK, like many in many other countries, have diverse preferences and dietary choices based on factors such as personal taste, cultural background and health conditions.

Objectives of the Study:

- To assess and compare the eating habits of Indians and British aged 19-35 years.

- To explore the impact of cultural influences on food choices and eating behaviors.

- To analyze the nutritional composition of typical meals in both cultures.

- To understand the major changes in diets followed by both citizens.

- To explore the relationship between dietary habits and health outcomes in the subjects.

Hypothesis of the Study:

Hypothesis:

The dietary habits of individuals aged 19 to 35 vary significantly between Indians and British citizens due to the interplay of cultural, socioeconomic, and environmental factors. Cultural influences are pivotal in shaping dietary choices, reflecting distinct culinary traditions, meal structures, and food preferences deeply rooted in each culture. Socioeconomic factors, including income level and access to diverse food options, further differentiate dietary habits between the two groups, potentially impacting nutritional adequacy and dietary diversity. These influences are expected to result in distinct dietary compositions characterized by variations in macronutrient profiles, micronutrient intake, and overall dietary quality among Indian and British young adults. Additionally, the impact of these divergent dietary habits on health outcomes, including obesity prevalence, cardiovascular health, and metabolic parameters, is anticipated to demonstrate contrasting trends,

highlighting the complex relationship between culture, environment, and health in shaping dietary behaviors and their consequences.

Methods and Materials:

Selection of the Topic:

This study aims to analyze and compare Indian and British dietary habits, offering insights into culinary practices.

2. Study Area:

The study includes two different countries, i.e, India and United Kingdom.
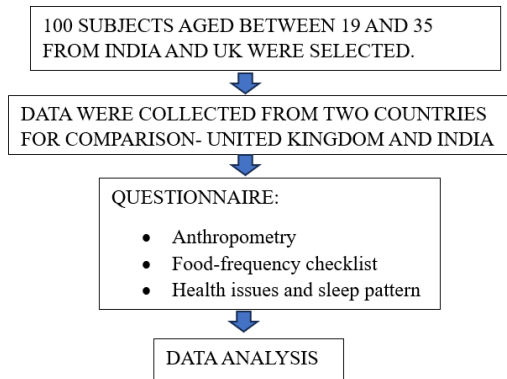
Sample Selection:

The study includes adults from age group of 19-35 from both the countries. 50 subjects from each country were asked about the dietary habits they follow.

Data Collection:

The data collection process involved utilizing a systematic questionnaire. Different methods used are:

- Anthropometry.
- Food-Frequency Checklist
- Online Diet Survey

5. Analysis of Data

100 SUBJECTS AGED BETWEEN 19 AND 35 FROM INDIA AND UK WERE SELECTED.

DATA WERE COLLECTED FROM TWO COUNTRIES FOR COMPARISON- UNITED KINGDOM AND INDIA

QUESTIONNAIRE:
- Anthropometry
- Food-frequency checklist
- Health issues and sleep pattern

DATA ANALYSIS

Results and Discussions:

Results of the project are analyzed and discussed under various topics:

BMI Distribution :

VARIABLES	CATEGORY	FREQUENCY	PERCENTAGE
BMI OF INDIANS	Underweight	11	22%
	Normal	33	66%
	Overweight	6	12%
	Obese	0	0
BMI OF BRITISH PEOPLE	Underweight	1	2%
	Normal	30	60%
	Overweight	14	28%
	Obese	5	10%

Physical Activity Level:

VARIABLES	CATEGORY	FREQUENCY	PERCENTAGE
PHYSICAL ACTIVITY LEVEL OF INDIANS.	Sedentary Moderate Heavy	12 36 2	24% 72% 4%
PHYSICAL ACTIVITY LEVEL OF BRITISH	Sedentary Moderate Heavy	5 37 8	10% 74% 16%

Both British and Indian populations generally exhibit moderate activity levels. However, India has more sedentary individuals, while the UK shows a higher presence of heavily physically active individuals.

Food Frequency Check List: INDIA

FOOD ITEMS	DAILY	2-3 TIMES A WEEK	3-7 6 TIMES A WEEK	ONCE A WEEK	NEVER
MILK	14	19	20	9	0
CHEESE	5	20	7	14	4
ICE CREAM	6	8	6	15	21
EGGS	17	8	18	2	5
RICE	14	12	18	11	0
WHEAT	16	16	18	6	4
PULSES	5	13	15	16	8
NUTS	10	10	14	12	11
SUGAR	22	0	0	0	8
FISH	9	11	10	10	8
MEAT	8	7	13	11	11

UNITED KINGDOM:

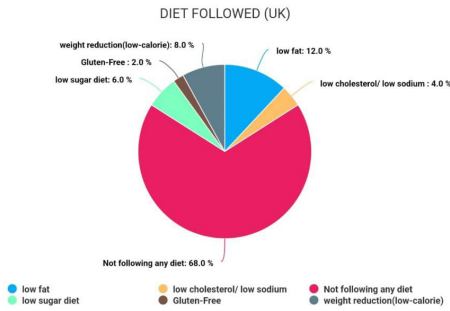| FOOD ITEMS	DAILY	2-3 TIMES A WEEK	3-7 TIMES A WEEK	ONCE A WEEK	NEVER
MILK	18	27	21	12	22
CHEESE	16	21	23	20	20
ICE CREAM	7	14	24	10	25
EGGS	24	20	24	16	16
RICE	25	22	19	16	18
WHEAT	22	20	18	23	17
PULSES	15	22	26	15	12
NUTS	17	22	26	13	12
SUGAR	25	8	17	22	18
FISH	20	15	22	19	24
MEAT	26	20	20	12	22

Dairy products and cereals, namely rice and wheat, are daily consumed by the subjects in the United Kingdom. Furthermore, there is a notable prevalence of meat and fish consumption among the British people.

4. DIET FOLLOWED

a) India

DIET FOLLOWED(INDIA)

weight reduction(low-calorie): 8.0 %
Gluten-Free : 2.0 %
low sugar diet: 2.0 %
low fat: 8.0 %
low cholesterol/ low sodium : 2.0 %
Not following any diet: 78.0 %

low fat
low sugar diet
low cholesterol/ low sodium
Gluten-Free
Not following any diet
weight reduction(low-calorie)

b) United Kingdom

DIET FOLLOWED (UK)

weight reduction(low-calorie): 8.0 %
Gluten-Free : 2.0 %
low sugar diet : 6.0 %
low fat: 12.0 %
low cholesterol/ low sodium : 4.0 %

Not following any diet: 68.0 %

● low fat   ● low cholesterol/ low sodium   ● Not following any diet
● low sugar diet   ● Gluten-Free   ● weight reduction(low-calorie)

if yes, what health issue do you have?
50 responses

none	47 (94%)
cholestrol	1 (2%)
type 2 diabetes	0 (0%)
type 1 diabetes	1 (2%)
depression	2 (4%)
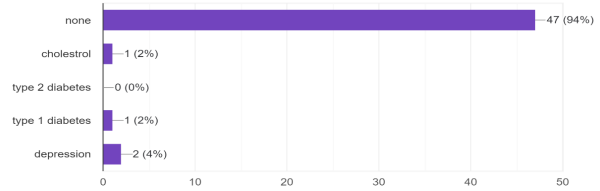
In India and the UK, a substantial portion of the population follows no specific diet. Notably, Indians prefer low-calorie and low-fat diets, while the UK favors low-fat choices.

Health Issues:

INDIA

HEALTH ISSUES (INDIA)

Blood pressure : 2.0 %
Allergies: 12.0 %

None: 86.0 %

● Allergies   ● None   ● Blood pressure

The majority of Indians (86%) and British individuals (94%) were reported to be in good health.

Summary and Conclusions
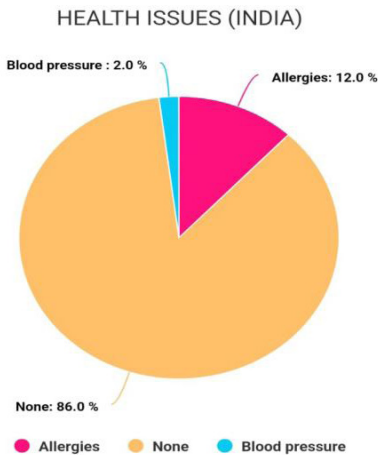
A comparative analysis of dietary habits in Indians and British unveils fascinating observations. Although both cultures underscore the significance of balanced nutrition, there are discernible differences in ingredients, cooking techniques, and meal structures.

In India, 11 individuals were underweight and 6 were overweight, reflecting diverse body weight conditions. In the UK, 14 were overweight, 5 were obese, and only one person was classified as underweight.

Analyzing physical activity patterns reveals disparities between Indian and UK participants. In India, 36 individuals prefer moderate activity, with 12 leading sedentary lifestyles. In contrast, the UK shows 37 engaging in moderate activity.

This study revealed a shared interest in fast foods in both countries. Additionally, indicating that sweet foods were consumed several times a week by Indians.

In both India and the UK, a significant portion of the population adheres to no specific diet. Interestingly, Indians tend to prefer low-calorie diets, while in the UK, there is a preference for low-fat choices.

The health status of the populations in both India and the United Kingdom is notably positive, with a significant

majority in good health. According to available data, approximately 86% of Indians and an even higher percentage, 94%, of British citizens were reported to be in a state of good health.

Reference:

- Armstrong, N., Balding, J., Gentle, P., & Kirby, B. J. (1990). Patterns of physical activity among 11 to 16 year-old British children. BMJ, 301(6745), 203–205. https://doi.org/10.1136/bmj.301.6745.203

- Caspersen, C. J., Powell, K. E., & Christenson, G. M. (1985). Physical activity, exercise, and physical fitness: definitions and distinctions for health-related research. PubMed, 100(2), 126–131. https://pubmed.ncbi.nlm.nih.gov/3920711

- Deshpande, N., Mamata, A., Parmaj, R., Agarwal, S., Sarda, A. L., Bhatt, A., Joshi, S., & Kapoor, N. (2023). The immediate impact of a balanced, very low-calorie diet on the metabolic health of Indian subjects - A prospective longitudinal study. Clinical Epidemiology and Global Health, 24, 101397. https://doi.org/10.1016/j.cegh.2023.101397

- Patel, S. R., & Hu, F. B. (2008). Short sleep Duration and Weight Gain: A Systematic review. Obesity, 16(3), 643–653. https://doi.org/10.1038/oby.2007.118

- Reid, M., & Hammersley, R. (2016). Is the British diet improving? Nutrition Bulletin, 41(4), 360–364. https://doi.org/10.1111/nbu.12243

- Sen, C. T. (2004). Food culture in India. http://ci.nii.ac.jp/ncid/BA7247627X

- Vecchio, M. G., Paramesh, E. C., Paramesh, H., Loganes, C., Ballali, S., Gafare, C. E., Verduci, E., & Gulati, A. (2014). Types of food and nutrient intake in India: a literature review. Indian Journal of Pediatrics, 81(S1), 17–22. https://doi.org/10.1007/s12098-014-1465-9

- Wannamethee, G., & Shaper, A. G. (1992). Physical activity and stroke in British middle-aged men. BMJ, 304(6827), 597–601. https://doi.org/10.1136/bmj.304.6827.597

- Whichelow, M. J., & Prevost, A. T. (1996). Dietary patterns and their associations with demographic, lifestyle and health variables in a random sample of British adults. British Journal of Nutrition, 76(1), 17–30. https://doi.org/10.1079/bjn19960006

Comparative Study of Preconception Nutrition Awareness and the Evaluation of Food Habits and Health Status in Reproductive aged Population

Safiya Pooladan

Department of Nutrition Science and Dietetics, Dr. Ghafoor
Memorial MES Mampad College, Malappuram

Abstract:

A dual challenge of both under nutrition and obesity is on the rise among women in their reproductive years. Conditions such as preconception underweight or overweight, insufficient height, and micronutrient deficiencies collectively contribute to heightened risks of complications for both mothers and foetuses during pregnancy. There is also increase in infertility issues solely from male due to unhealthy diet and lifestyle habits during preconception period.

The purpose of the study is to make a Comparative Study of Preconception Nutrition Awareness and the Evaluation of Food habits and health status in Reproductive aged population. The research involves 126 subjects (aged 18-45) in which 63 from Jeddah, Mecca Province, Saudi Arabia and 63 subjects from Malappuram, Kerala, India.

Methods: Online and Offline questionnaire methods are used for data collection. A cross-sectional survey utilized BMI calculation, dietary assessments and anthropometric assessments used for data analysis.

Results: The study revealed that majority of the participants are unaware of the term preconception nutrition but most of the participants are aware of some aspects of knowledge regarding preconception nutrition.

Conclusion: The study identified a key factor which can contribute to more prevalence of birth defects, complications in mother and the baby as well as infertility issues in men– insufficient physical activity and insufficient knowledge about preconception nutrition.

Keywords: preconception period, preconception nutrition, reproductive health, lifestyle habits

Introduction:

The preconception period is generally characterized as the three months leading up to conception, as this aligns with the average timeframe for fertile couples to achieve pregnancy (Potter & Parker, 1964;18). Preconception nutrition refers to the dietary choices and lifestyle habits adopted by individuals or couples before attempting to conceive a child. It plays a significant role in reproductive health and the overall well-being of both partners. Focusing on key nutrients, maintaining a balanced diet, and adopting a healthy lifestyle are essential components of preconception nutrition, aiming to create an optimal environment for conception and a successful pregnancy

(McMahon & Bernstein, 2017; Cotter, n.d.).

For women, Consumption of folate, vitamin a, vitamin d, iron, iodine, calcium and multivitamins should be increased during preconception period inorder to avoid Neural tube defects (such as anencephaly and spina bifida), reduced maternal weight gain, disruptions in infant skeletal homeostasis, anemia, adverse obstetric and fetal outcomes and maintain optimal visual function, support fetal growth, facilitate reproduction, bolster immunity, preserve the integrity of epithelial tissue (Bodnar et al., 2007; Dawodu & Wagner, 2007; Dean et al., 2014; Dijkstra et al., 2007; Gale et al., 2007; Holick, 2006; Holick, 2007; Joseph, 2018; Kaufman & Klemm, 2020; Kovacs & Norman, 2018; Lewis et al., 2010; McCullough, 2007; Moran & Robinson, 2017; Teede et al., 2010; Thacher et al., 2006; Vieth et al., 2007; Ward et al., 2007; Williams, 2007; World Health Assembly, 65, 2012).

For Men, Inclusion of antioxidants such as vitamin E, vitamin C, glutathione, and coenzyme Q10 in the diet serves as a protective measure by interrupting the oxidative chain reaction and fostering fertility. The introduction of zinc supplementation is identified as a safe approach to enhance fertility in men. Additionally, folate consumption is recognized as a contributing factor to male fertility, with increased dietary folate linked to a decreased occurrence of sperm with chromosomal abnormalities (McMahon & Bernstein, 2017).

 Engaging in habits such as consuming caffeine, alcohol, or recreational drugs, smoking, and using birth control may potentially impede fertility ("ACOG Committee Opinion No. 462. Moderate Caffeine Consumption During Pregnancy," 2011; Koletzko et al., 2018; McMahon & Bernstein, 2017).

Objectives of the Study:

- To assess the preconception nutrition knowledge in India and Saudi Arabia

- To assess the preconception nutrition status

- To make a comparative study of preconception knowledge in India and Saudi Arabia

Hypothesis of the study:

It was found that the majority of the participants are unaware of the term preconception nutrition but most of the participants are aware of some aspects of knowledge regarding preconception nutrition.

Methods and Techniques:

The purpose of this study was to investigate the to make a Comparative Study of Preconception Nutrition Awareness and the Evaluation of Food habits and health status in Reproductive aged population among reproductive aged adults (Jeddah, Mecca Province and Malappuram, Kerala) in Saudi Arabia and India. That was deemed possible by observing health status, food habits and awareness regarding preconception nutrition.

The study was conducted in Jeddah and Malappuram (Mecca Province,

Saudi Arabia and Kerala, India). India was chosen due to the high prevalence of chronic nutritional deficiencies among women of reproductive age, emphasizing the critical need to understand and address preconception nutrition. In Saudi Arabia, the decision was motivated by the elevated rates of consanguinity, which could profoundly influence genetic and health outcomes, highlighting the importance of evaluating preconception nutrition in this context.

The study spanned a concise period, conducted from November 25 to December 7, encompassing a total of 13 days.

The Study includes investigating a population of reproductive aged adults(aged 18-45) who were considered eligible. The total sample comprises 126 subjects, evenly split between two distinct groups: 63 participants from Malappuram, Kerala, India, and 63 from Jeddah, Mecca Province, Saudi Arabia.

A dual-channel method used for data collection strategy, utilizing both structured online and offline questionnaire methods. The survey encompassed a spectrum of variables, including demographic parameters (age, sex, country of residence, education, occupation, and marital status), anthropometric assessments, dietary assessments, health and medication history, Preconception nutritional knowledge assessment, lifestyle and habits assessment, physical activity assessment, reproductive health history and supplement use assessment.

Results and Discussions

The findings revealed a mixed awareness level regarding preconception nutrition the term as such, with a higher awareness observed in India (35 participants) compared to Saudi Arabia (12 participants). Moving on to specific aspects of knowledge, noted a positive trend in understanding the importance of Folic Acid, with 58.7% awareness in India and 54% in Saudi Arabia. Participants in both countries demonstrated high awareness (61.9% in India, 69.8% in Saudi Arabia) regarding the impact of diet on fertility, showcasing a positive inclination towards the recognition of dietary factors in reproductive health. Regarding supplement use, majority of the participants are unaware of usage of supplements during preconception period. Additionally, a majority of participants in both countries acknowledged the impact of caffeine and alcohol on fertility, with 77.8% in India and 69.8% in Saudi Arabia demonstrating awareness.

Our study also assessed awareness levels regarding physical activity and weight management. The results indicated high awareness levels in both India (81%) and Saudi Arabia (77.8%) regarding the importance of physical activity. Similarly, a strong awareness was noted in both countries about the significance of maintaining a healthy weight, with 85.7% in India and 88.9% in Saudi Arabia during preconception period during preconception period.

When it comes to dietary patterns, we found a prevalent non-vegetarian trend in both countries. However, there was a concerning suboptimal intake of fruits and vegetables. On a positive note, there was a consistent pattern of

seafood consumption, suggesting a shared preference for this nutritious food source.

Moving on to Body Mass Index (BMI), we observed a varied distribution, but the majority fell within the normal BMI range. In terms of physical activity, Saudi Arabia showed a slightly higher prevalence of sedentary behavior, indicating a potential area for health promotion.

Concerning health conditions and medication use, the majority in both countries reported no specific health issues, and there was limited use of medications. Lifestyle habits were generally healthy, with a low incidence of tobacco and recreational drug use.

In terms of reproductive health and fertility, most participants reported no significant challenges, but a small proportion faced fertility issues, and there was a low prevalence of fertility treatments.

Lastly, when it comes to supplement consumption, we noted varied patterns, with a higher prevalence of non-consumption. The intervention aimed to equip individuals with valuable knowledge to enhance their understanding of nutrition during preconception period. In summary, our findings shed light on both positive and concerning aspects of food habits and health status in the reproductive-aged populations of India and Saudi Arabia, providing valuable insights for future public health initiatives.

Conclusion

The study shows that the majority of the participants are unaware of the term preconception nutrition but most of the participants are aware of various aspects of knowledge regarding preconception nutrition.

The research revealed varying levels of awareness on preconception nutrition in India and Saudi Arabia. While both countries showed positive awareness regarding the importance of Folic Acid and the impact of diet on fertility, there was limited knowledge about supplement use. Participants in both nations demonstrated high awareness about the effects of caffeine and alcohol on fertility. The study highlighted prevalent non-vegetarian dietary patterns with suboptimal fruit and vegetable intake, but a consistent pattern of seafood consumption. Most participants had a normal BMI, but Saudi Arabia showed a slightly higher prevalence of sedentary behavior. Overall, participants reported generally healthy lifestyle habits, with low tobacco and recreational drug use. Reproductive health and fertility challenges were minimal. The study provides valuable insights for future public health initiatives in these populations.

Preconception Nutrition Concept (Saudi Arabia)
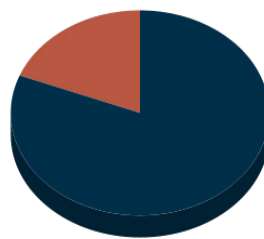
● unacquainted ● acquainted
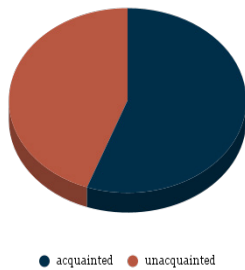
Preconception Nutrition Concept (India)

● acquainted ● unacquainted

Figure 1: Familiarity of Preconception Nutrition Concept among subjects in Saudi Arabia and India

Literature Cited:

- ACOG Committee Opinion #319: The role of Obstetrician-Gynecologist in the Assessment and Management of Obesity. (2005). Obstetrics & Gynecology, 106(4), 895–899. https://doi.org/10.1097/00006250-200510000-00055

- Bodnar, L. M., Simhan, H. N., Powers, R. W., Frank, M. P., Cooperstein, E., & Roberts, J. M. (2007). High prevalence of vitamin D insufficiency in black and white pregnant women residing in the Northern United States and their neonates. Journal of Nutrition, 137(2), 447–452. https://doi.org/10.1093/jn/137.2.447

- Cotter, R., MD. (n.d.). Preconception Nutrition and Health: Renee Cotter, MD: Gynecologists. https://www.reneecottermd.com/blog/preconception-nutrition-and-health

- Dawodu, A., & Wagner, C. L. (2007). Mother-child vitamin D deficiency: an international perspective. Archives of Disease in Childhood, 92(9), 737–740. https://doi.org/10.1136/adc.2007.122689

- Dean, S. V., Lassi, Z. S., Imam, A. M., & Bhutta, Z. A. (2014). Preconception care: nutritional risks and interventions. Reproductive Health, 11(S3). https://doi.org/10.1186/1742-4755-11-s3-s3

- Dijkstra, S. H., Van Beek, A., Janssen, J. W., De Vleeschouwer, L. H. M., Huysman, W. A., & Van Den Akker, E. L. T. (2007). High prevalence of vitamin D deficiency in newborn infants of high-risk mothers. Archives of Disease in Childhood, 92(9), 750-753.

- Gale, C., Robinson, S., Harvey, N. C., Javaid, M. K., Jiang, B., Martyn, C., Godfrey, K. M., & Cooper, C. (2007). Maternal vitamin D status during pregnancy and child outcomes. European Journal of Clinical Nutrition, 62(1), 68–77. https://doi.org/10.1038/sj.ejcn.1602680

- Holick, M. F. (2006). High prevalence of vitamin D inadequacy and implications for health. Mayo Clinic Proceedings, 81(3), 353–373. https://doi.org/10.4065/81.3.353

- Holick, M. F. (2007). Vitamin D deficiency. The New England Journal of Medicine, 357(3), 266–281. https://doi.org/10.1056/nejmra070553

- Joseph, J. (2018). Preconception Nutrition. Journal of Nurse Midwifery and Maternal Health, 4(2), 49-50. http://dx.doi.org/10.21088/jnmmh.2454.7506.4218.4

- Kaufman, C., & Klemm, S. (2020, April 20). Foods That Can Affect Fertility. eatright.org. https://www.eatright.org/health/pregnancy/fertility-and-reproduction/fertility-foods

- Koletzko, B., Cremer, M., Flothkötter, M., Gräf, C., Hauner, H., Hellmers, C., Kersting, M., Krawinkel, M. B., Przyrembel, H., Röbl-Mathieu, M., Schiffner, U., Vetter, K., Weißenborn, A., & Wöckel, A. (2018). Diet and lifestyle before and during pregnancy – Practical recommendations of the Germany-Wide Healthy Start – Young Family Network. Geburtshilfe Und Frauenheilkunde, 78(12), 1262–1282. https://doi.org/10.1055/a-0713-1058

- Kovacs, G., & Norman, R. (2018). How to improve preconception health to maximize IVF success. Cambridge University Press.

- Lewis, S., Lucas, R., Halliday, J., & Ponsonby, A. (2010). Vitamin D deficiency and pregnancy: From preconception to birth. Molecular Nutrition & Food Research, 54(8), 1092–1102. https://doi.org/10.1002/mnfr.201000044

- McCullough, M. L. (2007). Vitamin D deficiency in pregnancy: Bringing the issues to light. Journal of Nutrition, 137(2), 305–306. https://doi.org/10.1093/jn/137.2.305

- McMahon, K., & Bernstein, M. (2017).

Nutrition across life stages.

• National Center for Chronic Disease Prevention and Health Promotion (U.S.). Office on Smoking and Health. (2014). Let's make the next generation tobacco-free : your guide to the 50th anniversary Surgeon General's Report on Smoking and Health. https://stacks.cdc.gov/view/cdc/21587

• Teede, H., Deeks, A., & Moran, L. J. (2010). Polycystic ovary syndrome: a complex condition with psychological, reproductive and metabolic manifestations that impacts on health across the lifespan. BMC Medicine, 8(1). https://doi.org/10.1186/1741-7015-8-41

• Thacher, T. D., Fischer, P. R., Strand, M., & Pettifor, J. M. (2006). Nutritional rickets around the world: causes and future directions. Annals of Tropical Paediatrics, 26(1), 1–16. https://doi.org/10.1179/146532806x90556

• Vieth, R., Bischoff Ferrari, H. A., Boucher, B. J., Dawson Hughes, B., Garland, C. F., Heaney, R. P., Holick, M. F., Hollis, B. W., Lamberg Allardt, C., McGrath, J., Norman, A. W., Scragg, R., Whiting, S. J., Willett, W. C., & Zittermann, A. (2007). The urgent need to recommend an intake of vitamin D that is effective. The American Journal of Clinical Nutrition, 85(3), 649–650. https://doi.org/10.1093/ajcn/85.3.649

• Ward, L. M., Gaboury, I., Ladhani, M., & Zlotkin, S. (2007). Vitamin D-deficiency rickets among children in Canada. Canadian Medical Association Journal, 177(2), 161–166. https://doi.org/10.1503/cmaj.061377

• Williams, A. (2007). Vitamin D in pregnancy: an old problem still to be solved? Archives of Disease in Childhood, 92(9), 740–741. https://doi.org/10.1136/adc.2007.120774

• World Health Assembly, 65. (2012). Nutrition: nutrition of women in the preconception period, during pregnancy and the breastfeeding period. World Health Organization. https://iris.who.int/handle/10665/78900

Development of Banana Pseudostem Juice Blended with Banana Honey

Selvanayaki M

MSc Food Science and Technology

Department of Food Technology, MES Mamapad College

Abstract

The present investigation entitled "DEVELOPMENT OF BANANA PSEUDOSTEM JUICE BLENDED WITH BANANA HONEY", was carried out with the objectives to develop various treatments of pseudostem juices blended with banana honey, to evaluate the 18 treatments of blended juice in the terms of sensory parameters, to determine which variety have better combination of pseudostem and honey. Banana pseudostem juice of various varieties like Karpooravalli, Palayankodan and Nendran were prepared. Banana honey of various varieties like Karpooravalli, Palayankodan and Pisang Linin were prepared. Pseudostem juice were blended with banana honey at different proportions and best among all the 18 treatments were identified on the basis of sensory evaluation. Results of sensory evaluation revealed that among all the 18 treatments, T11 scored better in many sensory parameters. T11 was the treatment in which Palayankodan pseudostem juice was blended with 20ml Palayankodan honey.

Keywords

Banana pseudostem, blended juice, treatments, value addition.

Introduction

Banana is one of the major fruit crop in India. Apart from fruit it also generates huge amount of biomass in the form of pseudostem, suckers, leaves etc... In India around 64 million tons of waste is generated in the form of pseudostem. This biomass is wasting in most of the states of India also making the farmers to spend around Rs.12,000/- to Rs.15,000/- per ha for disposal. Disposal of biomass is done by dumping on the field bunds, natural drains and burning. Thus it creates environmental pollution and also act as best host for pest and diseases growth. Hence there is a scope to utilize this waste and prepare value added products from the banana pseudostem. Thus it also helps to increase the farmer's income. Banana pseudostem juice is non-toxic and can be used as adjuvant in preventing diabetes and cancer therapies to prevent toxic effect that result due to long term administration of chemo-therapeutic agents. Maximum quantity of pseudostem is dumped along the field bunds. This can be used effectively

for the preparation of processed products that will also increase the farmer's income. Blending of juices will help in improving mineral and vitamin contents and it also helps to increase the organoleptic quality of the product that depends on the types of fruits or vegetables used for blending.

Banana honey is a product which contains the flavour of banana juice, which is sweetened by adding sugar syrup. It has high shelf life. It imparts a unique flavour while it is used for blending in pseudostem juice. So we can develop pseudostem juices from various varieties of bananas by blending with various varieties of banana honey that is prepared from banana juices. Hence, a nutritionally valuable product can be prepared by adding interesting flavours to enhance its acceptability for consumption.

Materials and Methods

Banana pseudostem of varieties like Karpooravalli, Palayankodan and Nendran and banana varieties like Karpooravalli, Palayankodan and Pisang Linin were harvested from the fields of Banana Research Station, Kannara, Kerala Agricultural University. The banana pseudostems were washed and outer sheaths were removed. Pseudostem was split by sharp stainless steel knife and washed.

From the sheaths juice were extracted by means of a pulper machine and filtered using muslin cloth. For 1L juice, 5g citric acid is added and refrigerated for 24hours and this helps in settling down of dirt.

The fully ripened bananas harvested were peeled and mashed and the juice was extracted by 2 methods. In first method, after mashing, for every 1kg of mashed bananas 500 ml previously boiled and cooled water was added and after 1-2 hours the juice was strained by means of muslin cloth. In the second method, after mashing, for every 1kg bananas, 5ml of pectinase enzyme was added and transferred to conical flask and covered the lid with aluminium foil. This is placed in an electronic shaker for 1hour at 37°C. After that the juice is strained using muslin cloth and refrigerated. After extracting juice, banana honey was prepared. For every 1L banana juice, 700g sugar, 5g citric acid, 100g caramelized sugar was added and mixed. It is concentrated to honey consistency in a pan.

Preparation of Blended Juice

Blending of extracted pseudostem juices with prepared banana honey in different proportions.

18 Combination treatments were developed.

TREATMENT	PSEUDOSTEM JUICE	BANANA HONEY
T1	KARPOORAVALLI	15 ml KARPOORAVALLI
T2	PALAYANKODAN	15 ml KARPOORAVALLI
T3	NENDRAN	15 ml KARPOORAVALLI
T4	KARPOORAVALLI	20 ml KARPOORAVALLI
T5	PALAYANKODAN	ml KARPOORAVALLI 20

T6	NENDRAN	20 ml KARPOORAVALLI
T7	KARPOORAVALLI	15 ml PALAYANKODAN
T8	PALAYANKODAN	15 ml PALAYANKODAN
T9	NENDRAN	15 ml PALAYANKODAN
T10	KARPOORAVALLI	20 ml PALAYANKODAN
T11	PALAYANKODAN	20 ml PALAYANKODAN
T12	NENDRAN	20 ml PALAYANKODAN
T13	KARPOORAVALLI	15 ml PISANG LININ
T14	PALAYANKODAN	15 ml PISANG LININ
T15	NENDRAN	15 ml PISANG LININ
T16	KARPOORAVALLI	20 ml PISANG LININ
T17	PALAYANKODAN	20 ml PISANG LININ
T18	NENDRAN	20 ml PISANG LININ

Results and Discussions

SENSORY PARAMETER	TREATMENT WHICH SCORED HIGHER
APPEARANCE	T2
COLOUR	T5
TEXTURE	T18
FLAVOUR	T11
ODOUR	T4 & T16
TASTE	T11
AFTER TASTE	T11
OVERALL ACCEPTABIL-ITY	T11

Sensory Evaluation

The sensory evaluation of banana pseudostem juice blended with banana honey was undertaken by trained panel members of value addition unit in Banana Research Station. The appearance, colour, flavour, texture, odour, taste, after taste and overall acceptability were evaluated by trained judges using 9 point hedonic scale.T11 scored better in many sensory parameters compared to other treatments, as a result it T11 was considered as the best treatment on the basis of sensory evaluation.

Conclusion

The study conducted at Banana Research Station, Kannara revealed that majority of the wasted due to disposal of pseudostems can be normalised by

utilizing the pseudostem wisely to make nutritious products. As per the objective of the study, various treatments of pseudostem juices blended with banana honey have been developed. After blending it was subjected to sensory evaluation. Among the 18 treatments, T11 scored best in most of the sensory parameters. From the study, it is clearly understood that a nutritious thing like pseudostem can be processed into value added products which are appetizing to our sensory parameters. Nutrition with taste also improves it's market acceptance. Utilization of banana pseudostem juice helps to reduce the cost of production and helps to promote nutritional status of the products.

Reference

- Chadha, K.L, Horticulture industry in India, in handbook of horticulture (2001)

- Chaitali Palde, Avishkar Palde, Varsha Chaudhari, traditional and medicinal uses of banana plant and utilization of its pseudostem in food applications, IJCRT (2022)

- Ho. L. H ; Noor Aziah A. A & Bhat R, Mineral composition and pasting properties of banana pseudostem flour from Musa acuminate × balbisiana, International Food Research Journal (2012)

- Inderjeet Singh, Health benefits of banana juice, 2017

- Jun Ma, Banana pseudostem properties, nutritional composition and use of food (2015)

- Dr. K. P. Sudheer, Professor and Head, RAFTAAAR Agri-Business incubator college of Agriculture, Department of Agriculture engineering, KAU

- Mehak Shah, Banana stems – nutritional facts, benefits and side effects (2018)

- Manisha Sharma, Satya Narayan Patel, Rajender S Sangwan and Sudhir P Singh ; Indian Journal of Experimental biology. Vol.55, July (2017)

- NRCB.icar.gov.in

- Siji S, Nandini P. V, Chemical and nutritional composition of selected banana varieties of Kerala

- Sushmitha M B, Desai Chirag, Mayani Jilen and Poojitha S R, International Journal of Chemical Studies, Centre of Excellence on PHT, ASPEE, College of Horticulture and Forestry, Navasri Agricultural University, Gujarat, India

- Tiroutchelvame, D. Pragalyaashree M & D. Process development for the value addition of banana central core (2019)

A Comparative Study on Menstrual Distress among Athletes and Non-Athletes

Sreedhu P

Nutrition Science, and Dietetics, Dr. Ghafoor Memorial MES
Mampad College ,Malappuram, Kerala

Abstract

This study aimed to compare the characteristics, dietary intake, nutritional adequacy, and psychological well-being of athletes and non-athletes. A total of 100 participants (50 athletes and 50 non-athletes) from diverse socioeconomic backgrounds were included in the analysis. Menstrual distress, encompassing a spectrum of physical and psychological symptoms associated with the menstrual cycle, has garnered increased attention in recent years. This study aims to explore and compare the prevalence and impact of menstrual distress among athletes and non-athletes, shedding light on potential differences and shared challenges faced by these two groups.

In conclusion, this study highlights the differences and similarities between athletes and non-athletes in various aspects of health and well-being. While athletes exhibited distinctive characteristics in terms of body weight and dietary habits, both groups shared similar levels of nutritional adequacy and psychological experiences in certain domains. These findings contribute to a better understanding of the impact of physical activity on health outcomes and underscore the importance of addressing anaemia prevalence and dietary choices in promoting overall well-being among individuals. Further research is warranted to explore the complex interplay between physical activity, nutrition, and psychological factors in athletes and non-athletes.

Keywords: *Menstruation, Menstrual distress, Anaemia, Sports anaemia, Athletes*

Introduction

Menstruation is a natural biological occurrence where blood is discharged from the uterus into the vagina every month during the reproductive years of women, beginning around puberty and continuing until menopause. The typical onset of the menstrual cycle is between the ages of 10 and 15. The average duration of a menstrual period ranges from approximately 3 to 7 days.

Menstrual irregularities are a prevalent concern among individuals in the reproductive age bracket. The regularity of menstrual cycles can be influenced by various issues such as polymenorrhea (frequent periods with intervals of 21 days or less), oligomenorrhea (infrequent menstrual periods with intervals exceeding 35 days), and amenorrhea (absence of

periods for more than 60 days in women of reproductive age, typically occurring during pregnancy and breastfeeding). Moreover, psychological factors like stress, anxiety, and feelings of hopelessness are frequently experienced throughout the menstrual cycle (SUSAN ELIAS, A. S. H. W. I. T. H. A. 2023).

The term "sports anaemia" is frequently employed to denote iron deficiency, leading to a decline in haemoglobin levels to anaemic thresholds. This condition manifests in athletes who undergo a significant escalation in exercise intensity. Studies indicate that athletes tend to have lower red blood cell counts and haemoglobin concentrations compared to sedentary individuals, implying that heightened physical activity demands more iron, potentially surpassing intake levels. Athletes face the risk of iron deficiency due to factors such as increased sweating, bowel movements, elevated systemic haemoglobin demand, the absence of menstruation in women, and insufficient nutritional intake (Damia, M.T., et.al.,2021).

Sports anaemia refers to a phase in which athletes may experience a decline in blood haemoglobin levels early in their training, potentially reflecting a normal response to physical exercise. The increase in blood volume from aerobic activity, coupled with enhanced hydration, can lead to a reduction in the concentration of red blood cells per unit of blood. In athletes, genuine anaemia is identified when haemoglobin levels fall below 13g/dl in men and below 12g/dl in women. Athletes involved in prolonged, strenuous exercise, such as daily endurance training, may develop varying degrees of anaemia. Causes of sports anaemia encompass heightened plasma volume, diminished haemoglobin synthesis, and increased red blood cell destruction. Consequently, persistent iron deficiency, leading to chronic anaemia, can have detrimental effects on health, as well as physical and mental performance, necessitating prompt medical intervention and ongoing monitoring (Kriemler, S. 2015)

Addressing menstrual distress is of utmost importance as it has a considerable impact on the overall well-being of individuals. It is crucial to acknowledge and tackle various aspects of menstrual distress, including physical pain, emotional challenges, and societal stigma. Doing so not only promotes better physical and mental health but also creates a more inclusive and supportive environment for individuals navigating menstruation. Furthermore, acknowledging and dealing with menstrual distress plays a role in breaking societal taboos associated with menstruation, fostering education on the subject, and ultimately contributing to enhanced gender equality.

Objectives of the study

1. To study the prevalence of Menstrual distress and its related symptoms and complications among athletes and non-athletes.

2. To compare the Menstrual distress among athletes and non-athletes.

3. To assess their nutritional profile through anthropometry and food

consumption patterns.

Hypothesis of the Study

It is hypothesized that there will be a significant difference in menstrual distress between athletes and non-athletes. Specifically, it is anticipated that athletes will experience lower levels of menstrual distress compared to their non-athlete counterparts.

Methodology

2.1 Eligibility Criteria:

 Inclusion Criteria:

• The subjects for the study comprised college-going girls, in the age group of 18 to 23 years. • Individuals competing in any individual or team sport, or well-trained individuals who demonstrate a high level of conditioning or train at least four times per week.

 Exclusion Criteria

• Persons with any metabolic disease and Pregnancy

2.2 Selection of topic:

The purpose for selecting the topic "A- Comparative Study on Menstrual Distress among Athletes and Non-Athletes." could stem from a combination of the topic's relevance to health and performance, existing gaps in knowledge, practical implications, a focus on women's health, considerations from a sports and exercise science perspective, and a desire to contribute to societal understanding.

2.3 Selection of subject:

The study focused on healthy females aged 18 to 25, encompassing an equal number of athletes and non-athletes. A total of 100 subjects were carefully chosen to collect data, ensuring the representation of the target population. Specifically, 50 athletes and 50 non-athletes were selected as subjects to facilitate a meaningful comparison of nutritional status and menstrual distress between the two groups.

2.4 Data Collection:

A structured questionnaire was made to collect the data. Anthropometric assessment, menstrual distress data and dietary assessment (diet pattern) were included in the questionnaire. The survey is carried out on athletes and non-athletes. The survey was administered through various channels, such as (Google form) online platforms, and social media.

2.5 Selection of Tools:

The various sections in the questionnaire were categorised as:

• Anthropometric Assessment
• Menstrual Distress Data
• Dietary Assessment
• Result and Discussion

3.1 Regularity of periods among Athletes and Non-athletes:
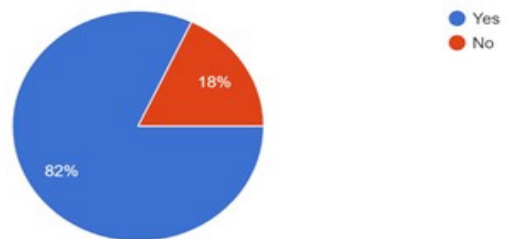

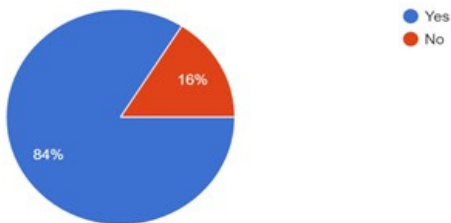Fig.3.1.1.Regularity of periods among Non-athletes

Fig.3.1.2.Regularity of periods among Athletes

In the study of 100 subjects (50 athletes and 50 non-athletes), 82% of non-athletes and 84% of athletes are having regular periods 18% of non-athletes and 16% of athletes are facing irregular periods.

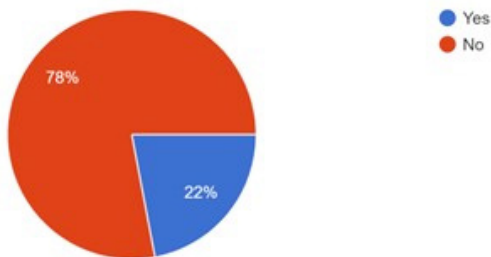## 3.2 Prevalence of Anaemia among Athletes and non-athletes
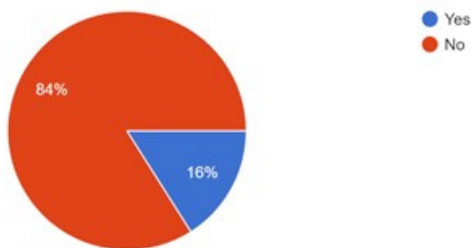

Fig 3.2.1 Prevalence of anaemia among Non-athlete

Fig 3.2.2 Prevalence of anaemia among Athlete

In the study of 100 subjects (50 athletes and 50 non-athletes), 22% of non-athletes and 16% of athletes had anaemia. 78% of non-athletes and 84% of athletes are

never diagnosed with anaemia.

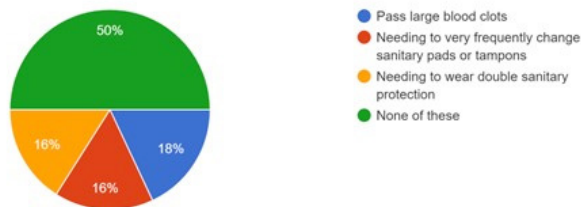## 3.3 Problems faced by study subjects during Menstruation

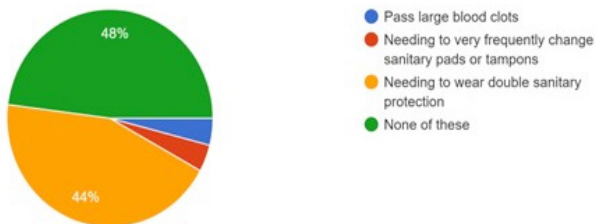Fig.3.3.1Problems faced during menstruation among Non-athletes

Fig.3.3.2 Problems Faced During Menstruation among Athletes

In the study of 100 subjects (50 athletes and 50 non-athletes), 18% of non-athletes have passed large blood clots, and 16% of non-athletes need to frequently change sanitary pads or tampons. 16% of non-athletes and 44% of athletes need to wear double sanitary protection.

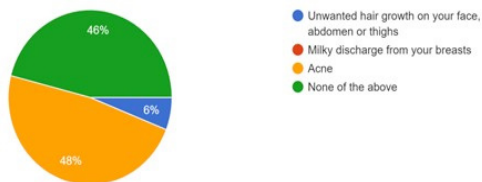## 3.4 Abnormal health conditions faced by study subjects during menstruation

Fig.3.4.1 Abnormal health conditions faced during menstruation among Non-athletes
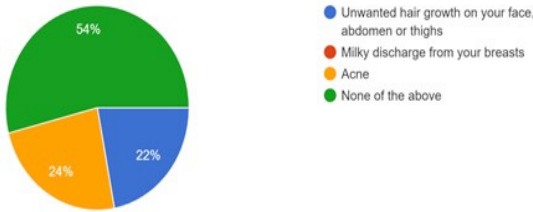
Fig.3.4.2 Abnormal health conditions faced during menstruation among Athletes

In the study of 100 subjects (50 athletes and 50 non-athletes),48% of non-athletes and 24% of athletes have acne during their menstruation, 6% of non-athletes and 22% of athletes have unwanted hair growth on the face, abdomen, thighs during their menstruation.

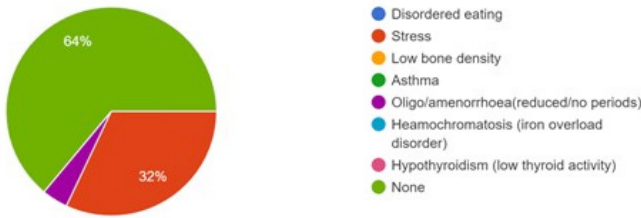### 3.5 Disordered Health Conditions among the Study Subjects

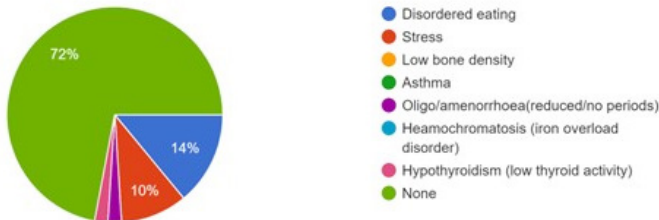Fig.3.5.1 Disorder health conditions among Athletes

Fig.3.5.2 Disorder health condition among non-athletes

From the data collected from the 100 study subjects, it was found that 32% of athletes and 10% of non-athletes are diagnosed with stress. 14% of the participants were diagnosed with disordered eating. In athletes and non-athletes a minor group of people is diagnosed with oligo/amenorrhoea(reduced/no periods) and in non-athletes hypothyroidism is also diagnosed.

Summary and Conclusion

The research titled "A Comparative Study on Menstrual Distress among Athletes and Non-athletes" aimed to investigate the occurrence of menstrual distress, as well as its associated symptoms and complications, within the collegiate athlete population in comparison to non-athletes. The primary focus of the study was to discern potential differences in the prevalence and impact of menstrual distress between these two groups.

The research study involved the careful selection of 100 participants, with an equal distribution of 50 athletes and 50 non-athletes, all falling within the age range of 18 to 23 years. The investigation employed a comprehensive data collection approach, encompassing various aspects of the participants' profiles. Anthropometric data, dietary information, and menstrual distress were assessed using a questionnaire.

In conclusion, this comparative study between athletes and non-athletes has shed light on several significant distinctions in various aspects of health and lifestyle. While discernible differences were observed

in areas such as physical fitness and dietary habits, it is crucial to note the absence of statistically significant variations in certain domains. Athletes demonstrated particular advantages, such as heightened cardiovascular fitness and more controlled caloric intake, potentially driven by distinct dietary approaches and increased energy demands associated with their athletic pursuits. On the other hand, both groups satisfactorily met their nutritional requirements for essential components like protein, calcium, and iron. Notably, non-athletes were found to exceed their calorie needs, suggesting a potential area for health awareness and intervention. The findings from this study contribute valuable insights into the nuanced relationship between athletic engagement and overall well-being, offering avenues for further research and targeted interventions to enhance the health outcomes of both athletes and non-athletes

Reference

- Bathla, S., & Arora, S. (2022). Prevalence and approaches to manage iron deficiency anaemia (IDA). Critical Reviews in Food Science and Nutrition, 62(32), 8815-8828.

- Casadei, K., & Kiel, J. (2019). Anthropometric measurement.

- Clénin, G., Cordes, M., Huber, A., Schumacher, Y. O., Noack, P., Scales, J., & Kriemler, S. (2015). Iron deficiency in sports-definition, influence on performance and therapy. Swiss medical weekly, 145,w14196

- Coad, J., & Pedley, K. (2014). Iron deficiency and iron deficiency anaemia in women. Scandinavian journal of Clinical and laboratory investigation, 74(sup244), 82-89.

- Damian M-T, Vulturar R, Login CC, Damian L, Chis A, Bojan A. Anemia in Sports: A Narrative Review. *Life*. 2021; 11(9):987. https://doi.org/10.3390/life11090987

- Damian, M. T., Vulturar, R., Login, C. C., Damian, L., Chis, A., & Bojan, A. (2021). Anaemia in sports: a narrative review. Life, 11(9), 987.

- Feltz, D. L. (2007). Self-confidence and sports performance. studies, 33(41), 50-66. Gabel, K. A. (2006). Special nutritional concerns for the female athlete. Current sports medicine reports, 5, 187-191.

- SUSAN ELIAS, A. S. H. W. I. T. H. A. (2023). MENSTRUAL DISTRESS AMONG ATHLETES AND NON-ATHLETES–A COMPARATIVE STUDY (Doctoral dissertation, St Teresa›s College (Autonomous), Ernakulam).

Conductivity Studies of MnSeO4.2H2O Single Crystal

Rajesh R.[1], Jyothy P.V.[2]

[1] N.S.S. College, Manjeri, Malappuram, Kerala, India
rajeshktm@gmail.com

[2] N.S.S. College of Engineering, Akathethara, Palakkad, Kerala, India
pvjyothy@gmail.com

Abstract

Single crystals of $MnSeO_4.2H_2O$ are grown by the method of slow evaporation at constant temperature. Light pink coloured crystals of $MnSeO_4.2H_2O$ having dimensions 40mm x 25mm x 10mm are grown and the growth duration is around 60 days. Thermo gravimetric analysis (TGA) is carried out in the temperature range 303 K to 350 K for identifying the dehydration temperature. DC electrical conductivity studies are carried out in the temperature region 20 K - 300 K along a, b, and c-axes. The dc conductivity values are found to be of the order of 10^{-03} S/cm along all three crystallographic axes. Measurements are carried out for both heating and cooling runs for all the axes and high conductivity values are observed in each direction.

Keywords: Electrical Conductivity, Single Crystal, Manganese Selenate

Introduction

Manganese Selenate Dihydrate ($MnSeO_4.2H_2O$) crystallizes in the orthorhombic system with lattice parameters: a = 10.421A[0]; b = 10.516A[0]; c = 9.232A[0], space group = $Pca2_1$ [1, 2]. In the literature there are no structural data of manganese selenate dihydrates available. Koleva and Stoilova have extensively studied the thermal dehydration of divalent metal selenate hydrates by the method of DTA and DSC [3 - 7]. Nabar, Zubova etc are some other researchers, who work with the thermal dehydration studies of $MnSeO_4.2H_2O$ [8, 9]. Koleva and Stoilova prepared $MnSeO_4.2H_2O$ by crystallization from an aqueous solution at 313 K, which contains 50-60 % selenic acid. The experimental results for the $MnSeO_4$-H_2O system shows that $MnSeO_4.2H_2O$ crystallizes at a temperature range higher than 311 K. Koleva's experiments were carried out in the presence of argon to prevent the oxidation of Mn^{2+}ions and at a slight excess of selenic acid (2-3%) for $MnSeO_4$-H_2O system to suppress the hydrolysis of the salt. The DSC curves of $MnSeO_4.2H_2O$ shows that the endothermic effect in the temperature interval of 383 K – 543 K is due to the formation of an anhydrous salt. Here $MnSeO_4.2H_2O$ dehydrates in two steps forming $MnSeO_4.H_2O$ at 447 K and $MnSeO_4$ at 535 K. Given above is a fair review of the previous studies on $MnSeO_4.2H_2O$ single crystal. This paper discuss the results of low temperature dc electrical conductivity studies carried out in this crystal. The conductivity measurements are carried

out along all crystallographic axes and for temperature range 20K – 300K.

Experimental

Single crystals of Manganese Selenate Dihydrate ($MnSeO_4.2H_2O$) has been grown by slow evaporation methods from an aqueous solution of manganese carbonate ($MnCO_3$) and selenic acid (H_2SeO_4) in stochiometric quantities at 303 K. H_2SeO_4 is obtained by refluxing H_2SeO_3 with H_2O_2 for several hours. On slow evaporation transparent crystals of light pink colour with good optical quality are obtained after a period of 60 days. The grown crystals are of size 40mm x 25mm x 10mm. The photograph of the grown crystal is shown in figure 1.
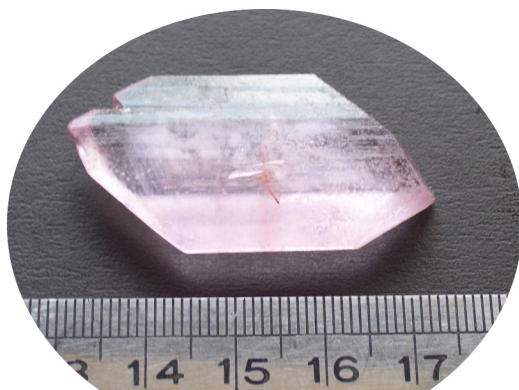

Figure 1.The photograph of the grown $MnSeO_4.2H_2O$ single crystal

XRD and TGA Measurements

The X-ray powder diffraction pattern of the grown crystal is taken using X-ray diffractometer (Bruker, D8 advance) with CuKα (λ = 1.542 Å) as source at a scanning speed of 2^0/min in the 2θ range 3^0-80^0. The hkl planes are identified after comparing with the reported pattern using JCPDS file.

Thermo gravimetric analysis (TGA) is carried out in the temperature range 303 K to 350 K**.** For TGA, the weight of the sample taken was 6.834 mg and the heating rate was maintained at 3 K/min in nitrogen atmosphere. Figure 2 shows the thermo gravimetric curve of $MnSeO_4.2H_2O$ crystal. Since the crystal is a hydrated sample it undergoes thermal dehydration, which is indicated by the slope of the curve. From the curve it can be seen that the dehydration temperature of $MnSeO_4.2H_2O$ crystal is around 336 K. This definitely has put some limitations on its high temperature studies and applications.
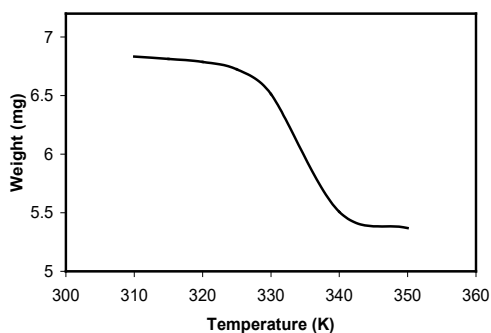
Figure 2. Thermo gravimetric curve of $MnSeO_4.2H_2O$ single crystal.

Low temperature dc conductivity measurements

Low temperature measurements of the crystal are carried out in the temperature range 20 K - 300 K along a, b and c axes. The low temperature dc conductivity measurements are taken by cooling the sample using CTI-Cryogenics Model 22C cryodyne cryocooler. Keithley 236 Source Measure Unit is used to measure the source voltage and simultaneously measure current. The results of the low

temperature measurements carried out in $MnSeO_4.2H_2O$ single crystal are shown in figures 3, 4 & 5 for a, b and c axes respectively.
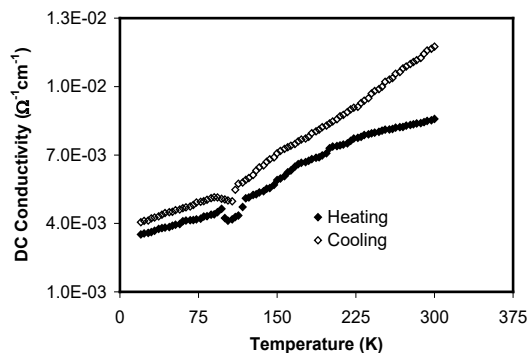
Figure 3. Variation of dc conductivity with temperature along a-axis

Figure 4. Variation of dc conductivity with temperature along b-axis
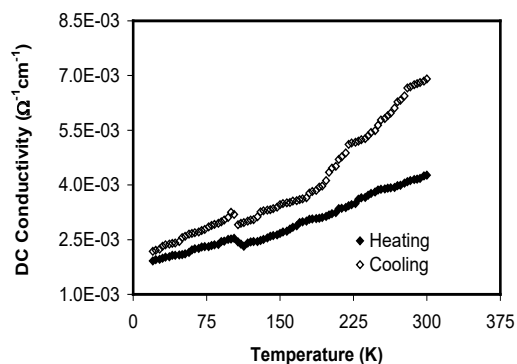
Figure 5. Variation of dc conductivity with temperature along c-axis

Results and Discussion

Single crystals of $MnSeO_4.2H_2O$ are grown by the method of slow evaporation at constant temperature. Light pink coloured crystals of $MnSeO_4.2H_2O$ having dimensions 40mm x 25mm x 10mm are grown and the growth duration is around 60 days. Powder X-ray diffraction pattern of the grown sample is taken and compared with the 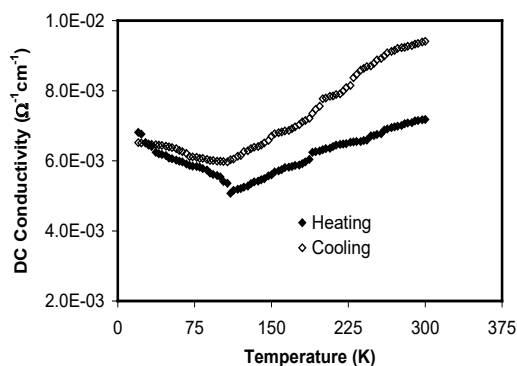reported diffraction pattern of $MnSeO_4.2H_2O$ and the grown sample has been confirmed as $MnSeO_4.2H_2O$ single crystal. Thermo gravimetric studies shows that crystal undergoes thermal dehydration at 336K. This puts some limitations to its high temperature measurements and applications. However it can be utilised widely in the low temperature regimes.

Low temperature DC electrical conductivity studies in $MnSeO_4.2H_2O$ single crystal are carried out in the temperature range of 20K to 300K. In the low temperature measurements both heating and cooling runs are taken. The conductivity curves show an increasing trend with increase in temperature for all three axes. The dc conductivity values are found to be of the order of 10^{-03} S/cm along all three crystallographic axes. These conductivity values are very much comparable with that of many well-known fast ionic conductors. Fast ionic conductors have lattices, which naturally contain significant densities of vacant lattice sites, so that it is not necessary to form vacancies as in normal ionic solids; instead ionic motion may proceed between pre-existing vacancies and this requires a much lower energy.

Thus the conductivities of fast ionic conductors may be higher by orders of magnitude than those of ordinary solids. The high conductivity values obtained for $MnSeO_4.2H_2O$ single crystal suggests that this crystal has the salient features of turning out to be a potentially applicable fast-ionic conductor.

References

[1] V. Koleva, D. Stoilova, Thermochim. Acta 342, 89 (1999)

[2] JCPDS powder Diffraction files, Card no. 200721(1997)

[3] D. Stoilova, V. Koleva, Cryst. Res. Technol., Thermochim. Acta 255, 33 (1995)

[4] D. Stoilova, V. Koleva, Cryst. Res. Technol. 30, 547 (1995)

[5] D. Stoilova, V. Koleva, Cryst. Res. Technol. 30, 995 (1995)

[6] D. Stoilova, V. Koleva, Thermochim. Acta 290, 85 (1996)

[7] D. Stoilova, V. Koleva, Thermochim. Acta 296, 31 (1997)

[8] G. A. Zubova, L. A. Prymova, N. M. Selivanova, Izv. Vysshikh Uchebn. Zavedenii, Khim. I. Khim. Tekhnol. 8, 367 (1965)

[9] M. A. Nabar, S. V. Paralkar, Thermochim. Acta 11, 187 (1975)

Antioxidant Properties of Selected Medicinal Plants and Comparison of Antioxidant Properties of Different Varities of Medicinal Plants

Niha NasninT., LasnaA

Department of Nutrition science and Dietetics, Dr.Gafoor Memorial MES Mampad College (Autonomous), Kerala, India 676542   Corresponding Author: lasna2015@gmail.com

Abstract

Medicinal plants provide major source of molecules with medicinal properties due to presence of natural compounds. Medicinal plants are useful for curing human diseases and play an important role in healing due to presence of phytochemical constituents. The antioxidant activity of different varieties of medicinal plants is conducted due to their potential health benefits. This study aimed to assess the antioxidant activity of different varieties of medicinal plants using 2, 2 diphenyl-1-picrylhydrazyl (DPPH) method. Three different medicinal plants were selected for the study. Among the three varieties (Basil, Neem and thyme) Neem has the most antioxidant property while thyme has the least. Medicinal plants have many health benefits, prevent and manage heart disease, cancer and diabetes. Antioxidants are essential and important for plants and animals' sustenance. They are substances that protect cells from the damage caused by unstable molecules known as free radicals. The sources and origin of antioxidants which include fruits and vegetables, meats, poultry and fish. The types of antioxidants such as ascorbic acid, glutathione, melatonin, tocopherols and tocotrienols. Natural antioxidants are widely distributed in food and medicinal plants. These natural antioxidants, especially polyphenols and carotenoids, exhibit a wide range of biological effects, including anti-inflammatory, anti-aging, anti-atherosclerosis and anticancer.

Keywords; *Antioxidant, DPPH, Medicinal plants, Health benefits*

1.Introduction

Since ancient times, medicinal plants—also known as medicinal herbs—have been identified and employed in conventional medical procedures. Hundreds of chemical compounds are synthesized by plants for a variety of purposes, such as defence and protection against herbivorous mammals, fungus, insects, and illnesses. (Ullah C., 2022).

The animal kingdom gets its energy from plants. Furthermore, a wide range of chemical compounds of physiological significance can be synthesized by plants (Kretovich U.L. 2005). A significant portion of the flora is made up of medicinal, herbal, and aromatic plants, which supply raw materials to the fragrance, flavor, and cosmetic industries. Because of its therapeutic qualities, they have been utilized for a very long period in the

nation. Antioxidant chemicals, which are found in many plants, shield cells from the detrimental effects of reactive oxygen species (ROS), which include peroxynitrite, superoxide, singlet oxygen, peroxyl radicals, and hydroxyl radicals (N.Dasgupta 2006).

Numerous studies have shown that the frequency of human diseases and the consumption of plants or vegetables high in antioxidants are inversely correlated (P.M Bramley 1995)

Medicinal plants are thought to have a positive impact on health care since they are frequently utilized to treat or prevent particular conditions or diseases. As oxidative stress is one of the main causes of health hazards in the current global trade scenario, the study of plants as a source of medicine has become increasingly significant. India is regarded as a treasure trove of priceless aromatic and medicinal plant species. Known by the popular names Ayurveda, Yunani, and Siddha, the Indian medical systems have identified 1500 medicinal plants, of which 500 species are primarily used as curative agents for different illnesses. The two significant native Indian medicinal herbs that have been utilized for centuries are Adhatoda vasica Nees and Sesbania grandiflora (L.) Pers.

By keeping in mind above aspects, the study entitled "Antioxidant properties of selected medicinal plants and comparison of antioxidant properties of different varieties of medicinal plants" has been undertaken with the main objective to find out the total antioxidant properties of selected medicinal plants.

2 Experimental Procedur

Three different medicinal plants were selected for the present study. The samples that are selected for the present study were further used for the total antioxidant activity.

The selected samples were as follows:

Sl. No	Scientific Name	Common Name	Malayalam Name
1	Ocimum tenuiflorum	Holy basil	Tulasi
2	Azadirachta indica	Neem	Veppu
3	Coleus amboinicus	Thyme	Kanjikoorkkal

Table 1: Information of the selected medicinal plants

The plants were cultivated by the investigator in her own home at trikkalangode village, Malappuram District, Kerala. The soil in which the plants were grown had not been applied with any prohibited substances (pesticides and chemical fertilizers) any time earlier. USDA (2012) recommends a non-applicative period of three years for a produce to be certified as 'organic'. Therefore the home grown leaves used for the present study was termed as 'organic'.

The leaves were washed and used for analysis. Double distilled water was used for the preparation of reagents used in the analysis. All chemicals used for the study were of analytical grade.

Preparation of extract

Ethanolic extracts were used for the

determination of, total antioxidant activity. Fresh leaves of the plants were collected, washed and homogenized using ethanol for the preparation of aqueous and ethanolic extracts. Samples were ground in a mortar and pestle and 1gm of grounded samples were homogenized by using 10 ml of ethanol. These extracts were then centrifuged at 2000 rpm for 10 minutes and the supernatant was collected in 50ml volumetric flask and that extract was used for further study.

Determination of total antioxidant activity

The antioxidant activity of ethanolic extracts of samples was measured using DPPH radical scavenging assay (Ayoola, 2008). DPPH radical scavenging assays are electron transfer based assays. Vitamin C was used as standard in DPPH assay for comparing the antioxidant activity of medicinal plants .The plant extract for free radical scavenging activity was determined by 2, 2- diphenyl-1-picrylhydrazyl (DPPH) method by applying the modified protocol of Lim et al. The reaction involved has

DPPH + (H-A) → DPPH-H + (A)
(Violet colour)   (Light yellow colour)
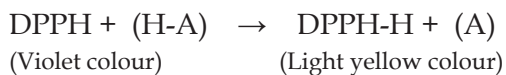
The antioxidant component in plant extract undergo a reaction with DPPH by donating free electron, and the stable free radical (DPPH) undergone the process of reduction and forms DPPH-

H. This in turn, reduces the absorption from the DPPH radical to the reduced form. The strength of discoloration from violet to light yellow colour describes the scavenging ability of entire antioxidant compounds in the form of its hydrogen donating capacity (Oktay, 2003).

The radical-scavenging activity was determined using Diphenyl Picryl Hydrazyl (DPPH) radical. This provides information on the reactivity of the test compounds with a stable free radical and gives a strong absorption band at 517nm in the visible region. The absorbance of the mixture was measured spectrophotometrically at 517 nm using vitamin C as reference.

The detailed procedure and calculation is presented in Appendix

IC 50 (Inhibition Concentration at 50%) value:

IC 50 is the amount of antioxidant necessary to decrease the initial DPPH concentration by 50%. A per cent inhibition versus concentration curve was plotted and the concentration of the sample required for 50 per cent was determined and expressed as IC50 value.

Comparison of antioxidant activity of different varieties

Among the three varieties (Basil Neem and Thyme) Neem (Azadirachta indica) has the most antioxidant property 85.71% while thyme (Coleus amboinicus)has the Least 82.14%.

3. Result And Discussion

Total antioxidant activity of Holy basil (Ocimum tenuiflorum)

Sl. No	Concen-tration (%)	Absorbance	DPPH Scavenging activity (inhibition %)
1	Blank	0.000	-
2	Control	0.372	-
3	1	0.073	80.37
4	10	0.072	80.64
5	100	0.065	82.52

Table 2: DPPH radical scavenging activity of Basil (Ethanol extract)
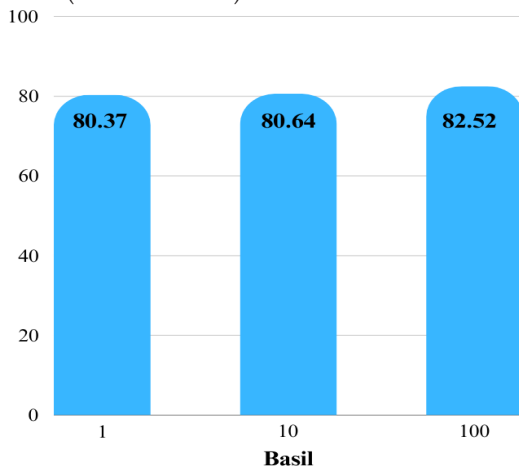
Total antioxidant activity of Neem (Azadirachta indica)

Sl. No	Concentra-tion (%)	Absor-bance	DPPH scaveng-ing activity Inhibi- %) (tion
1	Blank	0.000	-
2	Control	0.372	-
3	1	0.072	80.64
4	10	0.070	81.18
5	100	0.055	85.21

Table 3: DPP H radical scavenging activity of Neem (Ethanolic extract)
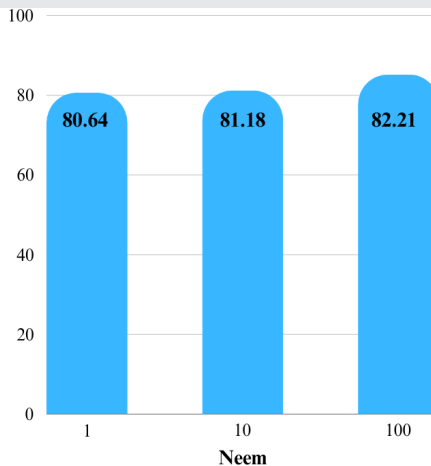
Total antioxidant activity of Thyme (Coleus amboinicus)

Sl.No	Concentra-tion (%)	Absor-bance	DPPH scaveng-ing activity Inhibi- %) (tion
1	Blank	0.000	-
2	Control	0.372	-
3	1	0.076	79.56
4	10	0.069	81.45
5	100	0.066	82.25

Table 4: DPPH radical scavenging activity of Thyme (Ethanolic extract)
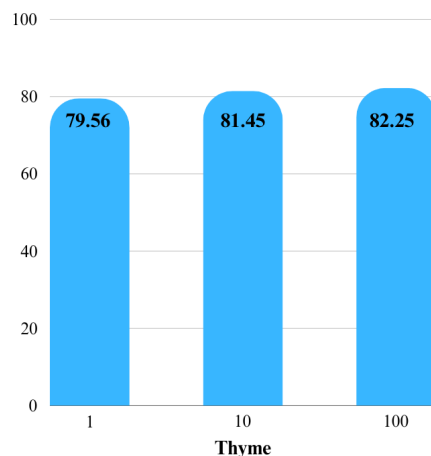
4.3 Comparison of antioxidant activities of different varieties of medicinal plants.

COMPARISON OF ANTIOXIDANT ACTIVITY
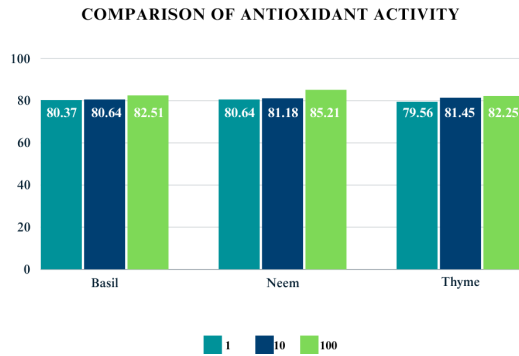
The above figure depicts the comparison of antioxidant properties Basil, Neem and Thyme varieties in ethanol extract. Among the three varieties Neem shows maximum antioxidant properties in ethanol extract then Basil and thyme.

4. Conclusion

Three different locally available medicinal plants in Kerala were selected for the present study. Three of the selected medicinal plants i.e. Basil, Neem and thyme.

Among the three varieties, Basil, Neem, and Thyme Neem has the most antioxidant property while thyme has the least.

Incorporating the above medicinal plants in medicines have to be popularized for its many health benefits.

5. Reference

1. Dasgupta, N., & De, B. (2006). Antioxidant activity of some leafy vegetables of India: comparative study. J. Food Chem., 10, 417–474.

2. Kretovich, U. L. (2005). Principles of plant biochemistry permagon, Oxford Press. Journal of Food Science, 54, 254–260.

"Evaluating the Nutritional and Health Status of Teaching Professionals: A Comparative Analysis of Dietary Patterns, Occupational Factors and Wellbeing"

Sufiyanu Souri
Student, Department of Nutrition Science and Dietetics, MES Mampad College, Nilambur

Abstract

This study investigates the health and well-being of teachers across various educational levels in Malappuram district, India, highlighting the critical impact of occupational stress, dietary habits, and workplace environments on their health. Through comprehensive questionnaires and clinical assessments, the research compares the daily dietary quality, nutrient intake, and prevalence of non-communicable diseases among teaching professionals with control groups, while also examining their coping mechanisms and mental health status. The findings reveal a concerning pattern of high workloads, poor dietary diversity, insufficient hydration, and suboptimal physical activity among teachers. High school teachers, in particular, face the most significant challenges, including the highest rates of overtime work and breakfast skipping. Additionally, the study points out that a substantial portion of teachers does not engage in sufficient physical activity and lacks access to health-conscious workplace environments and initiatives. The prevalence of overweight, obesity, hypertension, diabetes, and musculoskeletal issues indicates considerable cardiometabolic and physical health risks. Mental health concerns, such as stress and unhealthy coping strategies, further underscore the urgent need for interventions. The study concludes with a call for prioritizing teacher health and well-being through targeted reforms, including the implementation of supportive workplace policies, the promotion of health initiatives, and the enhancement of educational infrastructures to foster a healthier teaching environment. This approach is deemed essential for improving the quality and accessibility of education in India, advocating for a societal shift towards recognizing the importance of teacher welfare in the broader educational ecosystem

Keywords: Teachers, Diet, Health, Workplace

Introduction

Teachers play an irreplaceable role in educating and shaping future generations. However, research across disciplines reveals teaching is a highly demanding and stressful profession, carrying significant adverse health and well-being consequences.

Data indicates teachers face up to 2-3 times higher risk for numerous conditions including cardiovascular disease, diabetes, cancer, mental health disorders, and musculoskeletal

problems compared to other professions - risks attributable to occupational factors like heavy workloads, workplace stressors, and inadequate support systems, rather than individual lifestyle choices alone.

Such patterns lead to high turnover, with 30-50% of new teachers quitting within 5 years due to issues like excessive workload, insufficient pay, and empowerment. These trends persist stubbornly worldwide but manifest most extremely in disadvantaged regions, necessitating urgent investigation into context-specific occupational stress factors negatively impacting teacher health using robust, multidimensional tools.

Bridging these evidence gaps in understudied Indian teaching cohorts can inform targeted reforms promoting teacher well-being as an indispensable investment into boosting education quality and accessibility nationwide. Yet most existing Indian studies rely on surveys lacking deeper insights into barriers teachers themselves perceive upholding healthy lifestyles amidst high strain.

This study aimed to address gaps in knowledge by examining clinical health indicators and conducting focus groups with teachers from different schools in India. By comparing these groups with control groups, the study aimed to identify the key factors that contribute to poor motivation, unhealthy behaviors, and declining health among teachers. The results promise to shed light on the systemic, administrative, and policy changes needed to prioritize teacher well-being, which is essential for strengthening India's educational system.

Objectives of the study

- To quantify and compare daily dietary quality, nutrient intake trends, and food consumption habits of teaching professionals across lower primary to college education levels relative to control groups.

- To clinically screen and evaluate the prevalence of obesity, diabetes, cardiac risks, mental health issues, and other non-communicable disorders among teaching staff across different education levels.

- To systematically study and correlate various structural and psychosocial occupational stress factors like student loads, infrastructure, job control, and satisfaction affecting wellbeing across teaching cadres.

- To assess and compare coping abilities, anxiety, depression, sleep quality, burnout symptoms, and other mental health indicators between teachers from lower primary up to college levels.

- To discuss via focus group interviews key challenges and solutions around diet, exercise, stress, health policies, and support programs as identified by teaching staff across education levels.

- To formulate contextualized recommendations regarding

potential initiatives, resources, and workload policies for improving teacher health and wellbeing across various teaching cadres.

Materials and Methods

The study was conducted in Malappuram district over one month. The sample included teaching staff from various school strata with no age restrictions, allowing a diverse representation.Data collection involved a comprehensive questionnaire that captured dietary patterns, physical and mental health, workplace factors, and nutrition knowledge. Clinical measurements, such as anthropometry and dietary patterns, were also assessed. The key parameters covered in the study were demographics, diet composition and frequency, physical and mental health diagnoses, stress and job satisfaction, and nutrition awareness. The analyses included descriptive statistics, comparisons across teaching subgroups, and correlations between occupational factors and adverse health risks. Quantitative and qualitative analyses were used to clarify factors that contribute to nutritional, cardiometabolic, and mental health burdens among teaching communities, to inform supportive reforms.Ethical considerations were ensured around confidentiality, consent, and approvals.

Results and Discussion:

Study shows that high school teachers are the most likely to work overtime, while lower primary teachers work overtime the least.The balanced distribution of overtime work at the higher secondary and college levels suggests that there is a need for overtime work, but it's not as pronounced as in high schools. The study showed that breakfast is the most frequently skipped meal across most educational levels, except for Lower Primary. High School teachers had the highest frequency of breakfast skipping, which could be due to a busy morning schedule or early start times. College educators had a balanced distribution between skipping breakfast and not skipping any meals, reflecting the diverse schedules of college educators.

The study showed that a significant portion of teaching professionals are not consuming the recommended daily intake of water. The data suggests that out of the total participants, 30% consume only 1 liter of water per day, while 10% drink only half a liter, which is significantly below the recommended amount and could lead to dehydration. On the other hand, 19% consume 2 liters of water a day, which aligns with general health recommendations for proper hydration. The study reveals that a significant majority of 71% of the participants have not taken a nutritional assessment, while 29% have. This indicates that most people in the group may not be aware of their specific nutritional needs or may not have had the chance to evaluate their diet.

The study shows that 73% of teaching professionals do not take supplements, possibly because they get the necessary nutrients from their diet or are unaware of the benefits of supplements. The remaining 27% take supplements, indicating that some individuals are proactive about their nutrient intake to address specific health concerns

or deficiencies. The data shows that a significant number of teaching professionals maintain their regular eating habits during stressful times. However, 27% of them avoid some foods, 12% engage in binge eating, and 13% eat late at night, which can lead to nutritional deficiencies, weight gain, and digestive issues.

The majority of the group, 75%, have not experienced work-related musculoskeletal issues, indicating positive occupational health. However, 25% of the population has suffered from such issues, highlighting the need for interventions to prevent and address musculoskeletal problems.The survey results indicate that occupational stress is present in various degrees among the participants. While 41% experience stress sometimes, 26% experience it rarely, and 19% feel stressed often. However, 6% are stressed always, which needs immediate attention and intervention. On the other hand, 8% never experience occupational stress.

The study showed that the majority of people (59%) engage in moderate to vigorous physical activity only 1-2 times per week, indicating a need for improvement in increasing physical activity. About a quarter (25%) of the population are active 3-4 times weekly, while a smaller percentage (13%) are active 5-6 times per week. Only a small fraction of respondents (3%) engage in physical activity every day of the week, which is considered ideal.The study categorizes workplaces into five segments based on their level of health consciousness, ranging from not at all (3%) to extremely (3%). The majority

(38%) falls under the moderately conscious segment, while a smaller portion (18%) is highly conscious of health.

A recent study has shed light on the availability of food in the workplace. According to the study, 52% of workplaces offer some healthy food options, while 35% have very limited food choices. A smaller portion, about 11%, provides a wide variety of both healthy and unhealthy options. Only a tiny fraction, approximately 2%, offer mostly fast food and vending options. The study shows that workplace health initiatives can be categorized into three types: many initiatives, no initiatives, and some initiatives. Only 6% of workplaces have many health initiatives in place, 56% of workplaces have no health initiatives, and 38% of workplaces have some health initiatives. The data shows that 3% of individuals are underweight, 52% of individuals have a healthy weight status, 36% are overweight and 9% are classified as obese. These observations were based on their BMI.

Conclusion

The study indicates that several factors impact the health and well-being of teachers. The demographic data reveals that there is a diverse distribution of age, experience, and qualifications among teachers. The majority of teachers have 6-20 years of experience and advanced degrees are more commonly associated with college-level teaching roles. The data also shows that most teachers have poor dietary diversity and suboptimal nutrition knowledge, with heavy dependence on carbohydrate staple

foods and low intake of proteins, fruits, and vegetables.

Overweight, obesity, hypertension, diabetes, and cholesterol disorders are common among teachers, indicating significant cardiometabolic health risks. Musculoskeletal problems related to workplace ergonomics affect a quarter of teachers, while fatigue and headaches are commonly reported. Mental health issues such as moderate to high-stress levels, medication overuse, and unhealthy coping approaches require more clinical attention and support. Technology adoption is also a challenge for teachers, with most not utilizing wearable devices and feeling that their work-life balance has suffered. Regarding workplace infrastructure, most teachers view their income as adequate for their needs, but food options remain restricted in 38% of campuses, and wellness initiatives are lacking in 56% of institutions. The study also shows that there are multi-level gaps and risk factors undermining teacher health, and this needs to be addressed urgently. The conclusion emphasizes the need to prioritize teacher health and well-being at institutional and societal consciousness levels, by building supportive localized community care networks and committing budgets towards sustainable workplace upgrades, administrative burden relief, and healthcare infrastructure. Without acknowledging human welfare as the currency for authentic advancement, progress remains superficial and ephemeral. The study urges an ethics of care placing teachers truly at the center of policy conversations on education reforms.

Figure 1: Over time working-beyond scheduled Teaching Hours

4.1.6 Over Time Working- Beyond Scheduled Teaching Time

Fig 6. Over time working - beyond scheduled Teaching Hours(Tuiton,special class)
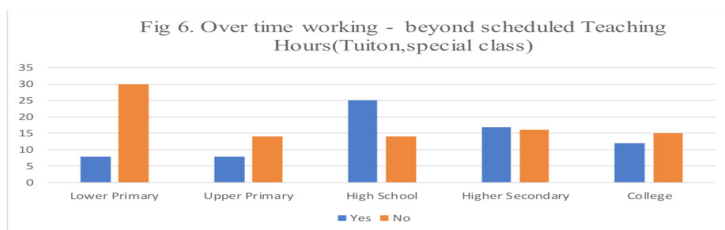
Figure 2: Work place health initiatives

Workplace health initiatives

Figure 3: BMI

Body Mass Index
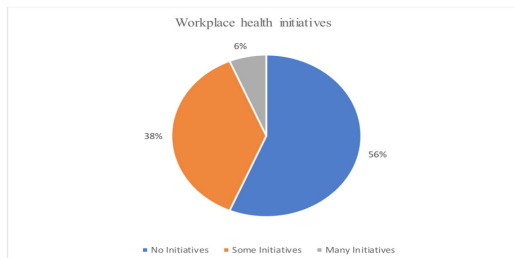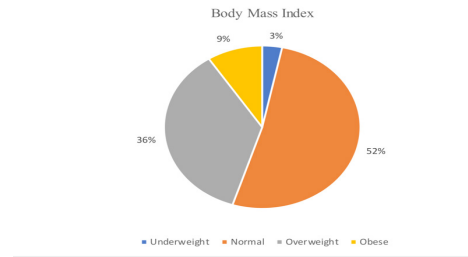
Figure 4: Eating behaviour during stress

Eating Behavior During Stress
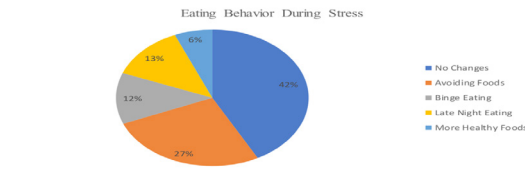
Figure 5: Level of health consciousness of workplace environment

Level of health conciousness of work place environment
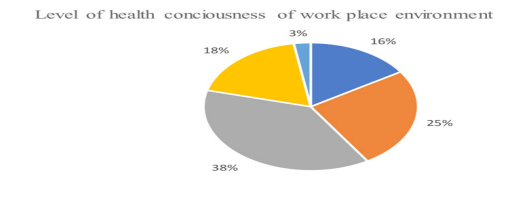
Figure 6: Work related Musculoskeletal Issues

Work Related Musculoskeletal Issues
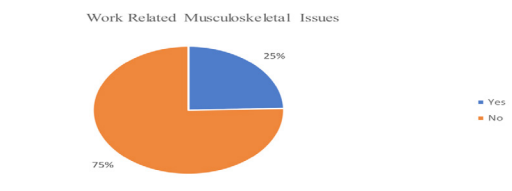
Fig 28. Work-Related Musculoskeletal Issues

Figure 7: Number of days in a week engaged in moderate to vigorous physical activity

Occupational Stress

Figure 8: Occupational stress

Occupational Stress

Figure 9: Supplementation Intake

Supplementation Intake
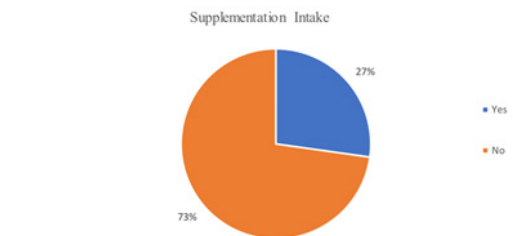
Figure 10: Daily Water intake

Daily Water Intake
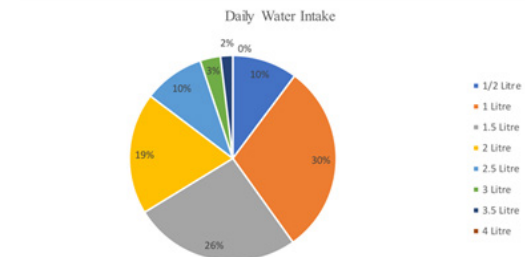
Figure 11: History of Nutritional Asessment

Have taken Nutritional Assessment
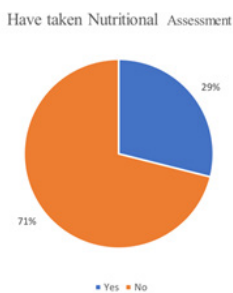
Figure 12: Frequency of meals skipped.

Meals Skipped
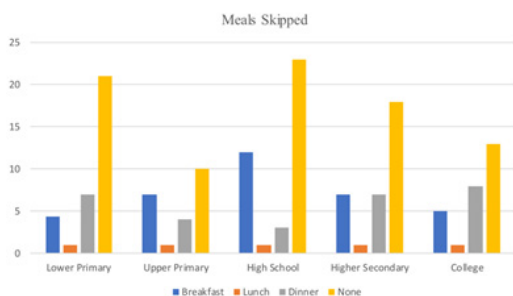
Figure 13: Workplace food availability

Workplace food availability
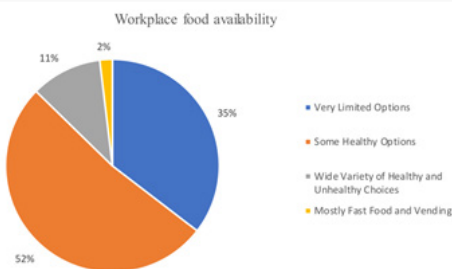
Literatures Cited:

- Avanzi, L., Fraccaroli, F., Castelli, L., Marcionetti, J., Crescentini, A., Balducci, C., & van Dick, R. (2021). How to prevent teacher burnout during the COVID-19 emergency: The role of organizational identification and perceived principal leadership. Frontiers in Psychology, 12.

- Baxi, R., Pemde, H., Dhumale, G., Chaturvedi, S., & Kamalam, S. (2022). Do school teachers have a healthy lifestyle? - A descriptive study from urban Puducherry, India. Clinical Epidemiology and Global Health, 13, 100853.

- Berkovich, I., & Eyal, O. (2021). The effects of principals' communication practices on teachers' emotional distress. Educational Management Administration & Leadership,49(6), 906–923.

- Chen, S.-F., Wen, Z.-H., Fang, R.-C., Chen, M.-Y., Guo, H.-R., & Tsai, S.-Y. (2022).

- Occupation-related health inequality in cardiometabolic diseases among working populations: A population-based study during 2007-2016 in Taiwan. International Journal for Equity in Health, 21(1).

- Chaturvedi, S., Baxi, R., Pemde, H., Dhumale, G., Subramaniam, S., & Kamalam, S. (2022).

- Prevalence of metabolic syndrome and its associated factors among school teachers from urban Puducherry, South India. Diabetes and Metabolic Syndrome, 16(4), 102346.

- Dernellis, C., & Panaretou, M. (2022). Relationship between stress and dietary choices. A narrative review. Hormones, 21(1), 99–106.

- Goh, J., Pfeffer, J., Zenios, S. A., & Rajagopalan, S. (2022). Exposure to workplace stressors and mortality risk among US workers. Nature Communications, 13(1).

- Herman, K. C., Prewett, S. L., Eddy, C. L., Savala, A., & Reinke, W. M. (2022). Profiles of teacher stress, coping, and burnout: Identification of teachers at risk for mental and physical health problems. Journal of School Psychology, 90, 96–115.

- Inoue, M., Nishihara, A., & Ogasawara, T. (2022). Association between occupation and cardiometabolic multimorbidity risk: A protocol for systematic review and meta-analysis. Systematic Reviews, 11(1).

Standardisation and Development of Instant Dosa Mix Using Legumes, Millets and Pulses

Hiba Shoukath Ali

Student, Department of Nutrition Science and Dietetics,
MES Mampad College, Nilambur

Abstract:

A Product Development Project preparing Instant Dosa Mix using sprouted Legumes and Millets namely, Bengal gram, Green gram, Lentil, Ragi and Black gram. Recipe was standardised selecting between trails. A taste maker sachet comprising of several ingredients such as ginger, garlic and shallots included. Nutritional and Microbial aspects was analysed. Impact of enhanced nutritional benefit was assessed by conducting pilot study.

Keywords:Sprouted Pulses, Instant Dosa Batter, Lentils, Millets, Instant Dosa recipe

Introduction

South Indian cuisine, known for its diverse flavors and unique culinary techniques, represents the culinary traditions of the five southern states of India and their union territories. Famous for its distinctive blend of spices, cereals, pulses, and coconut, the cuisine offers a rich combination of sweet, sour, savory, and spicy tastes. Iconic dishes include idli, dosa, and uthappam, often accompanied by coconut-based chutneys and tangy curries. Coconut and curry leaves are key ingredients, while dishes like dosa are made from fermented batters, varying in ingredients across regions.

Fermentation plays a vital role in South Indian cuisine, particularly in popular breakfast items like dosa and idli. This process, which involves lactic acid bacteria, varies from one local community to another, leading to a diverse bacterial profile in these foods. Fermentation not only enhances flavors but also improves the nutritional value of the foods, increasing their vitamin, amino acid, and protein content. Despite its widespread use, there is limited information on the specific microbiota associated with these fermented foods.

The Indian diet traditionally centers around cereals and legumes, providing essential nutrients and energy. However, with modern lifestyles demanding convenience, there's a growing shift towards easy-to-prepare foods. This trend has led to the popularity of commercially prepared convenience foods, which are easy to consume and have a longer shelf life. Instant food products, offering quick and convenient options, have become an integral part

of the Indian diet, reflecting a change in consumer behavior towards more time-efficient food choices.

This thesis explores the intersection of rising lifestyle diseases in India, such as Type 2 diabetes and obesity, with the growing demand for convenient foods. The study aims to develop a nutritious and convenient instant dosa mix using protein-rich grains and legumes, focusing on the health benefits of replacing traditional ingredients like rice with alternatives like chickpeas and lentils. This product is designed to address the health challenges posed by lifestyle diseases while catering to the need for quick and easy meal options, ultimately contributing to the well-being of consumers in the Indian market.

Objectives of the study

- To develop and standardise a recipe.

- To evaluate the organoleptic Characteristics of Instant Dosa

- To assess the cooking characteristics of Instant Dosa

- To analyse the nutritional composition of the standardised recipe.

- To analyse the impact of therapeutics effects of Instant Dosa Mix.

Materials and Methods

The "Materials and Methods" chapter of the thesis is foundational, detailing the strategies, procedures, and tools used to ensure valid and reliable research outcomes. It systematically approaches the study's objectives.

For raw materials, the project aimed to standardize a novel recipe addressing the nutritional needs of individuals with health conditions like obesity, diabetes, malnutrition, and hypertension. Key criteria for selecting raw materials included availability, correspondence, shelf life, quality, and price. The primary ingredients chosen were chickpeas, green gram, lentils, finger millet, and black gram.

The preparation of the Instant Dosa Mix involved using a mix of various pulses, legumes, and millets instead of just rice and black gram. These ingredients were chosen for their high protein content and lower glycemic index. To counteract the anti-nutrients present in pulses and millets, techniques such as soaking, sprouting, and fermentation were employed. Each ingredient was processed into flour separately before standardizing the recipe.

The Instant Dosa variations underwent organoleptic evaluation for characteristics like appearance, texture, flavor, taste, and color by a threshold panel. Nutritional composition analysis of the Instant Dosa Mix was conducted in an FSSAI accredited lab at GNBC Kottakkal, comparing it with traditional dosa using data from a 2013 study. Additionally, microbial analysis of the Instant Dosa Mix was also performed in the same lab. Statistical analysis was applied to the sensory profile of instant dosa, and results were presented as mean ± standard deviation. The storage quality of the Instant Dosa Mix was assessed by storing a sample in an airtight container for 10 weeks from 3rd October to 12th December 2023.

The Instant Dosa Mix, developed as part of this research, targets health issues like obesity, underweight, diarrhea, type 2 diabetes, and hypertension. Its legume and millet composition, rich in fiber and with a low glycemic index, assists in weight management, blood sugar control, and stable blood pressure, while providing nourishment during digestive distress. Additionally, its high protein content supports muscle mass building. A pilot study with five individuals, each facing one of these health challenges, supplemented their diet with this dosa mix for 15 days. They recorded their meals and biomarkers were evaluated before and after the intervention, indicating the mix's potential in managing these health conditions.

Moreover, In this study, to analyse the capacity for the product to have a successful market approach the following criteria is taken in consideration.

Results and Discussion:

The Instant Dosa Mix is not just Rice and Black gram, but a mixture of various Pulses, Legumes and Millets. Rice was replaced by ingredients that was rich in protein and had lower glycemic index along with other nutritive benefits. The ingredients were arranged to four trails to standardize the product. The standardised recipe was selected based on subjective evaluation by a selected threshold panel. The trail that scored the maximum for all sensory attribute was selected as the standardized recipe.

After Sensory evaluation process, Trail 1 emerged as the indisputable choice for its superior flavor profile, characterized by a remarkable absence of any harsh legume notes. The nuanced and well-balanced taste of Trail 1 set it apart from Trails 2 and 3, which unfortunately exhibited a pungency of green gram flavour. Trail 4 fell to the bottom of the list, earning the least score due to its undesirable grainy and chewy texture, along with a pungent odor. Trail 4 also lacked proper texture required for Dosa.

Physical Characteristic of dosa prepared with Instant dosa mix was analysed, diameter, thickness, spread ratio, cooking time and weight of cooked product was analysed by taking 50 ml volume of dosa batter constant. The cooking time was calculated while preparing the dosa. Diameter, thickness, weight of cooked dosa and speadability was calculated after preparing the d osa. The Analysis Shows that the Instant Dosa Mix has significant amount of Protein about 21.75%. It also provides 343.06 calories per 100 gm. The moisture content was reduced by using a cabinet drier and it was about 10% only. Fat and Fibre constitute was present in 2.8% and 3.99%, respectively.

Both, Traditional Dosa and provided almost similar amount of calories. However, there is approximately 3 times increase in the composition of protein in Instant Dosa Mix when compared to Traditional Dosa. Carbohydrate levels are also reduced in Instant Dosa Mix. Microbial Analysis of the Instant Dosa Mix showed no presence of yeast or mould growth.

Storage quality was analysed by storing a sample of Instant Dosa Mix in airtight container for 10 weeks between 3rd

October of 2023 to 12th December of 2023. 5 individuals each suffering from Obesity, Underweight, Type 2 Diabetes, hypertension respectively was supplemented with Instant Dosa Mix. It was also provided to an individual actively trying to build body muscle mass. The Study population of Pilot study was observed for 15 days. They were provided with a balanced meal planning that included Instant Dosa Mix for Breakfast and Dinner. Food intake was recorded in a food Diary. After the observation period, Significant changes in the biomarkers were found.

The newly developed product, enriched with several sprouted ingredients, stands out as a potentially novel offering in the market. Although an extensive database search estimated the absence of similar products, the confirmation of its novelty is hindered by limited access to all databases. Nevertheless, the product exhibits characteristics aligning with established criteria for novelty. Through comprehensive market research, no comparable products were identified among key players. The Unique Selling Proposition (USP) was carefully defined, emphasizing features that genuinely bring innovation to the market. Addressing unmet consumer needs, the product emerged as a solution that current offerings might not adequately provide.

Conclusion

The study begins by detailing the organoleptic characteristics of the instant dosa mix, emphasizing its formulation from a diverse blend of pulses, legumes, and millets instead of the traditional rice and black gram base. This modification aimed to enrich the nutritional profile of the dosa while catering to dietary requirements such as low glycemic index foods. Through systematic trials and sensory evaluations, a specific recipe was identified and standardized based on its superior sensory attributes, such as flavor, texture, and overall acceptability, highlighted by a high Acceptability Index.

Further examination of the instant dosa mix focused on its cooking characteristics, revealing significant data on aspects like diameter, thickness, spreadability, cooking time, and the weight of the cooked product. These physical characteristics were meticulously analyzed to ensure the product's practicality and consumer convenience. The nutritional analysis underscored the enhanced nutritional value of the instant dosa mix, particularly its higher protein content and lower carbohydrate percentage compared to traditional dosa, alongside an analysis that demonstrated the absence of microbial growth, ensuring the product's safety and shelf stability.

Statistical analyses provided quantitative backing to the sensory evaluations, with the chosen recipe exhibiting the highest scores across various parameters, including appearance, color, flavor, texture, and odor. This robust analytical approach validated the sensory panel's findings and reinforced the chosen recipe's suitability for consumer preferences. Additionally, a storage quality assessment confirmed the product's stability over a 10-week period, indicating its practicality for long-term

use without compromising quality.

The relevance of the study was further established through a pilot dietary intervention study, which demonstrated significant health benefits for individuals with diverse nutritional and health requirements, including those with obesity, underweight conditions, type 2 diabetes, hypertension, and individuals seeking to increase muscle mass. These findings suggest the instant dosa mix's potential as a versatile and nutritious food option capable of catering to various dietary needs and health objectives. Lastly, the market approach analysis highlighted the product's cost-effectiveness, novelty, and scalability, suggesting a strong potential for successful market introduction and acceptance. This comprehensive examination illustrates the product's innovative contribution to dietary practices, underscoring its nutritional, sensory, and practical merits.

Figure 1: Radar Graph showing variation in sensory aspect of each trail.
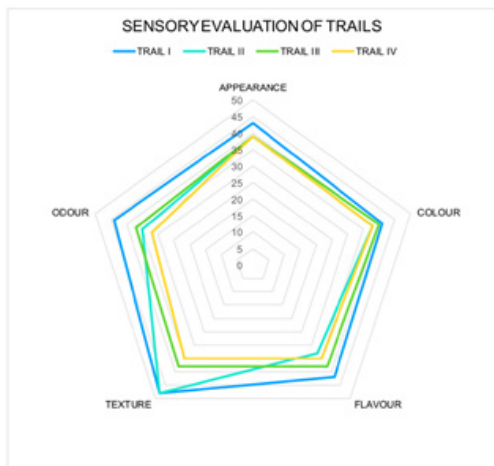
Table 1: Ingredients of Standardised Recipes

Trail I was selected as Standardised. The Recipe include:

Ingredient		TRAIL 1
Chickpea	gm	40
Green gram	gm	25
Lentil	gm	15
Ragi	gm	10
Black gram	gm	10
Total	gm	100

Table 2: Comparison of nutritional value of traditional dosa and Instant Dosa.

The Nutritional Value of a Traditional Dosa and Instant Dosa Mix was Analysed.

Nutrient	Traditional Dosa Mix	Instant Dosa Mix
Energy (kcal)	342	343.06
Carbohydrate	73.4%	29.61%
Protein	6.6 %	21.75%
Fibre	1.43%	3.99%
Fat	1.9%	2.8%

Table 7. Comparison of Nutritive value of Instant Dosa and traditional Dosa

Table 3: Results of Pilot Study

In case of hypertension the result is as follows:

	Initial	Normal
Day 1	149/96	120/80
Day 5	147/94	120/80
Day 10	134/89	120/80
Day 15	134/85	120/80

In case of underweight, the result is as follows:

	Height (cm)	Weight(cm)	BMI
Initial	168	52.0	18.4
Final	168	54.8	19.4

In case of Diabetes, the result is as follows:

	HbA1c	Normal
Initial	6.8%	Normal - <5.7 % Pre-Diabetic - 5.7-6.4% Diabetic - >6.4
Final	6.72%	Normal - <5.7 % Pre-Diabetic - 5.7-6.4% Diabetic - >6.4

In case of overweight, the result is as follows:

	Height (cm)	Weight(kg)	BMI
Initial	165	84.15	30.5
Final	165	82.1	29.8

Literatures Cited:

- Achaya, K. T. (2003). The story of our food.

- Aoki, N., Scofield, G. N., Wang, X. D., Offler, C. E., Patrick, J. W., & Furbank, R. T. (2006). Pathway of sugar transport in germinating wheat seeds. Plant Physiology, 141(4), 1255–1263. https://doi.org/10.1104/pp.106.082719

- Chavan, J. K., & Kadam, S. S. (1989). Critical Reviews in Food Science and Nutrition, 28(5), 349–400. https://doi.org/10.1080/10408398909527507

- Chung, H. J., Cho, D., Park, J. D., Kweon, D. K., & Lim, S. T. (2012). In vitro starch digestibility and pasting properties of germinated brown rice after hydrothermal treatments. Journal of Cereal Science, 56(2), 451–456. https://doi.org/10.1016/j.jcs.2012.03.010

- Derman, P. DP, Novelli, L., Morall, P., & Mayet, F. (1984). Factors affecting the adsorption of iron from cereals. British Journal of Nutrition, 51(1), 37–46. https://doi.org/10.1079/bjn19840007

- Gagandeep. (2017). The cuisine: An exploration.

- Geetha, C., & Easwaran, P. P. (1990). Hypoglycemic effect of millet incorporated breakfast items on selected non-insulin dependent diabetic patients. Indian Journal of Nutrition and Dietetics, 27(11), 316–320.

- Gupta, A., & Tiwari, S. K. (2014). Probiotic potential of Lactobacillus plantarum LDI isolated from batter of Dosa, a south Indian fermented Food. Probiotics and Antimicrobial Proteins, 6(2), 73–81. https://doi.org/10.1007/s12602-014-9158-2

- Hui, Y. H. (2004). Handbook of vegetable preservation and processing. New York: M. Dekker. ISBN 978-0-8247-4301-7.

- Huisman, J., & Van der Poel, A. F. B. (1994). Aspects of the nutritional quality and use of cool season food legumes.

A Study on Consumer Perception Toward Green Products among Youth

Shamna KP, Juhaina M &Shahana N

MES Mampad College (Autonomous) Malappuram, Kerela

Abstract

Dates back to 1980's were Green Marketing was first coined. Climate change, increasing Globalisation, Industrialisation has given more focus towards green marketing among Industrialists as well as consumers. The recent study says that firms are becoming more Concerned about their social responsibility. They have taken social responsibility as a good Strategic move to build up an image in the heart of consumers. Change in customers attitude With increasing concern about environment, consumers attitude towards firms having green Policies or green products like low power consuming (energy efficient), organic food, lead Free paints, recyclable papers, phosphate free detergents, electrical appliances are Becoming motivating factors. This paper is an attempt to study consumer's perception and preferences towards green Marketing practices and products among youth. The data were collected from 60Respondents. Convenient sampling technique was adopted to select the respondents. A Structured questionnaire has been used to collect primary data from the sample respondents. The statistical findings implicated a strong association between marketing strategies, Product factors; consumer green values and consumer perception The study indicate that the awareness of consumers on green marketing has a significant impact on consumer's buying behaviour.

Keywords: youth, consumer perception, Buying behaviour, Green products.

Introduction

Modern marketing that has evolved recently is known as —green marketing. But marketing is a comprehensive strategy for determining and gratifying the needs of current and potential customers. Green marketing refers to the production and promotion of goods and services that are produced using environmentally friendly. Consumption by humans contributes to environmental issues. Consuming environmentally friendly products will help to reduce environmental damage, so the topic of conservation must be addressed quickly. Green marketing seeks to go above and beyond traditional marketing by promoting environmental core values in the hope that consumer will associate theire values with their company or brand promoting their products has environmental friendly products has a good impact over consumer as they are more concerned about environment

and are willing to pay extra money for these products. Additionally, it will have an impact on consumer behavior to remedy environmental degradation, which in turn affects markets for consumer goods. Only after it is demonstrated that the products meet the standards are eco labels often granted by government-sponsored or privately-run businesses. Even if a product satisfies all requirements for an eco-label certification, a manufacturer would only pursue such certification if customers choose to purchase environmentally friendly goods that may offer them a variety of benefits. The perception and knowledge of consumer's behavior with regard to green products. Although a product may have met the all the criteria for an eco-label certificate, a manufacturer would only go for such certification if consumer are desire to buy green product that might give them tangle benefits. The consumer behavior on green products or eco-friendly products has the perception and knowledge of environment friendliness to make criteria of a product to be purchased.

Review of Literature

Collins Marfo Agyeman's (2014) study —Consumers Buying Behavior Toward Green Products, over the past several years, the demand for green products in India has greatly increased due to the increased awareness of environmental issues. Environmental awareness now a day's more and more consumers are thinking green. They are prepared to spend more for goods that are ecologically beneficial the expanding customers that favor and are willing to purchase things in large quantities include a procedure of buying being applied. Different purchasing habitats exist among consumers, and because there are so many excellent options available. These behaviors are continuously evolving.

2) Maheswari R & Sakthivel, G(2015) have analyzed — An analytical study on consumers attitudes and awareness towards eco-friendly products — and establish the level of satisfaction in terms of cost, quality, availability and sources of green marketing products. It concluded that the customers have awareness related to green products.

3) Subooh yusuf & Fatima (2015) "consumer attitudes and perception towards green products —researchers found that a sizable population believes in environmental protection in this article. Products are healthy for consumers and the environment. Eco-friendly goods are beneficial. These good's performance and quality surpass those of the competition".

4) Jacquelyn A. Ottman 2006, "A study on consumer perception towards green products, this study aims at to green marketing must achieve both increased customer satisfaction and improved environmental quality. According to research, a lot of green products have failed as a result of green marketing. Myopia: Marketer's narrow attention to the —greenness of their products".

5) Vishnu Nath&Rupesh Kumar 2013—consumer adoption of products modeling the enables demonstrates that environmental protection has gained social importance. And

business problem in the twenty-first century. Consumers are expanding environmentally concerned consumers are pressing manufacturers to produce green goods. New ideas like green marketing and others have emerged as a result of this. Green consumption. Various studies have looked into the idea over the years. Of green consumer behavior and have compiled a list of variables that either whether there are obstacles or enablers to consumer acceptance of environmental Sustainable lifestyles or goods.

6) Aindrilla Biswas and Mousami Roy 2015, ―study titled ―Green Products: An Exploratory Study on the Consumer Behavior in Emerging Economies of the East, there has been a phenomenal shift in the nature and scope of consumer behavior in recent years Consumption habits in the East's developing countries. Steadily raising the environment is under stress due to consumption. The current study explores Recognizing the connection between consumer concerns and environmental issues Given that India is a sizable market for green products, consumer behavior South East Asia's economy is in its infancy. Consumption values vary greatly. Varying preferences for products with and without among customers Better green credentials for those who make green purchases or engage in green consumption Knowledge or belief

Significance of the Study

1) To support the business to better understanding capability of the green market.

2) To aid business to well understanding

the tendency of green purchasing.

3) To assist business to greater understanding the buying behavior of green consumer.

4) How marketers to promote and increase recognition for youth consumers towards green products.

Statement of the Problem

Over the past few years, green products have drawn attention on global scale. Now environmental protection will make green products a key concern. Therefore, understanding consumer purchasing habit among youth with regard to green products is crucial. When choosing green products over conventional one. Consumer perception has a big impact on the environment. Therefore, it is crucial to comprehended how consumers feel about green products.

Objective of the Study

1.To find out the consumer perception towards environment friendly product among youth.

2.To analyze the view of the respondents toward green product, factors influencing the green purchase behavior and attitude green purchase behavior.

3.to understand the consumer preferences on traditional green marketing.

Scope of the Study

This study emphasizes the importance of understanding the environment and consumer attitudes toward green

products. Using an actual study among green customers using green products among youth, one can explore the theory of reasoned action.

Research Methodology

An approach for methodically resolving the issues is research methodology. The study's presentation is a descriptive research project. It covers the study's goal, the kind of hypothesis that is formed, how the research problems are defined, and the kind of data that is collected.

Limitations of the Study

• The period of study is limited.
• Sampling error may occur.
• The reliability of secondary data also affects the study.
• The sampling size is limited.
• The result of the study may not be generalized.

Analysis And Interpretation

Table 4.1 Classification By Age Group

Age	Responses	Percentage
15 - 18	5	8.33
18 - 21	31	51.67
21 - 24	24	40
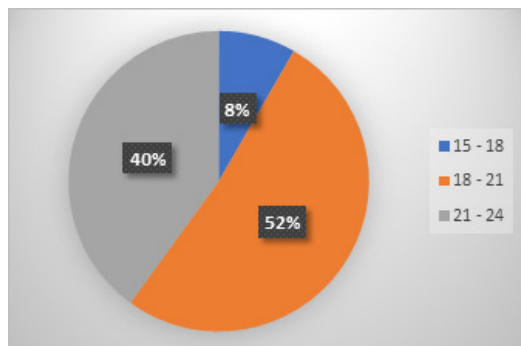
Based on the above data most of the respondents are age between 18 - 21.

Table 4.2 Classification By Gender

Sex	Responses	Percentage
Male	22	36.7%
Female	38	63.3%
Total	60	100%
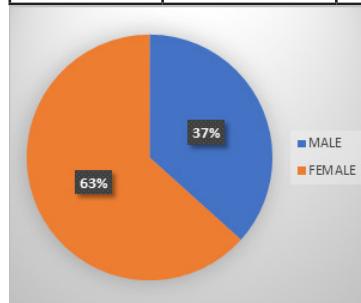
Interpretation

Based on the above data most of the respondents are female.

Table 4.3 Classification by Education Qualification

Education qualification	Responses	Percentage
Below SSLC	1	1.67%
SSLC	8	13.33%
Plus two	22	36.67%
Degree	26	43.33%
PG	3	5%
Total	60	100%
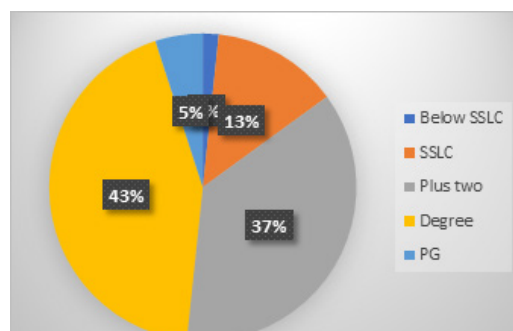
Interpretation

Based on the above data most of the respondents have education qualification is degree 43%.

Table 4.4 Awareness Of Green Product

Particulars	Frequency	Percentage
YES	56	93.3%
NO	4	6.7%
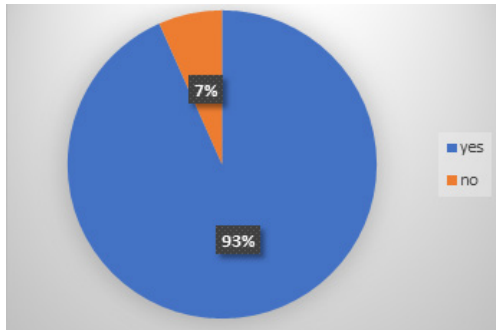
Interpretation

Based on the above data most of the people are aware about green products.

Table 4.5 Sources of Awareness of Green Product

Particulars	Frequency	
TV	18	30%
Mobile phone	28	46.67%
Newspaper	8	13.33%
Other	6	10%
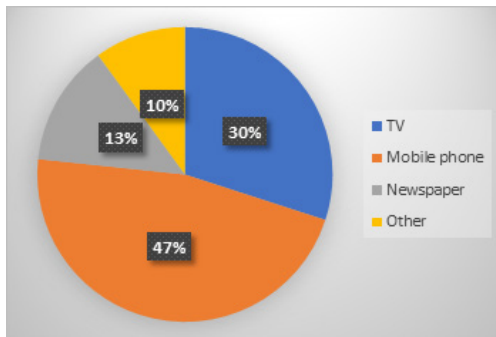
INTERPRETATION

The above table shows that the details of sources of awareness of green products.30% respondents aware on television,47% respondents are aware on mobile, 13% respondents are aware on newspaper, and 10% respondents are aware on any other sources

Table 4.6 What Make You Buy A Green Product

Particulars	Frequency	Percentage
Packaging	26	38.24%
Promotion	3	4.41%
Product features	30	44.12%
Environmental issues	9	13.24%
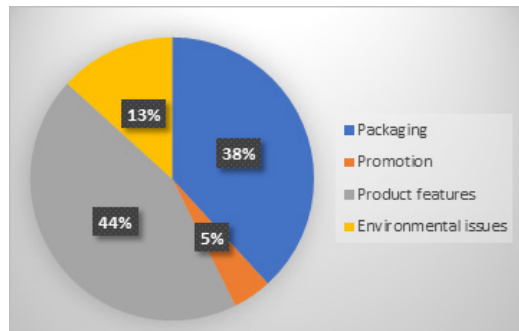
INTERPRETATION

The above table shows that the details of what make buy a green product 38% packaging, 5% Promotion, 44% Product features, 13% Environmental issues.

Table 4.7 Green Products are Overprice

Particulars	Frequency	Percentage
Strongly agree	3	5%
Agree	22	36.67%
Neutral	34	56.67%
Disagree	1	1.67%
Strongly disagree	0	0
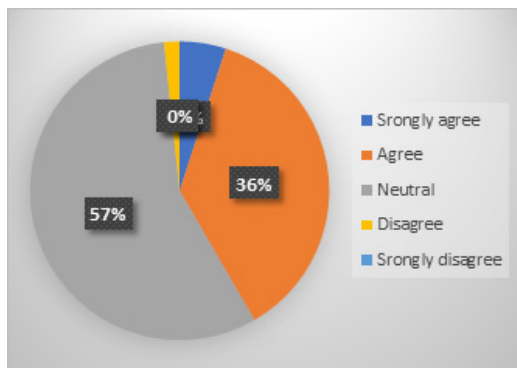
Interpretation

From the above table shows that 57% responses are green products are overprice.

Table 4.8 Green Products are Helping to Save Resources and Manage Waste

Particulars	Frequency	Percentage
yes	57	95%
No	5	5%
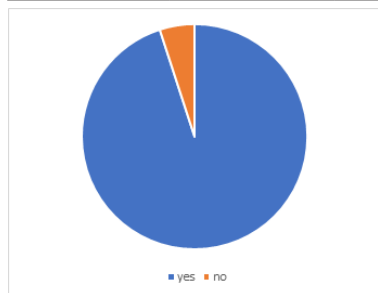
INTERPRETATION

From the above table shows that 95% responses are green products are helping to save resources and manage waste.

Table 4.9 Reason tor Pay more tor Green Product

Particulars	Frequency	Percentage
Getting high level satisfaction	17	28.33%
Enhance a quality of life	16	26.67%

Environmental protection responsibility	27	45%
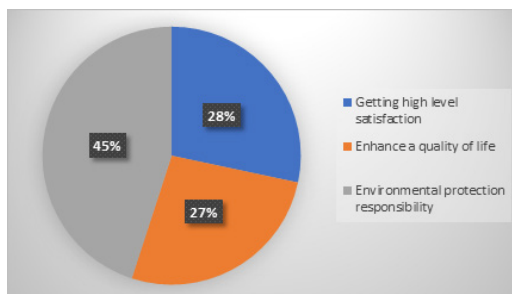
INTERPRETATION

From the above table shows that 45% respondents are willing to pay more for green products because Environmental protection responsibility.

Table 4.10 Reason for not Willing Pay More for Green Product

Particulars	Frequency	Percentage
Product cost is too high, can't afford them	30	50%
Can't see the benefit to those products	13	21.67%
Government should pay for them	10	16.67%
Producers only claim, actually it is not	7	11.67%
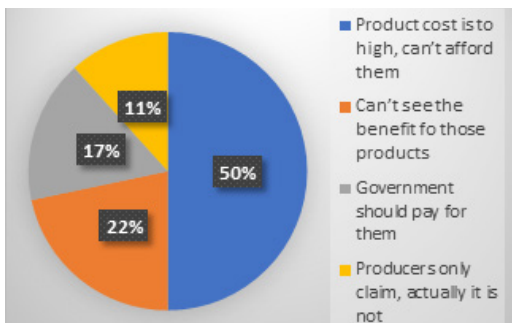
INTERPRETATION

From the above table shows that the details of main reason that not willing to pay more for the green products. 50% respondents they are not willing to pay more green products because of product cost is too high.

Table 4.10 Aware about the Green Marketing Products

Particulars	Frequency	Percentage
Yes	56	93.33%
No	4	6.67
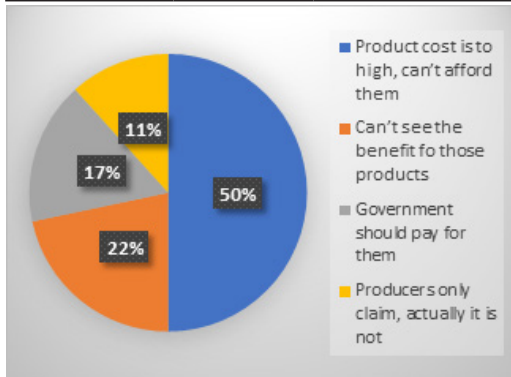
INTERPRETATION

From the above table shows that the most of respondents are aware about advantages of green marketing product.

Table 4.11 Green Marketing is More Effective than Regular Marketing

Particulars	Frequency	Percent-age
Strongly agree	4	6.67%
Agree	24	40%
Neutral	28	46.67%
Disagree	4	6.67%
Strongly disagree	0	0
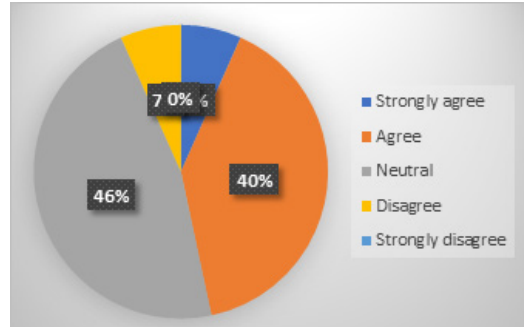
INTERPRETATION

From the above table shows that the details of ―green marketing is more effective than regular marketing,40% respondents are agree this statement,6.67% respondents are strongly agree this statement, 46.67% respondents are neutral, and 6.67% respondents are disagree.

Findings

• Most of the respondents are female

• The maximum number of respondents education qualification is degree.

• 93.3% respondents are aware about green product.

• Higher percentage of respondents became aware of green products through mobile phone (46.67%)

• The maximum numbers of respondents are using cosmetics products recently.

• Most of the respondents are purchasing are purchasing green products for product features.

• Maximum numbers of respondents are agreed that green products are overpriced.

• Majority of respondents are believed green products are helping to save resources and manage waste.

- Most of respondents are that willing to pay more on green products for environmental protection responsibility.

- Most of the respondents are not willing to pay more green products because of product cost is too high, can't afford them.

- The maximum number of respondents are aware about advantages of green marketing

- product.

- Higher percentage of the respondents are agree with the statement that green marketing is more effective than regular marketing.

Suggestions

The government needs to take action to encourage the usage of green products.

In order to decrease costs and lower the price of generating green products, better technologies should be employed.

Companies must be given the key information about being green through direct marketing, commercials, public relations, etc. to the customers.

Government, educational institutions, commercial establishments, and society at large should make constant efforts to raise consumer awareness and encourage environmentally friendly purchasing habits.

The majority of consumers are aware of green products and the green marketing idea, but some still require further education. New marketing tactics must be created in response to this. Need to concentrate on waste management in order to make their products eco-friendly. It contributes to less waste and resource wastage.

CONCLUSION

This research made an attempt to find out Consumer perception towards green product's . A sample of 60 people has taken to account to find out perception of consumers awareness of green products. Questionnaire is used for collecting primary data from consumers. Percentage, graph and tables are used for analyzing the collected data. It can be conducted for the results and findings of the study that they believe that the green products will improve the quality of life and they know that these products can address the environmental issues as well. However, because these products are scarce and expensive, they are not usually using those with a green tag. Consumers are willing to pay more for green items if they are offered at the same price as conventional products. We can lessen environmental problems by employing green products, and consumers can live better lives. This study has provided them with knowledge on how to effectively advertise a green product by clearly communicating the key takeaway to consumers, and the business needs to develop new marketing plans and strategies to become green.

BIBLIOGRAPHY

1. http://www.greeneconomics.net/Greenmarketing.pdf

2. https://www.greenco.in

3. International journal of engineering and advanced technology (LIEAT)

   ISSN: 2249- 8958 volume – 9 issue -1 October 2019

4. https://www.ecoideaz.com

5. Hand book of research of economic and political implications of green trading and energy use.

Luxury Marketing of Fashion Brands among Youth Consumers

Mohammed Shameem1 , Ajith C2

M.Com (Finance) MES Mampad College (Autonomous), Malappuram, Kerala

Abstract

In today's dynamic and ever evolving world of the fashion, luxury brands have recognized the significant of targeting youth consumers as a key demographic for sustained growth and relevance. The luxury industry is complex and require high level attention to understand the luxury consumers. There are various factors that influence the luxury brand buying behavior of peoples. Understanding why consumers purchase branded luxury goods, what they value in a brand and how their perception of the value of luxury affect their purchasing behavior is crucial for brand managers, marketers and researchers. The methodology adopted for this study is judgmental sampling based on structured questionnaire. Data collected from the sample size of 60 respondents were selected from Perinthalmanna taluk in Malappuram district. conclude that the consumers are influenced and motivated with many factors of purchasing luxury fashion branded products. The research present the perspective which are relevant in Indian conditions by studying the purchase behavior of youth consumers in Perinthalmanna taluk. The findings and results reflect the preference and satisfaction level of customers. This study would helps to the luxury marketers to understand the buying behavior of consumers.

Keywords: luxury brand, youth, buying behavior, consumer satisfaction

Introduction

The "Luxury" originated from the Latin word Luxuria, which means excess, exuberance or abundance. The consumption of luxury goods and services has become so widespread that everyone aspire to luxury, especially in fashion and people all over the world are familiar with the term luxury fashion brands. Luxury has become on increasingly used term, but it's true value and meaning are seldom clear. The luxury is an experience instead of an object and its different from person to person. Luxury is a term that is routinely used in our everyday life. Luxury marketing is a marketing of luxury goods, such items are not considered essential for people's daily life. By promoting and selling luxury products, brand tend to welcome consumers to try new products. Luxury products are unique, desirable and help build amity with the consumers. Luxury

goods have now become affordable to more consumers from the middle class who gain more money then even before and therefore luxury brands have the chance to establish their reputation The history of Indian luxury is as old as the history of our nation. The opulent world of Maharajas and their splendor and magnificent vision had always been and attraction for the largest European Luxury Houses.

Review of Literature

Saima Khan(2018) this study "Instagram as a marketing tool for luxury brands" examines the Instagram marketing efforts of different luxury brands from five perspective; trendiness, entertainment, interaction, word of mouth and customization. This study say that Instagram is a good platform to market branded products. Social medias like Instagram provide the latest information about luxury brands and also analyzed the key elements of creating brand equity through Instagram marketing. In this research quantitative survey was designed to target consumers. Wanhsiu Sunny Tsai, Qinghua Yang and Yu Liu(2013) this study "Young Chinese consumers snob and bandwagon luxury consumption preferences" this research investigates the preference of luxury brands among a distinct transnational consumer community consisting of young, well travelled Chinese consumers, in light of the growing spending power of Chinese consumers in the global luxury industry. the impact of Chinese

consumers cultural identification with both American and Chinese cultures is specifically investigated in relation to their bandwagon and snobby preference for luxury brand. Bian, Q, and For sythe, S.(2012)in their article "Purchase intention for luxury brands: A cross cultural comparison" is a cross cultural study that looks at the influence of individual characteristics and brand related variables on US and Chinese consumers' purchase intent for luxury brands. It was discovered using a structural equation model that consumer self-monitoring the United States and China positively influence social work attitudes towards luxury brands. Maria Haataja(2011) have examined the respondents' knowledge, opinions, personal preferences and style, thoughts, and feelings regarding the luxury market using open end questions and qualitative data gathering approaches. The study fount that people generally thought of luxury goods as being pricey, distinctive, exclusive and extra often coming with a brand name. according to Maria's study, two key characteristic of luxury goods were their high price and excellent quality. The majority of respondents roughly two third had favorable opinios about buying luxury goods. Sonny Nwankwo, Nicolas Hamelin and Meryem Khaled(2014) the research paper "Consumer values; motivation and purchase intention for luxury goods" investigate hoe different societies and cultures relate to the

consumption of luxury goods and how consumer values and motivation in different context of influence purchase intentions towards luxury goods. Through this study it find that, as the support price of luxury goods that consumers intend to buy increases, the influence of religion decreased and similarly, according to the nature of purchasing behavior, women are more positive than man. The increase in disposable income in Morocco has boosted consumers demand for luxury goods and their confidence in them.

Research Problem

The luxury industry is complex and require high level attention to understand the luxury consumers. There are various factors that influence the luxury brand buying behavior of peoples. Understanding why consumers purchase branded luxury goods, what they value in a brand and how their perception of the value of luxury affect their purchasing behavior is crucial for brand managers, marketers and researchers. There have been a lot of research and investigation already in the areas as to why do peoples pay high price for luxury goods, as well as what type of branded goods consumers prefer. However, most of these research and investigation on luxury consumption focus on the context of western world and consumers in the developed markets, while comprehensive studies and researches on the contexts of Indian perspective is rare.

Objective of The Study

- To understand buying behavior of youth consumers while making purchase of luxury products in Perinthalmanna taluk.

- To study the various factors influencing while purchase of luxury brand products

- To evaluate the satisfaction level of consumers towards luxury brand purchased.

Research Methodology

The methodology adopted for this study is judgmental sampling based on structured questionnaire. Primary data collected from the sample size of 60 respondents were selected from Perinthalmanna taluk in Malappuram district. Secondary data collected from the published journals, articles and websites etc. The collected data was analyzed using percentage method, mean, standard deviation, weighted average method, Chi-square test and Independent T-test.

Hypothesis of the Study

H01: There is no association between income and amount spend on luxury brand products

Limitations of the Study

- The area covered for research was only in Perinthalmanna taluk.

- This study covers only youth population

- Limitations of judgmental sampling method .

Data Analysis And Interpretation

1) GENDER, AGE AND MONTHLY FAMILY INCOME OF RESPONDENTS

VARIABLES	STATUS	NO.OF RESPONDENTS	PERCENTAGE
GENDER	Male	28	53
	Female	32	47
	TOTAL	60	100
AGE	15 - 20years	3	5
	20 – 25 years	24	40
	25 – 30 years	26	43.33
	30 – 35 years	7	11.67
	TOTAL	60	100
MONTHLY FAMILY INCOME	Below 25000	20	33.33
	25000 – 50000	17	28.33
	50000 – 75000	19	31.67
	Above 75000	4	6.67
	TOTAL	60	100

Interpretation

Table present, Out of 60 respondents, 47% of the respondents are male and 53% respondents are female. The table depicts that 43.33% of the respondents belongs to the age group between 25 – 30. 40% are 20 – 25. 5% of the respondents belongs to the age group 15- 20 and Only. It is found that majority of the respondents belongs to the age group of 25 – 30 In the case of monthly family income of respondents, 33.33% of the respondents are belonging to the income category below 25000, 31.67% each of the respondents are between 50000 and 75000, 28.33% of the respondents are having the income between 25000 and 50000 and the remaining 6.67% of the respondents are belonging to the category of above 75000.

2) LUXURY BRANDS PURCHASED BY THE CUSTOMERS (Multiple response)
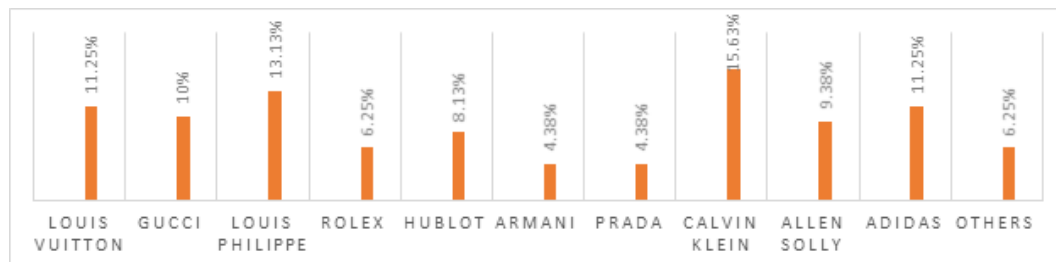
Interpretation

It is be depicted that 15.63% of the respondents has purchased Calvin Klein;13.13% of the respondents has purchased Louis Philippe;11.25% of the respondents has purchased Louis Vuitton;11.25% of the respondents has purchased Adidas: 10% of the respondents has purchased Gucci;9.38% of the respondents has purchased Allen Solly; 8.13% of the respondents has purchased Hublot; 6.25% of the respondents has purchased Rolex; 4.38%

3)FREQUENCY OF PURCHASE LUXURY BRANDED PRODUCTS
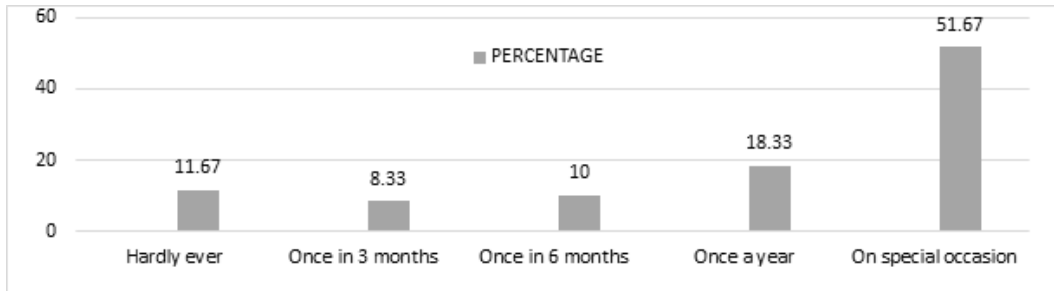
Interpretation

Majority(51.67%) of the respondents make luxury brands purchase on special occasion; 18.33% of the respondents purchase luxury brands once in year; 11.67% of the respondents hardly purchases luxury brands; 10% of the respondents purchase luxury brands once in 6 months

4) AMOUNT SPENT AT A TIME ON LUXURY BRANDED PRODUCTS
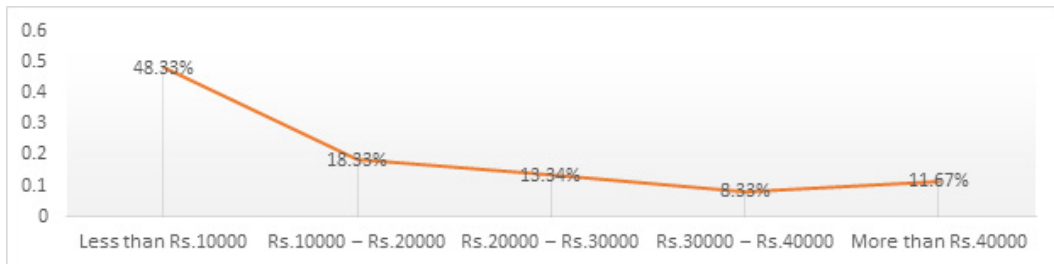
Interpretation

It can be observed that 48.33% of the respondents spend less than Rs.10000 on luxury brand at a time; 18.33% of the respondents spend between Rs.10000 – 20000; 13.34% of the respondents spend between Rs.20000 – 30000; 11.67% of the respondents spend more than Rs.40000 and remaining 8.33% of the respondents spend between Rs.30000 - 40000

5) PREFERENCE OF CATEGORIES OF LUXURY BRAND
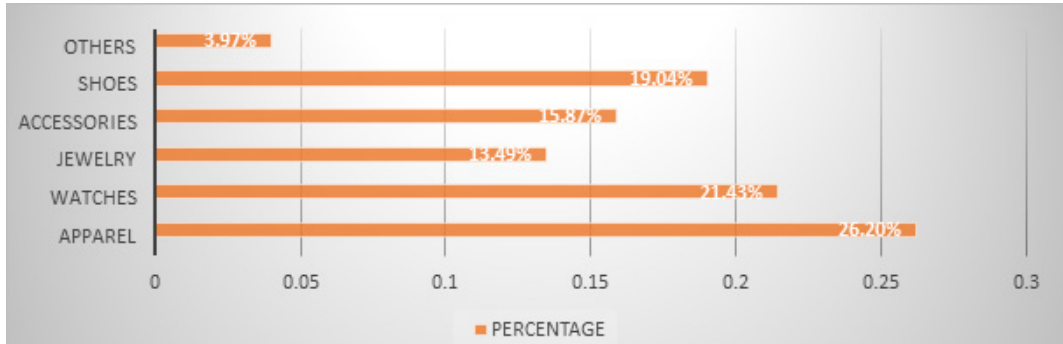
Interpretation

26.2% of the respondents preferred to purchase luxury apparel; 21.43% of the respondents preferred to purchase luxury watches; 19.04% of the respondents purchase shoes; 15.87% of the respondents purchase accessories; 13.49% of the respondents purchase jewelry and remaining 3.97 % of the respondents purchase other category of luxury products

6)INFLUENCES IN PURCHASE OF LUXURY BRAND PRODUCTS
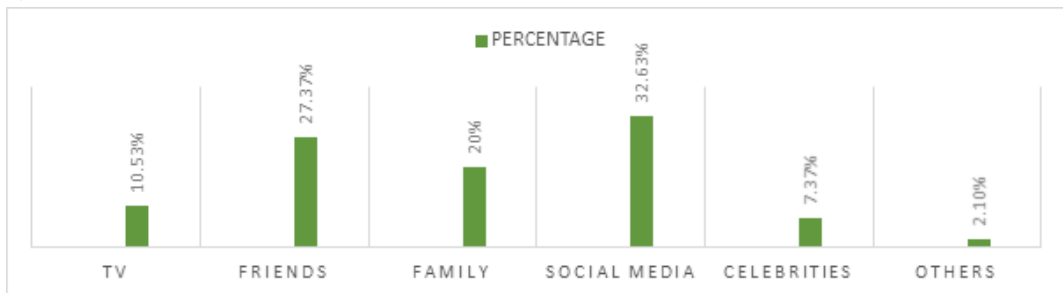
Interpretation

32.63% of the respondents are influenced by social media to purchase luxury branded products; 27.37% of the respondents are influenced by their friends to purchase luxury brand products; 20% of the respondents are influenced by their family to purchase luxury brand products;10.53% of the respondents are influenced by TV to purchase luxury brand products; 7.37% of the respondents are influenced by celebrities to purchase luxury brand products and remaining 2.10% of the respondents are influenced by other ways to purchase luxury brand products

7)MOTIVE IN PURCHASING LUXURY BRAND
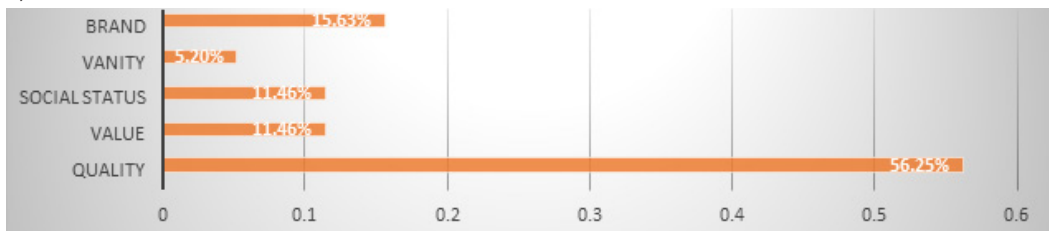
Interpretation

Quality is the motive for 56.25% of the customers to purchase luxury brands; 15.63% of the customers motivated by brand of luxury products; 11.46% of the customers purchasing luxury brand due to its value; 11.46% of the customers opines that luxury brand provide social status; 5.20% of the customers purchase luxury brand products for vanity

8) WEIGHTED RANKING OF FACTORS INFLUENCING ON PURCHASING LUXURY BRAND GOODS

FACTORS	RANK					TOTAL	MEAN	MEAN RANK
	1*5	2*4	3*3	4*2	5*1			
Need for uniqueness	75	28	42	28	10	183	3.05	IV
Need for status	55	88	63	8	2	216	3.60	II
Price	45	88	57	12	4	206	3.43	III
Quality	205	32	9	10	3	259	4.31	I
Promotion	40	36	45	28	14	163	2.71	V
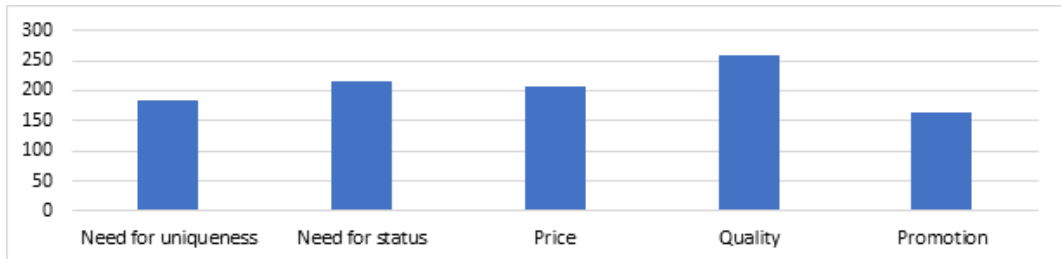
Interpretation

On the basis of the ranks assigned by the respondents, the factors influencing purchase of luxury products are analyzed, it is evident from the above table and figure show the quality of the luxury product was the main reason for purchase of luxury products, it follow the mean score 4.31. and then need for status, price, need for uniqueness and promotion.

9)PURPOSE IN BUYING LUXURY GOODS
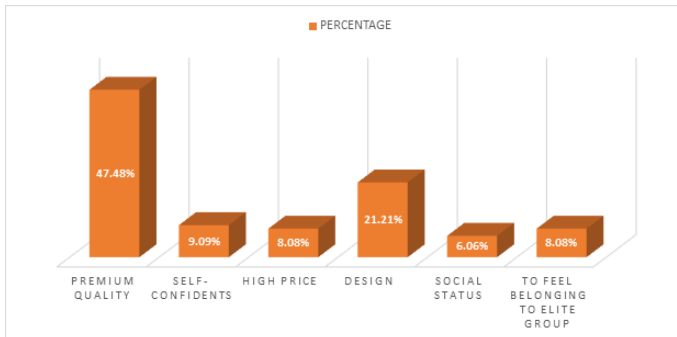
Interpretation

47.48% of the customers make luxury brand purchase due to its premium quality;21.21% of the customers buy luxury brands because its design; 9.09% of the customers suggest that luxury brand provide self-confidence; 8.08% of the customers buy luxury brands because it incur higher price; 8.08% of the customers make luxury brands purchase to feel belonging to elite group and 6.06% of the customers opines that luxury brands provide social status.

10)CUSTOMERS SATISFACTION TOWARDS LUXURY BRAND PURCHASE

PARTICULARS		1	2	3	4	5	MEAN	S.D
I enjoy using this product	n	1	2	5	25	27	4.25	0.875
	%	1.67	3.33	8.33	41.67	45		
Purchasing luxury brand products give me pleasure and happiness	n	2	3	17	28	10	3.68	0.929
	%	3.33	5	28.33	46.67	16.67		
Owing luxury goods indicates a symbol prestige.	n	2	8	26	16	8	3.33	0.985
	%	3.33	13.33	43.33	26.67	13.33		
Do you agree that you buy luxury products enhance your image	n	8	13	15	18	6	3.01	1.214
	%	13.33	21.67	25	30	10		
I am satisfied with the price of the luxury goods I have purchased	n	3	1	19	28	9	3.65	0.954
	%	5	1.67	31.67	46.67	15		
I am satisfied with the quality of the luxury goods I have purchased.	n	2	1	8	31	18	4.03	0.901
	%	3.33	1.67	13.33	51.67	30		

1- strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly agree)

Interpretation

Table 12 shows the customer satisfaction towards luxury goods purchased. It show that majority customers are enjoy using this luxury brand products, following mean score is 4.25 and S.D 0.875. majority of customers are satisfied with the quality of luxury goods they have purchased, following mean score is 4.03 and S.D 0.901. regarding factor "purchasing luxury brand products give me pleasure and happiness" , 46.67% respondents are agreed and 16.67 respondents are strongly agreed, the mean score regarding this factor 3.68 and S.D 0.929. 46.67% respondents are agreed they are satisfied with the price of luxury goods , the following mean score is 3.65 and S.D 0.954. 43.33% of respondents are neutral with owing luxury goods indicate a symbol of prestige, the following mean score 3.33 and S.D 0.985. 30 % of the respondents are agreed with buying luxury products enhance image , following mean score 3.01 and S.D 1.214. As per the table all the mean score

regarding the satisfaction of customers are higher than the mean response score.

HYPOTHESIS TESTING

There is no association between income and amount spend on luxury brand products

income of respondents * spending on luxury brand Crosstabulation

count		spending on luxury brand					Total
		less 10000	100000- 20000	20000- 30000	30000- 40000	More than 40000	
Incomeof respondents	under 25000	13	4	2	0	0	19
	25000-50000	10	2	0	3	2	17
	50000-75000	5	4	5	2	2	18
	above 75000	1	1	1	0	3	6
Total		29	11	8	5	7	60

Result (Chi-square test)
Calculated value = **24.470**
Table value = **21.026**
Level of significant = 5%,   df = 12

Interpretation

The above table suggest that there is association between income and amount spend on luxury brand products among consumers, because calculated value is higher than the table value so this hypothesis rejected

FINDINGS

- Majority customers are intend to increase the number of luxury goods purchase..

- 48.33% of the respondents are willing to spend less than Rs.10000 on luxury brand at a time and 11.67% of the respondents are willing to spend more than Rs.40000.

- The predominantly luxury brad by include Calvin Klein 15.63%, Louis Philippe13.13%, Louis Vuitton 11.25% and Adidas11.25%.

- 51.67% of the respondents make luxury brands purchase on special occasion.

- 26.2% of the respondents preferred to purchase luxury apparel while 21.43% of the respondents preferred to purchase luxury watches.

- The main motive behind the purchase of luxury brands includes the following; Quality is the motive for 56.25% of the customers to purchase luxury brands; 15.63% of the customers motivated by brand of luxury products.

- On the basis of rank assigned by the respondents it is evident that the main reason for choosing luxury products is because of quality of luxury brand and then need for status, price, need for uniqueness and promotion.

- 47.48% of the customers make luxury brand purchase due to its premium quality;21.21% of the customers buy

luxury brands because its design.

- 38.33% of the respondents are agreed that they will purchase luxury items even if the price increased

- 35% of the respondents are purchase luxury goods only when needed not on impulse

- Majority customers are do not bargaining while purchase of luxury products.

- The customers are purchased luxury fashion products for social status, enhance image and prestige.

- Majority of the customers are satisfied with price and quality of luxury products.

- Majority of respondents are agreed with purchasing luxury brand products give pleasure and happiness.

- From analysis of amount spend on luxury products and income level of respondents it is found that there is an association between income and amount spend on luxury brand product

SUGGESTIONS

- A marketer must understand the factors that influence consumer's purchasing behavior when it comes to luxury fashion products.

- There should be no problems with the quality of the luxury products, because consumers buy luxury fashion products at a high price.

- Luxury marketers should strive to create a luxury experience from the moment a customer interact with their brand.

- Marketers should conduct a periodic survey to understand customers needs, it help in determining demand.

- Provide luxury products at affordable price to all income group customers based on their needs.

- Through media, public relation and special events luxury marketers should establish a relationship with their customers.

- Expensive products are desirable because they convey premium quality. Consumers believe that the high price reflects the product's excellent quality and design..

- Social media is influencing more customers to purchase luxury products, therefore marketers should be publish the latest information about luxury goods in social media.

CONCLUSION

The present study conclude that the consumers are influenced and motivated with many factors of purchasing luxury fashion branded products. The research present the perspective which are relevant in Indian conditions by studying the purchase behavior of consumers in Perinthalmanna taluk. The findings and results reflect the preference and satisfaction level of customers. This study would helps to the luxury marketers to understand the buying behavior of consumers. Luxury is an abstract concept and its meaning

depends on personal and interpersonal motivations. In this study quality factor of luxury fashion product is the major determinant of purchase intention and customer satisfaction towards luxury fashion brands purchase. Indian consumers are traditional and are engage in conspicuous consumption. They buy luxury brands for getting recognition in the society and to show to others that they are capable enough to buy expensive products. They demonstrate their success and monetary achievement through the consumption of luxury branded products, which allow them to enhancing their social status. In this competitive era all the luxury marketers should have to concentrate on the customer's satisfaction to retain to existing customers and have to offer and introduce new luxury fashion products to attract the new customers. The research present the perspective which are relevant in Indian conditions by studying the purchasing behavior of consumers in Perinthalmanna taluk. Previous studies on luxury brands have merely explored this phenomenon western context. Future research may use a sample which is more representative of the entire consumer population.

REFERENCES

- Saima Khan(2018). Instagram as a marketing tool for luxury brand. International journal of management, business and research 8(2), 126

- Wanhsiu Sunny Tsai, Qinghua Yang and Yu Liu(2013) Young Chinese consumers snob and bandwagon luxury consumption preferences, International journal of management, business and research 8(2), 126

- Bian, Q, and For sythe, S.(2012). Purchase intention for luxury brands: A cross cultural comparison. Journal of business research, 65(10), 1443-145

- Maria Haataja(2011) "Attitudes of young people towards luxury products"

- Sonny Nwankwo, Nicolas Hamelin & Meryem Khaed(2014). Customer values, motivation and purchase intention for luxury goods. Journal of retailing and consumer services. 21(5), 735-744

- https://scholar.google.com

- https://fashion.luxur

The role of social media in shaping youth's buying choices

Shifa.NP and Shasma.N

Mcom, MES mampad college (autonomous)

Abstract

The way young people make purchases has changed due to the advancement of technology and the evolution of interpersonal communication systems. Youth's shopping behavior is now greatly shaped by social media platforms, also have an impact on decisions made about purchases and increase brand engagement. Companies may effectively interact with their target audience, foster brand loyalty, and increase conversions by understanding and utilizing the power of social media. As a medium for communication, social media has taken center stage. Social media is a global tool that people use to engage with one other and with organizations. People exchange product reviews, details about services, dietary and health advice, product warnings, usage advise, and much more as customers. Social media has the power to affect consumers purchasing decisions because of its content, images, discounts, promotions and influencers.

Key words :Social media, Youth, buying choices

Introduction

Globalization and technological advancement have brought a significant impact on today's economy. The economy has developed very much. In recent years, social media have become one of the important tools of marketing communication. The way that consumers and marketers communicate has changed as a result of the Internet, especially social media. The ability to store enormous volumes of data at several locations at a low cost is one of the features of the Internet. Other features include its robust search engines. Data organization and dissemination the ability to act as a physical distribution medium for software, and reasonably lower cost. With the help of net and the presence of various social media sites it is now possible for people to meet their needs at a single click of button. Different platforms offers wide varieties of products with attractive offers that is why most of the people choose social media. The purchasing decision of people are influenced by social media through group communication. The social media modifies the communication methods between sellers and buyers. Communication through social media is a new platform to transfer information regarding products and services. People are well equipped with modern technologies so

these social media platforms are very useful to them.

This paper aims to measure the role of social media in shaping youth's buying choices. People uses social media to share their experiences, reviews, information etc to their friends. That information is a helpful source, which may influence people's choices. So social media is an inevitable part of today's world.

Literature Review

1. D.Lakshmanan and Dr.S.Rabiyathul Basariya [7] (2017) have investigated the effectiveness of advertising through social networking sites. According to the study, the quality of the messaging or content, the company's involvement, and its association with other marketing platforms all have a significant impact on the effectiveness of social media marketing.

2. Dr. Priya Grover and Rama Krishna Mandan[9] (2017) Investigates the buyer behaviour matrix of auto products and social media. The article attempts to understand the shifting consumer perception of social media and its role in consumer decision making by examining the strategic role of social media in the promotion of passenger automobiles in India.In addition, it provides factual support for a consumer-centric approach to social media marketing used by Indian automakers.The paper ends with a discussion of the consumer decision making model. It finds that, while social media does influence consumers' post-purchase behavior when they share their experiences and feedback online, it does so only until they are evaluating their options, where the mass media continues to have a dominant role.

3. Sadia Afzal et al.,[12](2015) In his paper he discussed about the impact of online advertisement on consumer buying behaviour of branded garments. The study identifies that the quality, content of advertisement, design, loyalty of consumer towards brand and buying experiences of consumers are the important factors which affect consumers buying behaviour.

4. According to Berthon et al.[2] (2012) Creative corporate practices and lifestyle patterns are being disrupted by the newest interactive technology.

5. Mir et al.,(2012) 46 Countless online forums and news groups affect consumer's decisions to buy. When numerous people have favourable things to say about a brand, that brand's image improves.

6. Ramasunder(2011) According to their analysis, internet businesses have a big influence on consumers' decisions. Consumer opinions will affect one another .The opinions of other consumers have an impact on repurchases. In order to obtain additional information before making a purchase, consumers are turning to the internet.

7. Shafiq Muhammad Gul et al.(2004) During the analysis, the researchers

focused on determining how social media and client purchasing behavior relate to one another. Students from Karachi's academic institutions participated in the study. The students completed about 265 surveys. The study concludes that there isn't much of a connection between customer purchasing behavior and social media.

8. Manju Ahuja and colleagues (2003)02 In their research, which focuses on examining the variables that affect customers' browsing and purchasing habits when making online purchases, the study examines customers who use business-to-consumer websites. In order to better understand consumer behaviors and purchasing strategies for a particular class of goods and services, the researchers also looked into the purchasing preferences of customers with a range of demographic profiles. The most powerful element influencing consumers' purchasing decisions is social media.

9. Bikhchandani et al.(1998)01 discuss whether or not consumers will buy a product and whether or not they will recommend it to others. These are typically utilized as criteria when intending to buy. Additionally, the study shows that consumers' levels of involvement vary depending on the outcome of knowledge cascades caused by various product features on social media. It concludes that consumers attempt to demonstrate wildly disparate degrees of involvement in various scenarios involving brand purchases and word-of-mouth recommendations.

Research Methodology

This study entitled "The Role of Social media in shaping Youth's Buying choices" used both primary and secondary data. Primary data is collected through well designed questionnaire and secondary data collected from books, websites,etc

1.Research design: The study is designed as a descriptive research using primary and Secondary data.

2. Sample size: The data for the study is collected from 60 respondents

3. Sampling method: convenient random sampling is used to collect data

4. Population: The population of the study includes customers among youth

5. Source of data: The study includes two types of primary and secondary data

6. Tools for data analysis: The statistical tools used for the study are percentages

7. Tools for data collection: This data collection pertains to study on primary data and secondary data. well structured questionnaire is used to retrieve data from primary source

8. Tools for data presentation: The tools like tables, charts and diagram are used for data Presentation.

DATA ANALYSIS AND INTERPRETATION

Age

Basis	Number of respondents	percentage
15-20	8	13.33%
20-25	42	70.00%
25-30	7	11.67%
30-35	3	5.00%
Total	60	100
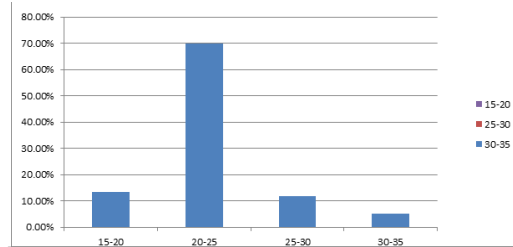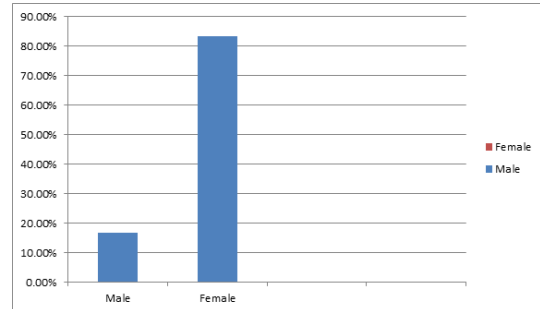
Interpretation

The above table shows that , 70.00% of the respondents are belongs to the age group of 20-25. 13.33% of respondents are belong to the age group of 15-20.11.67% of respondents are belong to the age group of 25-30 and 5.00% are comes under 30-35.

Gender

Basis	Number of respondents	Percentage
Male	10	16.67%
Female	50	83.33%
Total	60	100

Interpretation

The above table shows that , 83.33% of the respondents are female and others are male.

Marital status

Basis	Number of respondents	Percentage
Married	32	53.33%
Unmarried	28	46.67%
Total	60	100
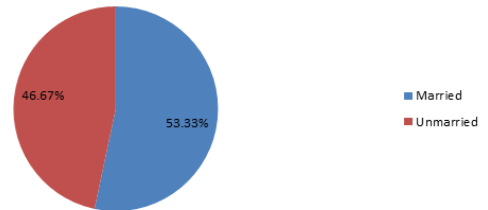
Interpretation

The above table reveals that , majority of respondents (53.33%) are married and others are unmarried.

Preference for social media

Basis	Number of respondents	Percentage
Yes	58	96.67%
No	2	3.33%
Total	60	100
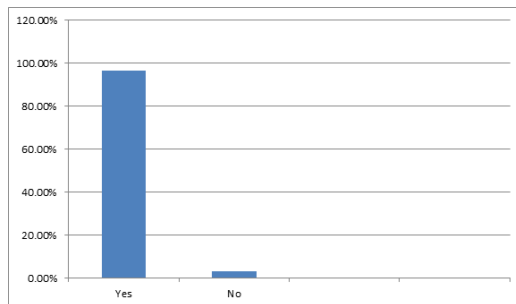
Interpretation

The above table shows that , 96.67% of the respondents are prefer social media.

Why do you prefer

Basis	Number of respondents	Percentage
Low Price	20	25.64%
Customer review	14	17.95%
Delivery mode	11	14.10%
Wide selection of product	26	33.33%
Others	7	8.97%
Total	60	100
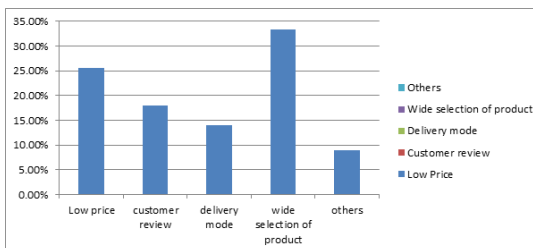
Interpretation

From the table we can ascertain that , 33.33% of the respondents are prefer social media because of wide selection of product. 25.64% are prefer due to low price. 17.95% are due to customer review.14.10% are because of delivery

mode and others are belongs to other category.

Media platforms

Basis	No of respondents	Percentage
Instagram	33	45.21%
Telegram	19	26.03%
Whatsapp	15	20.55%
Others	6	8.22%
Total	60	100
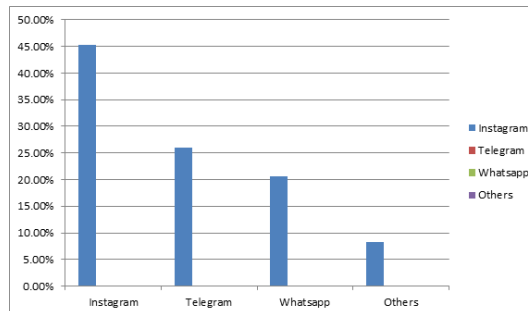
Interpretation

The above table shows that , 45.21% of the respondents are prefer instagram more.26.03% are prefer telegram.20.55% are prefer whatsapp and others belongs to the other category.

Factors influencing for buying the product

Basis	No. of respondents	Percentage
Buy one get one free	12	17.39%
Free shipping	24	34.78%
Percentage offer when spend a fixed amount	22	31.88%

Others	11	15.94%
Total	60	100

Interpretation

The above table shows that , 34.48% of the respondents are influenced by free shipping for buying the product.31.88% are due to percentage offer when spend a fixed amount.17.39% are due to buy one get one free and others are belongs to other category.

Satisfaction level

Basis	No. of respondents	Percentage
Highly satisfied	5	8.20%
Satisfied	34	55.74%
Neutral	19	31.15%
Dissatisfied	2	3.28%
Highly dissatisfied	1	1.64%
Total	60	100
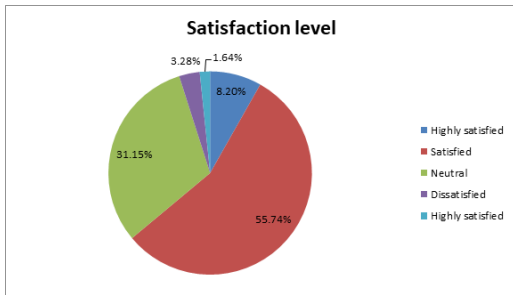
Interpretation

The above table shows that, 55.74% of the respondents are satisfied towards social media.31.15% are neutral.8.20% are highly satisfied.3.28% are dissatisfied and 1.64% are highly dissatisfied.

Products are purchased more

Basis	No. of respondents	Percentage
Cloth items	24	34.78%
Cosmetics	20	28.99%
Electronic items	10	14.49%
Others	15	21.74%
Total	60	100
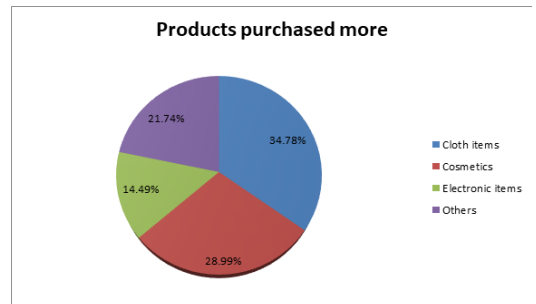
Interpretation

The above table shows that , majority (34.78%) of the respondents are purchased cloth items.28.99% are purchased cosmetics.14.49% are purchased other items and remaining are purchased electronic items.

The online advertisement on social media influences the buying decision

Basis	No. of respondents	Percentage
Strongly agree	6	9.84%

Agree	30	49.18%
Neutral	22	36.07%
Disagree	3	4.92%
Strongly Dis-agree	0	0.00%
Total	60	100

The online advertisement on social media influences the buying decision

4.92% 0.00%
9.84%
36.07%
49.18%

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree
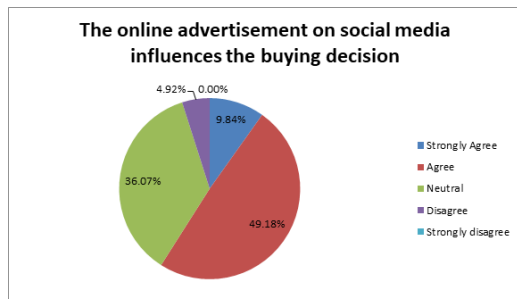
Interpretation

The above table shows that , 49.18% of the respondents are agree that the online advertisement on social media influences the buying decion.36.07% are neutral.9.84% are strongly agree and other are disagree.

Kinds of online advertisement like to see

Basis	No. of respondents	Percentage
Pop up adver-tisement	18	29.51%
One that runs on the top or bottom of the websites	15	24.59%
One which has question-naire	2	3.28%
Others	26	42.62%
Total	60	100

Interpretation

The above table shows that, 29.51% of the respondents are like to see pop up advertisement. 24.59% are like to sse once that runs on the top of the websites.3.28% are like to see one which has questionnaire and remaining are comes under other category.

42.62% 29.51%
24.59%
3.28%

- Pop up advertisement
- One that runs on the top of the website
- One which has questionnaire
- Others
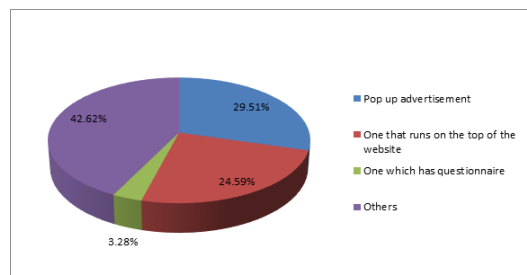
Factors which make online advertisement more effective

Basis	No. of re-spondents	Percentage
Caption	26	40%
Colour combination	16	24.62%
Slogan	4	6.15%
Others	19	29.23%
Total	60	100

- Others
- Slogan
- Colour combination
- Caption
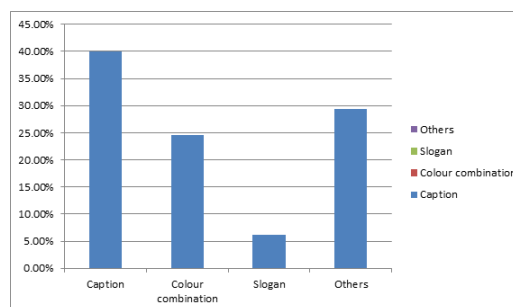
Interpretation

The above table shows that , 40.00% of the respondents are suggest that "captions" made online advertisement more effective.

Social media affect the vision of brand

Basis	No.of respondents	Percentage
Yes	48	77.42%
No	12	22.58%
Total	60	100
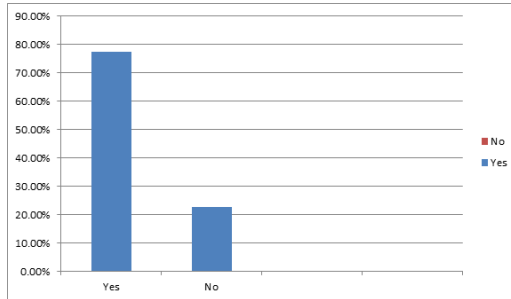
Interpretation

The above table shows that , 77.42% of the respondents are agrees that social media affect the vision of brand and only 22.58% are not agree.

Social media platforms are the reason for engagement of customers with their favourite brand

Basis	No. of respondents	Percentage
Yes	49	81.67%
No	11	18.33%
Total	60	100
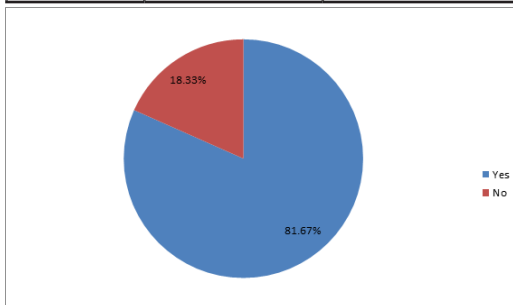
Interpretation

The above table show that , 81.67% of the respondents are agrees that

Social media platforms are the reason for engagement of customers with their favourite brand.

FINDINGS

- Out of 60 respondents, majority (70.00%) are belongs to 20-25 age group.

- Most of the respondents are female.

- Regarding the family status most of them (53.33%) are married.

- 96.67% of respondents are prefer social media for shopping.

- Majority (33.33%) of them are prefer social media because of wide selection of product.

- 45.21% of respondents are prefer instagram for purchasing the products.

- Out of 60 respondents , 34.78% are purchasing products because of free shipping.

- 55.74% are satisfied towards social media.

- Majority of the respondents are purchasing cloth items through social media.

- 49.18% are agree that online advertisement on social media influences the buying decision.

- Most of them are like to see other kind of advertisement.

- 40.00% of respondents are suggest that caption make advertisement more effective.

- Majority of the respondents agree that social media affect their vision of brand.
- 81.67% are agrees that social media platforms are the reason for engagement of customers with their favourite brand.

SUGGESTIONS

1. Give more awareness about social media platforms among customers.
2. Collect customers review and take necessary actions and modified marketing policy according to their trend.
3. Make social media platforms up to date.
4. Bring attractive online advertisements.
5. Give more security against cyber attack.

CONCLUSION

Social media is an inevitable part of our life. The technological advancement has made dramatic changes in consumers buying choices. Social media is a powerful tool which enhances the relationships, communication between customers. The importance of social media is increased day by day. It is a very convenient method which is possible for people to meet their needs at a single click of button. It also benefit to various platforms like instagram, Whatsapp, Telegram, etc to increase their value. Based on the result of the study, it can be assumed that social media plays an important role in shaping youth's buying choices.

REFERENCES

1. Asad rehman.and sharma,s.,(2012). assessing the impact of web 2.0 on consumer purchase decision:Indian perspective international journal of marketing and technology,vol.2(7),pp.125-139.
2. Achille s.j.(2008).world statistics on the number of internet shoppers(online). USA:Santeachille available:http://blog. webcertain.com/ world statistics-on-the-number-of internet shoppers.

Study of Internet Banking Usage : Elderly V/S Young

Shifana, Fathima Minna K

M.COM (Finance)

MES Mampad College (Autonomous), Malappuram, Kerala

Abstract

The factors that influence young people's and elder people's use or lack of thereof internet banking have not been thoroughly exampled in the research on the subject. As such, this study explores the inclinations of various age groups, about online banking. Moreover, it looks for the superior one in terms of assistance provided through traditional or online banking. The study is going to use a convenient sampling method & is description in nature. Moreover this study going to conclude that there is any relationship between number of years of usage and online banking.

KEY WORDS: Online banking , Traditional banking , Elderly , Youth

Introduction

Prior to the introduction of e-banking in India, bank-customer transactions were conducted one-on-one. While the bank branch handled customer service, payments, clearing, loan applications, account opening, and other tasks, the head office handled general clearing, branch size, training, loan approval, customer account monitoring, and other tasks without direct customer interaction.

India's banking industry has seen several stages of development during the past 50 years. Globalization and liberalization have brought forth a new atmosphere in banks worldwide. Banks are providing new services using the newest technologies, like Internet banking, telebanking, and anywhere, anytime banking. Indian banks are now under pressure to adopt the newest technologies in order to stay competitive and maintain their clientele in the face of foreign banks' arrival. Banks are becoming more conscious of the function of internet banking as a result of expanding competition and elevated expectations. E-banking, a byproduct of innovation, has completely transformed the financial sector.

Internet banking is considered to be the remarkable development in the banking sector. The ability to carryout banking transaction through the internet has empowered customers to execute their financial transactions with their comfort. Customers and bankers alike can profit from internet banking. Because it has significantly decreased the transaction-related paperwork and administrative costs, the bankers

find this system to be cost-effective. In addition, banks have the capacity to serve thousands of clients at once.

Traditional banking has always required a lot of time and patience. However, the time needed to conduct financial transactions has been drastically decreased by online banking, making banking more rapid and easy. The biggest benefit of Internet banking, among many others, is that clients may now request financial transactions or statements without having to wait in the bank's arduous and protracted lines. Through Internet banking, clients can obtain any information about their accounts and transactions, any time of the day. there are lots of advantages of internet banking services like; time saving, minimum effort, cost saving, easiness and many more.

The number of people ready to utilize this service as of yet is limited by the need for a basic understanding of computers and the Internet in order to increase the use of Internet banking in semi-urban areas. It is crucial to establish internet banking services in distant areas of India because 60% of Indians still live in villages, where internet development is progressing at a very steady pace. Using internet banking might be challenging for many people who are not tech savvy or Internet savvy. As a result, using Internet banking for beginners takes a lot of The number of people ready to utilize this service as of yet is limited by the need for a basic understanding of computers and the Internet in order to increase the use of Internet banking in semi-urban areas. It is crucial to establish internet

banking services in distant areas of India because 60% of Indians still live in villages, where internet development is progressing at a very steady pace. Using internet banking might be challenging for many people who are not tech savvy or Internet savvy. As a result, using Internet banking for beginners takes a lot of time. Furthermore, when it comes to financial problems, people also find it hard to trust a fully automated system like Internet banking for beginners take lots of time. Furthermore, when it comes to financial problems, people also find it hard to trust a fully automated system like Internet banking. In many instance, a simple mistake , like clicking a wrong button , may create a big problem.

The process of e banking started in 1980's when RBI had setup two committees in order to setup the pace of automatic operations in the banking sector. Under the direction of Dr. C. Rangarajan, the RBI Governor at the time, a high-level group was established to plan out the banking industry's progressive computerization and mechanization over a five-year period, from 1985 to 1989.The primary goal was to enhance customer service, and two branch automation models were created and put into use. The second group, the Rangarajan committee, was established in 1988 as part of this five-year plan to create a comprehensive conceptual plan for the computerization of banks and to expand automation into other domains like ATMs, BANKNET, SWIFT, e-banking, financial transfers, and email.

With effect from October 17, 2000, the Indian government passed the

Information Technology Act, 2000, sometimes referred to as the IT Act, 2000, giving electronic transactions and other forms of electronic business legal standing. The RBI established an e-banking "Working Group" to look at various facets of e-banking. The three main facets of electronic banking that this group concentrated on were (1) technology and security challenges, (2) legal difficulties, and (3) regulatory and supervisory issues.

This study provides information on the use of mobile banking, online banking, and bank visits by the nation's youth and old population. Some elderly folks would rather visit the bank since they don't utilize internet banking and because they have a passbook that can only be updated in person. Elderly individuals are satisfied with the services they receive from visiting banks, but younger people who prefer online banking are satisfied with the services they receive from that as well. Since the younger and older generations were born in rather different eras, there are some aspects of their lives that cannot be compared. The youth are content with the services they are receiving while lounging around the house, but if they need to deposit or withdraw large amounts of cash, they must visit the bank.This study provides information on the use of mobile banking, online banking, and bank visits by the nation's youth and old population. Some senior citizens would rather go to the banks since they are not used to internet banking, and they have a passbook that can only be updated in person at the banks. While younger people prefer to use internet banking,

the elderly are content with the services they receive by visiting banks. Since the younger and older generations were born in rather different eras, there are some aspects of their lives that cannot be compared. The services provided to young people when they sit at home are satisfactory, but if they need to deposit or withdraw large amounts of money, they must visit the bank.

Literature Review

Hung, Lin, and Wang (2020):This study paper's primary goal was to investigate the major variables influencing customers' propensity to use internet banking. There are two procedures to investigate the crucial elements that businesses use to run their online banking operations. Then, in order to examine the characteristics of the clients who are actually utilizing online banking, structural equation modeling (SEM) was employed. Through these two processes, it will be possible to identify the distinctions between the clients and the organizations that have adapted.

Msweli & associates (2020): According to this report, in order to serve this expanding market, mobile commerce providers and designers must be aware of the specific needs that the senior population has. Since mobile banking is still in its infancy in many parts of the world, future studies should concentrate on expanding the corpus of information related to this situation. The study also revealed a research gap concerning mobile banking and commerce with the older population. These findings were corroborated. Given this, it is determined that there is a need for

additional research, especially from the standpoint of emerging nations.

Kemal (2019): The significance of mobile banking in the reception of social cash is still little understood, despite governments in developing nations showing an increasing interest in and attempt to promote financial inclusion through the distribution of digital government-to-person (G2P) payments. This paper applies Orlikowski's Duality of Technology, which critically examines mobile banking usage by women beneficiaries and technology's effects on the institutional properties of their households, through an interpretive case study of the Benazir Income Support Programmer (BISP) in Pakistan.

S. & Bhai (2018): In the past few years, Indian banking sector has been completely transformed. The banks are facing many challenges and many opportunities are available with the banks. Many innovations like ATM cards, credit cards, RTGS, debit cards, mobile banking etc. have completely changed the face of the Indian online banking. But there is a need to have more innovative solutions so that the challenges can be solved and the opportunities can be easily availed by the Indian bankers.

The Grech group (2017): This study examined how consumers felt about internet banking (IB), paying special attention to how different generations felt about the service. When predicting how demand will change over time, banks must take into account the attitudes of their customers. Taking care of the aforementioned issues will become even more crucial as banks compete more and more with non-bank organizations, like electronic money institutions that provide payment services.

The Harrison group (2016): the idea that retail customers' adoption of Internet banking is influenced by both channel and customer preparedness, and to carry out a preliminary test of the idea among Scottish individual banking clients. It also hesitates to assert that the six readiness variables that our final study model validates are the actual universal antecedents of Internet banking uptake by retail banking consumers worldwide.

Research Problem

The factors that influence young people's and elder people's use or lack of thereof internet banking have not been thoroughly examined in the research on the subject.in lights of this study looks into how various age groups feel about online banking. additionally it looks for the best way to deliver services for online or traditional banking.

Objectives

- To study the preferences of different age groups regarding internet banking.

- To find which is better in terms of service deliver in internet banking or traditional banking.

Research Methedology

In this study, primary and secondary data are included. The questionnaire is used to gather the primary data.The

secondary data was obtained by means of the literature study, which gathered information from multiple sources. The young and old are the subjects of this study. The sample unit is made up of residents of Delhi NCR who are between the ages of 18 and 45. The nature of this research is descriptive and convenience sampling is the sampling frame employed in this study, with a sample size of 100.

Limitation

There are various restriction on this study, many people have difficulty in relying on the security of online transactions , fearing the real possibility of identity theft. Online banking is one of the challenge for the senior citizens because they have lack of necessary knowledge of digital banking services. They need outside assistance to manage their accounts.

Data analysis & Interpretation

1.AGE OF THE RESPONDENTS

AGE	RESPONSES
18-25	45
26-30	12
31-40	32
41-50	7
Above 50	4

Table 1

Interpretation

There are both elderly and young people included in this study and most of the respondents from the age group of 18-25,least from above 50.

2. Bank Name Of The Respondents

Bank name	No. of respondents
HDFC	8
CANARA	45
SOUTH INDIAN	12
SBI	20
INDIAN BANK	10
OTHERS	5

Interpretation

The table two shows that the most of the respondents have their bank account in Canara bank. 20 of them have bank account in SBI,12 in south Indian bank,10 in Indian bank and least of the respondents have their bank account in other banks.

3. Experience While Using Online Banking

Chart 1

Interpretation

The chart shows that the most of the respondents have good experience by using online banking. And the least of them have only very bad experience.

4. Experiences of traditional Banking
CHART 2

TRADITIONAL BANKING EXPERIENCE
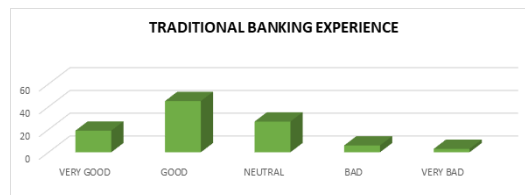
Interpretation

Around 45% of the respondents have good experiences with traditional banking, and the least 3% of them have very bad experiences.

5. Fraud Encounter
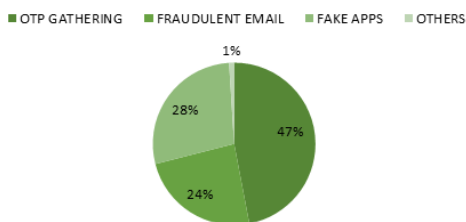
Chart 3

Interpretation

Most of the respondents(47%) face fraud encounter by OTP gathering ,then (28%)fake apps,24% of them face fraudulent email.

6.How Long Using Internet Banking

YEAR	NO OF RESPONSES
2-5	75
6-10	18
11-15	0
Non of above	7

TABLE 3

Interpretation

The majority of respondents are using internet banking for 2-5 years and 7% of them are not involving internet banking.

7.Recommentation Rate of Internet Banking Over Traditional Banking
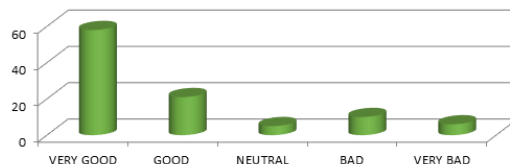
Chart 4

Interpretation

The above chart shows how people are rating more internet banking rather than visiting bank. 58 respondents rated internet banking as very good,21 respondents rated as good whereas 10 of them rated as bad and 6 of them rated as very bad.

8.Kind of Transactions Use on Daily Purposes For Bill Payment, Money Transfer etc

Daily services	Responses
Cheque	17
Google pay	59
Phone pay	13
NEFT	11

TABLE 4

Interpretation

Most of the respondents prefer google pay for daily purpose transaction. Then 17 of them using cheque,13 of them using phone pay and least 11 of them using NEFT.

9. Ineterest in Online Deposition
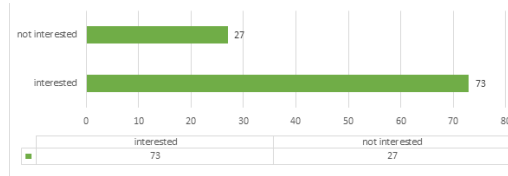
CHART 5

Interpretation

Most of the them are interested in online deposition and the least of them are not.

10. Applying Loan Through Internet Banking

Online loan	Responses
Stressful	36
Similar experiences	12
Easy going	42
Difficult to operate	10

TABLE 5

Interpretation

Most of the respondent responses that the applying online loan is an easy going process and the least of them responses that it is difficult to operate. Some of them experiences it was stressful .

1. Passbook Ordering

Passbook ordering	Responses
Oder from Internet banking	54
Visiting bank	16
Contacting a Customer care	30

TABLE 6

Interpretation

Most of the respondents are ordering passbook through internet banking, then customer care and least of them visiting the banks.

12. Balance Enquiry

Balance enquiry	Responses
Internet banking	67
Visiting bank	12
Customer care	21

TABLE 7

Interpretation

Most of the respondents are enquire their balance through internet banking, some of them using customer care and rest of them were visiting the bank.

13. The Facilities that Need more Improvement

Need for improvement	Responses
Cash depositing	38
Bank connectivity	49
Bank loans	10
Others	3

TABLE 8

Interpretation

most of the respondents suggest that bank connectivity wants more improvement ,then cash depositing, whereas 10 of the respondent suggest that bank loan want more improvemt.

Findings

- It is found that majority (86% the respondents prefer using internet banking over visiting bank physically Whereas (14%) respondents prefer going to bank

for the service.

- Majority of the respondents have very good experience by using online banking.

- Most of the respondents using internet banking for 2-5 years.

- Among the study, 80% of the respondents check their bank balance through internet banking.

- Majority of the respondents are using UPI payment system.

- Most of the respondents suggest that bank connectivity wants more improvement.

- Most of the respondents are ordering passbook through internet banking.

- Most of the them are interested in online deposition and the least of them are not.

- Most of the respondents(47%) face fraud encounter by OTP gathering.

Conclusion

This research indicates that young people primarily use internet banking rather than going to banks. On the other hand elderly individuals favor going to banks because, in their day, internet banking was not as popular it is now. This study help as to know why younger generations prefer online banking over traditional banking, whereas elder generations still visit physical banks and do not utilize the internet.

The youngsters prefer e-banking with the convenience of being able to access banking services from anywhere with the internet connection. The younger generation can teach the elder generation how to use online banking.

Reference

- Abeysiriwardhana, S. D. S., & Arampola, B. M. N. (2019). Factors Affecting Internet Banking Usage Behaviour of Urban Youth in Kandy Factors Affecting.

- Camilleri, S. J., & Grech, G. (2017). The relevance of age categories in explaining internet banking adoption rates and customers' attitudes towards the service. Camilleri, SJ, and G. Grech, 29-47

- Chong, A. Y. L. (2013). Predicting m-commerce adoption determinants: A neural network approach. Expert systems with applications, 40(2), 523-530.

- Hettiarachchi, H. A. H. (2013). Factors affecting to customer adoption.

- Omotayo, F. O. (2020). Use and non-use of internet banking among elderly people in Nigeria. International Journal of Social Sciences and Management, 7(2), 42-54.

- Onyia, O. P., Tagg, S. K., & Harrison, T. Conceptualising a model of customer and web-channel readiness for Internet banking adoption.

- Safeena, R., Date, H., & Kammani, A. (2011). Internet Banking Adoption in an Emerging Economy: Indian Consumer's Perspective. Int. Arab. J. e Technol., 2(1), 56-64.

- Shannak, R. O. (2013). Key issues in e-banking strengths and weaknesses: the case of two Jordanian banks. European Scientific Journal, 9(7).

- http://scholar.google.com

Unveiling Digital Governance: Exploring Perceptions and Awarness among Consumers at Akshaya Centers (Malappuram District)

Niveditha. C. T, Aswathi. M

M.Com DGM MES Mampad college

Abstract

The development and economic expansion of rural India are significantly influenced by information and communication technologies, or ICTs. In this regard, recent implementations of rural e-governance applications have shown how crucial information and communication technologies (ICT) are to the issue at hand. rural development areas. In Kerala, Akshaya Centers serve as Common Service Centers for providing e-governance offers a range of government services. Several state governments and national ministries exist in India. adopt e-governance initiatives such as Vidya Vahini, CARD, Akshaya, FRIENDS, Bhoomi, e-seva, and Gyandoot. In Kerala, e-governance initiatives mostly involve Akshaya e-centres. The Akshaya Center operating under three-tiered Panchayat levels and local authorities. The Akshaya project was founded with the goal of creating e-literate state subsequently expands into additional public services. The study's objective is to ascertain the general public's awareness of the several facets of Kerala's Malappuram district's Akshaya Common Service Centers.

Keywords: Akshaya center, e-governance,

Introduction

The creative initiative Akshaya, which was launched in the state of Kerala with the goal of closing the digital divide, tackles the problems of ICT access, fundamental skill sets, and the availability of pertinent information. With the population of emerging nations like India continuing to rise, a growing number of individuals find themselves excluded from the digital 'have-nots' unless governments collaborate to significantly increase access to knowledge and information. To enhance inclusivity, e-government must provide e-services that bridge the digital gap and adapt to all demographic groups, including those who are technologically challenged.

With the goal of "Empowering Kerala," Kerala became the first state in India to take the lead in the widespread adoption of ICT in 2002 when the district-wide e-literacy project "AKSHAYA" was put into action. The project made it possible for Kerala to become the first state to have widespread e-literacy.

Dr. APJ Abdul Kalam launched the State of Kerala's ambitious project Akshaya on November 18, 2002. By reinventing service delivery channels, the Government's emphasis on digitizing

the State has led to a revolution in the planning and execution of public services. As a result of the emergence of digital organizations that provide services, there are now more chances to address the needs of residents, which promotes social inclusion.

Statement of the Problem

This study is conducted to understand the perception and awareness among consumers about services of Akshaya center in Malappuram district. Akshaya centers are playing the rule of common service centers (CSCs) in Kerala which is articulated under national e-governance plane (NEGP). The citizens interface for delivering various government services as well as other innovative b2c services to the citizens in the state of Kerala. In this scenario whether the people are aware about the functioning of Akshaya common service center is a question to be answered. Hence the present study addresses these issue so as to get answers to these research questions.

Objective of the Study

- To assess the perceptions of consumers regarding e-governance services offered at Akshaya Centers

- To measure the level of awareness among consumers about the range of e-governance services provided at Akshaya Centers.

- To Identify the factors that influence consumers' decisions to adopt or resist e-governance services at Akshaya Centers.

Significance of the Problem

In this way consumer awareness creating towards his rights and duties.

It has been observed very often that a consumer does not get the awareness about electronic services and they are not satisfied in it. Objective of Akshaya center is to provide services and maintain proper communication with them. For their welfare and satisfaction. There for it is necessary to make them aware.

Research Methodology

This study is descriptive in nature and used both primary and secondary data for data collection. Primary data were collected by using structured questionnaire from consumers in Malappuram district. The primary data collected is used for analysis of the study. Secondary data were collected from various publishing sources including newspaper, books, periodical reports, journals, websites etc. pie chart and bar chart are used for the data presentation. The sample size of the study was 60. Microsoft excel is used to statistically analyze the data collected.

Review of Literature

Shyni K.G (2014) in thier study " Use and service of Akshaya Community Information center in Kerala" discovered that when Akshaya centers offer services that meet the requirements of the neighborhood, they start to gain social relevance. Therefore, in order to facilitate people's access to information and services via modern technology, additional content-based services must be added. According to her analysis, e-literacy programs and intellectual training programs offered by Akshaya centers are the most in-demand services.

Nissar P and Dr Yakkob C (2014) in their study " Study on Awareness of E-governance Services provided through Akshaya center in Kerala" found that Akshaya has been working to improve village access to government services. This includes attempting to cut down on the time and costs associated with interacting with public officials and offering quick, clear access to local government data and documentation. They also concluded that in order for the center to be considered relevant, it must meet consumers' expectations.

Aswani Krishna and Sreehari KG (2015) in their study " A study on E-governance and user satisfaction through Akshaya centers in Kerala; with special reference to Marangattupilli Panchayath in Kottayam District "claim that the majority of residents in the Kottayam district are unaware of the range of services offered by Akshaya centers. Akshaya is exclusively for citizens to offer computer education and e-governance services to the public, particularly those residing in rural regions. The public is not as aware of Akshaya Center, which puts this program at a disadvantage. Because of this, they are ignorant of the services offered by Akshaya centers that are geared toward individuals. The majority of users, the report also shows, are happy with the Akshaya Center and its offerings.

Ramzeena Azeez (2016) (5) in their study "Customer satisfaction of Akshaya center a study in Azihikode Grama panchayath Kannur district Kerala " found that Akshaya center provides a wide range of services that meet the

needs of the majority of its patrons. Another benefit is offering services at a fair price. The majority of government services are now offered online and through electronic filing. Because Akshaya services can meet clients' immediate demands, their appeal is mostly due to computer literacy.

Theoretical Frame Work

E governance system is implemented for the purpose of providing better service to the public with the help of information technology. The exact development of a country is depending on the development of rural area. After the implementation of e governance system, the citizens in rural area can be access correctly and timely. In India a large number of initiatives have been undertaken by various state governs and central ministries to support e government, national e governance plan (NEGP) is an example for this in the case of Kerala state mainly Akshaya projects play the rule of providing G2C services' governance system is providing more effective and efficiency service to the public it helps to reduce the redtapism and corruption in official level. All the documents and transactions are reduced in digital format and also providing government authentications.

Traditional systems in government offices are effective; it will take more processing time and the benefit of the service become lost. redtapism, corruption, influence by the political party, personal bias etc.…are the limitations of traditional governance system. Later, after the introduction of information technology (IT) in government departments all documents

are converted into digital format (digitalization) for easy accessibility and long-life storage and reference purpose.

Akshaya centers now arrange the facility for access those services with the help of IT and

internet. In Kerala citizen from both urban and rural area using e governance service once in a month; mainly for utility payment in various government departments. Akshaya mainly contribute to addresses the issue of digital divide in Kerala ensuring ICT accessibility at the lowest stratum of society.

First Akshaya Center in Kerala

The Akshaya project was the first district-wide e-literacy initiative in India and one of the biggest known Internet Protocol (IP) based wireless networks in the world. It began in the rural sections of Kerala, India's Malappuram district and has since branched out throughout the whole state. In The Kerala state government launched a project in November 2002 that was tested in Malappuram with the aim of making at least one member of every family computer literate in that district. Currently, Malappuram is regarded as India's First E-literate District. Kerala's goal to become India's first e-literate state is still ongoing.

The Kerala government created Akshaya centers to bring the benefits of information and communication technology to all citizens of Kerala. Through these centers, the government of Kerala provides e-governance services. These are the primary

offerings made possible by Akshaya. E-governance is made possible by Akshaya E-centers, which allow anyone to take part in the decision-making process Regarding government and hence guaranteeing accountability and openness in all actions, The original goal of Akshaya programs was to give every family at least one IT-literate member. Additionally, Akshaya offered G2C services including electronic filing and payment. The State Government of Kerala launched the Akshaya E-center initiative in November 2002 with the intention of making at least one member of every family computer proficient. Malappuram developed became the first affluent district in India. Kerala's goal to become the first e-literate state in the nation is still ongoing India.

Analysis and Interpretation

This chapter detailed about the analysis of the data collection. Various charts are used for the representation of the data.

Satisfaction Level of Consumers

FACTORS	RESPONDENT	PERCENTAGE
Highly satisfied	14	23.3%
Satisfied	38	63.3%
Neutral	7	11.7%
Dissatisfied	1	1.7%
Highly dissatisfied	0	0

Interpretation

Above the table show the satisfaction level of consumers in e-governance services at Akshaya center. 14

respondents (23.3%) are highly satisfied. 38 respondents (63.3%) are satisfied.7 respondents (11.7%) are neutral. 1 respondent (1.7%) are dissatisfied.

satisfaction level of consumers

Awarness of VariertyE-Governance Services of Consumer

factors	respondents	percentage
Yes	50	83.3%
no	10	16.7%

AWARNESS OF VARIETY OF SERVICES

Interpretation
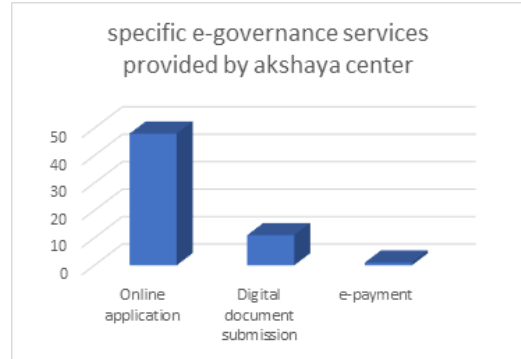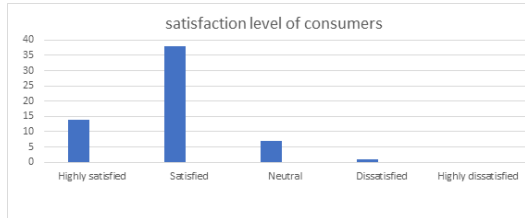
The above table show that awareness of variety e-governance services of consumers is 56 respondents (83.3%) are yes. 10 respondents (16.7%) are no.

Specific E-Governance Services Offerd By Akshaya Center

factors	respondents	percentage
Online application	48	80%
Digital document submission	11	18.3%
e-payment	1	1.7%

specific e-governance services provided by akshaya center

Interpretation

In the above table show 48 respondents (80%) are online application, 11 respondents (18.3%) are digital document submission, 1 respondent (1.7%) are e-payment.

Factors Influancing Consumer Decision In E-Governance Services

Factors	respondent	percentage
security	11	18.3%
Less service charge	5	8.3%
transparency	4	6.7%
convenience	22	38.7%
reliability	6	10%
Quick delivery	7	11.7%
security	4	6.7%

INTERPRETATION

The above table show the factors influencing consumer decision in e-governance services 11 respondents (18.3%) are quality. 5 respondents (8.3%) Are less service charge, 4 respondents (6.7%) are transparency, 22 respondents (38.3%) are convenience,

6 respondents (10%) are reliability, 7 respondents (11.7%) are quick delivery, 4 respondents (6.7%) are security.
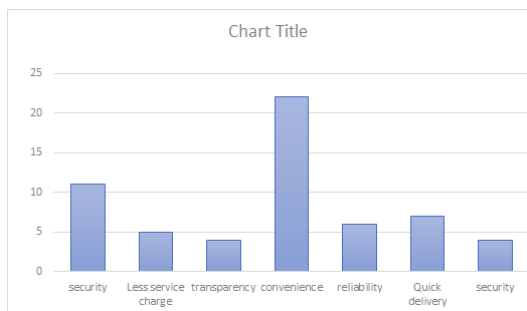
Efficiency of Government Processes Contributed By Akshaya Centre

Factor	Respondent	Percentage
Some what	14	23.3%
moderate	22	36.7%
Very much	20	33.3%
Not at all	4	6.7%
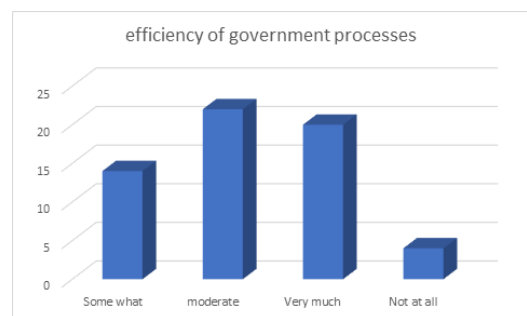
INTEPRETATION

The above table show the efficiency of government processes 14 respondents (23%) are very much, 4 respondents (6.7%) are not at all.

First Aware about E-Governance Services

Factors	Respondents	percentage
Word of mouth	17	28.3%
Social media	25	41.7%
Government campaign	18	30%

Interpretation

Above the table show that 17 respondents (28.3%) are word of mouth.25 respondents (41.7%) are social media platform. 18 respondents (30%) are government campaign.

Improve The Awarness Of Source Or Chanel Of E-Governance Services

Factors	Respondents	Percentage
school	21	35%
tv	17	28.3%
Local government office	14	23.3%
Friends and relatives	8	13.3%
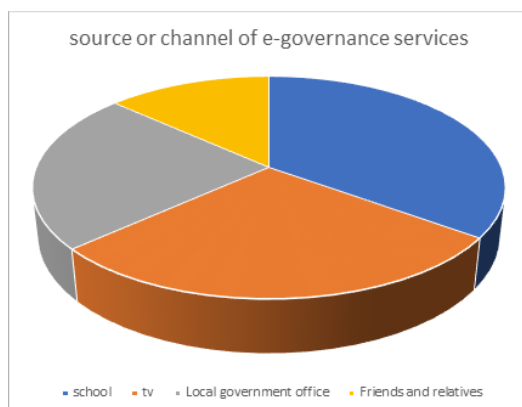
Interpretation

The above table show that the source or channel of e-governance services at Akshaya center 21 respondents (35%) are school level, 17 respondents (28.3%) are tv, 14 respondents (23.3%) are local government offices and 8 respondents (13.3%) are friends and relatives.

Knowledge of the Availability of E-Governance Services

Factors	Respondents	Percentage
Highly confident	7	11.7%
confident	32	53.3%
neutral	20	33.3%
Less confident	1	1.7%

knowledge of e-governance services
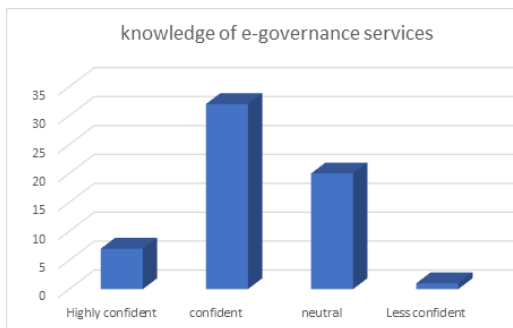
INTERPRETATION

The above table show that knowledge of availability of e-governance services 7 respondents (11.7%) are highly confident, 32 respondents (53.3%) are confident, 20 respondents (33.3%) are neutral, 1 respondent (1.7%) are less confident.

Confidential Level of Government Related Transactions and Services Using Digital Platform

Factors	Respondents	Percentage
moderately	33	55%
Very much	23	38.3%
Some what	4	6.7%

GOVERNMENT RELATED TRANSACTIONS AND SERVICES
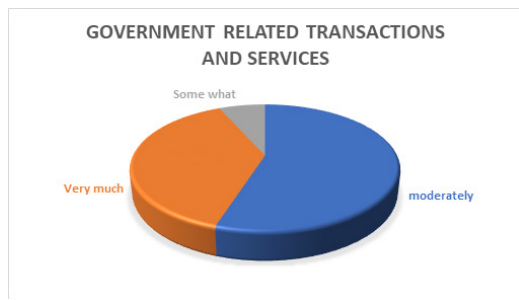
Interpretation

Above table show that the confidential level of government related transactions and services 33 respondents (55%) are moderately, 23 respondents (38.3%) are very much, 4 respondents (6.7%) are somewhat.

Privacy and Security Barriers of E-Governance Services

Factors	Respondents	Percentage
yes	16	26.7%
no	44	73.3%

Interpretation

The above Table show that privacy and security barriers of e-governance services 16 respondents (26.7%) are yes.44 respondents (73.3%) are no.

Convenient Factor Decision Adopt E-Governance Services

Factor	Respondent	Percentage
Some what	27	45%
Moderate important	12	20%
Very important	18	30%
Not at all important	3	5%

convenient facor decision adopt e-governance services
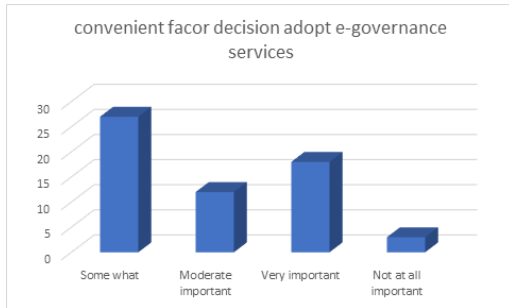
Interpretation

The above table show that convenient factor decision adopt e-governance services 25 respondents (45%) are somewhat, 12 respondents (20%) are moderate important, 18 respondents (30%) are very important, 3 respondents (5%) are not at all important

Findings

• Majority of the respondents 31respondents (51.7%) are female

• Majority of the consumers are awareness of the e-governance cervices are (93.3%) are yes

• Satisfaction level of consumers 38 respondents (63.3%) is satisfied

• Majority of consumers are e-governance services utilized in online application (80%)

• Efficiency of the government process are moderately (36.7%)

• Majority of consumers are aware about variety of e-governance services (83.3%) are yes

• Majority of consumers are first aware about (41.7%) are social media.

• Majority of respondents confidential level (53.3%) are confident

• Source or channel of information awareness (35%) are school

• Majority of the respondent factors influencing decisions (38.3%) are convenience

• Privacy and security barriers affecting the services (73.3%) are no

• Government related transaction and services confidently (55%) are moderately

• Improve the awareness about source or channel (35%) are school

Suggestions

• Reduce fee and increase efficiency of services

• The current facilities in Akshaya centers are need to be improved

• Make awareness program about e-governance service

• Provide training programs for the government servants in Akshaya centers in all aspect like governance services and attitudes of public.

• Create an evaluating system of Akshaya by the government periodically

Conclution

Akshaya centers e-governance services contribute to the efficient provision of government services to the general public. Akshaya centers serves as multinational hubs for delivering services provided by the government

less time and more money spent and more accessible to the general population.

From the study it is understood that most of the users of aware about the various service offered by Akshaya center. During the sample collection stage male are more than female respondents. Overall satisfaction of e-governance services is provided by the consumers are satisfied. challenges faced by e-governance services are lack of trained staff, network issue, misbehavior of employees, time delay, lack of staff etc.

Referances

Journals

- Shyni k.g (2014) use and service of Akshaya community information center in Kerala democratization of information ICT (DEMICT) 14(4), 610-624.

- Nisar p and Dr yakoob c (2014) "study on awareness of e-governance services provided through Akshaya center in Kerala" journal of research and commerce of management 3,8, pl-7

- Aswani Krishna and Sreehari kg (2015) "a study on e-governance and user satisfaction through Akshaya center in Kerala with special reference to marangattupilli panchayath in Kottayam district". Imperial journal of interdisciplinary research (IJIR) vol-2, issue-10,1547-1558.

- Ramzeena azeez (2016) "customer satisfaction of Akshaya Centre a study in azhikode grama panchayath Kannur district kerala" journal of functional research, 14-19.

Websites

- www.akshaya.kerala.gov.in
- www.googel.com
- www.shodhganga.in
- http://www.academid.edu
- http://en.wikipedia.org

Social Prejudice on Food Habits.

Jinsha Johnson

Christ College, Irinjalakuda (Autonomous)

jinshajohnson000@gmail.com

Abstract

Eating food is one of the basic human needs. In modern times, food styles have become a pivotal topic of discussion. It is one of the primary concerns these days. Ordering, Eating and Serving food have different dimensions these days. There was and still is a difficult time for men to consume and serve food in this way. Culture specifies the food items and their order in the bowl that appears. Such culturally defined food style has caught the attention. But humans have disregarded several cultures as inferior throughout the decades by assessing the way they consume food. The current study investigates social practices, class system, and how food styles became indicative of caste hierarchy. The study aims to show how such social differences have affected the human race. Literature has always portrayed the pathetic state of such affected humans. Hira Bansode a methodical poet attracts readers with her remarkable poetic insights. Her poem 'Bosom Friend' explores how society and social life treated different communities based on their food habits. The poet throws light on the prejudices, bias and discrimination based on food habits. The study is conducted on 'Bosom Friend' which was translated by Jayant Karve and Eleanor Zelliot in the book An Anthology of Dalit literature edited by Mulk Raj Anand and Eleanor Zelliot. The critical study is an unapologetic indictment of how the persisting caste system and recent social life ramifies the various eating habits of human beings hence the diet entrapped in the rigidity of a system.

Key Words: Dalit food habits, Caste hierarchy, social life.

Introduction

Food is often used as a means and symbol of maintaining the cultural identity of human society. People in different parts of the world eat different types of food based on their cultural heritage. The caste system is the foundation of Indian culture. The divine origin theory of caste underpins the unholy alliance between prejudiced behaviours and food politics in the social context of the relationship between caste and food. Historically, the lower caste communities, especially the Dalits, remained a marginalized group in Indian society. The social practices of caste which have gained power over the centuries have become the background of inequality and oppression. Social practices, prejudices, food styles, discrimination etc. are analyzed in relation to caste hierarchy. This research work aims to evaluate the rifts and estrangements caused by

caste-based prejudices in interpersonal relationships, the tendency to think of oneself as distorted, the self-condemnation that leads to low self-esteem, and the feeling of shame. The situation where the caste system was entrenched in a way that undermines the confidence of the lower castes is being analyzed with the support of literature. The writer is scrutinizing the fact that the Varna system weakened the confidence of the lower castes which remains deeply rooted in the real-life situation. Methodical poet Hira Bansode's famous poem, Bosom Friend depicts social life and diet. The poet throws light on the prejudices, biases and discriminations constructed on food habits of society. This critical poem shows the helpless conditions of Dalit life trapped in the caste system.

Interplay Between Food, Culture And Caste

People eating together indicates harmony and acceptance, and inviting people for a meal indicates friendship and equality. Sharing food between people of different cultures is considered a symbol of mutual acceptance. "When we study the diet of a group of people, we understand their culture"(Demetriou 2012). but here in the poem, we can see how inviting a friend for food discriminates the two friends, neither harmony nor love is generated instead hatred and inequality dominates there. "The choices we make about the food we eat and do not eat are all shaped by geographic location, social identities, societal norms, values, experiences, social trends, opinions, prejudices, and biases, resulting in

food culture" (Lindhom 2014). Food has become something that is socially marked. "In a positive sense, it is group cohesion and in a negative sense, it justifies prejudicial attitudes, harsh rejections, and discrimination" (De Garine 2001).

Beyond biological factors, cultural factors and dietary habits are inextricably linked. Food types and eating patterns are interwoven with age, gender, religious beliefs, personal preferences, economic status, availability, health, psychological conditions, and social background. The settings in which they study and work also influence people's eating habits.

"Interactions, interactions, and perceptions can also produce temporal variations in dietary patterns" (Dindyal and Dindyal 2003; Helstosky 2009).

Food is a visible sign and manifestation of hierarchy and power in India. The caste system embedded in the Indian cultural structure for centuries also plays a major role in the food system. The food one eats in India is ensured by the caste system. Each region defines its cuisine based on its specific traditions. The food consumed by each caste is passed down through the generations. "Specific rules regarding food were observed among castes" (Dhillon 2014). Dalits in India are oppressed and marginalized based on caste and religion. The complexities of the caste system have limited and adversely affected social life, day-to-day affairs, and interactions. The most important of these are related to food, which is essential for the existence of life. Upper castes practiced food-related austerities to oppress Dalits and limit

their freedom. Inhuman accusations, untouchability and food restrictions are by-products of caste. Cultural deteriorations in social life reflected this plight. Rituals organized in a subtle and visible way combined with social institutions, exclusive rights of the upper castes, disenfranchisement of the lower castes, distinct roles, status and stratum in society were the results of this system.

The cuisine and diet of the caste system were a double-edged sword of the upper castes to humiliate the Dalits. It was the enforcement of a social order that used eating habits as both a sign and a means of neglect. The untouchables of this land were the unfortunate ones who were destined to become the victims of the arrogance of the upper castes who treated a section of the people as bad and inferior even through diet. While travelling through the dark life paths of the backward caste, only heart-wrenching scenes are visible everywhere in history. It was never polite to be refused a meal together. All social contexts in which lower castes are not allowed to cook or even serve food for upper castes indicate intense experiences of neglect, oppression, and prejudice towards the poor.

There is often a deliberate attempt to demean the Dalits who eat meat. A disgusting trump card of exploitation used in food politics. It is a hideous form of partisan political subterfuge is to divide and isolate based on caste. Dalits were outside the religious and social fabric and were considered meat eaters. When they started trying to integrate with religion and society,

the term carnivores emerged as an argument against them. "Arguments against Dalit meat consumption have a long tradition" (Doctor 2008). The food eaten by Dalits has become a means of oppression. Food and the economy are inextricably linked. Dalits were economically disadvantaged. So, they often made dishes cooked in steam. Foods were cooked very commonly with beef fat instead of oil. Wild vegetables, leafy vegetables, and all parts of animals are eaten by poverty. In the past, only the upper castes used ghee, butter and milk dishes. Marginalized communities often have to follow disproportionate diets because food consumption depends on the differential nature of caste, class and gender. This is mentioned in the chapter "Resistance through recipes" (Raju 2021) in the book Locating testimonial aspects in Dalit and Chicana food narratives.

The plight of Dalits is being commercialized as decisions are being imposed on them which gives impetus to the politics of violence under the guise of the food they eat. While the caste system divided society hierarchically, the upper echelons were the vegetarian Brahmins. They consumed nutritious milk, dairy products, expensive vegetables, grains and nuts for health maintenance. But the lower castes who could not afford them used cheap grains, fish and meat for food. Social change has also brought about changes in people's eating habits. However, Dalits are still brutally tortured in many parts of India, especially in the northern states, for eating meat. Some communities in the society oppose the diet of Dalits by deliberately linking it

with their religious sentiments. To some extent, religious fundamentalism also influences dietary habits. Whenever the separatist strategy is promulgated, alleging that drinking alcohol, and eating meat is the cause of impurity for Dalits, what gets polluted is only the acting sanctity of those who pride themselves on being pure.

The caste system was abolished in India in the 1950s. Despite being outlawed, it continues to influence various aspects of social life. It is unthinkable and impossible to escape from this entanglement. Brutality, ridicule, and discrimination against the oppressed without mercy are no longer a rare sight. The dark eyes of the stealthy caste system still haunt the Dalit community in a special way. They are standing helpless among the human demons who unleash sneak attacks. The upper castes are very careful about maintaining strict standards of cleanliness and pollution and imposing restrictions on Dalits in social interactions. Neglects continue unabated as these vulnerable groups, including human rights violation victims, illiterate children, abused women, and starving human beings, remain heart-wrenching. It is a shameful fact that a system existed and continues to exist in India where a person cannot be recognized as a human being and is kept away and denied simply based on caste. Children in Dalit communities eat only with the basic purpose of satiating hunger. Even though they can never be satisfied with a full stomach of delicious food, they are satisfied even if they get something for their appetite. Getting food on time is a big deal for those poor little ones.

The Restoration of Caste System is Reflected in 'Bosom Friend'.

Hira Bansode the Marathi Dalit poet from the Mahar community, portrays the condition of the Dalit and their struggles. As seen, in how consumption affected the people of lower caste, Hira Bansode shows how pitiful the treatment was through her poem – 'Bosom Friend'. It further discusses the discomfort, and anguish of a Dalit girl.

This poem is a vivid expression of the relationships that are broken due to the bonds of the caste system. The poet elaborates on this topic based on two children in his poem and gives us a clear understanding of the scope and breadth of the caste system. The main plot of the poem is how and to what extent the Indian people have isolated the Dalits from the mainstream of society and how they are degraded and alienated just for the sake of food. It is mentioned in the poem that the grip of the roots of the caste system is threatening even the existence of institutions and affecting the social order due to the deterioration and weakening of relationships.

Multi-course meal is a new idea for the girl. Why it becomes new to her? It is because of poverty. Dalit people are not even in the class system. This prejudiced practice of not even considering them as human beings has begun 3000 years before in India and still continuing.

"But you came with a mind as large as the sky to my pocket size house".

The acceptance of Dalit people as a community to get humiliated is described here. This indignity, shame,

humiliation, and embarrassment. It is the result of prejudices. Of the social prejudice of considering them as untouchable and outcasts, the basic humanitarian values are denied to them.

Bansode once stated that 'we could not enter the house of a Maratha or touch their water when they came to fill the well. If a Maratha child played with one of us, he or she would be beaten. This statement shows the prevailing hatred that existed in society. In the poem when she says how the upper-class girl came home by ripping all the caste system, she shocks case by the serous issue of caste discrimination to the reader.

The Dalit girl's unawareness of a variety of food such as buttermilk, yoghurt, and halva based evokes sympathy for her. Her friend blamed her society. The thoughts of poverty and poor living condition are rendered here. "Truly, you folk will never improve". The prejudice of society against the Dalit community is evident here. Considering them as alienated and nothing good will ever come from them is a basic thought on others.

"A study of food taboos and food preferences in mid-west Nigeria reveals that local customs have a significant influence on food consumption". (Ogbeida 1974). The food items mentioned in the poem are rich in the stuff. Shrikand is a sweet dish which is popular in the north, made using curd sugar nuts and spices. Milk, sugar, lemon juice, nuts and spices are used to make Basundi. The Dalit girl mentions that "Shrikhand was not even a word in our vocabulary". Inner

politics of poverty lies over here. when the community upholds poverty and humiliation and prejudices, others can easily exploit it.

"Are you going to tell me what mistakes I made?

Are you going to tell my mistakes?"

This question is foreseen by the upcoming humiliation the people have to face from the so-called upper class. Through the speaker of the poem, the poet makes it clear that the Dalit people have their own way of eating. Moreover, poverty constitutes it. Anyhow, it is not a barrier to humiliate them by the way they eat food. adapting to identity is not that easy since the person owes a strong identity. The prejudice of thinking there will not be an improvement for Dalit people is a misconception. when the upper caste girl judged her Dalit friend by the arrangement of food on the plate, it can be regarded as the prejudice of the judgmental society toward the Dalit.

Conclusion

Food consumption is a basic need of human beings. Dalit communities have faced several humiliations and prejudices so far. Still, the deplorable set of circumstances is continuing in several parts of India. While hoping for a better tomorrow let's wish food is not subjected to humiliate them. The idea is very basic as if every human owes Red Blood. When dieting is used for social acceptance comes a sense of cynicism that promotes vested interests. Those who promote only certain types of food are spreading sectarianism through diet. The various diets developed over time in a society cannot be distorted

by narrow religious principles. Biased statements about eating habits that create animosity and hostility towards each other are not condoned. Efforts to complicate cultural frameworks with prejudices and misconceptions are futile when eating habits are imbued with individual and social dimensions. Everyone should be able to adopt good eating habits that promote physical health and safety. Let the individual's eating habits unite the community rather than tear it apart.

References

- Ogbedia, O. "nutritional Hazards of Food Taboos and Preferences in Mid-West Nigeria". The American Journal of Clinical Nutrition vol.27, No.2,1974, PP 213-216.

- Garine, Igor De. "Views about food prejudice and stereotypes". Social Science Information. vol. 40, no 3, September 20001, pp. 487-507.

- Dindyal, S, et al "How Personal Factors Including Culture and Ethnicity Affect the Choices and Selection of Food We Make". The Internet Journal of Third World Medicine vol.1, no.2,2003, PP 27-33.

- Messer, E. Cohen, et al. "Conflict, food insecurity and globalization". Food culture and Society vol.10, no 2 PP 297-315

- Doctor, Victor "Dalit Food: How it became a means of oppression". The Economic times. April 2008.

- Helstosky, C. Food culture in the Mediterranean. Greenwood Publishing Group.2009.

- Demetriou, Christina. "Food As an Instrument for Connecting Multicultural Societies by Christina Demetriou". Multicultural Perspectives, vol 13, no. 2, 2012, pp. 1-52. Informa UK Limited, doi:10 .1080/15210960.2011.571548.

- Garnweidner, L. M.et al. "Perceptions of the host country's food culture among female immigrants from Africa and Asia: Aspects relevant for cultural sensitivity in nutrition communication". Journal of nutrition education and behavior, Vol.44.no.4,2012, pp 335-342.

- Borooah, V. K, et al. "Caste, inequality, and poverty in India: a re-assessment. Development Studies Research". An Open Access Journal, vol.1, no .1,2014, pp279-294.

- Dhillon, Amrit. "In India, caste system ensures you are what you eat". Post Magazine, July,2014.

- Lindholm, Melaine. "Alaska native perceptions of food, health and community well- being: challenging nutritional colonialism". Scholar works @UA. 2014. http://hdl.handle.net/11122/4810.

- Goli, S.et al. "Continuing caste inequalities in rural Uttar Pradesh". International Journal of Sociology and Social policy. June 2015.

- Ranjan, K. "Voices from the Margin- a Reading of Hira Bansode's Poetry". International Journal of Research vol.2, 2015.pp 639-642.

- Kashyap, ghan shyam etal." Rare Pauperism, Dalit Responsiveness and Destitution in Hira Bansode's Poem "Bosom Friend"' Quest Journals Journal of Research in Humanities and Social Science, vol. 07, no. 6, 2019, pp. 47-50.

- Raju, Grace Mariam. Subalternities in India and Latin America.1st edition. Routledge India.2021.

The Influence of Social Media on Youth Travel Trends

Misna K and Nidha Sherin V
M. Com 1st year
MES Mampad College, Mampad

Abstract

The development of social media has resulted in significant changes in the behavioural models of tourists. The increasing trend of young tourists today is a global phenomenon due to the influence of social media in the case of traveller's destination choice. Since social media is one of the main information sources for the youth nowadays, it is important to ensure that these social medias and these new technologies are being effectively used by the youth in their travelling. Therefore, the main objective of this paper is the study of the influence of social media on youth tourism by assessing the perceptions of youth travellers.

Keywords: Youth tourism; Social media; Social networking

Introduction

Tourism is a rapidly growing industry that helps countries socioeconomic progress by providing benefits to both travellers and hosts. The integration of social networking and new technologies into the daily lives of users, particularly young people is a fact. Tour operators, potential consumers, producers, and active travellers are criticizing, asking and providing advice, making proposals, evaluating products and services and engaging in a variety of other activities in the world of social networking. As travellers are bombarded with real-time online information, the tourism industry is being invited to create a new reality by investing in innovation and transparency. As a result, there is an ongoing effort to make efficient use of and develop new technology tools in order to approach travellers in the most effective way possible.

This paper aims to investigate a continually changing discipline such as Social Media in a specific field such as youth tourism. The interest in this topic is based on the significant role of new technologies and social media in users' daily lives, with the dimensions this object can assume in the future and the way that can effect a variety of sectors, and young tourists as the most active generation of digital area, but also as a crucial and promising part of tourism compared to older tourist generations.

Research problem

The nature of the tourism industry is fragile and can be subject to unforeseeable events. So, companies are rapidly adopting technologies in

creative ways to maintain a feeling of shared culture and community. Because of the rapid development of new technologies, the phenomenon of social networking has sparked the interest of many international researchers, who have made efforts to study its relationship to the traits of young people's personalities, particularly those related to their travel behaviour. In addition, the participants in this research are users of Social media. The survey's sample selected because the studies have carried out till now found, on one hand that the youth tourism is gradually recognised as a significant segment of the global tourism compared to other markets of tourism and the close relationship has been developed between young people and travel.

Literature review

Tan, L. Y., & Abd Halim, N. (2021): A Review On The Influence Of Social Media In Travel Decision Of Youth Travelers. Journal of Tourism Hospitality and Environment Management, This paper will focus on the analysis of data that has been previously published by multiple authors. Research on the use of social media by young travellers has mostly concentrated on its influence on the travel planning process, and there is general agreement that social media has a significant influence on travel decisions. These days, social media is widely used, particularly in the tourism industry. Taking into account that a response to the study question "Will social media influence the travel decision of youth travelers?"

Davies, Rhianna; Cairncross, Grant(2013): Tourism Culture &

Communication, This paper focus on the study based on tourists and prospective tourists are particularly paying close attention to social media websites that showcase different types of user-generated content. In addition to traditional media like books, newspapers, magazines, and television, tourists can now choose to obtain information from "new media" like the Internet and social media. Research needs to take into account the impact of social groups, which spreads through word of mouth (WOM), even though both traditional and new media will be important factors in influencing tourists' destination choices. impact the young travelers' choice of destination.

Süli, Dorottya, and Zita Martyin-Csamangó (2020): "The impact of social media in travel decision-making process among the Y and Z generations of music festivals in Vojvodina and Hungary." The purpose of this study was to examine how young people attending music festivals in Vojvodina and Hungary use social media and its significance when making travel decisions. On the one hand, we conducted a questionnaire survey among the attendees of two festivals in the study area, Green Future of Ada and the Youth Days of Szeged, which cater to the Y and Z generations, as well as among University of Szeged students who frequently attend festivals.

Ana, M. I., & Istudor, L. G. (2019): The role of social media and user-generated-content in millennials' travel behavior. Management Dynamics in the Knowledge Economy. This paper studies that tourism is one

of the industries most affected by digitalization, and using the Internet to build a brand is becoming more and more common, especially when related businesses take advantage of the advantages Social Media has to offer.

Objectives

- To analyse the convenience provided by social media in travel planning.

- To investigate on the travel behaviour of youth.

- To assess whether which social media platform influenced the youth travel trends.

- To investigate the origins, growth, and evolution of social media and youth travel trends.

Research Methodology

The study is Descriptive in nature. The primary data is collected using survey method using questionnaire. Data were collected from 50 respondents of MES Mampad college. The questionnaire is collected using google form circulated through social media. Convenient sampling method is used in the study. Data are presented using Bar diagram and Pie diagram. Data are analyzed using simple percentage method and Garret's ranking technique.

Data Analysis and Interpretation

Table 1 : Demographic Profile Of Respondents

VARIABLES	STATUS	NO. OF RESPONDENTS	PERCENTAGE
Gender	Male	34	67%
	Female	16	33%
	TOTAL	50	100%
Age	20years - 15	30	59%
	years 25 – 20	12	24%
	years 30 – 25	5	10%
	years 35 – 30	3	8%
	TOTAL	50	100%
Family status	Single	30	60%
	Married	20	40%
	Divorced	0	0
	TOTAL	50	100%
Educational level	SSLC	6	12%
	Plus two or Diploma	10	20%
	Graduate	30	58%
	Post graduate	4	10%
	TOTAL	50	100%

	Student	40	80%
	Home maker	1	2%
	Profession	3	6%
Occupation	Business	3	6%
	Others	3	6%
	TOTAL	50	100%
	Urban	27	53%
	Rural	24	47%
Residence	TOTAL	50	100%

Interpretation

Table 1 represents the demographic profile of respondents. Out of 50 respondents, 67% of the respondents are male and 33% respondents are female.

The table depicts that 24% of the respondents belongs to the age group 20-25. 10% of the respondents belongs to the age group of 25-30 years. 8% of the respondents belongs to the age group of 30-35 years. It found out that the majority 59% of the respondents belongs to the age group of 15-20 years.

According to the family status of respondents, 60% are single, 40% of the respondents are married and none of the respondents are divorced.

In the case of educational level it is found that 12% respondents are SSLC students, 20% of the respondents are qualified plus two or diploma and 10% of the respondents are post graduates. It is found out that the majority 58% of the respondents are graduates.

The Occupation wise data shows that 80% of the respondents are students, 2% are homemakers and 6% each of the respondents as profession, business and others.

The residential status of the respondents shows that 53% of them are residing in urban areas and 47% are residing in the rural areas.

2. Use of social media platforms by the respondents

TABLE 2

Particulars	Frequency	Percentage
Yes	50	100
No	0	0
Total	50	100

(Source: Primary data)

- Yes
- No
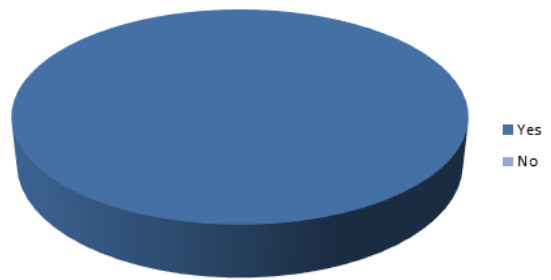
Interpretation

It is depicted that 100% of the respondents are using social media platforms.

3. How often respondents go for tour

TABLE 3

Particulars	Frequency	Total
Rarely	18	36
Occassionally	30	60
Constantly	2	4
Total	50	100

(Source: Primary data)
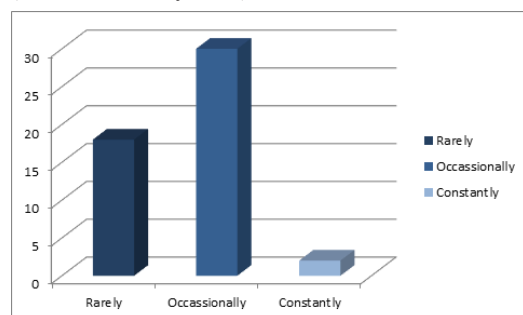
Interpretation

From the above table, majority (60%) of the respondents occasionally go for a tour; 36% of the respondents rarely go for a tour and 4% of the respondents constantly go for a tour.

4. How tours are planned by the respondents

TABLE 4

Particulars	Frequency	Percentage
Tourist agencies	4	8
From previous year tour experiences	16	32
By the use of social medias	30	60
Newspapers, books and journals	0	0
Total	50	100

(Source: Primary data)
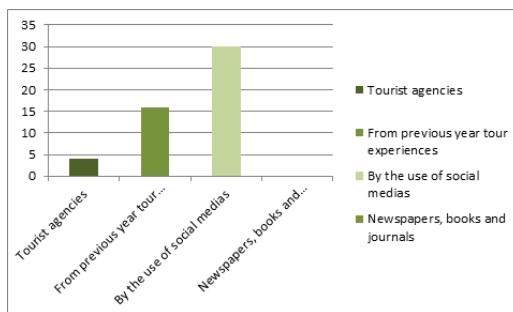
Interpretation

From the above table, it is depicted that majority (60%) of the respondents are planned for a tour by the use of social medias; 32% of the respondents are planned their tour from the previous tour experiences; 8% of the respondents are planned their tour by tourist agencies.

5. Social media platforms that influenced most to go for tours.

Under this study, 5 factors are used to find out the social media platforms that influenced most to go for tours. To apply Henry Garret Ranking method, first arrange the data on the basis of rank get for each factor. i.e. 1st rank to 5th rank for each. Then calculate present position of each rank by using the formula $100(Rij-0.5)/Nj$. Rij stands for 1st, 2nd, 3rd, 4th and 5th ranks. Nij stands for the highest rank given by the respondents. Here Nij is 5 to find out Garret value for each percent position from Garret Conversion Table. The number of observation in 1st rank to 5th rank in each factor is multiplied with corresponding Garret value of ranks. And calculate Garret score of each factor by adding the multiplication result. Then calculate average score by dividing Garret score with sample size.

Highest average score is given the 1st and this way sequentially gives the highest to lowest average score.

The following table shows the reasons for choosing a particular service provider and respective average score with matching rank calculated on the basis of Garret ranking method.

TABLE 5

Particulars	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Youtube	19	16	10	4	1
Instagram	20	15	7	3	5
Facebook	7	3	17	13	10
(.Websites (Make my trip, Trip advisor, etc	6	13	10	15	6
Others	6	7	10	9	18

(Source: Primary data)

Particulars	Present position value	Garret value
Rank 1	10=5/(1-0.5)100	75
Rank 2	30=5/(2-0.5)100	60
Rank 3	50=5/(3-0.5)100	50
Rank 4	70=5/(4-0.5)100	40
Rank 5	90=5/(5-0.5)100	25

Particulars	Sum	Average	Rank
Youtube	3070	61.4	1
Instagram	2995	59.9	2
Facebook	2325	46.5	4
(.Websites (Make my trip, Trip advisor, etc	2480	49.6	3
Others	2180	43.6	5

Interpretation

The above table shows that the social media platforms that influenced the respondents most using henry Garret Ranking method. The table results that youtube is the most influenced social media platform (61.4) for the respondents and given as rank 1. Then the secondly influenced social media platform was instagram (59.9) and given as rank 2. The 3rd rank was given for websites of value 49.6, 4th rank for facebook of the value 46.5 and the least rank was given for other social media platforms of value 43.6.

6. Social media ease the barriers when you planning tour

TABLE 6

Particulars	Frequency	Percentage
Yes	43.75	87.5
No	6.25	12.5
Total	50	100

(Source: Primary data)

Interpretation

From the above table, we can interpret that majority (87.5%) of the respondents agrees that social medias ease the barriers when they plan for a tour.

Findings

- Out of 50 respondents, majority 66% of respondents are females.

- Majority of the respondents are belongs to 20-25 age group.

- Regarding the family status, most of them 60% are single.

- In this study, most of the respondents 58% are graduates.

- Majority of the respondents 80% are students.

- Regarding the residential status of the respondents most of them 54% are living in rural areas.

- All the respondents i.e 100% are using social media platforms.

- Majority of the respondents 60% in this study occasionally go for a tour.

- 60% of the respondents plan their tour by using social media platforms.

- Majority of respondents are influenced by youtube in their travel trends and then by Instagram.

- Majority of the respondents 87.5% think that social media ease the barriers when you plan for a tour.

Suggestions

- As most of the youth are social media users and mostly occasional travellers, more travel supporting platforms should be introduced in the social media.

- The social media can reduce the expense of travellers by giving more information to them, So Live information providing systems can be provided to the travellers.

- As there is so many supporting websites and application is available planning trips, more upgradations have to be given to the youth to their improved experience.

- As most of the youth are influenced by You tube and Instagram, influencers in you tube, Instagram and other social media influencers should be encouraged to making youth travel trends.

- A Wide range of network access in every areas of world should be

encouraged to get an easy access to the social media.

- Youth organisations in social media should be organised to create a travel community and to increase the travelling trend among youth.

- Platforms to inform the travellers on the accommodation facilities and other necessary informations should be promoted.

Conclusion

It is now evident that young people's daily lives are impacted by the Internet, and SM are becoming more and more prevalent in their activities. The tourism industry has recognized the needs of young people through this shift and is responding to those needs due to the significance of youth tourism and SM as a field of interest for policymakers and researchers. this formidable obstacle in the world of social media. Rather than using aggressive marketing strategies like product and service sale centres, the tourism industry creates spaces for advice, views, audio-visual content, and anything else that will draw in

travellers and familiarize them with the philosophy of travel. In this manner, the marketing of travel-related goods and services runs smoothly.

References

- Terzi, M.C., Sakas, D.P., Seimenis, I., Pricing strategy dynamic simulation modelling within the high-tech sector (2012) KeyEngineering Materials, 495, pp. 167-170.

- Markaki, E.N., Sakas, D.P., Chadjipantelis, T., Selecting the project teams' members. A challenging human resources management process for laboratory research (2012) Key Engineering Materials, 495, pp. 159-162.

- Sakas, D.P., Simos, T.E., A fifth algebraic order trigonometrically-fitted modified Runge-Kutta Zonneveld method for the numerical solution of orbital problems, (2005) Mathematical and Computer Modelling, 42 (7-8), pp. 903-920.

- Richards, G. and J. Wilson, New Horizons in Independent Youth and Student Travel–Today's Youth Travellers: Tomorrow's Global Nomads. ISTC-ATLAS. Retrieved from http://www.openingdoorsopeningminds.org/d/FINAL_Industry_Report.pdf at March 2011

- (2003).

- Rerres K. and E. Kafeza, Tourism in digital economy, Research Institute for Tourism, Athens GR (2009).

- www.researchgate.net

- www.shodhganga.inflibnet.ac.in

Biochemical Characterisation and Nutritional Profile of the Pulp Of Artocarpus Altilis

Dhilruba Fathima AM

Student, DGMMES Mampad college, Malappuram,
contact; +91 8921292516, E mail: dhilrubasehil@gmail.com

Abstract

Breadfruit (Artocarpus altilis) is Artocarpus heterophyllus species, from family of Moraceae.This work aimed to determine the biochemical characterization and nutritional profile of the pulp of Artocarpus altilis by conducting a series of experiments. The sample was analyzed for pH, ash content, moisture content, carbohydrates and vitamins, and many more using standard techniques and a system of procedures in a laboratory. To determine the biochemical characterization and nutritional profile, a breadfruit sample is collectedand on experimental evaluation, it is found that the pH of the model is 5.8 that it is acidic in nature, has an 87.3% moisture content, and has titrable acidity of 0.0768 %.

From biochemical and nutritional parameters breadfruit contains 8.7% carbohydrates, crude fiber about 2.4%, and is rich in vitamin C. Whole in all it is confirmed that Breadfruit contains enough water and carbohydrate, is a rich source of vitamin C and is a moderate source of thiamine and potassium. Most of the parameters satisfythe characteristics of edible fruit, so it is safe to eat.

Introduction

Fresh fruits and vegetables play a crucial role in maintaining health and preventing diseases like heart disease and cancer. Artocarpus altilis, commonly known as breadfruit, emerges as a nutritious staple in the Pacific region, offering a rich composition of carbohydrates, protein, and essential nutrients. Notably, its carbohydrate content competes favorably with other major sources, while being a better protein source than cassava and comparable to sweet potato and banana.

Beyond its nutritional value, breadfruit is a source of prenylated phenolic compounds, including flavonoids, stilbenoids, arylbenzofurons, and Jacalin, a lectin. These compounds contribute to anti-inflammatory activities, inhibiting enzymes like 5-lipoxygenase and 5α-reductase. Medicinally, all parts of the breadfruit plant, from latex to bark, are utilized in the Pacific and Caribbean. Latex is applied externally to treat broken bones, while internally, it addresses issues like diarrhea and stomachaches.

While breadfruit holds significant nutritional and medicinal benefits, challenges lie in increasing awareness and overcoming social stigma. The transformation of breadfruit from a

hidden identity into a recognized crop is crucial for enhancing consumption and improving livelihoods.

Review of Literature

Breadfruit (Artocarpus altilis) is a central food in tropical regions and has several uses. The aim of this study was to establish the nutraceutical potential of an enriched protein fraction of breadfruit pulp (PFBp). PFBp was characterized by Fourier transform infrared spectroscopy, electrophoresis, zymography, thin-layer chromatography, and mass spectrometry. PFBp toxicity was assessed in vitro and in vivo. The present study results confirmed the nutritional value of an enriched PFBp as an excellent source of essential amino acids. This study also provides evidence that the PFBp is an antioxidant with metal-chelating and anxiolytic effects mediated by 5- HTR1A, 5-HTR2C, and 5-HTR3.The heartwoods of this plant have been traditionally used in folk medicine in Thailand and Indonesia for treatment of inflammation, malarial fever, and prevention of bacterial and fungal infections.

Materials and Methods

Fruit samples

Samples are washed with running tap water for the removal of dust and other unwanted particles.

Chemicals:

2, 2'- dipyridyl, Bovin serum albumin, anthrone, cholesterol, DNPH,

gallic acid, tannic acid, Folin-phenol reagent, Copper sulphate, Sodium potassium tartarate and sodium hydroxide were purchased from Himedia, India. And all other chemicals and reagents used are analytical grade purchased from SRL, India.

Glassware and plastic ware

Glassware from Borosil and Schott Duran; plastic ware from Tarsons and Laxbro were used after washing with the detergent and rinsing in distilled water. They were then dried in hot air oven at 70oC before use.

Preparation of Artocarpus altilis pulp extracts:

The Artocarpus altilis pulp extracts were prepared by using standard procedures as described by Appiah et al., (2011). The fresh fruit Artocarpus altilis were peeled and sliced under running tap water. 50 g of sliced pieces were grinded using mortar and pestle. The grinded Artocarpus altilis pulpes were percolated in 200ml distilled water for 24 hours with occasional shaking. The extracts were then filtered using Whatman no. 41 filter paper. The solvent filtrates were concentrated in vacuum using a rotary evaporator, and the water pulp extracts were dried using water bath to obtain crude extracts. They were collected and stored for further analysis.

pH

The pH was measured using a pH meter (Labtronics, Model LT-11, India) Total,Titrable Acidity 5 g of fresh fruit sample were grinded using mortar and pestle and taken in a conical flask 20 ml distilled water was added. The solution

was heated for 30 minutes, cooled and made up to 50 ml with distilled water. Pipetted 10 ml of this solution and 5ml distilled water was added and this was titrated against 0.1N NaOH solution. Two drops of phenolphthalein were added as indicator. The end point will be the appearance of pink colour (Ruck, 1963).

The volume of alkali used was noted and acidity was calculated using the following formula;

Acidity (%) = 0.128 x Titre Value

Estimate the amount of protein

Estimation of protein by Lowry's method (Lowry et al., 1951)

Aim:

Estimate the amount of total protein by Lowry's method.

Principle:

Under alkaline condition the divalent copper ions forms a complex with peptide bonds in which it is reduced to a monovalent ion. Monovalent copper ion and the radical group of tyrosine, tryptophan and cysteine react with Folin reagent to produce an unstable product that becomes reduced to molybdenum/tungsten blue.

Reagents

A. 2% Na_2CO_3 in 0.1 N NaOH

B. 1% Na-K Tartrate in H_2O

C. 0.5% $CuSO_4.5 H_2O$ in H_2O

D. Reagent I: 48 ml of A, 1 ml of B, 1 ml of C

E. Reagent II- 1-part Folin-Phenol [2 N]: 1 part water

F. BSA Standard - 10 mg BSA dissolved in 100 ml of distilled water

F. BSA Standard - 10 mg BSA dissolved in 100 ml of distilled water Procedure:

0.2 ml to 1 ml of BSA working standard in 5 test tubes and 20µl extract and make up to 1ml using distilled water. The test tube with 1 ml distilled water serves as blank. Add 4.5 ml of Reagent I (Lowry concentrate) and incubate for 10 minutes. After incubation add 0.5 ml of reagent II (Folin's reagent) and incubate for 30 minutes. Measure the absorbance at 650 nm and plot the standard graph. Estimate the amount of protein present in the given sample from the standard graph.

Determination of Total Carbohydrate by Anthrone Method (Hedge and Hofreiter., 1962)

Carbohydrates are the important components of storage and structural materials in the plants. They exist as free sugars and polysaccharides. The basic units of carbohydrates are the monosaccharides which cannot be split by hydrolysis into simpler sugars. The carbohydrate content can be measured by hydrolysing the polysaccharides into simple sugars by acid hydrolysis and estimating the resultant monosaccharides.

Principle

Carbohydrates are first hydrolysed into simple sugars using dilute hydrochloric acid. In hot acidic medium glucose is dehydrated to hydroxymethyl furfural. This compound forms with anthrone a green-coloured product with an absorption maximum at 630 nm.

Materials

1. 2.5 N HCl

2. Anthrone reagent: Dissolve 200 mg

anthrone in 100 mL of ice-cold 95% H_2SO_4. Prepare fresh before use.

3. Standard glucose: Stock—Dissolve 100 mg in 100 mL water.

4. Working standard—10 mL of stock diluted to 100 mL with distilled water. Store refrigerated after adding a few drops of toluene.

Estimation of Ascorbic acid

Ascorbic acid was analysed by the spectrophotometric method described by Roe and Keuther (1943).

Principle:

Ascorbate is converted into dehydroascorbate on treatment with activated charcoal, which reacts with 2, 4-dinitrophenyl hydrazine to form osazones. These osazones produce an orange-coloured solution when dissolved in sulphuric acid, whose absorbance can be measured spectrophotometrically at 540nm

Reagents

1. TCA (4%)

2. 2, 4-dinitrophenyl hydrazine reagent (2%) in conc H_2SO_4

3. Thiourea (10%)

4. Sulphuric acid (85%)

5. Standard ascorbic acid solution: 100μg / ml in 4% TCA

Determination of moisture content (AOAC, 2000)

Percentage of moisture content is estimated by AOAC (2000) method.

Method

Dry the empty dish and lid in the oven at 105°C for 3 h and transfer to desiccator to cool. Weigh the empty dish and lid. Weigh about 3 g of sample

to the dish. Spread the sample to the uniformity. Place the dish with sample in the oven. Dry for 3 h at 105°C. After drying, transfer the dish with partially covered lid to the desiccator to cool. Reweigh the dish and its dried sample.

Calculation

Moisture (%) = (W1-W2) × 100

W1

Where: W1 = weight (g) of sample before drying W2 = weight (g) of sample after drying.

Determination of fat content (AOAC, 2000)

Percentage of fat content is estimated by AOAC (2000) method

Reagents

Petroleum ether

Estimation of α-Tocopherol (Vitamin E)

The levels of α-tocopherol were estimated by the method of Baker et al., (1980). This method involves the reduction of ferric ion to ferrous ion by α- tocopherol and the formation of a red coloured complex with 2,2'-dipyridyl. Absorbance of the chromophore was measured at 520nm.

Reagents

Petroleum ether 60-80°C

Double distilled ethanol

0.2% - 2, 2'-dipyridyl in ethanol

0.5% ferric chloride in ethanol

Stock standard: 100 mg of α-tocopherol in 100 ml of distilled ethanol. Working standard: Stock solution was diluted to a concentration of 10μg/ml in distilled ethanol.

Estimation of α-Tocopherol (Vitamin E)

The levels of α-tocopherol were

406

Youth : Resistance, Reformation, Repercussions

MES Mampad College (Autonomous)

MESMAC
INTERNATIONAL CONFERENCES
www.mesmac.in | Since 2016 | Eighth edition

estimated by the method of Baker et al., (1980). This method involves the reduction of ferric ion to ferrous ion by α- tocopherol and the formation of a red coloured complex with 2,2'-dipyridyl. Absorbance of the chromophore was measured at 520nm.

Reagents

Petroleum ether 60-80°C

Double distilled ethanol

0.2% - 2, 2'-dipyridyl in ethanol

0.5% ferric chloride in ethanol

Stock standard: 100 mg of α-tocopherol in 100 ml of distilled ethanol. Working standard: Stock solution was diluted to a concentration of 10μg/ml in distilled ethanol.

Results And Discussion

Artocarpus altilis (Parkinson) Fosberg is a nutritious fruit in the family of moraceae. Artocarpus altilis contains 87.3 % water, 8.87 % carbohydrates, 0.66 % protein and negligible amount of fat. In a 100-gram amount, raw breadfruit is a rich source (35% of the Daily Value, DV) of vitamin C, and a moderate source (10% DV each) of thiamin and potassium, with no other nutrients in significant content.

1.Estimation of proximate analysis of Artocarpus altilis

Proximate analysis is the determination of the different macronutrients such as moisture, ash, crude fiber, crude fat, crude protein and carbohydrates. it is mandatory for the standardized nutritional labels to contain and present content information on the following five constituents - protein, fat, moisture, ash and carbohydrates, where the constituents themselves are known as "proximates" and the process of determination of their contents are known as proximate analysis.

pH	5.8
Moisture content	87.3 %
Ash content	0.8236 %
Titrable acidity	0.0768 %

Table1: Estimation of proximate analysis of Artocarpus altilis

Estimation of proximate analysis of Artocarpus altilis
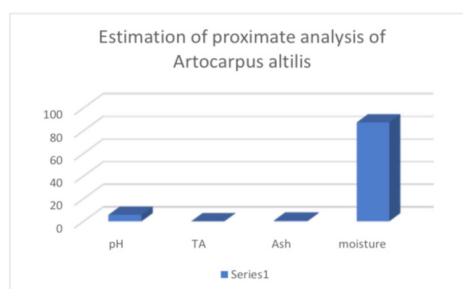
Table1 showed the result of proximate analysis of Artocarpus altilis. From the result the pulp of Artocarpus altilis contains pH; 5.8, titrable acidity; 0.0768, Ash content; 0.8236 and Moisture content; 87.3%

2. Estimation of Biochemical parameters

Protein content	0.66 mg/mol
Fat content	0.52%
Crude fibre	2.4 %
Carbohydrate	8.7 %

Table2: Estimation of Biochemical parameters of Artocarpus altilis

Biochemical parameters of Artocarpus altilis

Table2 showed the result of Biochemical parameters of Artocarpus altilis. From the result the pulp of Artocarpus altilis contains 0.66 mg/mol of protein, 0.52 % fat content, 2.4% crude fibre and 8.87% carbohydrate.

3. Estimation of nutritional parameters

Vitamin c	0.25%
Vitamin E	0.13%

Table3: Estimation of nutritional parameters of Artocarpus altilis
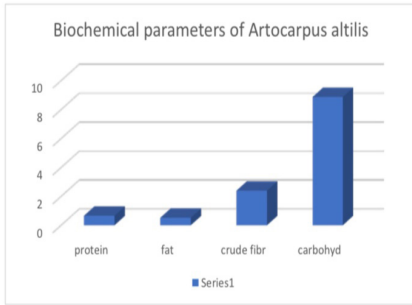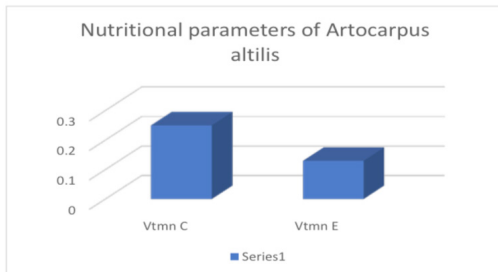

Nutritional parameters of Artocarpus altilis

Table3 showed the result of nutritional parameters of Artocarpus altilis. From the result the pulp of Artocarpus altilis contains 0.25% of Vitamin C and 0.13% Vitamin E.

Conclusion

on experimental evaluation it is found that pH of the sample shows 5.8 that it is acidic in nature, and 87.3% moisture content and has atitrable acidity of 0.0768 %. From biochemical and nutritional parameters bread fruit contains 8.7% carbohydrate, crude fiber about 2.4% and rich in vitamin C. Whole in all it is confirmed that Bread fruit contains enough water and carbohydrate, rich source of vitamin C and moderate source of thiamine and potassium. Most of the parameters satisfy the characters of an edible fruit and hence it is safe to eat.

Reference

1. AOAC, (2000). Association of Official Analytical Chemists. Official Method of Analysis, 16□h edn. Washington D.C.

2. Appiah, F. Oduro, I. and Ellis, W. O. (2011). Proximate and mineral composition of Artocarpus altilis pulp flour as affected by fermentation. Pakistan Journal of Nutrition, 10 (7):653-657.

3. Barker, H. Frank, O. and De Angeles, B. (1980). Plasma tocopherol in man at various times after ingestion of free (or) acetylated tocopherol. Nutr. Rep. Int, 21:531.

4. Hodge, J.E. and Hofreiter, B.T. (1962). In: Methods in Carbohydrate Chemistry. (Eds. Whistler, Be Miller J.N. and R.L.), Academic Press, New York, 17:420.

5. Lowry, O.H. Rosebrough, N.J. Farr, A.L. and Randall, R.J. (1951). Protein measurement with the Folin-phenol reagent. Journal of Biological Chemistry, 193:265-275.

6. Matela, K. S. Pillai, M. K. Matebesi-Ranthimo, P. Ntakatsane, M. (2019). Analysis of proximate compositions and physiochemical properties of some yoghurt samples f maseru, Lesotho. J Food Sci Nutr Res,2 (3):245-252.

7. Roe, J.H. and Keuther, C.A. (1943). The determination of ascorbic acid in whole blood and urine through 2,4-dinitrophenyl hydrazine derivative of dehydroascorbic acid. J Biol. Chem, 147: 399-407.

8. Ruck, J. A. (1963). Chemical Methods for Analysis of Fruit and Vegetable products. Canada Department of Agriculture, contribution No.B 7, Research Station, Summerland, 60p.
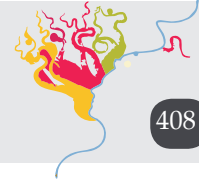
Diversity of Ants (Hymenoptera: Formicidae) in the Coffee agroecosystem of Wayanad region of Westrnghats.

Remya Venugopal

Research Scholar, Department of Zoology,
Kannur University - (Ph:9483598713)

Dr. P R Swaran

Associated Professor, Payannur Collage
Kannur University - (Ph:9447293398)

Abstract

The diversity of ants in the coffee agroecosystem of the Wayanad region of the Western Ghats is discussed in detail for the first time. We investigated ant diversity under three different canopies. Ants were sampled using pitfall traps, honey baits, litter sifting, soil core extraction, and hand picking methods. We found six subfamilies and 51 species of ants. A greater number of ant species belonged to Formicinae, followed by Myrmicinae, Ponerinae, Dolichoderinae, Pseudomyrmicinea, and Dorylinae. Subfamily Myrmicinae exhibits dominance. Genus diversity is followed by Formicinae and Ponerinae. Most of the ant species found in this study have been reported as generalized foragers and predators. Two general foraging groups—arboreal and ground ants—are reported in this study. We examined patterns of within-habitat a and between-habitat β diversity in the ant community. Ants were sampled on six coffee farms, falling on a gradient of vegetational and structural complexity.

Key words-Diversity,coffeeagroecosystem, canopies, Species richness, Shade pattern.

Introduction

Invertebrates are potential tools in environmental management due to their abundance, diversity, and functional importance. They also exhibit complex relationships with plants and animals. Many have co-evolved with them. Because of their broad ecological role, ants are a key indicator group in studies of diversity and ecological function (Agosti et al., 2000). Ants are insects, which constitute over 75% of all estimated animal species on this planet (Ruppert and Barnes, 1994). Ants play an important role in the environment. Ants turn and aerate the soil, allowing water and nutrients to reach plant roots; in addition, they act as decomposers by feeding on organic waste, insects, or other dead animals. Ants can aid in the management and prevention of pests in agroforestry systems by acting as predators (give reference). Ant diversity is incredibly high, and these organisms are highly responsive to human impact (Philpott, 2009). There

are more than 9,000 described species of ants in nearly 300 genera, forming the entire family Formicidae, within the order Hymenoptera (Bolton, 1994).

Coffee in India grows under a canopy of natural shade in ecologically sensitive regions of the Western and Eastern Ghats. This is one of the 25 biodiversity hot spots in the world. Coffee contributes significantly to sustaining the unique biodiversity of the region and is also responsible for the socioeconomic development of remote, hilly areas. Research in agroecosystems is important for several reasons. Examining mechanisms of community assembly is difficult in highly heterogeneous tropical forests, where ant diversity is highest. Alternatively, agroforests, or crop systems with trees, are model systems for examining spatial ecology, habitat choice, trophic interactions, diversity, and functional relationships. Agroforests are homogeneous relative to tropical forests, yet habitat characteristics that affect ant assemblages in forests (e.g., canopy cover, tree richness, nest site availability) vary at small scales within agroecosystems. Such variation is due both to inherent differences in agricultural management and to the increased accessibility of environmental manipulations in agroforests compared with tropical forest systems. Physically separated coffee bushes in agroforests represent separate habitats, and as such, ant community dynamics in coffee plants can be modeled as distinct habitats connected by dispersal.

Materials and methods

Study Area: The present study was conducted in the coffee agroecosystem of the Wayanad region of Westenghats (North Latitude110.27'00"&110.58'52" and the East Longitude750.47'50"&760.27'35"). The study area was divided into three categories according to its shade pattern: (a) shaded, (b) moderately shaded, and (c) open. Ants were collected from August 2022 to September 2023 from six different coffee farms.

Ant sampling techniques

Ants live in different strata of the ecosystem, as their nests vary from thick leaf litter to dead wood to modified nesting structures provided by plants, tree canopies, and soil. With reference to the above, ants cannot be collected by one technique, and hence different methodologies for collection were employed. Collection techniques employed to collect the ant fauna included pitfall traps, bait technique, transect sampling,litter and soil extraction, Some ant species were photographed in the field itself.

Pitfall traps

Pitfall traps were placed in each of the randomly selected 30m x 30m quadrates in the study area. A plastic container consisting of 11 cm in diameter by 4 cm in height was placed in the hole with the lip of the trap level within the soil surface and was placed at 20 m intervals. The pitfall trap contains a small amount of soap solution to prevent the insect from escaping. The traps were kept open for 48 hours. Samples were collected and preserved in 70% ethanol and transferred to the laboratory for further identification.

Bait techniques

A small amount of sugar placed in petri- dishes was placed at in different parts of the study area and left open for 15 minutes to capture ants. This makes it easier to spot ants and capture them before they escape into the surrounding leaf litter.

Transect method

Depending on the convenience and terrain, transects of varying lengths of 300–500 meters were laid. This method is restricted to day hours (0900 hrs to 1300 hrs). Quadrates 10 m x 10 m were marked along a line of transect in each 100 meters in the study area to find the active ant sites of six different plots to detect the seasonal fluctuation and monitor the activity of ants. Ants were collected from the marked quadrates using forceps, a moistened paint brush, and an inverted umbrella. The individuals are preserved in a jar containing 70% ethanol. Ants were transferred to the laboratory for further identification.

Litter Sifting

Leaf litter samples were sifted in a 1m x 1 m quadrant every 20 meters along the transect using a litter sifter through a wire sieve with square holes of 1 cm x 1 cm, placed in a mini Winkler's sac, and extracted after 48 hours.

Soil core extraction

Soil cores (20 x 20 x 15 cm) were taken at equal intervals (20 meters) along the transect. These soil cores were sifted through a hand sieve pan to collect ants.

Ant morpho-species identification

For all sampling methods, ants were preserved in 70% ethanol and subsequently taken back to the laboratory for classification to species level and counting the number of species based on the morphology. Identification of ants into subfamilies, genera, species, or morpho-species was based on the keys by Bolton (1994),The specimens were also sent to the ant research labs of Punjab University, Pattiala, and IISER, Bangalure, for authentication.

During the study period, a total of 5467 ants were collected, representing 51 species in 26 genera and six subfamilies. The distribution of species in the different subfamilies showed a dominance of Formicinae with seventeen morphospecies (32%) followed by Myrmicinae (28%), Ponerinae (22%), Dolichoderinae (10%), Pseudomyrmecinae (6%) and Dorylinae (2%). The subfamily Myrmicinae exhibits dominance in genus richness, with 9 genera, followed by Formicinae (7 genera) and Ponerinae (6 genera).

The most diverse ant genus is Camponotus, with 7 named species, followed by Polyrhachis (5 species), the genus Leptogenys,Tetraponera, Technonomyrmex, Crematogaster, represented by 3 species each, and Tapinoma,Brachyponera, Pheidole, Diacamma, Odontomachus, and Tetramorium, represented by 2 species. Only one species is recorded from the genus Myrmicaria, Oecophylla, Anoplolepis,Paratrechina,Lepisiota, Nylanderia,Pseudoponera,Carebra,

Results

List of Species Collected from the Coffee Agroecosystem of the Wayanad Region of Western Ghats.

Sub Family	Genus	Name of the Species	No of Species within Genus
Formicina	Oecophylla	Oecophyllasmaragdina	1
	Camponotus	CamponotusParius	
		Camponotusirritans	
		Camponotussingularis	
		Camponotusradiatus	
		Camponotussericeus	
		Camponotusangusticollis	
		camponotuscompressus	7
	Anoplolepis	Anoplolepisracillipe	1
	Paratrechina	Paratrechinalongicornis	1
	Polyrhachis	Polyrhachisrastellata	
		PolyrhachisExercita	
		Polyrhachiswroughtonii	
		Polyrhachistibialis	
		Polyrhachispuctillata	5
	Lepisiota	Lepisiotaopaca	1
	Nylanderia	Nylanderiayerburyi	1
Dolichoderinae	Technomyrmex	Technomyrmexalbipes	
		Technomyrmexbicolor	
		Technomyrmexelatior	3
	Tapinoma	Tapinomaindicum	
		Tapinomamelanocephalum	2
Ponerinae	Brachyponera	Brachyponeralutipes	
		BrachyponeraJerdoni	2
	Leptogenys	Leptogenysdiminuta	
		Leptogenysbirmana	
		Leptogenysprocessionalis	3
	pseudoponera	Pseudoponera	1
	Diacamma	Diacammaceylonese	
		Diacammarugossum	2
	Odontomachus	Odontomachussimillimus	
		Odontomachushaematodes	2
	Harpegnathos	Harpegnathossaltator	1
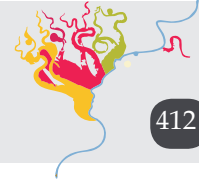
Myrmicina	Crematogaster	Crematogasterrogenhoferi	
		Crematogasterabberans	
		Crematogasterwalshi	3
	Myrmicaria	Myrmicariabrunnea	1
	Pheidole	Pheidolesps 1	
		Pheidolesps 2	2
	Monomorium	Monomoriumwrouhtoni	
		Monomoriumindicum	2
	Carebra	Carebradiversa	1
	Tetramorium	Tetramoriumcoonoorense	
		Tetramoriumwalshi	2
	Solonopsis	Solonopsisgerminata	1
	Meranoplus	Meranoplus bicolour	1
	Cataulacus	Cataulacuskaprobanae	1
Dorylinae	Dorylus	Dorylusorientalis	1
Pseudomyrme-cinae	Tetraponera	Tetraponeraallaboras	
		Tetraponeranigra	
		Tetraponerarufonigra	3

Solonopsis,Meranoplus, cataulacusk, and Dorylus. Two monotypic exotic genera, Anoplolepis and Paratrechina, were recorded in this study. Most of the ant species found in this study have been reported as generalized foragers and predators. Two general foraging groups—arboreal and ground ants—are reported in this study. The highest species abundance was reported in moderately shaded coffee plantations, followed by shaded and the least in openly shaded coffee plantations. The moderately shaded coffee plantation has optimum temperature, humidity, and tree connectivity for ant activities compared to the thick and open shade. Filter shade and litter increase the availability of nesting sites and foraging areas. The rank abundance for the shaded, open, and moderately shaded coffee plantations revealed that the highest abundance was that of the species Tapinomamelanocephalum. Crematogasterrogenhoferi Techn omyrmexalbipes, and Oecophylla smaragdina, are the most abundant species in all types of shade patterns. Pit fall trap is the most effective sampling technique. 1757 individuals are collected through the pit fall trap method (32%). The second most efficient method is the transect method (28%). Soil core extraction (4%)is the least efficient method compared to all other techniques.
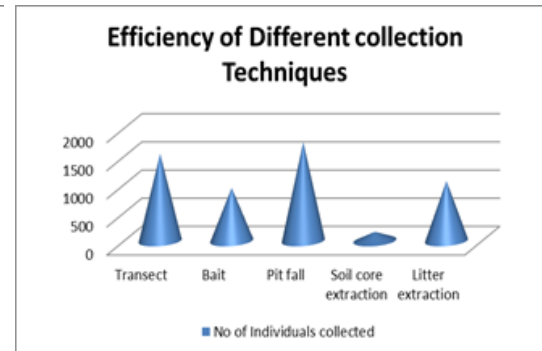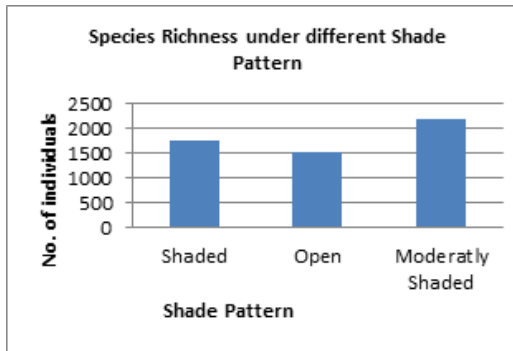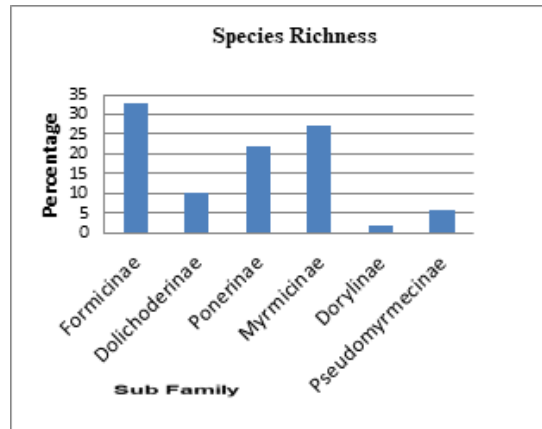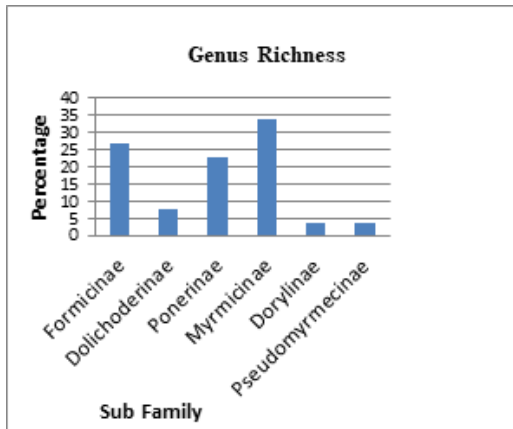
Diagram showing - (A) Genus richness within the sub families (B) Species richness within the sub families (c) species richness under different shade patterns (D) efficiency of different collection techniques.

Discussion

Anu and Sabu evaluated leaf litter ants in the Wayanad region of the Western Ghats and collected 22 species from 16 genera. Subfamily Formicinae was the highly specious in evergreen forests. Sabu*et al.* conducted studies on the diversity of forest habitat-inhabiting ants along elevations in the Wayanad Region of the Western Ghats, and twenty-nine ant species belonging to 18 genera under 6 subfamilies were reported. Bharti and Sharma carried out a detailed study on the diversity and abundance of ants along an elevation gradient in the Jammu-Kashmir Himalaya. Bharti reported 46% of the endemism of ants in the Himalayan region. T. Ramesh et al. conductedsurvey on ant faunal diversity in the Department of Atomic Energy Campus,Kalpakkam and recorded 35 ant species belonging to 5 sub species.Savitha*et al.* observed the response of ants to disturbance gradients in and around Bengaluru, India, and estimated that ant species richness and abundance were higher in the undisturbed site. "Study on the Ant Diversity (Hymenoptera:

Formicidae) of Periyar Tiger Reserve in the Southwestern Ghats" was done by Gigi Joseph *et al.* (2013). About 31 species of ants belonging to 14 genera under 4 subfamilies were found to inhabit varying vegetation types in the Periyar Tiger Reserve of the southern Western Ghats. Gadagkar has sampled ants from 12 different localities in the Uttara Kannada district of Karnataka and reported 140 species of ants under 32 genera belonging to 6 subfamilies. Azhagu Raj et al. revealed 10 species, 9 genera and 4 subfamilies in the campus of Pachaiyappa's college Kanchipuram.A similar study, "Checklist of Ants (Hymenoptera: Formicidae) of Silent Valley National Park, Western Ghats, Kerala, India," was done by V. Sabitha*et al.* During the study period, approximately thirty genera of ground dwelling ants representing 40 species from six families were identified in Silent Valley National Park.Dr.R J Chavanet.al.reported in his studies, the numbers of certain ant species in disturbed habitat were considerably increased because they get ideal conditions for breeding, feeding and foraging.

Conclusion

Ants can be effectively used as an ecosystem indicator. Studies revealed that they immediately respond to any disturbance or alteration in their environments. The distribution of ants in different subfamilies showed a dominance of Formicinae, followed by Myrmicinae and Ponerinae. The most diverse ant genus is Camponotus, with seven species, and Polyrhachis, with five species. Moderately shaded coffee plantations exhibit the highest species richness compared to shaded and open conditions. Tapinomamelanocephalum is the dominant species in all three shade patterns. Oecophyllasmaragdina, Technomyrmexalbipes, and Crematogasterrogenhoferi are the major ant species present in all types of ecosystems under study. The present study will provide valuable information on ant species availability in the coffee agroecosystem. This study provides a significant contribution in the fields of ecology and entomology.

References

1. D. Agosti, J.D. Majer, E.L.Alonso and T.R. Schultz (eds.), Standard Methods for Measuring and Monitoring Biodiversity. Washington, DC: Smithsonian Institute Press, 2000.

2. A. Anu, T. K. Sabu, Biodiversity analysis of forest litter ant assemblages in the Wayanad region of Western Ghats using taxonomic and conventional diversty measures. Journal Insects Science 7 (2006)13.

3. Ali TM. Ant fauna of Karnataka. IUSSI Newsletter,1992; 6:1-7. AzhaguRaj,TSatheesh ,Diversity and distribution of ant species in Pachayappa'scollegecampus, Kanchipuram,Tamilnadu.Journal of Entomology and Zoology Studies,(2017)459-464.

5. B. Bolton, Identification guide to the ant genera of the world.Harvard University press (Cambridge, Massachusetts/ London, England). (1994) 222 pp.

6 B. Bolton, Bolton's Catalogue and Synopsis, in http://gap.entclub.org/Version:1, 2011.

7. B. Holldobler, E.O. Wilson,The ants. Springer- Harvard University Press. (1990)732pp.

8. C.T. Bingham, The fauna of British India, including Ceylon and Burma. HymenopteraVolume 11.Ants and cuckoo-wasps. London: Taylor and Francis (1903) 160-164.

9. F.A. Bisby, Characterization of biodiversity. In Global Biodiversity Assessment,

Heywood VH (ed.). Cambridge University Press: Cambridge, (1995) 25–35.

10. H. Bharti, Y. Sharma, Diversity and Abundance of ants along an elevational gradient in Jammu Kashmir Himalaya. Halters, 1 (2009) 110-124.

11. R. Gadkar, P. Nair, D.M. Bhat, Ant species species and richness from selected localities in western ghats, India. Hexapoda 5 (1993) 79-94.

12. R.J. Chavan,N.B. Patkar .Diversity of ants (Hymenoptera:Formicidae) fromundisturbed and disturbed habitat of Great Indian Bustard Wildlife Sanctuary ,(M.S.),India. International Joural of Scientific Research-Vollume 3 (12),2014 398-401.

13. Ramesh T, JahirHussain K. Diversity, Distribution and Species Composition of Ants fauna at Department of Atomic Energy (DAE) Campus Kalpakkam, South India.World Journal of Zoology.2010; 5(1):56-65.

14. SaranyaSivadasan,Gigi K Joseph,AnuAnto, ShajiThomas.A Study on the ant diversity

(Hymenoptera-Formicidae) of Periyar Tiger Reserve in South Western Ghats. Indian

Forester 139 (10),2013,936-942.

15. T. Varghese, A review of extant subfamilies, tribes and ant genera in India, Biosystematica. 3 (2009) 81-89.

16. T.K. Sabu, P.J. Vineesh, K.V. Vinod, Diversity of forest litter-inhabiting ants along elevations in the Wayanad region of the Western Ghats, Journal of Insect Science. (2008) 69.

17. V Sabitha, K Harsha, R Lakshmi,KGopinath,C. Balalakhmi. Check List of ants (Hymenoptera: formicidae) of Silent Valley National Park,WesternGhats,Kerala,India. Journal of Science and Technology Investigation .

Vol. 1-9 ,2018,1-11.

Seed dispersal of Artocarpus hirsutusand Caryotaurensbybonnet macaque (Macaca radiata) in a secondary forest patch at Wayanad, Kerala

Muhammed Sabith KM[1], Joseph J Erinjery[2] and Prasadan PK[1]

1. Ecological Parasitology and Tropical Biodiversity Laboratory,
Department of Zoology, Kannur University Mananthavady, Campus, Edavaka PO,
Wayanad 670645, Kerala, India

2. Ecology, Ethology & Epidemiology Laboratory, Department of Zoology, Kannur University

Introduction

Plant animal interactions are investigated since Charlse Darwin, who published his observations on orchid pollination by insects (Darwin 1877). Darwin paid little attention to the interaction between plants and agents of seed dispersal and significant studies on the topic started in 1970s (Herrera 2002). Seed dispersal is one among the most important mutualistic activities on the planet (Lambert 2010). Mutualism with animals for the dispersal of seed and pollen is considered as one of the determining factors for tremendous diversity and ecological success of angiosperms (Herrera 2002). Fleshy fruits, eaten by animals, are thought to be the ancestral fruit character in angiosperms and 50% - 70% or more of the tropical trees produce fleshy fruits adapted for birds and/or mammals(Howe and Smallwood 1982). In Tropical Asia seeds of about 65%-90% of the woody plants are dispersed by vertebrates (Howe and Smallwood 1982; Corlett 2017)

Seed dispersal is beneficial for plants as it: 1) reduces competition for resources, 2) helps escape from species specific predators, herbivores and pathogens, 3) enables to colonize suitable habitats and 4) helps reach specific microhabitats necessary for germination and establishment (Howe and Smallwood 1982). Apart from this, seed dispersal also help connect fragmented populations and to avoid negative genetic consequences associated with fragmentation (Browne and Karubian 2018). Gut treatment by dispersal agents may also contribute to the enhancement of seed germination in different plant species (Fuzessy et al. 2016). Animals benefit from this relationship by acquiring significant part of their diet from nutrient rich fruits produced by plants.

Some vertebrate taxa are particularly important as seed dispersers and primates are one among them in

the habitats where they are present (Canale et al. 2016; McConkey 2018). Primates are considered as one of the main seed dispersal agents in tropical forests since they constitute 25% to 40% of the frugivore biomass in the region (Chapman 1995). Macaque which belongs to the subfamily Cercopithecinae is proved to be one of the valuable dispersal agents in the tropical Asian forests, especially in disturbed habitats and habitat fragments (Albert et al. 2014; McConkey 2018; Tsuji and Su 2018). Macaques possess several characteristic features like: 1) cheek pouches where they can store large amount of seeds, many of these seeds are spit out far away from the parent tree leading to dispersal 2) selection of highly frugivorous diet - macaques can eat fruits of variable size and from different life forms 3) longer path length and larger home range, when compared to other primates in Asia and 4) semi-terrestrial habit which enables them to survive in poor forest with scare and scattered resources (Albert et al. 2013; McConkey 2018; Tsuji and Su 2018) make them good dispersal agents for a number of tropical plant species.According to Tsuji and Su(2018) macaques are omnivorous and can feed on various types of natural foods, among which fruits represent 48±24%. Macaques disperse seeds by spitting, defecating or by dropping and the methods being followed for a particular seed usually depend on the size of the seed; the seed dispersal distance by defecation is longer with a median of 259 m and a range of 0-1300 m when compared to the dispersal distance by spitting which has a median of 20 m and a range of 0-405 m (Tsuji and Su 2018).

Twenty one species of macaques are present in Asia, distributed across a wide range of habitats and are capable of consuming and dispersing wide variety of plants in these habitats (Albert et al. 2013; McConkey 2018; Tsuji and Su 2018). A total of 25 species of non-human primates are present in India and eleven of them are macaques (Menon 2014; Singh et al. 2020). Bonnet macaque, the focal species of this study, is the most common macaque, though it is endemic to south India.

Local extinction of primates can affect plant community structure and recruitment if the habitat is devoid of frugivores which can take the role of extinct species (Bufalo et al. 2016). For the plant species Myrica rubra quantity of seed dispersal was reduced by 1/5th in a Japanese island where Macaca fuscata became locally extinct when compared to the quantity of the seed dispersed in an island where the species is still present (Terakawa et al. 2008).

Since primates can easily be habituated and followed, data collection on seed dispersal is easier when compared to that of other animal groups, yet dispersal data is available for only 11 (12%) species in Asian habitats. Among the 23 species of macaques in Asia, seed dispersal data is available only for four species (McConkey 2018; Sengupta et al. 2020). The role of Cercopithecines is overlooked as seed dispersal agents despite their important role in forest regeneration (Albert et al. 2014). Cercopithecines can act as seed dispersal agents for large seeded trees which are not usually being dispersed by most other frugivores. They are capable of acting as potential dispersal
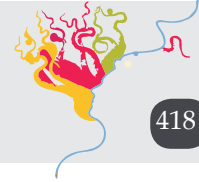
agents in disturbed habitats and can have very important role in restoration of degraded forests (Kaplin and Lambert 2002; Albert et al. 2014).

Kerala has six primate species, lion tailed macaque, nilgiri langur, black-footed gray langur, tufted gray langur, bonnet macaque and slender loris (Nameer 2015). Because of their ability to co-exist with humans, bonnet macaques are quite abundant in Wayanad district of Kerala, where even the protected areas share borders with agricultural lands and human settlements at many places.

Since langurs are not considered as effective dispersal agents and the presence of lion tailed macaques (which need contiguous undisturbed forest areas to survive) has not yet been confirmed in the study area, bonnet macaque may be the only primate capable of dispersing seeds here. Understanding its effectiveness as a seed dispersal agent may contribute towards the regeneration of degraded forest areas. Proving its ecological importance as a seed dispersal agent may change the attitude of people towards the species, as this is generally treated as a pest. This may contribute to conservation of bonnet macaque in a scenario where its population are drastically disappearing from many of its traditional habitats. With the background provided, the current study aims at investigating the role of bonnet macaque in the disprsal of Artocarpus hirsutusandCaryotaurensin a secondary forest patch at Wayanad.

Methodology

Study troop : The study was conducted on a troop of bonnet macaque (Kythakkolli troop or KK troop) which has its home range predominantly in Ondayangadi forest of Begur forest

range and to a small extent in the surrounding matrix that composed of human habitations and agriculture lands. Study area is shown in map 1. When I started practising troop habituation in October 2020, the troop had 20 individuals including five adult females, seven adult males, two sub adult males, two sub adult females and four juveniles. By the times I started scan and focal sampling (February 2021), the troop size became 14 with four adult males, three adult females, two sub adult males, one sub adult female and four juveniles. One adult male had migrated to a neighbouring troop and another died, must be due to poisoning(It died immediately after feeding on tapioca from plantation. Moreover,froath with blood was coming out from mouth).

The reasons for the disappearance of the others from the troop including one adult male, two adult females and one sub adult females could not be traced out.

Study area

Map 1: The location of Wayanad in Kerala, study area in Wayanad and the study area

The study was conducted in the area composed of Ondayangadi forest of Begur forest range, North Wayanad forest division, Wayanad, Kerala, India and its surrounding matrix of human habitations and agriculture lands. Map 1 shows the location of Wayand in Kerala, location of study area in Wayanad and the study area. The area is located between the latitudes 11.84286 N and 11.81596 N and the longitudes 76.01615 E and 76.05479 E. The study area has an undulating terrain with an altitude variation from 760m to 950 m. The Ondayangadi forest has an area of 140 hectares and is semi evergreen in nature. This area became a dense natural forest having more than 280 species of birds, 178 species of butterflies during the last sixty years as the attempt made by the forest department to develop a teak and softwood plantation in 1958, had failed. Artocarpus hirsutus, Neolamarckiacadamb, Elaeocarpus tuberculates, Aporosacardiosperma, Spondias pinnata, Tectona grandis and Holigarnaarnottianaare the dominant trees here. Several streams that serve as water source to plants and animals, including humans in the surrounding areas are originated in the forest. Common mammals in the study area include malabar giant squirrel, spotted deer, wild boar, mouse deer apart from the bonnet macaque. Tiger, leopard, dhole, and hanuman langur are occasional visitors to the area.

During the process of study five bonnet troops apart from the study troop were identified. The home range of the study troop overlap with the home ranges of some of these troops in the periphery. The troops occasionally encounter each other in these range edges. The matrix of the forest is composed of human habitations and agriculture areas. Cultivated areas have banana, rubber, coffee, tapioca, coconut and areca nut. Human habitations have different fruiting plants including guava, mango, jackfruit, passion fruit and sapota on which macaques depend for food, especially when resources are scarce in the forest. Macaques visit human habitations for feeding on food wastes which are available throughout the year.

Data collection

After obtaining the necessary permissions from the Department of Forest and Wildlife, Govt of Kerala, I started following the Kythakkolli (KK) troop in October 2020. First four months were spent for habituation of the troop, identification of the individuals, recognition of halting sites and familiarization with the troop's ranging area. Focal and scan samplingwere conducted from February 2021 to June 2022. I followed the macaques for a period of 95 days, five to ten days each month excluding the months during which covid lockdown was imposed (May 2021 and June 2021).

Scan sampling

Thirty minutes interval scan sampling (Sengupta et al. 2014) method was followed to collect data on activity budget and feeding. The duration of each scan was 15 minutes with a 15 minutes gap before the next scan. All the individuals of the troops were identified to avoid multiple observations on the

same individual. In each scan the troop was observed using binoculars and their activities (movement, rest, social interaction, copulation and food intake) were recorded. For the individuals that are engaged in feeding, data on the items consumed (plant species and their parts – leaf, shoot and flower; insect; fungi) were recorded. Plants were identified with the help of plant taxonomists of Kerala Forest Research Institute, Peechi and The University of Trans-Disciplinary Health Sciences and Technology, Bengaluru.

Focal Sampling

Focal sampling of 10 minutes duration (Altmann 1974) was done on randomly chosen individuals to make detailed observations on part/s of the fruit consumed and the way the fruit was handled. Ripening status of the fruits consumed was also noted. Remnants of the fruits fell under the tree were checked to know the exact part fed on. Dispersal distance of the spat out and dropped seeds were measured as the straight-line distance between the feeding tree and the seed deposition site. Fecal samples were collected, whenever possible, during the study period. Dispersal distance was not calculated for fecal seeds due to insufficient number of fecal samples having seeds of the two focal plants.

Germination experiments

Germination experiments were conducted from July 2023 to September 2023. Spat out seeds were used as test and freshly collected seeds after removing the pulp were used as control. Experiments were conducted in a shed, very close to the study area, with similar environmental conditions to study area. Germination trays filled with soil were used to plant the seeds and seeds were watered once in alternate days. Seeds were observed every day after planting and germination status were noted.

Data analysis

χ^2 test for proportions was used to test the effect of seed handling on seed germination. Stat to do website and R software were used for data analyses.

Results and Discussion

A total of 1156 scans (289 hours) that produced 8591 individual behavioural observations were completed. While bonnet macaques consumed a variety of food items, including insects, human food waste, leaves, flowers, and seeds, fruits were their primary dietary choice.
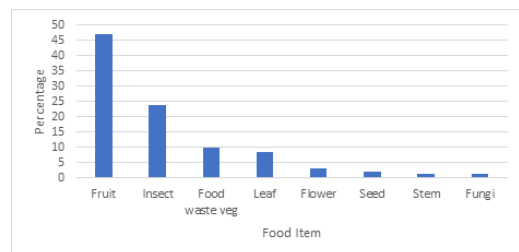
Plot 1. Percentage of different food types consumed

During the study period bonnet macaques were found feeding on 52 different fruits. Fruits of Caryotaurens were the most consumed food item and the fruits of Artocarpus hirsutus were the 4th most consumed item during the study period. Fruits of Caryotaurens were available throughout all seasons and were the most consumed item in post-monsoon, 3rd most consumed item

in monsoon and 10th most consumed item in summer. Fruits of Artocarpus hirsutus were available during summer and monsoon (March to June) and were the second most consumed item during summer and third most consumed item during monsoon.Throughout the study, data on the dispersal of seeds from a total of 38 plant species by bonnet macaques was documented.Nineteen and 39 focal observations were done on individuals feeding on Artocarpushirsutus and Caryotaurensrespectively.Macaques were consuming ripe fruits in all focal observations except two focal observations while feeding onA. hirsutus.
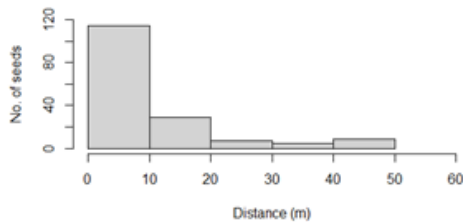
Plot 2. Dispersal distance of Artocarpus hirsutus
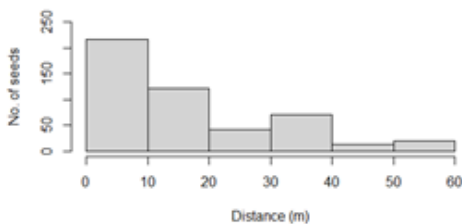
Plot 3. Dispersal distance of Caryotaurens

Notably, seeds of both Artocarpus hirsutus and Caryotaurens were primarily dispersed through the "spat out" method. Plot 1 and plot 2 shows the dispersal distance of Artocarpus hirsutus and Caryotaurensby bonnet macaque through spat out method.On an average, the dispersal distances for spat-out seeds of Artocarpus hirsutus and Caryotaurens were 8.74 meters and 15.83 meters, respectively. The maximum dispersal distances observed for spat-out seeds of A. hirsutus and C. urens were reaching up to 44 meters and 52 meters, respectively.

Our germination experiments revealed a positive impact of macaque seed handling on the germination percentage for both A. hirsutus($\chi 2$=10.5615, p = .0012) and C. urens($\chi 2$=9.3877, p = .0022).

This is the first study that specifically addressed the role of bonnet macaque in seed dispersal. In two studies conducted in dry evergreen forests in South India exploring the roles of mammals and birds in frugivory and seed dispersalBalasubramanian and Bole(1993)and David et al. (2011) reported some detailson seed dispersal by bonnet macaque.However,these studies were mainly based on fecal samples and data on dispersal distance and germination rates were not included.

Fruits were the primary dietary choice of the bonnet macaque in the study area, similar results were reported by Krishnamani(1994),Ali(1986) and Erinjery et al.(2017) in bonnet macaques studied in different habitats and also in many other macaque species (Kumar 1987; Sengupta et al. 2014). Bonnets were feeding on ripe fruits in all focal observations except two focal observations on A.hirsutus which

indicate that the macaque prefers the ripe fruits. Two incidences of feeding on unripe fruits were early in the fruiting season when the ripe fruits of A.hirsutus were not available. Fruits of A.hirsutus and C.urens were not reported in diet of any previous studies which explored the diet of bonnet macaque. Both the species are among top consumed fruits by the macaque in the study area and hence the most probable reason for their absence in the diet of bonnet macaque in previous studies is their non availability in the studied area.

The present study reported a positive impact of macaque seed handling on germination of both focal plant species, similar results are reported by Sengupta et al. (2014) in a study conducted on rhesus macaques.The current study did not conduct in situ germination experiments, further studies exploring in situ germination and seedling establishment of macaque handled seeds will improve our knowledge of bonnet macaque's effectiveness as a dispersal agent.Species like malabar giant squirrel and malabar grey hornbill also feed on A.hirsutus and C.urens but further studies will be needed to understand their relative importance in seed dispersal of these plants.Our study shows the ecological importance of bonnet macaque as a seed dispersal agent and which may change the attitude of people towards the species and contribute to its conservation.

Acknoledgement

References

1. Albert A, McConkey K, Savini T, Huynen M-C (2014) The value of disturbance-tolerant cercopithecine monkeys as seed dispersers in degraded habitats. Biological Conservation 170:300–310. https://doi.org/10.1016/j.biocon.2013.12.016

2. Albert A, Savini T, Huynen M-C (2013) The role of Macaca spp (primates Cercopithecidae) in seed dispersal networks. Raffles Bulletin of Zoology 61:423–434

3. Ali R (1986) Feeding ecology of the bonnet macaque at the Mundanthurai Sanctuary, Tamil Nadu. J Bombay Nat Hist Soc 83:98–110

4. Altmann J (1974) Observational study of behavior: sampling methods. Behaviour 49:227–266

5. Balasubramanian P, Bole PV (1993) Seed dispersal by mammals at Point Calimere Wildlife Sanctuary, Tamil Nadu. Journal of the Bombay Natural History Society 90:33–44

6. Browne L, Karubian J (2018) Habitat loss and fragmentation reduce effective gene flow by disrupting seed dispersal in a neotropical palm. Molecular Ecology 27:3055–3069. https://doi.org/10.1111/mec.14765

7. Bufalo FS, Galetti M, Culot L (2016) Seed dispersal by primates and implications for the conservation of a biodiversity hotspot, the Atlantic forest of South America. International Journal of Primatology 37:333–349

8. Canale GR, Suscke P, Rocha-Santos L, et al (2016) Seed Dispersal of Threatened Tree Species by a Critically Endangered Primate in a Brazilian Hotspot. Folia Primatologica 87:123–140

9. Chapman CA (1995) Primate seed dispersal: Coevolution and conservation implications. Evolutionary Anthropology: Issues,

News, and Reviews 4:74–82. https://doi.org/10.1002/evan.1360040303

10. Corlett RT (2017) Frugivory and seed dispersal by vertebrates in tropical and subtropical Asia: An update. Global Ecology and Conservation 11:1–22. https://doi.org/10.1016/j.gecco.2017.04.007

11. Darwin C (1877) On the various contrivances by which British and foreign orchids are fertilised by insects. John Murray

12. David JP, Murugan BS, Manakadan R (2011) Frugivory by birds and mammals in Sriharikota Island, southern India. J Bombay Nat Hist Soc 108:24–40

13. Erinjery JJ, Kavana TS, Singh M (2017) Behavioural Variability in Macaques and Langurs of the Western Ghats, India. FPR 88:293–306. https://doi.org/10.1159/000480010

14. Fuzessy LF, Cornelissen TG, Janson C, Silveira FA (2016) How do primates affect seed germination? A meta-analysis of gut passage effects on neotropical plants. Oikos 125:1069–1080

15. Herrera CM (2002) Seed dispersal by vertebrates. Plant–animal interactions: an evolutionary approach 185–208

16. Howe HF, Smallwood J (1982) Ecology of Seed Dispersal. Annual Review of Ecology and Systematics 13:201–228. https://doi.org/10.1146/annurev.es.13.110182.001221

17. Kaplin BA, Lambert JE (2002) Effectiveness of seed dispersal by Cercopithecus monkeys: implications for seed input into degraded areas. Seed dispersal and frugivory: Ecology, evolution and conservation 351–364

18. Krishnamani R (1994) Diet composition of the bonnet macaque (Macaca radiata) in a tropical dry evergreen forest of southern India. Tropical Biodiversity 2:285–302

19. Kumar A (1987) The ecology and population dynamics of the lion-tailed macaque (Macaca silenus) in South India. PhD Thesis, University of Cambridge

20. Lambert JE (2010) Primate frugivory and seed dispersal: Implications for the conservation of biodiversity. Evolutionary Anthropology: Issues, News, and Reviews 19:165–166

21. McConkey KR (2018) Seed Dispersal by Primates in Asian Habitats: From Species, to Communities, to Conservation. Int J Primatol 39:466–492. https://doi.org/10.1007/s10764-017-0013-7

22. Menon V (2014) Indian mammals: a field guide. Hachette India

23. Nameer PO (2015) A checklist of mammals of Kerala, India. Journal of Threatened Taxa 7:7971–7982

24. Sengupta A, Gazagne E, Albert⎕Daviaud A, et al (2020) Reliability of macaques as seed dispersers. American Journal of Primatology n/a:e23115. https://doi.org/10.1002/ajp.23115

25. Sengupta A, McConkey KR, Radhakrishna S (2014) Seed dispersal by rhesus macaques Macaca mulatta in northern India. American Journal of Primatology 76:1175–1184

26. Singh M, Singh M, Kumara HN, et al (2020) A history of primatology in India (In memory of Professor Sheo Dan Singh). Journal of Threatened Taxa 12:16715–16735. https://doi.org/10.11609/jott.6524.12.13.16715-16735

27. Terakawa M, Isagi Y, Matsui K, et al (2008) Reduced Seed Dispersal Effectiveness of the Large-Seeded Tree Myrica rubra in the Absence of Japanese Macaque. Sustainability and Biodiversity Assessment on Forest Utilization Options 282

28. Tsuji Y, Su H-H (2018) Macaques as Seed Dispersal Agents in Asian Forests: A Review. Int J Primatol 39:356–376. https://doi.org/10.1007/s10764-018-0045-7

424

Youth : Resistance, Reformation, Repercussions
MES Mampad College (Autonomous)

MESMAC
INTERNATIONAL CONFERENCES
www.mesmac.in | Since 2016 | Eighth edition
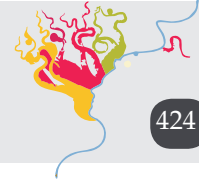
"A study on Commerce Students Attitude towards entrepreneurship with special reference to Nilambur municipality"

Abdul Gafoor k[1] Sainul Abid k[2]

1 Higher secondary School Teacher (HSST Commerce),
Government higher secondary school, Moothedath, Kerala, India

2 Higher secondary School Teacher (HSST Commerce), Government higher secondary school, Moothedath, Kerala, India

Abstract

Enterprises and students are the back born of the nation's economy. If a nation having much organizations and productive youth, definitely it will contribute much more to our economy. Recently some studies says that lot of students were interested to migrate to some European countries because of getting job according their educational qualifications. So, the study on "students Attitude towards in entrepreneurship with special reference to Nilambur municipality" will give an information about the student's opinion on entrepreneurship and their interest on starting enterprises themselves.

This study was carried out through primary research in the form of questionnaire and secondary data are also used. The sample consist of 50 students in Nilambur municipality The interpretation was made on the basis of average, percentage, scaling and ranks. This study closely related the overall attitude of students in entrepreneurship.

Key words: entrepreneurships, students, interest

Introduction

The ability and readiness to develop, organize and run an enterprise is the base for entrepreneurship. Being an entrepreneur is not an easy task, however an entrepreneur with an enterprise can contribute to our Nations GDP. If an individual who has an idea act on that idea can Create new market with a new product. The idea will change the people from workers into proprietors.

India having variety of cultural, demographic, legal, geographical and linguistic varieties, and also have wide rural areas. This varieties specialty of India is very useful to new entrepreneurs.

The study seeks to analyses the extent of awareness, aspirations, and perceived barriers among commerce students contemplating entrepreneurial venture.

Importance of the Study

India government introduced many schemes to develop new ventures in our country. The schemes basically focusing young entrepreneurs and women entrepreneurs. So, the study on

Commerce students Attitude towards entrepreneurship is relevant and significant.

Objectives of the Study

- To study the awareness of students about different schemes provided by government for starting new ventures.

- To study the student's attitude towards entrepreneurship.

- To study the reason to choose or not to choose entrepreneurship

Methodology of the Study

The study was conducted among 50 commerce students from different educational institutions, Questionnaire was supplied to the respondents through google form   and the form filled by respondents themselves. the various tool used for analysis were percentage, scaling and ranking.

Entrepreneur

An entrepreneur is someone who starts or owns a business. Whether it's in farming, manufacturing, retail, etc.

Entrepreneurship

Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise.

Some Part-Time Business Ideas for Students

- Make money from social media
- Start a website
- Become a youtuber
- Resell text book
- Run a delivery service

- Buy and sell popular graphics and icons
- Get paid to queue
- Data entry
- Start an accommodation review website
- Set up a virtual language corner
- Grow and sell your own fresh fruit and vegetables
- Grow and sell pets
- Make photo albums
- Design handout for lectures
- Organize students' trips
- Start annual gift or card service
- Digital design
- Handicraft
- Start a tuition Centre
- Be a sports coach for local teams etc...

The Government Support for Entrepreneurship

1. Pradhan Mantri mudra yojana
2. The national institute for entrepreneurship and small business development
3. Startup India seed fund scheme
4. Atal innovation mission (AIM)
5. Multiplier Grand scheme (MGS)
6. Diary entrepreneurship development scheme (DEDS)
7. Startup India initiatives etc...

Analysis Of Data

Table:1 Details about respondents

Sex	Number of respondents	Percentage
Male	27	54 %
Female	23	46 %

Source: Primary data 2023

Table: 2 Educational qualifications

Plus-two Commerce	8	16 %
B. Com	11	22 %
BBA	7	14 %
M.Com	10	20 %
MBA	6	12 %
Others	8	16 %

Source: Primar data 2023

The table 1 and 2 shows the demographic condition of respondents. 54% male and 46% female respondents are there, out of which 36% studying in degree 32% in post-graduation, 16% plus-two and others are also 16%.

Table: 3   Awareness level of students about the governments help in new ventures

Factors	SA	A	NADA	DA	SD	TOAL	WHOLE TOTAL
Govt introduced many schemes for development of enterprises	200	36	0	2	0	238	250
Govt provide incentives to entrepreneurs	225	16	3	0	0	244	250
Govt provide subsides to entrepreneurs	215	12	9	2	0	238	250
Govt provide training to new entrepreneurs	130	72	15	2	0	219	250
Total						939	1000
Percentage of awareness level							93.9 %

Source: Primary data 2023

The above table 3 says 94 % respondents are aware about the governments schemes and helps provided to new ventures.

Table:4 Additional qualifications of respondents

Additional qualifications	No of respondents	Percentage of responds
Yes	24	48 %
No	26	52 %

Source: Primary data 2023

The table shows that 48% students having additional qualifications, 52% don't have

Table: 5 level of interest in pursuing entrepreneurship

After study I decided to work: -

Type of work	No of respondents	Percentage
Government job	18	36 %
Worker at Private enterprise	13	26 %
Self employed	9	18 %
Entrepreneur	10	20 %

Source: Primary data 2023

The above table says only 36% respondents are interested to work in government job, 64 % of the respondents are interested to work private, self-enterprises or as an entrepreneur. Out of which 20 % says they are interested to start enterprises.

Table :6 Reason to choose entrepreneurship (Rank given by 10 respondents) [weight given as under the order of 1*4, 2*3, 3*2, 2*1]

Reasons	A	B	C	D	E	F	G	H	I	J	weight obtained	Rank
Create more employment	1	3	1	2	1	4	3	3	4	3	25	3rd
Take our own decisions	3	1	4	1	3	2	2	2	3	2	27	2nd
Financial benefits	2	2	3	3	2	1	4	1	1	1	33	1st
Government helps	4	4	2	4	4	3	1	4	2	4	18	4th

Source: Primary data 2023

The above table says that 'Financial benefit' is the reason for choosing Entrepreneurship, the second reason is 'can take our own decisions' third rank obtained by 'create more employment' and 'government help' in 4th rank.

Table: 7 Reason for not to choose entrepreneurship (out of 31 respondents)

Reasons	Weight obtained	Rank
Status	84	1st
White colour job	81	2nd
Risk free	38	3rd

Source: Primary data 2023

The table shows that most of the students think government job may create status to them in society. and some of them like to work white colour jobs.

Findings

- 94 % respondents are aware about the governments schemes and helps provided to new ventures.
- 48% students having additional qualifications
- only 36% respondents are interested to work in government job, 64 % of the respondents are interested to work private, self-enterprises or as an entrepreneur. Out of which 20 % says they are interested to start enterprises.
- Financial benefit is the main reason for choosing Entrepreneurship
- some of the students think government job may create status to them in the society. and some of them like to work white colour jobs.

Suggestions

- Include entrepreneurial related chapters in school life
- Inculcate the culture of entrepreneurship by providing awareness class
- Teach the students that every job has its dignity
- Promote the new entrepreneurs to use government aids and supports
- Elaborate the function of ED Clubs in schools and college

Conclusion

The study found that the students are well-known about the grand in aid provided by the government for entrepreneurship development, however some of them think that only government job will create status to them and they decided to do white color job after their study. By providing as much class and sessions in the topic of entrepreneurship and its importance we may create an entrepreneurial culture in our nation.

Reference

- Narlina and yenna del Rosa, 2019 "Analysis of factors affecting students' interest in business entrepreneurship"
- Falih m- alsaaty, David Abraham and Ella carter, journal of small business. "Business students' interest in entrepreneurship and sound entrepreneurship."
- http:// www. business-standard.com
- http:// digest. Myhq.in>startups
- http:// textbook.com

Male- Female Labour Force Participation: A Comparitive Study Among Global Economies

Fasna C Cheerangan , Nilambur

fasnaharshadnbr@gmail.com
Mob: 9207517059

Abstract

Labour force participation is a key indicator of economic development. The role of women in total workforce participation is particularly significant for developing economies. This study provides a detailed comparative analysis of male and female labour force participation across various global economies. It aims to uncover the factors influencing gender disparities on male-female labour force participation. The study examines factors such as GDP per capita, education standards, political stability, and urbanization, and their impact on gender disparities in labour force participation. Data for this analysis was collected from the World Bank and Globaleconomy.com. Multivariate regression analysis is employed to estimate gender disparities in labour force participation and identify the causal factors contributing to these disparities. The study finds that GDP per capita positively influences both male and female workforce participation, with female participation being more sensitive to income changes. It also reveals that education, wage disparity, and urbanization affect male and female workforce participation differently, and religion significantly impacts female participation but not male participation.

Keywords: labour force participation, gender disparities, influencing factors

Introduction

In the present century, disparities persist in male and female job participation. In every country, males dominate the job markets. Numerous factors contribute to these disparities, including education, cultural norms, opportunities, and societal expectations. Gender stereotypes play a crucial role in job market imbalances. Societal expectations and stereotypes may influence career choices, with certain professions perceived as more suitable for one gender. Disparities in educational access and quality can impact career options, contributing to gender imbalances in specific industries. Discrimination and bias in hiring, promotions, and salary decisions can hinder women's participation in the workforce. Traditional gender roles and caregiving expectations may affect women's ability to fully engage in demanding or inflexible jobs.

In India, 29.4% of women aged 15-59 were part of India's labor force in 2021-22, compared to 29.8% in the preceding year. In contrast, men's labor force participation improved from 80.1% in 2020-21 to 80.7% in 2021-22,

reflecting the weekly status-based rate (Ministry of Statistics and Programme Implementation (MOSPI), GoI., 2023). In India, most women are engaged in household duties, with rural women participating in agriculture and allied activities. Urban areas see some women actively involved in professional jobs and business. Societal expectations play a crucial role in female job participation, with society often assigning women traditional roles as housekeepers and family caretakers. In rural areas, some traditional families strictly prohibit women from pursuing higher education and jobs. Cultural and religious factors contribute to disparities in labor force participation.

In the present study, we analyze the factors affecting disparities in male-female work participation ratios and their impact on a nation's growth and dependency levels. Across countries, female workforce participation is consistently lower than that of men, with many women relying on men to cover their expenses. In India, the male workforce participation ratio surpasses that of females, a trend observed in many developing nations. For countries like India, increasing overall workforce participation and narrowing the gender gap are essential for achieving economic growth. Population aging further contributes to the reduction in total workforce participation, a consequence of declining fertility rates and increased life expectancy globally. This aging population dynamic elevates dependency levels, impacting economic structures.

Review of Literature

A comprehensive analysis of youth employment in Australia was conducted by Denny and Churchil (2015), focusing on labour force participation by age group, particularly in the wake of the Global Financial Crisis (GFC). Their study highlights the growing concerns regarding youth unemployment, not only in Australia but globally, and examines the labour-force engagement over the past two decades. The study underscores the policy efforts to counteract the challenges posed by population ageing, as outlined in four Australian government Intergenerational Reports. These efforts include increasing female and mature labour-force participation and enhancing immigration, though these measures have been met with limited employment demand post-GFC.

Semyonov (1980) explored women's labour force participation across 61 societies, emphasizing its role as a structural characteristic. His findings suggest that economic development and divorce rates positively influence female participation, while fertility and income inequality have negative effects. Significantly, the study reveals that high income inequality diminishes women's likelihood of joining the labour force and exacerbates occupational discrimination, limiting women's access to high-status, well-paid jobs.

In a study by Kaur and Nagaich (2019), a comparative analysis of female labour force participation between high and less developed districts of Himachal Pradesh, India, was conducted. Himachal Pradesh, recognized for its impressive developmental achievements, has made notable

progress in reducing extreme poverty and enhancing prosperity, even among historically disadvantaged groups like women. The state's remarkable growth over the last two decades is linked to its superior human development outcomes.

Alam and Tonny (2020) analyzed labour force participation between developed and least developed countries, focusing on women's job participation as an indicator of societal advancement and women's empowerment. The study highlights significant distinctions between these countries, ranging from per capita income to standards of living. The initiatives under both the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs) have spurred a global increase in developmental projects aimed at empowering women.

Shende (2022) conducted a comparative analysis of female unemployment across Indian states, focusing on those with low and high female labour force participation rates. The study identifies various economic, cultural, and social factors contributing to low female workforce participation and emphasizes the need for targeted interventions to enhance women's involvement in economic activities.

Lastly, Devi (2021) examined gender disparity in work participation across Indian states. Her study highlights interstate disparities in female workforce participation and stresses the importance of formulating policies to ensure equal participation of women in the country's economic and social development. As women constitute nearly half of the population in any country, their role in economic development is crucial, and policy implications to increase female workforce participation are vital.

The reviewed literature collectively underscores the complexities surrounding labour force participation, particularly concerning age and gender disparities. The studies highlight the significant impact of economic development, social structures, and policy interventions on labour force engagement. In Australia, the response to the Global Financial Crisis through policy measures aimed at addressing population ageing shows mixed results, reflecting the challenges of stimulating employment demand in a post-crisis economy.

Objective of the study

To analyse factors affecting disparities in male- female labour force participation.

To analyse the differences in male female labour force participation in different countries like developed and less developed countries

Methodology

This study utilizes secondary data sourced from globaleconomy.com. The dataset comprises information from 123 countries for the year 2019, focusing on several key variables: male labor force participation, female labor force participation, mean years of schooling, gender disparity in wages, urbanization, and political empowerment. These variables were selected to analyze and understand the disparities in workforce participation between genders.

To identify the factors responsible for female workforce participation across these countries, a cross-sectional regression analysis was employed. Cross-sectional regression is particularly suitable for this study as it allows for the examination of relationships between the dependent variable—female labor force participation—and multiple independent variables at a specific point in time (2019).

Result & Discussion

Male-Female Workforce Participation: Global Analysis for 2019: This study analyzes male-female labor force participation through a comparative analysis of diverse economies. Women's overall participation in the labor market remains significantly lower than that of men. In 2022, the gender gap in labor force participation for individuals aged 25-54 was 29.2 percentage points, with female participation at 61.4% and male participation at 90.6%. The study includes data from 122 countries, both developed and less developed, examining the labor force participation ratio for males and females, GDP per capita, mean years of schooling, gender wage disparity, and urbanization. All data were collected from the pre-COVID period of 2019.

As per the data on male-female labor force participation of countries accessed from Globaleconomy.com (2023), male labor force participation is consistently higher than female participation in all countries. In developed countries like Germany, the United States, Switzerland, and Canada, the work participation ratio is generally lower compared to less developed countries like Niger, Mali, Afghanistan, and Burundi, where the ratio is higher. The

dependency level is also noted to be higher in less developed countries.

Key factors such as GDP per capita, mean years of schooling, gender disparity in wages, and urbanization are discussed in relation to their impact on labor force participation. Higher GDP per capita, which is associated with higher female job participation and better standards of living, is observed in developed countries. In contrast, less developed countries, with lower GDP per capita, show lower standards of living and lower female job participation.

Education, measured by mean years of schooling, is identified as another critical factor. Developed countries like Germany (14 years), the United States (13 years), Switzerland (13 years), and Canada (13 years) have higher levels of education, correlating with greater female workforce participation. In contrast, countries like Niger (2 years), Mali (2 years), Afghanistan (3 years), Burundi (3 years), and Mozambique (3 years) have much lower mean years of schooling, contributing to disparities in job participation.

Gender disparity in wage rates is highlighted as a significant barrier to female labor force participation. Countries with high gender wage disparity, such as Afghanistan (0.69), Liberia (0.65), Mali (0.64), and Zambia (0.50), are contrasted with those having lower disparities, such as Slovenia (0.01), Switzerland (0.02), Australia (0.05), and the Netherlands (0.06). Higher wage disparities are predominantly seen in less developed countries.

Urbanization is also an important factor affecting job participation disparities. Countries like Kuwait and Singapore,

with 100% urbanized populations, along with Malta (95%), Iceland (94%), and Argentina (92%), show lower disparities in job participation. Conversely, less urbanized countries like Burundi (13%), Papua New Guinea (13%), Malawi (17%), Niger (17%), and Rwanda (17%) exhibit higher disparities.

Descriptive Statistics

The descriptive statistics, provided in table 1, reveal significant differences in labor force participation rates between males and females across 122 countries. On average, female labor force participation is considerably higher at 70.92% compared to 51.23% for males. This suggests a more pronounced presence of women in the workforce relative to men in the sample. The median values align with this trend, showing that the central tendency for female participation (70.17%) is close to its mean, indicating a fairly balanced distribution.

When examining the variability in participation rates, the standard deviation for males is notably higher (13.38) than that for females (8.69), suggesting a greater range of participation rates among males. This is supported by the higher sample variance for males, which further illustrates the greater dispersion in their labor force involvement. The distribution for male participation is negatively skewed, indicating a longer tail on the left side of the distribution, where some countries exhibit very low participation rates. In contrast, the distribution for female participation is nearly symmetric, reflecting less extreme variability (see Table 1).

The range of male labor force participation extends from 11.48% to 80.85%, showcasing a wide disparity in participation rates. Female participation,

however, is more tightly clustered with a range from 46.93% to 95.85%. This narrower range for females highlights a more consistent level of participation across countries compared to males. The confidence intervals for the means suggest that the estimate for female participation is more precise, with a narrower interval of ±1.56% compared to ±2.40% for males (see Table 1).

Overall, the data underscores a higher average female participation rate with less variability compared to males, reflecting different patterns in labor force involvement between genders.

Table 1: Descriptive statistics on country-wise male-female labour force participation in 2019

	Male labour force participation	Female labour force participation
Measure	Value	Value
Mean	51.22811475	70.92295
Standard Error	1.210944308	0.78672
Median	54.12	70.165
Mode	60.73	69.87
Standard Deviation	13.37531706	8.689612
Sample Variance	178.8991063	75.50935
Kurtosis	0.798410965	0.348141
Skewness	-0.739947341	-0.00814
Range	69.37	48.92
Minimum	11.48	46.93
Maximum	80.85	95.85
Sum	6249.83	8652.6
Count	122	122
Largest(1)	80.85	95.85
Smallest(1)	11.48	46.93
Confidence Level(95.0%)	2.39738366	1.557521

Source:Author's estimation
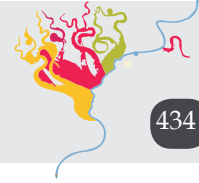
Influential Factors of Male-Female Labor Force Participation: A Cross-sectional Analysis

Model 1: Female Workforce Participation and Influential Factors

The analysis of the multivariate regression results for female workforce participation reveals several key insights. The constant term in the model is 52.838, with a significant t-value of 6.871 and a p-value of .000, indicating a strong baseline level of female workforce participation when other variables are zero (see Table 2).

Income, measured by GDP per capita, shows a positive but statistically significant effect with a coefficient of .000 and a beta value of .296, suggesting that higher GDP per capita is associated with increased female workforce participation. However, the very small magnitude of the coefficient and the low p-value of .016 highlight its relevance in the model (see Table 2).

Education, represented by mean years of schooling, has a negative coefficient of -.492 and is not statistically significant (p-value of .282) (see Table 2). This suggests that, in this model, education does not have a notable impact on female workforce participation.

Wage disparity, measured by an index where a higher value indicates greater disparity, shows a positive coefficient of 11.523 but is not statistically significant (p-value of .213) (see Table 2). This implies that while wage disparity may influence female workforce participation, the effect is not strong enough to be deemed significant in this model.

Urbanization, measured as a percentage, has a very small negative coefficient of -.020 and is not statistically significant (p-value of .741). This indicates that urbanization does not have a meaningful impact on female workforce participation in this context.

The variable for religion, coded as 1 for Islam and 0 otherwise, has a negative coefficient of -13.659 and is statistically significant (p-value of .000) (see Table 2). This result suggests that being in a predominantly Muslim country is associated with lower female workforce participation.

Finally, the gender empowerment index, where 1 indicates a score of .4 or above and 0 otherwise, has a positive coefficient of 4.295 but is not statistically significant (p-value of .132) (see Table 2). This suggests that while gender empowerment may have a positive impact on female workforce participation, the effect is not significant in this model.

Overall, the significant factors influencing female workforce participation include GDP per capita and religion, with other variables like education, wage disparity, urbanization, and gender empowerment index showing either no significant impact or a weak effect in this analysis.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF	
(Constant)	52.838	7.690		6.871	.000	37.602	68.074		
Income measured by GDP per capita ($)	.000	.000	.296	2.447	.016	.000	.000	.438	2.282
Education measured by mean years of schooling (total)	-.492	.455	-.121	-1.080	.282	-1.394	.411	.513	1.951
1 Wage disparity (index)-higher index higher disparity	11.523	9.200	.170	1.253	.213	-6.704	29.750	.347	2.883
urbanisation (%)	-.020	.059	-.035	-.331	.741	-.137	.098	.587	1.705
Religion (1 for Islam and 0 for otherwise)	-13.659	2.563	-.449	-5.329	.000	-18.736	-8.581	.902	1.109
Gender empowerment index (1 for .4 and above; 0 for otherwise)	4.295	2.828	.136	1.519	.132	-1.308	9.897	.803	1.245

The model summary for the male workforce participation analysis provides a snapshot of the model's performance. The R-value of .464 indicates a moderate correlation between the predictors and male workforce participation. The R-squared value of .215 suggests that approximately 21.5% of the variance in male workforce participation is explained by the model. The adjusted R-squared value of .181, which adjusts for the number of predictors, is slightly lower and reflects the model's ability to explain variance considering model complexity (see Table 5).

The standard error of the estimate is 7.91370, representing the average distance between the observed values and the predicted values. The Durbin-Watson statistic is 2.071, which is close to 2 and indicates that there is no significant autocorrelation in the residuals, suggesting the residuals are independent (see Table 5).

The change statistics show that the R-squared value increased by .215, and the F-change value of 6.255 with a significance level of .000 indicates that the predictors collectively contribute significantly to explaining the variance in male workforce
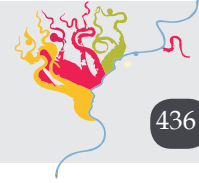
participation (see Table 5). This confirms that the inclusion of these predictors improves the model's explanatory power.

(Table 5: Model Summary[b] (Model 2

| Model | R | R Square | Adjust-ed R Square | Std. Error of the Estimate | Change Statistics | | | | | –Durbin Watson |
					R Square Change	F Change	df1	df2	Sig. F Change	
1	464[a].	215.	181.	7.91370	215.	6.255	5	114	000.	2.071

a. Predictors: (Constant), Religion (1 for Islam and 0 for otherwise), urbanisation (%), Education measured by mean years of schooling (total), Income measured by GDP per capita ($), Wage disparity (index)-higher index higher disparity

(%) b. Dependent Variable: male work force participation

Conclusion

This study analyzes male and female workforce participation through a comparative analysis of global economies using secondary data. The study collects data on male and female workforce participation ratios, GDP per capita, wage disparity index, religion, and urbanization across various economies. Male and female workforce participation are treated as dependent variables, while GDP per capita, mean years of schooling, wage disparity, religion, and urbanization are considered independent variables. The analysis employs multivariate regression models and includes a descriptive analysis of workforce participation ratios.

Two models are used: the first examines female workforce participation and its influential factors, while the second focuses on male workforce participation and its determinants. The results are analyzed for statistical significance, and the model summaries are reviewed.

GDP per capita is positively related to both male and female workforce participation, indicating that increases in income lead to higher workforce participation. However, male workforce participation is less sensitive to income changes compared to female workforce participation. Both relationships are statistically significant. Mean years of schooling is not statistically significant for female workforce participation but is significant for male workforce participation, albeit negatively. This contradicts the hypothesis that education should positively impact workforce participation. Thus, the null hypothesis is accepted: mean years of schooling does not positively affect workforce participation. Wage disparity is not statistically significant for female workforce participation, suggesting it is not a factor in decreasing women's participation. However, it is significant for male workforce participation, indicating that wage disparity contributes to reduced male workforce participation. Urbanization is not a

significant factor for female workforce participation but is significant for male workforce participation. Higher urbanization is associated with increased male workforce participation, showing a positive relationship. Religion is a significant factor for female workforce participation, demonstrating that Islamic countries tend to have lower female participation compared to non-Islamic countries. For male workforce participation, religion does not significantly impact participation. This study provides insights into the factors affecting male and female labor force participation across different global economies.

References

1. Alam, M. T., & Tonny, S. A. (2020). Labour force participation between developed and least developed countries: A comparative study. Society and Change, 14(4), 68-85. https://doi.org/10.31964/1997-1052

2. Devi, K. (2021). Gender disparity in work participation: An inter-state study. International Journal of Creative Research Thoughts, 9(11), 122-135. https://doi.org/10.35940/ijcrr.A1130.1191121

3. Denny, L., & Churchill, B. (2015). Youth employment in Australia: A comparative analysis of labour force participation by age group.

4. GlobalEconomy.com. (2023). List of available indicators. Available at https://www.theglobaleconomy.com/indicators_list.php.

5. Ministry of Statistics and Programme Implementation, GoI. (2023). Periodic Labour Force Survey (PLFS) 2021-22: Annual Report. Ministry of Statistics and Programme Implementation. Retrieved from https://www.mospi.gov.in.

6. Kaur, R., & Nagaich, S. (2019). Labour force participation: A comparative analysis between high and less developed districts of Himachal Pradesh.

7. Semyonov, M. (1980). The social context of women's labour force participation: A comparative analysis. American Journal of Sociology, 86(3), 503-522.

8. Shende, A. A. (2022). Women's unemployment in India: Comparative analysis of Indian states having low and high female labour force participation. International Journal of Engineering Management and Economics, 16(6), 108-124. https://doi.org/10.1504/IJEME.2022.10047723.
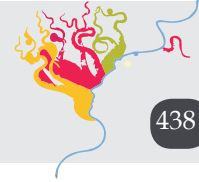
ആഖ്യാനത്തിന്റെ പുതുസാധ്യതകളും, വെല്ലുവിളികളും: സ്ത്രീസ്വത്വസങ്കല്പങ്ങളെ മുൻനിർത്തി വി.കെ ദീപയുടെ തെരഞ്ഞെടുത്ത കഥകളുടെ പഠനം

രേഷ്മ. കെ
ഗവേഷക, മലയാള വിഭാഗം
എസ്.എൻ.ജി.എസ്. പട്ടാമ്പി, 9400726811

പ്രബന്ധസംഗ്രഹം

സമകാല മലയാള ചെറുകഥയെ സൂക്ഷ്മമായി പരി ശോധിക്കുമ്പോൾ, അത് മലയാള ചെറുകഥയുടെ വസന്തകാലമായി കണക്കാക്കാം. പ്രമേയത്തിലും, ആഖ്യാനത്തിലും തനതുമാതൃകകൾ അവതരിപ്പി ച്ചുകൊണ്ട് ഒരുകൂട്ടം യുവ എഴുത്തുകാർ സാഹി ത്യലോകത്തേക്ക് ചേക്കേറി. പഴയ വഴികളെയും പ ാരമ്പര്യ മാമൂലകളെയും തിരസ്കരിച്ചും, നിഷേധി ച്ചും കഥകളിൽ അവർ പുതുലോകങ്ങളുണ്ടാക്കി. ജാതി - ലിംഗ ഭേദമില്ലാതെ അസമത്വങ്ങളെ നേ രിടുകയും, തുറന്ന നിലപാടുകളും, ആശയങ്ങളും ഭയമില്ലാതെ പ്രഖ്യാപിക്കുകയും ചെയ്ത് കഥാലോ കത്തും,സമൂഹത്തിലും തന്റേതായ ഇടങ്ങൾ അവർ നേടിയെടുത്തു. പുതുമയുടെ ഈയൊരു പരിസര ത്ത് നിന്നുകൊണ്ട് ആഖ്യാനത്തിന്റെ പൊതുസാ ധ്യതകളും,വെല്ലുവിളികളും: സ്ത്രീ സ്വത്വ സങ്കൽ പ്പങ്ങളെ മുൻനിർത്തി യുവ എഴുത്തുകാരി വികെ ദീപയുടെ തിരഞ്ഞെടുത്ത കഥകളെ മുൻനിർത്തി പഠനം നടത്തുന്നത്. ചെറുകഥ സാഹിത്യം എന്ന വിഷയ മേഖലയെ മുൻനിർത്തി, സംസ്കാര പഠന ത്തിന്റെ രീതിശാസ്ത്രം ഉപയോഗിച്ചാണ് അന്വേഷ ണം നടത്തുന്നത്. സംസ്കാരം ഇവിടെ പഠന വിഷ യമല്ല പഠനത്തിന്റെ രീതിശാസ്ത്രമാണ്.

താക്കോൽ വാക്കുകൾ :- ആഖ്യാനം, സ്വത്വം

സമകാലിക ചെറുകഥകളിലെ ആഖ്യാന പുതു പരിസരങ്ങളെ മുൻനിർത്തി സ്ത്രീ സ്വത്വാവി ഷ്കാരം യുവഎഴുത്തുകാരി വി.കെ.ദീപയുടെ കഥകളെങ്ങനെ അടയാളപ്പെടുത്തുന്നുവെന്ന പരി കല്പനയെ മുൻനിർത്തിയാണ് പ്രബന്ധാന്വേഷ ണം നടത്തുന്നത്.

;മനുഷ്യജീവിതവുമായി ഏറെ ബന്ധപ്പെട്ടു കിട ക്കുന്ന സങ്കീർണമായ പ്രതിഭാസമായിട്ടാണ് സാ മാന്യമായി ആഖ്യാനത്തെ വിലയിരുത്തപ്പെടുന്നത്. പ്രധാനമായും ആഖ്യാനത്തെ വിശദീകരിക്കുന്നത് കലാസൃഷ്ടികളുടെ മേഖലകളെ അടിസ്ഥാനമാക്കി യാണ്. ചെറുകഥയെ സംബന്ധിച്ചിടത്തോളം കഥ യുടെ ആസ്വാദനതലത്തെ നിർവചിക്കുന്നതിൽ ആഖ്യാനത്തിന്റെ സ്വാധീനം വളരെ വലുതാണ്. കഥയുടെ നിലനിൽപ്പിന് ശക്തി നൽകുന്നത് പ്രമേ യം, ആഖ്യാന, ഭാഷ എന്നിവയുടെ ലളിതവും സൂ ക്ഷ്മവുമായ കൂടിച്ചേരലുകളാണ്. കാലത്തിന്റെ മാ റ്റങ്ങൾ ആഖ്യാനത്തിന്റെ ആവിഷ്കാരതലങ്ങളിൽ വലിയ രീതിയിലുള്ള പുതുമകൾ പ്രകടിപ്പിക്കുന്നു. പുതിയ എഴുത്ത് തുറസ്സായ ചിന്തകൾക്കും കൂട്ടി ച്ചേർക്കലുകൾക്കും വഴി തെളിയിക്കുന്നു. ഒരു കാ ര്യത്തെയോ സംഭവത്തെയോ വെറുമൊരു വിശദീക രണമായി പറഞ്ഞു പോകാതെ, കേൾക്കുന്നവന്റെ മനസ്സിനെയും ചിന്തകളെയും ഉൾക്കൊള്ളാനുള്ള സാധ്യതകൾ തുറന്നിടുകയും ചെയ്യുന്നുവെന്നതാ ണ് ഇന്നത്തെ ആഖ്യാനരീതിയുടെ പ്രസക്തി.

പുതുകഥകളിലെ ആഖ്യാനപരിസരം സൂക്ഷ്മമാ യി സമൂഹത്തെ ഉൾക്കൊള്ളുന്നു. സമൂഹത്തിൽ കാണപ്പെടുന്ന ചെറുതും /വലുതുമായ പ്രശ്ന ങ്ങൾ, അനുഭവങ്ങൾ, കാഴ്ചകൾ എല്ലാം യുവ എഴുത്തുകാരുടെ ആഖ്യാനത്തിൽ കൈയൊതു ക്കത്തോടെ ആവിഷ്കരിക്കപ്പെടുന്നു. 'ഭാവുകത്വ പ്രതിസന്ധിയുടെ ഈ ചരിത്രഘട്ടത്തെ മലയാള കഥ വിജയകരമായി തന്നെ അഭിമുഖീകരിച്ചതിന്റെ അടയാളമാണ് പുതിയ നൂറ്റാണ്ടിൽ പുതിയ സൗന്ദ ര്യ രാഷ്ട്രീയ ബോധ്യങ്ങളുടെ സജീവമായിതീരുന്ന കഥയുടെ പുതിയതലമുറ. ചെറുകഥയെ അതിന്റെ രൂപകരമായ ഘടനയിൽ നിന്ന് കഥയിലേക്ക് സ്വ തന്ത്രമാക്കുകയാണ് ഇവരുടെ രീതി. കഥയുടെ പ്ര ാചീനമായ വാചിക പാരമ്പര്യത്തെ ഇവർ മടക്കി

കൊണ്ടുവരുന്നു '. (ദയാനന്ദൻ, കെ.2021 :99.)

സമൂഹത്തിന്റെ ചടുലമായമാറ്റങ്ങൾ, പോരായ്മ കൾ ഇവയെല്ലാം ഫലപ്രദമായ രീതിയിൽ സമൂ ഹത്തിനു മുമ്പിൽ എത്തിക്കേണ്ട ഉത്തരവാദിത്വം കാലകാലങ്ങളായി സാഹിത്യം ഏറ്റെടുത്തിട്ടുണ്ട്. കഥയുടെ വരവോടെ അതിനുള്ള ശക്തമായ മാ ധ്യമമായി ചെറുകഥ മാറുകയും ചെയ്തു. ഉത്ത രാധുനികതയിലേക്ക് എത്തുമ്പോൾ ചെറുകഥ സൂ ക്ഷ്മതകളിലേക്ക് ശ്രദ്ധ തിരിക്കുകയും പ്രമേയം, ആഖ്യാനം, രൂപം ഇവയിൽ ധാരാളം പരിഷ്കര ണങ്ങളിലൂടെ സ്വയം നവീകരിക്കുകയും, ഏറ്റവും പുതുമയുള്ള സാഹിത്യരൂപമായി സ്ഥാനം ഉറപ്പി ക്കുകയും ചെയ്തു. നിർവചനങ്ങളുടെ ഘടനാപര മായ പൂട്ടുകൾ പൊട്ടിച്ച് പുതിയ ഇടപെടലുകളെ എഴുത്തിൽ ഉൾക്കൊള്ളിച്ച ആഖ്യാനരൂപങ്ങളാണ് സമകാലിക കഥകൾ.പുതിയ കാലത്തിന്റെ സാം സ്കാരിക പരിമിതികളെ ഉൾക്കൊണ്ടുകൊണ്ട്, അവയിലെ ന്യൂനതകളോട് പ്രതിരോധിച്ച് വേറിട്ട ശബ്ദം അവ ആവിഷ്കരിക്കുന്നു. നിരാകരിക്കപ്പെട്ട സ്വത്വങ്ങളുടെ സ്ത്രീ/ദളിത് /ട്രാൻസ്ജെൻഡർ/ പ്രകൃതി തുടങ്ങിയ അരിക്വത്ക്കരിക്കപ്പെട്ടവയു ടെ സൂക്ഷ്മമായ അടയാളപ്പെടുത്തലും,അവയുടെ പ്രതിഷേധത്തിന്റെയും, പ്രതിരോധത്തിന്റെയും പ്രകടനങ്ങളുമാണ് സമകാലിക കഥകൾ.

'ആധുനികാനന്തര ചെറുകഥയുടെ ആഖ്യാനസ്വഭാ വങ്ങളായി പൊതുവിൽ ചൂണ്ടിക്കാണിക്കപ്പെടുന്ന ഭാഷലീല, രൂപഘടനയിലെ പരീക്ഷണം, പരമ്പ രാഗത ആഖ്യാനഘടനയുടെ പൊളിച്ചെഴുത്ത്, കർതൃത്വങ്ങളുടെ പ്രശ്നവല്ക്കരണം,കീഴാളരുടെ യും -സ്ത്രീ -സ്വത്വങ്ങളുടെയും പാർശ്വവൽകൃത -വിഭാഗങ്ങളുടെയും പാഠവത്കരണം, കഥാപ ാത്ര സങ്കല്പങ്ങളിലെ ഉടച്ചു വാർക്കലുകൾ, വീ ക്ഷണകോണുകളിലെ പരീക്ഷണാത്മകത, സ്ഥല കാലങ്ങളുടെ കുഴിച്ചുമറിച്ചിൽ, ചരിത്രത്തിന്റെ പ ുനർനിർമ്മിതി, ശരീരത്തിന്റെ വിപ്ലവാത്മകമായ സ്വാതന്ത്ര്യ പ്രഖ്യാപനം, യാഥാർത്ഥ്യങ്ങളെ വ്യ ജചിഹ്നങ്ങളുടെ സന്നിവേശം, വരേണ്യ - കീഴാള നിരാകരണം, ജനപ്രിയ സംസ്കാരത്തിന്റെ സാന്നി ധ്യമറിയിക്കൽ എന്നിവയൊക്കെ പലരൂപത്തിൽ ഭാവത്തിൽ ഇന്ന് സമകാലിക കഥയിൽ പ്രത്യക്ഷ പ്പെടുന്നു '. (പ്രിൻസ്മോൻ ജോസ്.2017 :157)

പുരുഷാധിപത്യ സമൂഹത്തിൽ പാർശ്വവത്ക്കരി ക്കപ്പെട്ട സ്ത്രീ സ്വത്വങ്ങളെ മുൻനിർത്തിയുള്ള അടയാളപ്പെടുത്തലുകൾ മലയാള ചെറുകഥയിൽ ധാരാളമുണ്ട്. എങ്കിലും സമകാലിക കഥകളിൽ

അത്തരം അടയാളപ്പെടുത്തലുകൾക്ക് പുതുമയും വ്യത്യസ്തതയുമുണ്ട്. സമകാലിക ചെറുകഥകളി ലെ ആഖ്യാനത്തിന്റെ പുതുസാധ്യതകളെ സ്വീക രിച്ച് സ്ത്രീ സ്വത്വാവിഷ്കാരം വി.കെ. ദീപയെന്ന യുവ എഴുത്തുകാരിയെങ്ങനെ അടയാളപ്പെടുത്തു ന്നുവെന്ന അന്വേഷണമാണ് പ്രബന്ധം ലക്ഷ്യം വെയ്ക്കുന്നത്. മാറുന്ന കാലത്തിന്റെ സമസ്യകളെ, മനുഷ്യമനസ്സിന്റെയും, സമൂഹമനസ്സിന്റെയും ചിന്താ ധാരകളിലൂടെ ഭാഷയെയും ആഖ്യാനത്തെയും വ്യാപരിപ്പിച്ച യുവ എഴുത്തുകാരിയാണ് വി കെ ദീപ. സമകാലിക പ്രസക്തിയുള്ള സംവേദനാത്മക മായ നവവീക്ഷണമാനങ്ങളാണ് വി കെ ദീപയുടെ കഥകളിൽ നിറഞ്ഞുനിൽക്കുന്നത്. വി.കെ. ദീപയു ടെ ഏറ്റവും പുതിയ കഥാസമാഹാരമായ 'വിമൺ ഈറ്റേഴ്സ് 'എന്ന സമാഹാരമാണ് പ്രബന്ധത്തി നാധാരം. തിരസ്കരിക്കപ്പെട്ട സ്ത്രീ ജീവിതം കൃത്യവും ശക്തവുമായി അവതരിപ്പിക്കുന്ന കഥ കളാണ് പഠനത്തിന് സ്വീകരിക്കുന്നത്. 'മരിച്ച പെ ണ്ണുങ്ങൾ ', 'വുമൺ ഈറ്റേഴ്സ് 'എന്നീ കഥകളാ ണ് പ്രബന്ധത്തിൽ ഉൾപ്പെടുത്തിയിരിക്കുന്നത്. 'വുമൺ ഈറ്റേസി'ലെ ഓരോ കഥകളും പ്രമേയ ത്തിലും ആഖ്യാനത്തിലും വൈവിധ്യം പുലർത്തു ന്നവയാണ്.

സമകാലിക ജീവിതത്തിൽ നിന്നും പെറുക്കിയെ ടുത്ത വിഷയങ്ങളാണ് വി കെ ദീപയുടെ കഥ കൾ. സമകാലിക -സംസ്കാര ജീവിതത്തിന്റെ സമസ്യകളും, സമകാലിക അവസ്ഥകളോടുള്ള തുറന്ന പ്രതിഷേധവുമാണ് ' മരിച്ച പെണ്ണുങ്ങൾ ', 'വുമൺ ഈറ്റേഴ്സ് ' എന്നീ കഥകൾ. നിരന്ത രം നമ്മോട് കലഹിക്കുന്ന, സംവദിക്കുന്ന, അടി ത്തട്ടിൽ സങ്കടമൂറുന്ന വ്യത്യസ്തമാനങ്ങൾ ഉള്ള സ്ത്രീ സ്വത്വങ്ങളെയാണ് എഴുത്തുകാരി 'മരിച്ച പെണ്ണുങ്ങൾ', 'വുമൺ ഈറ്റേഴ്സ്' എന്നീ കഥക ളിലൂടെ അവതരിപ്പിക്കുന്നത്. 1970 കൾക്കുശേഷം ഫെമിനിസത്തിന്റെ രണ്ടാംതരംഗത്തിന്റെ തുടർച്ച യായി സ്വത്വമെന്ന സങ്കല്പനം സജീവ ചർച്ചയാ യി മാറുന്നു. സാമൂഹ്യ സാംസ്കാരിക ഉത്പന്നം മെന്ന നിലയിൽ സ്ത്രീ/പുരുഷ /മൂന്നാംലിംഗ വ്യക്തികളെയിത് വിശകലനാത്മകമായ സമീ പിക്കുന്നു. സമൂഹത്തിൽ സ്ത്രൈണതയെങ്ങനെ രൂപപ്പെടുന്നുവെന്നും, സാമൂഹ്യ പൊതുബോധ്യ ങ്ങളിലും, വ്യക്തിബോധങ്ങളിലും അതെങ്ങനെ സ്ഥിരപ്രതിഷ്ഠ നേടുന്നു എന്നുമുള്ള വിശകലനാ ത്മക പഠനമാണ് സ്വത്വപഠനങ്ങൾക്ക് അടിസ്ഥാനം. സ്ത്രീയും,പുരുഷനും തമ്മിലുള്ള അസമത്വത്തിനു പ്രധാനകാരണങ്ങൾ സാമൂഹ്യ -സാംസ്കാരിക ഘടകങ്ങൾ ആണെന്ന് സ്വത്വപഠനങ്ങൾ വ്യക്ത

മാക്കി. കാലത്തിന്റെ മാറ്റങ്ങൾക്കനുസൃതമായി സമൂഹത്തിൽ മാറിവരുന്ന വ്യവസ്ഥകൾ, വിദ്യാ ഭ്യാസപരമായ മികവ്, സാമ്പത്തിക -രാഷ്ട്രീയം മുന്നേറ്റങ്ങൾ, സംസ്കാരശീലങ്ങൾ തുടങ്ങിയവ യിൽ പരിവർത്തനങ്ങൾ ഉണ്ടാകുന്നുണ്ടെങ്കിലും, സ്ത്രീ സ്വത്വം സമത്വം എന്നിവയിൽ കാര്യമായ വ്യതിയാനങ്ങൾ ഉണ്ടാവുന്നില്ലയെന്നതാണ് വാസ് തവം.സ്ത്രൈണ സ്വത്വവുമായി ബന്ധപ്പെട്ട മൂല്യ ങ്ങൾ, കടമകൾ, ഉത്തരവാദിത്വങ്ങൾ ഇവയിലൊ ന്നും അടിസ്ഥാനപരമായ മാറ്റങ്ങൾ ഉണ്ടാവുന്നില്ല. അതുകൊണ്ടുതന്നെ സ്ത്രീസ്വത്വങ്ങളെ ശക്തമാ യി അടയാളപ്പെടുത്തുന്ന ആഖ്യാനങ്ങൾ ഏറെ കാ ലിക പ്രസക്തിയുള്ളതാണ്.

സ്ത്രീസ്വത്വങ്ങളെ പ്രശ്നവത്ക്കരിക്കുന്ന രചന കൾ മലയാളത്തിൽ ധാരാളം ഉണ്ടായിട്ടുണ്ട്. ഈ പാരമ്പര്യ സ്ത്രീസത്വ നിലപാടുകളുടെ ശക്തി ദീപയുടെ സ്ത്രികഥാപാത്രങ്ങൾക്ക് ഉണ്ടെങ്കിലും, നിലനിൽക്കുന്ന പുതിയ സാമൂഹ്യവ്യവസ്ഥകളോ ട് താദാത്മ്യം പ്രാപിക്കുന്ന രീതിയിലാണ് അവയെ അടയാളപ്പെടുത്താൻ എഴുത്തുകാരി ശ്രമിക്കുന്നത്. അതുകൊണ്ടുതന്നെ അവ പുതിയൊരു ആഖ്യാനമ ണ്ഡലത്തെ പ്രദാനം ചെയ്യുന്നു.

മരിച്ച പെണ്ണുങ്ങൾ

ജീവിച്ചിരിക്കുമ്പോൾ നിഷേധിക്കപ്പെട്ട സമാധാന വും സന്തോഷവും മരണശേഷം അനുഭവിക്കാൻ കഴിയുന്ന ഒരു കൂട്ടം പെണ്ണുങ്ങളുടെ കഥ പറ യുന്ന ആഖ്യാനമാണ് 'മരിച്ച പെണ്ണുങ്ങൾ'എന്ന കഥയ്ക്കുള്ളത്. ഉടലിൽ നിന്ന് ഉയിർ വേർപ്പെട്ട് വിശാലമായയൊരു സ്വാതന്ത്ര്യത്തിന്റെ ലോകത്ത് സധൈര്യം വിഹരിക്കുന്ന സ്ത്രീജീവിതങ്ങളെ വളരെ സൂക്ഷ്മമായി എഴുത്തുകാരി അവതരിപ്പി ക്കുന്നു.വൃദ്ധ, സനൂപ, യുവതി, വൃദ്ധയുടെമരുമ കൾ,ഒരെഴുത്തുകാരൻ എന്നീ കഥാപാത്രങ്ങളാണ് കഥപ്രമേയത്തെ മുന്നോട്ടുകൊണ്ടുപോകുന്നത്. മരണാനന്തരമുള്ള അയഥാർദ്ധ്യ ലോകത്തെയാ ണ് എഴുത്തുകാരി ശക്തമായ പ്രമേയാന്തരീക്ഷമാ ക്കുന്നത്. തങ്ങളുടെ സ്വത്വത്തെ തിരസ്കരിച്ച വ്യ ത്യസ്ത അനുഭവങ്ങളാണ് ഇതിലെ ഓരോ സ്ത്രീ കഥാപാത്രങ്ങൾക്കും പറയാനുള്ളത്. മരണാനന്തര ജീവിതമെന്ന അയഥാർദ്ധ്യ ലോകത്തിലാണോ സ്ത്രീ സ്വതന്ത്രയാവേണ്ടത് ?എന്ന ചോദ്യത്തെ പ്രശ്നവത്ക്കരിക്കുകയാണ് എഴുത്തുകാരി. വൃദ്ധ, സനൂപ, യുവതി, വൃദ്ധയുടെ മരുമകൾ എന്നീ നാ ല് കഥാപാത്രങ്ങൾ തങ്ങളുടെ മരണത്തിന്റെ കാ രണങ്ങൾ പരസ്പരം പങ്കുവയ്ക്കുകയും, അഭിപ്ര

യങ്ങൾ പറയുകയും, പൊട്ടിച്ചിരിക്കുകയും ചെയ്യു ന്നതാണ് കഥാഗതി.

കടമകളില്ലാത്ത, ഉത്തരവാദിത്തങ്ങളില്ലാത്ത, മൂ ല്യങ്ങൾകാത്തുസൂക്ഷിക്കേണ്ടാത്ത സ്വതന്ത്ര സ ത്രീജീവിതത്തെയാണ് എഴുത്തുകാരി അവതരിപ്പി ക്കുന്നത്. ജീവിച്ചിരിക്കുമ്പോൾ അവരനുഭവിക്കാൻ ആഗ്രഹിച്ച സ്വാതന്ത്ര്യത്തിന്റെ സുഖം ഓരോ വരി കളിൽ നിന്നും വായിച്ചെടുക്കാൻ സാധിക്കും

' ഒന്നും രണ്ടും അല്ല പത്ത്കൊല്ലാണ് പായേല് തളർന്ന് കെടന്നത്. ശരീരം പോയേന്റെ രസം ചി ല്ലറയല്ല. '(വി.കെ.ദീപ. 2021:28) 'മരിച്ചോർടെ ലോ കോം ജീവിന്റെ ലോകോം തമ്മിൽ ഒരു ബന്ധമി ല്ലാത്തത് വെറുതൃല്ല.ഈ രസം അറിഞ്ഞാ ആരാ പ ിന്നെ നരകം പിടിച്ച് ജീവിക്കാൻ നിക്കാ.' (വി. കെ. ദീപ. 2021:28)

പുരുഷാധിപത്യ സമൂഹം സ്ത്രീ സ്വത്വങ്ങളെ തി രസ്കരിക്കുന്നതിന്റെ ശക്തമായ പ്രതിനിധാനമാ ണ് കഥയിലെ സനൂപയെന്ന കഥാപാത്രം. സനൂ പയെന്ന കഥാപാത്രത്തിലൂടെയൊണ് പ്രബന്ധ വിഷയത്തെ അന്വേഷിക്കുന്നത്.സനൂപ തന്റെ ജീ വിതം പറഞ്ഞു തുടങ്ങുന്നത് ഇങ്ങനെയാണ്.

' അങ്ങനെ കുറെ പറയാനൊന്നുല്ല്യ. ആകെപ്പാ ടെ പയിനെട്ട് കൊല്ലത്തെ കഥയല്ലേ പറയാള്ളൂ'. (വി.കെ. ദീപ. 2021: 31)

'എനിക്ക് പറ്റിയത് നെനക്ക് പറ്റ്ത് പറഞ്ഞിട്ട് കയ്യി ല് മുറുകെ പിടിച്ചിടാ അമ്മ സ്കൂളിലേക്ക് കൊണ്ടു വാ. സ്കൂൾ വിട്ട് തിരിച്ചു കൊണ്ടോരാനും വരും'. (വി.കെ. ദീപ. 2021: 31) തന്റെ അമ്മയുടെ തെറ്റ് അവൾ അറിയുന്നത് അയൽക്കാരിൽ നിന്നാണ്.

'നിന്റെമ്മ പല ആണുങ്ങളുടെ ഒപ്പം കിടക്കണ ചേ പ്രയാ. നിന്റെ വീട്ടില് വരുന്നോരൊക്കെ നിന്റെ അച്ചന്മാരാ. നീയും നിന്റെ അമ്മയും നിന്റെ അ നിയനും ചേപ്രകളാ'. (വി. കെ. ദീപ. 2021:32) തന്റെ അമ്മയുടെ ജീവിതം അവൾ തിരിച്ചറിയുന്നത് അവ ളുടെ ഡ്രസ്സിന് താഴെ കൂടി വന്ന ആൺ കയ്യിലൂ ടെയാണ്. ആ കൈ അമ്മ വെട്ടുകയും പോലീസ് കേസ് ആവുകയും ചെയ്യുന്നു. സനൂപയുടെ അമ്മ വേശ്യയായിരുന്നു. വീട്ടിൽ അന്തിക്കൂട്ടിനുവരുന്ന ഓരോ പുരുഷനും സനൂപയുടെയും അനുജന്റെ യും അച്ഛന്മാർ ആയിരുന്നു. വേശ്യ പ്രവൃത്തിയിൽ സമൂഹത്തിൽ ഒറ്റപ്പെടുന്നതും പരിഹസിക്കപ്പെ ടുന്നതും അവളുടെ കുടുംബമാണ്. അമ്മയുടെ മരണത്തോടെ അവൾക്ക് കുടുംബഭാരം ഏറ്റെടു

ക്കേണ്ടിവന്നു. പല ജോലികളും ചെയ്യുന്നു.അതിനി ടയിൽ അവൾ ഒരാളെ പ്രണയിക്കുന്നു. ആ പ്രണയ മാണ് അവളെ മരണത്തിൽ എത്തിച്ചത്. അവന്റെ പ ുരുഷാധിപത്യ സ്വരങ്ങളെ, ആജ്ഞകളെ അവൾ ശക്തമായി എതിർത്തതോടെ അവളുടെ ശരീരത്തി ലേക്ക് അവൻ പെട്രോൾ ഒഴിക്കുകയും അവൾ മര ണപ്പെടുകയും ചെയ്യുന്നു.

' സമ്മതം മൂളിയ അന്ന് അവൻ ഫോണിന്റെ പ ാസ്‌വേഡ് ചോദിച്ചു. ഹൃദയം വരെ പറിച്ചു കൊ ടുക്കാൻ നിക്കുമ്പ്ളാ വെറുമൊരു പാസ്സ്‌വേർഡ്? ഞാൻകൊടുത്തു. ആര് വിളിച്ചാലും ഫോൺ ലൗഡി ലിടണം. അവൻ വിളിക്കുമ്പോ എൻഗേജ്ഡ് ആവ രുത്. തിന്നുമ്പളും കുളിക്കുമ്പോഴും തൂറുമ്പോഴും ഒറങ്ങുമ്പോഴും ഒണരുമ്പോഴും അവനെ മാത്രമേ ഓർക്കാവു.വലയങ്ങനെ മുറുകി മുറി കി ശ്വാസം മുട്ടി ചാവാറായപ്പോൾ പ്രേമം പതുക്കെ തലേന്നി റങ്ങി. നീ പോയി പണിനോക്ക് ഭൂമിയിലെ എല്ലാ ആണുങ്ങളോടും പ്രേമാന്ന് പറഞ്ഞെന്റെ പിറ്റേദി വസം കുഞ്ഞന് ചോറ് ഉരുട്ടയിരുന്നു, വാതിൽ മു ട്ടണത് കേട്ടപ്പോ ഉരുട്ടിയ ഉരുള പാത്രത്തിലേക്കിട്ട് വാതിൽ തൊറന്നു.മേത്ത് പടർന്നത് പെട്രോളാന്ന് മണത്തപ്പോ കുഞ്ഞൻ അകത്ത്ണ്ടല്ലോന്ന് കരുതി പൊറത്ത് ക് പാഞ്ഞു. പിന്നെ ഞാനും എന്റെ പ്ര ാണനും തിയ്യും കൂടെ ഒരു മൽപ്പിടുത്തം നടത്തി യത് ഓർമ്മേല്ണ്ട് അതിലെ തോറ്റതോണ്ടാണല്ലോ ഇവിടെ ഇരിക്കുന്നത്'.(വി. കെ. ദീപ. 2021: 36)

സനൂപയെന്ന പെൺകുട്ടിയുടെ ജീവിതവും, സ്വപ ്നങ്ങളും സ്നേഹിച്ചതിന്റെ പേരിൽ അവസാനി ക്കുന്നു. പുരുഷാധിപത്യ വ്യവസ്ഥയിൽ സ്ത്രീപ ുരുഷന്റെ അടിമയാണെന്നനിലപാടിനെ യാണ് സനൂപയിലൂടെയും കാമുകനിലൂടെയും എഴു ത്തുകാരി അവതരിപ്പിക്കുന്നത്. പ്രണയത്തിന്റെ പേരിൽ ബലിയാടുകളാകുന്ന സ്ത്രീ ജീവിത ങ്ങൾ നിത്യേന നമ്മുടെ ചിന്തകളിലും കണ്ണുക ളിലും നിറഞ്ഞുനിൽക്കുമ്പോൾ സനൂപയെ ഉൾ ക്കൊള്ളാൻ ബുദ്ധിമുട്ടില്ല. ഏറെ കാലിക പ്ര ാധാന്യമുള്ള വിഷയമാണിത്. എന്തും ചെയ്യാൻ മടിക്കാത്ത, എന്തിനോടും നിസംഗത പുലർത്തുന്ന യുവതലമുറയിലെ ഒരു വിഭാഗത്തെയാണ് എഴു ത്തുകാരി ഇവിടെ പ്രതീകവത്‌കരിക്കുന്നത്. കാര്യ ത്തിന്റെ വരുംവരായ്കളെ മനസ്സിലാക്കാതെ എടു ത്തുചാടി പ്രവർത്തിക്കുകയും അതിൽ ശരീരവും മനസ്സും ഹോമിക്കേണ്ടിവരുകയും ചെയ്യുന്ന യുവ തലമുറയുടെ പ്രതിനിധാനങ്ങളാണ് സനൂപയും കാമുകനും. യുവതയുടെ ഉള്ളിലുള്ള സംഘർഷാ ത്മകതയാണ് സനൂപയുടെ ജീവിതത്തെ മുൻനിർ

ത്തി എഴുത്തുകാരി അവതരിപ്പിക്കുന്നത്.

മരണത്തോടും ജീവിതത്തോടും മല്ലിടുന്ന സമ യത്ത് സനൂപക്ക് വല്ലാതെ ഭയം തോന്നിയപ്പോൾ അനിയനെ തൊടണമെന്ന് തോന്നി. അവന്റെ ചു ണ്ടിനു മുകളിൽ ആണത്തത്തിന്റെ നേരിയ കറു പ്പ് പൊടിഞ്ഞിട്ടുണ്ട്. ' അവന്റെ ചുണ്ടിനു മുകളിൽ ആണത്തത്തിന്റെ നേരിയ കരിങ്കുറുപ്പ് പൊടിഞ്ഞി ട്ടുണ്ട്. അത് ഒന്നുകൂടി മൂത്താൽ താൻപിന്നെ ഒന്നി നെയും ഭയപ്പെടില്ലെന്ന് സനൂപ ഉറപ്പിച്ചതാണ് '. (വി. കെ. ദീപ. 2021: 27) പുരുഷന്റെ പൗരുഷത്തി ന്റെ നിഴലിൽ മാത്രം തങ്ങൾ സുരക്ഷിതരാണെന്ന പൊതുബോധം നൽകിയ ചിന്ത അനുഭവിക്കുന്ന അതിനെ പരിപാലിക്കുന്ന ഒരു കൂട്ടം സ്ത്രീസത്വ ങ്ങൾക്ക് നേരെയാണ് എഴുത്തുകാരി സനൂപയെ എത്തിക്കുന്നത്. അവനവനിൽ ഉള്ള പൂർണമായ സ്വാതന്ത്ര്യം അത് ഉടൽ കൊണ്ടും മനസ്സുകൊണ്ടു ള്ളതാകാം, അത് സ്ത്രീകൾക്ക് മരിച്ചു കഴിഞ്ഞാൽ മാത്രമേ കിട്ടുവെന്ന അതിക്രൂരമായി യാഥാർ ത്ഥ്യത്തെ വിഷയികരിക്കുകയാണ് വി. കെ.ദീപ. അവിടെ പോലും സ്ത്രീയുടെ സ്വതന്ത്രആഘോ ഷങ്ങളെ നോക്കിക്കാണുന്ന വിലയിരുത്തുന്ന രീതി മറിച്ചല്ല എന്നതിന്റെ രേഖപ്പെടുത്തലാണ് 'മരിച്ചി ട്ടും അടക്കമില്ലാത്ത നാശംപിടിച്ച പെണ്ണുങ്ങൾ'. (വി. കെ. ദീപ. 20 21: 43) എന്ന ആരോപണം. ഈ കഥയിലെ മരണാനന്തര ലോകത്തിലെ സ്ത്രീ ജീ വിതങ്ങളുടെ ആവിഷ്കാരം നിലനിൽക്കുന്ന സാമൂ ഹ്യവ്യവസ്ഥകളോടുള്ള ശക്തമായ പ്രതിഷേധവും പരിഹാസവും എന്നിരിക്കെതന്നെ സ്ത്രീകൾ അന ുഭവിക്കുന്ന ധാരാളം സ്വാതന്ത്ര്യമില്ലായ്മകളുടെ ജീവിതയാഥാർത്ഥ്യങ്ങളുടെ നീറ്റൽ കൂടിയാകുന്നു.

' അതിപ്രാചീനമായ അടിമവംശത്തിലെ കലാപകാ രികൾ' (വി. കെ. ദീപ. 2021: 43) എന്ന് സ്ത്രീകളെ ക്കുറിച്ച് എഴുത്തുകാരി പറയുന്നു. പ്രസക്തമായ ഉപമിക്കൽ ആണത്. ഈ ഉപമയുടെ അർത്ഥം മനസ്സിലാക്കാൻ സമൂഹം കാലാകാലങ്ങളായി എങ്ങനെ സ്ത്രീകളെ കൈകാര്യം ചെയ്യുന്നു എന്ന് നോക്കിയാൽ മതി. നമ്മൾ എത്തിനിൽക്കുന്ന നൂറ്റാണ്ട് ഏതാണെന്ന് ഓർത്തുകൊണ്ട് ഇത്തരം കഥാപാത്രങ്ങൾ, കഥാതന്തുക്കൾ ഇന്നും സമൂഹ ത്തോട് ചേർത്ത് നിർത്തി ഉൾക്കൊള്ളാൻ സാധി ക്കുന്നുവെങ്കിൽ ഈ കഥയിലെ സ്ത്രീ സത്വങ്ങൾ ക്ക് ഏറെ കാലിക പ്രസക്തിയുണ്ട് എന്ന് തന്നെ പറയാം.

സനൂപയെ ദുരന്തത്തിലെത്തിക്കുന്നത് സ്നേഹ മാണ്. അവളുടെ സ്വത്വത്തെ തിരസ്കരിക്കുന്നത്

സ്നേഹമാണ്. അങ്ങനെയെങ്കിൽ യുവതലമുറക ളിൽ സ്നേഹം എന്ന സങ്കല്പത്തിന് നൽകുന്ന വിലയെന്താണ് ? എങ്ങനെയാണ് യുവതലമുറ സ് നേഹത്തെ അടയാളപ്പെടുത്തുന്നത് ? സനൂപയുടെ യും, അമ്മയുടെയും സ്വത്വത്തെ തിരസ്കരിക്കുന്ന ത് നിലനിൽക്കുന്ന പുരുഷാധിപത്യ സാമൂഹ്യ വ്യവസ്ഥിതികളാണ്. ആ വ്യവസ്ഥകളോടുള്ള ശക്തമായ പ്രതിഷേധമാണ് എഴുത്തുകാരി സനൂ പയെന്ന കഥാപാത്രത്തിലൂടെ അവതരിപ്പിക്കുന്നത്. കഥാനുഭവം നമുക്ക് പരിചിതമെങ്കിലും, അനുഭവ ത്തിന്റെ ആഖ്യാനം വളരെ ലളിതവും ശക്തവുമാ ണ്. കാലത്തിന്റെ മാറ്റങ്ങൾ ഉൾക്കൊണ്ട് ശക്ത മായ പ്രമേയത്തെ സ്വന്തം വീക്ഷണത്തിലൂടെ നവഭാവം നൽകാൻ വി. കെ. ദീപയ്ക്ക് സാധിച്ചി ട്ടുണ്ട്. അതുകൊണ്ടുതന്നെ സനൂപയെന്ന കഥാ പാത്രവും. 'മരിച്ച പെണ്ണുങ്ങൾ'എന്ന കഥയും കാല ത്തോടെ ഇണങ്ങിച്ചേർന്ന് പുതുമ ഉൾക്കൊള്ളുന്നു.

വുമൺ ഈറ്റേഴ്സ്

ഒറ്റയ്ക്ക് ജീവിക്കുന്ന സ്ത്രീകളുടെ നേർക്കുള്ള സമൂഹത്തിന്റെ സദാചാര നോട്ടങ്ങളുടെയും, വാക്കുകൊണ്ടുള്ള കടന്നാക്രമണങ്ങളുടെയും ഉള്ളുപൊള്ളിക്കുന്ന ആവിഷ്കാരമാണ് 'വുമൺ ഈറ്റേഴ്സ്' എന്ന കഥ. സ്ത്രീയെ ശരീരം മാത്ര മായി പരിഗണിക്കുകയും വിലയിരുത്തുകയും ചെയ്യുന്ന സമൂഹത്തിനുനേരെയുള്ള ശക്തമായ പ്രതിഷേധമാണ് ദാസ്,വസുധ എന്നീ കഥാപാത്ര ങ്ങളിലൂടെ എഴുത്തുകാരി പറയാൻ ശ്രമിക്കുന്ന ത്. 2012 പ്രസിദ്ധീകരിച്ച കഥയാണ്. വർഷങ്ങൾ കടന്നുപോയിട്ടും മാറ്റമില്ലാതെ തുടരുന്നൊരു വിഷയമേഖലയാണ് ഇതെന്നും ശ്രദ്ധേയമാണ്. സ്ത്രീകളുടെ ലൈംഗിക താൽപര്യങ്ങളും, തിര ഞ്ഞെടുപ്പുകളും, മാതൃത്വവും സമൂഹത്തിന്റെ നിയ ന്ത്രണവലയങ്ങൾക്കുള്ളിലാണ്. ഈയൊരു ജീ വിതയാഥാർത്ഥ്യത്തെ തുറന്നെഴുതിയ 'വുമൺ ഈറ്റേഴ്സ്'എന്ന കഥ ഏറെ പ്രസക്തിയുള്ളതാണ്. ഇന്നത്തെ സാമൂഹ്യബോധങ്ങൾ /വ്യവസ്ഥകൾ നി ലനിൽക്കുന്ന കാലത്തോളം കാലഹരണപ്പെട്ടു പേ ാവാത്ത വിഷയമാണിതെന്ന് തീർച്ച. വിദ്യാഭ്യാസപ രമായും സാമൂഹിക രാഷ്ട്രീയ ചിന്തകളിലും ഒരുപ ാട് മുന്നോട്ടുവന്നിട്ടുണ്ട് സമൂഹം ഇന്ന്. എന്നിട്ടും സ്ത്രീക്ക് തങ്ങളുടെ നേരെയുള്ള സദാചാര നോ ട്ടങ്ങളെ കലഹിച്ചു തന്നെ നേരിടേണ്ടി വരുന്നു എന്നതാണ് യാഥാർത്ഥ്യം.

തന്റെ മകളുടെ എഞ്ചിനീയറാകണമെന്ന മോഹത്തി ന് പണം തികയാതെ വന്നപ്പോൾ ദാസ് ബാങ്കിൽ

ലോണിന് അപേക്ഷിച്ചു. അത് ലഭിക്കാത്ത സാ ഹചര്യത്തിൽ പലരോടും കടം ചോദിച്ചെങ്കിലും ആരിൽനിന്നും ലഭിച്ചില്ല. അങ്ങനെ തന്റെ ഓഫീ സിലെ വസുധ മേഡത്തിനോട് പണം ചോദിക്കു ന്നു. അവർ എട്ടുമണിക്ക് ശേഷം വീട്ടിൽ വരാൻ പറഞ്ഞു.ആ സമയം അയാളെ വല്ലാതെ ആശയകു ഴപ്പത്തിലാക്കി. സ്ത്രീകളുടെ ജീവിതം ചില സാ മൂഹ്യ വ്യവസ്ഥകൾക്കുള്ളിൽ ആണല്ലോ. അത്ത രം വ്യവസ്ഥകളിൽ ഒറ്റയ്ക്ക് താമസിക്കുന്ന ഒരു സ്ത്രീ എട്ടുമണിക്ക് ഒരു പുരുഷനെ കാണാൻ പറയുകയെന്നത്തന്നെ നിന്ദ്യമായ പ്രവർത്തിയായി കാണുകയും വിലയിരുത്തുകയും ചെയ്യുന്നു സമൂ ഹമാണ്. അതുതുകൊണ്ടുതന്നെയാണ് ദാസിന്റെ മനസ്സിലും ഒരാശയക്കുഴപ്പമുണ്ടായത്. അയാളുടെ ഉള്ളിലും ചില സദാചാര ചിന്തകൾ, ചില സ്വപ ്നങ്ങൾ പൂത്തുലയുന്നു. എട്ടുമണിക്ക് അയാൾ വസുതയെയെ കാണുന്നു.

ദാസിന് അറിയാമോ ഒറ്റപ്പെട്ട സ്ത്രീ ജീവിതങ്ങ ളെ സമൂഹം സദാ സദാചാര അരിപ്പയിൽ അരിച്ചു കൊണ്ടിരിക്കും. ഒരു കരടെങ്കിലും തടയാതിരിക്കി ല്ലെന്ന പ്രതീക്ഷയോടെ ! വല്ലാത്തൊരു കൗതുക കണ്ണിൽ സദാ നിരീക്ഷിക്കപ്പെടുന്ന ഒരു വർഗ്ഗത്തി ന്റെ പ്രതിനിധിയാണ് ഞാൻ. ഇത്തരം ജീവിതങ്ങൾ ക്ക് പൊടിപ്പും തൊങ്ങലും തുന്നാൻ എല്ലാവർക്കും വലിയ ഉത്സാഹം കാണും. കള്ളം പറയരുത് ദാ സ്. നിങ്ങൾ പേറിയ മുൻവിധികൾ ഒരുപക്ഷേ ഓഫീസിൽ എന്നെപ്പറ്റി പ്രചരിക്കുന്ന ടോക്കിൽ നിന്നും ഉടലെടുത്തതാവാം. എല്ലാം എനിക്കറി യാം ദാസ്. നിങ്ങൾക്കറിയാമോ, ആക്ചലി ഞാൻ ഡിവോഴ്സിനല്ല. അദ്ദേഹത്തെ അഗാധമായി സ്നേഹിച്ചതിനാൽ അദ്ദേഹം സ്നേഹിച്ച സ്ത്രീ ക്ക് അദ്ദേഹത്തെ വിട്ടുകൊടുത്തു എന്ന് മാത്രം ! ഞാൻ എന്റെ പുരുഷനെ ഇപ്പോഴും സ്നേഹിക്കു ന്നതിനാൽ മറ്റു പുരുഷന്മാരുടെ അനാവശ്യ പ്രതി കരണങ്ങൾക്ക് നേരെ കഠിനമായി പ്രതികരിക്കുന്നു അതാണ് രാജേന്ദ്രന്റെ കെട്ടുകഥളിലൂടെ നിങ്ങൾ കേൾക്കുന്നത്. ഏകാകികളും നിസ്സഹായകളുമായ സ്ത്രീ ജീവിതങ്ങളെ സങ്കല്പത്തിൽ കീറി പറിച്ച് ഭക്ഷിക്കുന്ന 'വുമൺസ് ഈറ്റേഴ്സ് '. ഇരയ്ക്ക് സൗ ന്ദര്യം തന്റേടവും ഉണ്ടെങ്കിൽ തീറ്റയ്ക്ക് ഉത്സാഹം കൂടും! ' ദാസ് ചെയ്യേണ്ട പ്രത്യുപകാരം ഇത്രമാ ത്രം, ഒന്നുകിൽ അപവാദങ്ങളുടെ ഉള്ളറ പൊളി ച്ച് നേരറിയുക. അല്ലെങ്കിൽ കുറഞ്ഞപക്ഷം ഒരു 'വുമൺ ഈറ്റർ ' ആവാതിരിക്കുക.(വി. കെ. ദീപ. 2021:134)

ദാസും, വസുധയും തമ്മിലുള്ള കണ്ടുമുട്ടലും സം

സാരവും ആണ് കഥയുടെ പ്രമേയത്തെ ശക്തമാ ക്കുന്നത്. ഒറ്റയ്ക്ക് താമസിക്കുന്ന സ്ത്രീയെ സമൂ ഹമെങ്ങനെ നോക്കിക്കാണുന്നുവെന്നും അവരുടെ ജീവിതത്തെ എങ്ങനെ വിലയിരുത്തപ്പെടുന്നുയെ ന്നും ശക്തമായ ഭാഷയിലൂടെയാണ് എഴുത്തുകാരി അവതരിപ്പിക്കുന്നത്. ഈ സദാചാര നോട്ടങ്ങൾ കാലാകാലങ്ങളായി ഓരോ തലമുറകളിലേക്കും പകർന്നു നൽകപ്പെട്ടുകൊണ്ടിരിക്കുന്നതാണ്. യുവ തലമുറയിലും ഈ നോട്ടങ്ങളുടെ ശക്തിയ്ക്ക് കു റവൊന്നുമില്ല. വസുധ, ദാസ് രാജേന്ദ്രൻ എന്നിവർ ഒറ്റയൊറ്റ കഥാപാത്രങ്ങൾ അല്ല. സമൂഹത്തിൽ നിര ന്തരം സംവദിക്കുന്ന അനേകം വസുധമാരുടെയും, ദാസുമാരുടെയും, രാജേന്ദ്രമാരുടെയും പ്രതിനി ധികളാണ് അതുകൊണ്ടുതന്നെ 'കാലപ്രായഭേദമ ന്യേ ഇവരെ നമുക്ക് കാണാൻ സാധിക്കും.'വുമൺ ഈറ്റേഴ്സ് ' എന്ന പ്രയോഗം തന്നെ എത്ര ഔചി ത്യത്തോടെയാണ് എഴുത്തുകാരി ഉപയോഗിക്കു ന്നത്. നിലനിൽക്കുന്ന സാമൂഹ്യ സന്ദർഭങ്ങളോട് ഏറെ യോജിച്ചു നിൽക്കുന്നതും, അത്തരം സന്ദർഭ ങ്ങളെ ശക്തവും കൃത്യവുമായി സമർത്ഥിക്കാനും കഴിയുന്നൊരു പ്രയോഗം തന്നെയാണിത്. . 'അല്ലെ ങ്കിൽ കുറഞ്ഞപക്ഷം ഒരു 'വുമൺ ഈറ്റർ 'ആവാ തിരിക്കുക'(വി.കെ. ദീപ. 2021: 134) എന്ന് വസുധ ദാസിനോട് പറയുന്നുണ്ട്. അത് സമൂഹത്തിനോട് ഉള്ളതാണ്. പുരുഷാധിപത്യ സാമൂഹ്യവ്യവസ്ഥക ളോടുള്ള താണ്. ഇത്തരം സാമൂഹ്യവ്യവസ്ഥകളോ ട് പൊരുത്തപ്പെട്ട് ജീവിക്കുന്ന സ്ത്രീകളിലും വു മൺ ഈറ്റേഴ്സ് ഉണ്ട് എന്ന യാഥാർത്ഥ്യത്തെയും എഴുത്തുകാരി അടയാളപ്പെടുത്തുന്നുണ്ട്.

' അവർ വസുധ മേധത്തിനെ ഭക്ഷിക്കാൻ ആരം ഭിക്കുകയായിരുന്നു. ഉത്സാഹത്തോടെ വട്ടം കൂ ടിയിരുന്ന് ഓരോ ഞരമ്പുകളും നുള്ളപറിച്ച് ഒരു മാംസതരിപോലും കളയാതെ സൂക്ഷ്മതയിൽ ആസ്വാദ്യതയുടെ ശബ്ദശകലങ്ങളുമായി അവർ ഭക്ഷിച്ചു തുടങ്ങി. എന്നെ ഭയപ്പെടുത്തി 'വുമൺ ഈറ്റേഴ്സി 'ന്റെംഗസംഖ്യ സ്ത്രീ പുരുഷ ഭേദ മില്ലാതെ വർദ്ധിച്ചു വർദ്ധിച്ചു വന്നു. '(വി.കെ. ദീപ. 2021:136)

സമൂഹവും, പുരുഷനും ഇന്നും തങ്ങളുടെ അടിമ കളായി കാണുന്ന സ്ത്രീകളുടെ സ്വാതന്ത്ര്യത്തിനു വേണ്ടി നിരന്തരം ശബ്ദമുയർത്താൻ കൊതിക്കുന്ന കഥാപാത്രങ്ങളാണ് ' മരിച്ച പെണ്ണു'ങ്ങളിലെ ഓ രോ സ്ത്രീകഥാപാത്രങ്ങളും, വുമൺ ഈറ്റേഴ്സി ലെ വസുധയും. കരഞ്ഞു തളർന്ന് തങ്ങൾ നേരി ടുന്ന പ്രശ്നങ്ങളിൽ നിന്ന് പിൻവാങ്ങുകയല്ല ഇവർ ചെയ്യുന്നത്. തങ്ങളുടെ നിലയിൽ നിന്ന് ഉയർന്നെ

ഴുന്നേൽക്കുന്ന സ്ത്രീസത്വങ്ങളെയാണ് ദീപ ഈ കഥകളിലൂടെ ആഖ്യാനം ചെയ്യുന്നത്. സമകാ ലിക ജീവിതയാഥാർത്ഥ്യങ്ങളിൽ സ്ത്രീസത്വങ്ങ ളുടെ സാധാരണവും മറ്റു ചിലപ്പോൾ അസാധാര ണവും ആവുന്ന വിഷയങ്ങളുടെ സവിശേഷമായ ആഖ്യാനങ്ങളാണ് വി. കെ. ദീപയുടേത്. നിരന്തരം പറഞ്ഞും കേട്ടും പഴകിയ സന്ദർഭങ്ങളെ വ്യത്യ സ്ത മാനങ്ങളിലൂടെ കൗശലത്തോടെ ആഖ്യാനം ചെയ്ത്, കഥയെ സുന്ദരമായ പുതുമയുള്ള അനു ഭൂതിയാക്കി മാറ്റുകയാണ് ദീപ. അതുകൊണ്ടു തന്നെ ഓരോ കഥയും കഥാപാത്രങ്ങളും തികച്ചും മൗലികമായ രീതിയിൽ ഓരോന്നു തന്നെയായി നില ഉറപ്പിക്കുന്നു.

വളരെ സൂക്ഷ്മമായ സന്ദർഭങ്ങളെ, ലളിതമായി കൈകാര്യം ചെയ്യുന്ന ആഖ്യാനമാണ് വി കെ ദീ പയുടെത്. തിരസ്കരിക്കപ്പെട്ട സ്ത്രീ ലോകത്തി ന്റെ കഥ പറയുമ്പോൾ ദീപയെന്ന എഴുത്തുകാരി യിലെ സ്ത്രീസത്വം ശക്തമായ ഭാഷയിലൂടെയും, ആഖ്യാനത്തിലൂടെയും വായനക്കാർക്ക് മുമ്പിലെ ത്തുന്നു. ഫെമിനിസത്തിന്റെ സൈദ്ധാന്തിക ചി ന്താധാരകൾ പറഞ്ഞും അറിഞ്ഞും തഴമ്പിച്ചവയാ ണ്, എന്നിരുന്നാലും അത്തരം ആശയധാരകൾ എക്കാലത്തും പ്രസക്തിയുള്ളതാണെന്ന് വീണ്ടും ഉറപ്പിക്കുകയാണ് വി കെ ദീപ എന്ന യുവ എഴു ത്തുകാരി.

ഗ്രന്ഥസൂചി

1. ജിതേഷ്, ടി. ഡോ. ആഖ്യാന ശാസ്ത്രം. കോഴി ക്കോട്: ഒലീവ് പബ്ലിക്കേഷൻസ്, 2017.

2. ജിസാജോസ്. സ്ത്രീവാദസാഹിത്യം മലയാള ത്തിൽ. കണ്ണൂർ: സമയം ക്ലാസിക്, 2016.

3. ജിസാജോസ്. സ്ത്രീവാദ സൗന്ദര്യശാസ്ത്രം പ്രയോഗവും പ്രതിനിധാനവും. തിരുവനന്തപുരം: കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്, 2020.

4. ജിസാജോസ്. 'കഥ പോലെ കഥ മലയാളത്തിലെ സമകാല കഥകളിലൂടെ'. കഥയുടെ പുതുനൂറ്റാ ണ്ട് സമകാല ചെറുകഥയുടെ വർത്തമാനം. എഡി. ഉണ്ണി ആമപ്പാറയ്ക്കൽ. ഡോ. തിരുവനന്തപുരം: കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്, 2021. 65 – 97.

5. ദയാനന്ദൻ, കെ. 'പുതുകഥയുടെ ആഖ്യാനം അഥ വാ ആഖ്യാതാവിന്റെ രാജ്യഭാരം'. കഥയുടെ പുതു നൂറ്റാണ്ട് സമകാല ചെറുകഥയുടെ വർത്തമാനം. എഡി.ഉണ്ണി ആമപ്പാറയ്ക്കൽ. തിരുവനന്തപുരം:കേ രള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്, 2021. 98 –114.

6. ദീപ, വി.കെ. വുമൺ ഈറ്റേഴ്സ് കോട്ടയം :ഡി. സി.ബുക്സ് ,2021.

7. പ്രിൻസ് മോൻ ജോസ്. 'വി. ദിലീപിന്റെ കഥകളിലെ പുതുമകൾ'. പുതുക്കഥ സിദ്ധാന്തം സമൂഹം രാ

ക്ഷ്രീയം. എഡി. റ്റോജി വർഗ്ഗിസ്, റ്റി. തിരുവനന്തപ
ുരം:ഒരുമ പബ്ലിക്കേഷൻ, 2017. 156–164.

8. രവികുമാർ, കെ.എസ്. 'ഒരേ കഥയുടെ വൃത്യസ്ത
ആഖ്യാനങ്ങൾ'. ആഖ്യാനത്തിന്റെ അടരുകൾ കോ
ട്ടയം: ഡി.സി.ബുക്സ്, 2007. 171– 179.

9. രാജൻ,എം.എൻ. 'അഗ്നി :ചുട്ടെരിക്കപ്പെടുന്ന
ആണത്തവും പ്രകാശിക്കുന്ന പെണ്ണത്തവും'. പ
ുതുക്കഥ സിദ്ധാന്തം സമൂഹം രാഷ്ട്രീയം. എഡി.
റ്റോജി വർഗീസ്, റ്റി. തിരുവനന്തപുരം: ഒരുമ
പബ്ലിക്കേഷൻ, 2017. 43 –53.

10. രാജശേഖരൻ,പി. കെ. 'ഭാവിരേഖകൾ'. കഥാന്തര
ങ്ങൾ മലയാളം ചെറുകഥയുടെ ആഖ്യാന ഭൂപടം.
കോട്ടയം :ഡി.സി.ബുക്സ്,2017. 113 –118.

11 രാധാകൃഷ്ണൻ നായർ, ഡി. ഡോ. ആഖ്യാന വി
ജ്ഞാനം. തിരുവനന്തപുരം: കേരള ഭാഷാ ഇൻസ്റ്റി
റ്റ്യൂട്ട്, 2000.

12. സക്കീർ ഹുസൈൻ, പി. എഡി. പുതുകാലം പുതു
കഥ. കോഴിക്കോട്:ഒലിവ് പബ്ലിഷേഴ്സ്, 2020.

13. സുധീഷ്, വി.ആർ.എഡി. പുതുകഥ. എറണാകുളം:
സൈകതം ബുക്സ്, 2022.

14. സോക്രട്ടീസ് വാലത്ത്, കെ. എഡി. പുതുകാല
കഥ. തൃശ്ശൂർ: എച്ച് & സി പബ്ലിഷിംഗ്ഹൗസ്, 2022.

15. റഫീഖ് ഇബ്രാഹിം. 'ഇരുലോകങ്ങൾക്കിടയിലെ
കഥാസഞ്ചാരങ്ങൾ'. പുതുകഥ സിദ്ധാന്തം സമൂ
ഹം രാഷ്ട്രീയം. റ്റോജി വർഗീസ്, റ്റി. തിരുവനന്തപ
ുരം : ഒരുമ പബ്ലിക്കേഷൻ, 2017. 178–184 .

നവസാങ്കേതിക കാലവും യുവതയും : സിനിമ എന്ന മാധ്യമത്തെ മുൻനിർത്തിയുള്ള വിശകലനാത്മക പഠനം

സിജിൻ ശാമുവേൽ
ഗവേഷകൻ , മലയാള വിഭാഗം
മലബാർ ക്രിസ്ത്യൻ കോളേജ്, കാലിക്കറ്റ് യൂണിവേഴ്സിറ്റി
zijin1729@gmail.com

പ്രബന്ധ സംഗ്രഹം

സാങ്കേതികവിദ്യയുമായി ബന്ധപ്പെട്ട വ്യവസ്ഥ യ്ക്കകത്ത് നിലനിൽക്കുകയും പ്രവർത്തിക്കുക യും ചെയ്യുന്ന കലാരൂപമാണ് സിനിമ. അതിനാൽ തന്നെ നവസാങ്കേതികതയുടെ കാലത്തും സാം സ്കാരിക ആവിഷ്ക്കാരത്തിന്റെയും സാമൂഹിക പ്രതിഫലനത്തിന്റെയും സുപ്രധാന മാധ്യമമായി സിനിമ നില നിൽക്കുന്നു. ഇത്തരത്തിൽ വ്യത്യസ് തമായ ആഖ്യാനങ്ങൾ, പാരമ്പര്യേതരമായ കഥ പറച്ചിൽ, പുതിയ കാഴ്ചപ്പാടുകൾ എന്നിവയാൽ സവിശേഷമായ പുതുസിനിമ യുവജന സംസ്കാ രത്തിലും വ്യക്തിത്വത്തിലും തീരുമാനങ്ങളിലും സ്വാധീനം ചെലുത്തുന്നുണ്ട്. വളർന്നുവരുന്ന സാ ങ്കേതികവിദ്യകൾ, യുവസംസ്കാരം, സിനിമ എന്ന മാധ്യമം എന്നിവ തമ്മിലുള്ള സങ്കീർണ്ണമായ ഇട പെടലിനെക്കുറിച്ച് ധാരണയാണ് ഈ പ്രബന്ധം ലക്ഷ്യം വക്കുന്നത്. സാങ്കേതികവിദ്യ ദൈനംദിന ജീവിതത്തിന്റെ അവിഭാജ്യഘടകമായി മാറിയിരി ക്കുന്ന ഒരു കാലഘട്ടത്തിൽ സാങ്കേതികത യുവാ ക്കളിൽ ചെലുത്തുന്ന സാമൂഹിക - സാംസ്കാരിക സ്വാധീനങ്ങൾ, സിനിമയിലെ ആവിഷ്കാരമാന ങ്ങളിലെ വ്യത്യാസങ്ങൾ, സിനിമ കാഴ്ചകളിലെ മുന്നേറ്റങ്ങൾ എന്നിവയെ യുവതയിൽ നടത്തിയ വിവിധ പഠനങ്ങളുടെയും സിനിമകളുടെയും സഹായത്തോടെ കണ്ടെത്തുവാനുള്ള ശ്രമമാണ് ഈ പഠനം.

താക്കോൽ വാക്യങ്ങൾ : നവസാങ്കേതിക കാലം, യുവത, സിനിമ

ആമുഖം

നവ സാങ്കേതികത കാലം (Neo Technical Age) എന്ന പദത്തിന് 'വ്യാവസായിക യുഗം' (industrial Age) അല്ലെങ്കിൽ 'വിവര യുഗം' (Information Age) പോലുള്ള വ്യാപകമായി അംഗീകരിക്കപ്പെട്ടതോ സ്റ്റാൻഡേർഡ് ചെയ്തതോ ആയ നിർവചനം ഇല്ല. പൊതുവായ അർത്ഥത്തിൽ, ആശയവിനിമയം, വിനോദം, ജോലി, സാമൂഹിക - സാംസ്കാരിക ഇടപെടലുകൾ എന്നിവയുൾപ്പെ ടെ ദൈനംദിന ജീവിതത്തിന്റെ വിവിധ വശങ്ങളി ലേക്ക് നൂതന സാങ്കേതികവിദ്യയുടെ ദ്രുതഗതിയി ലുള്ള കടന്നുകയറ്റം സാധ്യമാകുന്ന നിലവിലെ കാലഘട്ടത്തെ 'നവ സാങ്കേതിക കാലം' (നിയോ -ടെക്നിക്കൽ യുഗം) എന്ന് സൂചിപ്പിക്കാം. വ്യക്തി കളുടെ ആശയ ലോകം, സാമൂഹിക സാംസ്കാ രിക നിലപാടുകൾ എന്നിവ രൂപപ്പെടുത്തുന്നതിൽ സാങ്കേതികവിദ്യ ഇന്ന് ഒരു പ്രധാനപങ്ക് വഹിക്കു ന്നുണ്ട്. സോഷ്യൽ മീഡിയകളുടെ വളർച്ച, എളു പ്പത്തിലുള്ള ഇന്റർനെറ്റ് ലഭ്യത, സ്മാർട്ട് ഫോണു കൾ പോലുള്ള പുത്തൻ ഉപകരണങ്ങൾ, നിരന്തരം പുതുക്കപ്പെടുന്ന സാങ്കേതിക വിദ്യകൾ എന്നിവയെ ല്ലാം യുവതയെ നവസാങ്കേതികയുടെ വക്താക്കളാ ക്കി മാറ്റുകയും ചെയ്തു. ഡിജിറ്റൽ സാങ്കേതികവി ദ്യയിലെ മുന്നേറ്റങ്ങളാൽ അടയാളപ്പെടുത്തപ്പെട്ട സമകാലിക നവസാങ്കേതിക യുഗത്തിൽ, യുവജ നത സാമൂഹിക മാറ്റത്തിന്റെ പ്രതിഫലനമായും പ്രേരകശക്തിയായും നിലകൊള്ളുന്നു.

1.സിനിമയുടെ ആവിഷ്കാര മാനം: നവസാങ്കേ തിക കാലഘട്ടത്തിലെ പരിണാമങ്ങൾ

"സംസ്കാരമെന്നത് ചലനാത്മകവും നിരന്തരം പുതിയ ചിന്തകളെ ഉൾക്കൊള്ളുകയും രൂപാന്തരം പ്രാപിക്കുകയും ചെയ്യുന്നുണ്ട്. ഇത്തരത്തിൽ ഈ മാറ്റത്തിന്റെ പ്രക്രിയയിൽ ഏറ്റവും ശക്തമായി സ്വാ ധീനിക്കുന്നത് പുതിയ കാഴ്ചകളെ സാധ്യമാക്കുന്ന ദൃശ്യമാധ്യമങ്ങളാണ്. മനുഷ്യന്റെ രാഷ്ട്രീയത്തെ

യും സംസ്കാരത്തെയും ഒരോ നിമിഷം നിർമ്മി ക്കുകയും തകർക്കുകയും പുതുക്കി പണിയുകയും ചെയ്യുകയാണ് ദൃശ്യമാധ്യമങ്ങൾ. അവയിലേറ്റവും സ്വാധീനമുള്ളതാണ് സിനിമ. കാഴ്ചക്കാരന്റെ ചി ന്തയെ നേരിട്ട് പ്രചോദിപ്പിച്ചുകൊണ്ട് പൊതുബോ ധത്തെ സ്വാധീനിക്കാനാകുന്നു എന്നതാണ് ഒരോ കലാപരമായ ആവിഷ്കാരങ്ങളെയും സവിശേഷ മാക്കുന്നത്. വിനോദോപാദി എന്നതിനപ്പുറത്ത് സി നിമ ഒരു സാംസ്കാരിക അനുഭവമായി മാറുന്നത് ഈ കാരണത്തിലാണ്. പൊതുജനാഭിപ്രായത്തി ന്റെ ഉപകരണമായി അത് പ്രവർത്തിക്കുന്നു. ജന ങ്ങളുടെ ധാർമ്മികതയെയും ശീലങ്ങളെയും രൂപ പ്പെടുത്തുന്നതിൽ സിനിമ ചെലുത്തുന്ന സ്വാധീനം ചെറുതല്ല. ആശയപ്രചരണത്തിന് വളരെ വേഗ ത്തിൽ, ഫലപ്രദമായി ഉപയോഗിക്കാൻ കഴിയുന്ന ജനപ്രിയരൂപമാണത്" (കാഴ്ചയുടെ സംസ്കാര വും പൊതുബോധവും ,പുറ 57) .സിനിമ എന്ന കലാരൂപം, അതിന്റെ ചരിത്രം മുഴുവൻ, സാങ്കേ തിക വികാസങ്ങളുമായി അഭേദ്യമായി ബന്ധപ്പെ ട്ടിരിക്കുന്നു. സിനിമയുടെ ആവിഷ്കാര മാനം പുനർനിർവചിക്കാൻ പുതിയ സാങ്കേതികവിദ്യ കൾ എപ്പോഴും സഹായിച്ചിട്ടുണ്ട്. നവസാങ്കേതിക കാലഘട്ടത്തിൽ, സിനിമയുടെ ആവിഷ്കാരമാനം എങ്ങനെയാണ് പരിണമിച്ചതെന്ന് ഈ പഠനം പരി ശോധിക്കുന്നു. നവസാങ്കേതിക കാലഘട്ടത്തിൽ സിനിമയുടെ ഉള്ളടക്കം, അവതരണരീതി, നിർ മ്മാണവും കാഴ്ച രീതികളിലെ പ്രത്യേകതകളും എന്നിവ സിനിമ ഭൂപ്രകൃതിയെ പുനർനിർമ്മിച്ചിട്ടു ണ്ട്. അന്തരാഷ്ട്ര മാധ്യമഭീമന്മാർ പ്രാദേശിക ചാ നലുകളെ ഏറ്റെടുക്കുകയും ആഗോള-പ്രാദേശിക സംസ്കാരങ്ങളുടെ സമന്വയം നടപ്പിലാക്കുകയും ചെയ്യുന്നു.ആഗോളവേദികൾ ഇപ്പോൾ വൈവിധ്യ മാർന്ന ആവിഷ്ക്കാരങ്ങളെ ഉൾക്കൊള്ളുന്നതും പ്രതിഫലിപ്പിക്കുന്നതുമാണ്. എം ടി വി പോലുള്ള അന്തരാഷ്ട്ര പ്ലാറ്റ്ഫോമുകളിൽ പ്രാദേശിക ഗായക രെ അവതരിപ്പിക്കുന്നത് ഇവക്കു ഉദാഹരണമാണ്. അതിനാൽ തന്നെ നവ സാങ്കേതികകാല സിനിമ കഥ പറച്ചിലുകളുടെ സാധ്യതകളെ വിപുലീകരി ക്കുകയും സാങ്കേതിക വളർച്ചയുടെ അടുത്ത മുന്നേറ്റങ്ങളിലേക്ക് വഴി തുറക്കുകയും ചെയ്തു. മനുഷ്യാനുഭവങ്ങളുടെ ഏറ്റവും ക്ഷണികമായ മു ഹൂർത്തങ്ങളെ റെക്കോഡ് ചെയ്യാനും അവതരിപ്പി ക്കുവാനും ഇത് സിനിമ പ്രവർത്തകരെ പ്രാപ്തരാ ക്കുന്നു. സിനിമ നിർമ്മാണത്തിലെ ഈ സാങ്കേതിക മുന്നേറ്റങ്ങൾ കാഴ്ചക്കാരന്റെ അനുഭവങ്ങൾ വ ർദ്ധിപ്പിക്കുക മാത്രമല്ല ആവിഷ്കാരത്തിലെ വ്യാപ ്തി വിശാലമാക്കുകയും കഥകൾ പറയാനുള്ള വഴി

കളെ വർദ്ധിപ്പിക്കുകയും ചെയ്യുന്നു. അത്യാധുനിക വിഷ്വൽ ഇഫക്ട്റ്റുകളും കഥപറച്ചിലുകളും സമ ന്വയിപ്പിച്ച, 2013 ൽ പുറത്തിറങ്ങിയ 'ജുറാസ്സിക് പ ാർക്ക് (3എ) പോലുള്ള സിനിമകളുടെ ഉദയം, നവ സാങ്കേതികതയുടെ പരിവർത്തനാത്മക സ്വാധീന ത്തിന് ഉദാഹരണമാണ്. ഇത് മനുഷ്യനും മരണാ നന്തരലോകവും അവയുടെ ഭാവിയെക്കുറിച്ചും സൂചന നൽകുന്നു. സിനിമ വികസിച്ചു കൊണ്ടേ യിരിക്കുമ്പോൾ മാധ്യമം എന്ന രീതിയിൽ മാത്രമല്ല ആഗോള പ്രേക്ഷകരിലേക്ക് അവ എത്തിക്കുന്ന സംസ്കാരിക വിവരണങ്ങളെയും രൂപപ്പെടുത്തുന്ന തിൽ നവസാങ്കേതികത പ്രധാന പങ്കു വഹിക്കുന്നു ണ്ടെന്നുള്ളത് വ്യക്തമാണ്.

1.1 പുതിയ കഥപറച്ചിൽ രീതികൾ

സിനിമ ഒരു സർഗ്ഗാത്മക മാധ്യമമാണ്, അത് കഥ പറയൽ, ചിത്രീകരണം, സംഗീതം തുടങ്ങിയ വി വിധ കലാപരമായ മാനങ്ങളെ ഉൾക്കൊള്ളുന്നു. നവ സാങ്കേതിക വിദ്യകൾ സിനിമയ്ക്ക് പുതിയ കഥപറച്ചിൽ രീതികൾ അവതരിപ്പിച്ചിട്ടുണ്ട്. മുമ്പ് അസാധ്യമായിരുന്ന വിഷയങ്ങളും ആശയങ്ങളും സാധ്യമാക്കുവാനും കൂടുതൽ ക്രിയാത്മക സ്വാത ന്ത്ര്യവും അവ നൽകുകയും , സിനിമയുടെ ദൃശ്യ -ശബ്ദ ഭാഷയെയും പ്രേക്ഷകർക്ക് ലഭ്യമായ കാഴ് ചാനുഭവത്തെയും അവ ഉയർത്തുകയും ചെയ്യുന്നു. കഥപറച്ചിൽ സിനിമയുടെ അടിസ്ഥാന ഘടകമാ ണ്, ഇത് സിനിമയുടെ ആവിഷ്കാര മാനത്തെയും പ്രേക്ഷകർക്ക് നൽകുന്ന അനുഭവത്തെയും നിർണ്ണ യിക്കുന്നു.

1.1.1 കഥപറച്ചിലിന്റെ പുനർനിർവചനങ്ങൾ:

സിനിമാഖ്യാനത്തെക്കുറിച്ചുള്ള ലീനിയർ-നോൺ ലീനിയർ ധാരണകളെ വിവിധ സിനിമകൾ പുനർന ിർവചിക്കുന്നുണ്ട്.നായകന്റെ തകർന്ന ഓർമ്മകളെ അവനോടൊപ്പം കൂട്ടിച്ചേർക്കാൻ നിർബന്ധിക്കുന്ന ക്രിസ്റ്റഫർ നോളൻറെ മെമെന്റോ (2000), മാനസിക രോഗത്തിന്റെ സങ്കീർണതകളെ നോൺ ലീനിയർ ആയി അവതരിപ്പിക്കുന്ന 'ഈ അടുത്ത കാലത്ത് ' (2018), മോക്കുമെന്ററി ശൈലിയിൽ വന്ന സയൻസ് ഫിക്ഷൻ സിനിമ കൃഷാന്ദിന്റെ 'ആവാസവ്യൂഹം' (2022) എന്നിവയെല്ലാം ഈ മാറ്റത്തിന്റെ ചില ഉദാ ഹരണങ്ങളാണ്.

1.1.2 വിഷ്വൽ ആൽക്കെമി:

CGI , മോഷൻ ക്യാപ്ചർ, ഓൾമെന്റ് റിയലിറ്റി (AR), വെർചൽ റിയലിറ്റി (VR) എന്നീ സാങ്കേ

തിക വിദ്യ ഉപയോഗിച്ചുള്ള വിഷ്വൽ ആൽക്കെമി യിലൂടെ അതിരുകളില്ലാത്ത , സങ്കല്പങ്ങളിൽ പേ ാലുമില്ലാത്ത കഥകളെ പ്രേക്ഷകർക്ക് വിശ്വാസ യോഗ്യമായ രീതിയിൽ അവതരിപ്പിക്കുവാനും കഴി യുന്നുണ്ട്. ഫോട്ടോറിയലിസ്റ്റിക് പണ്ഡോറയിലേക്ക് ആസ്വാദകനെ എത്തിച്ച ജെയിംസ് കാമറൂണിന്റെ 'അവതാർ' (2009) ഇതിന്റെ തെളിവാണ്.യാഥാർ ത്ഥ്യത്തിനും ഫിക്ഷനും ഇടയിലുള്ള അതിർവര മ്പുകളെ തിരിച്ചറിയാൻ കഴിയാത്തവിധം ജീവിത സാമാന്യമായ രീതിയിൽ ഗൊല്ലത്തിനെയും മറ്റു കഥാ പാത്രങ്ങളെയും അവതരിപ്പിച്ച പീറ്റർ ജാക്സൺ സംവിധാനം ചെയ്ത 'ലോർഡ് ഓഫ് ദ റിംഗ്സ് 'ട്രൈലോജി (2001,2002,2003), എസ് എസ് രാജമൗ ലിയുടെ 'ബാഹുബലി'(1 & 2) , ലോകേഷ് കനക രാജിന്റെ 'വിക്രം' (2022) എന്നീവയെല്ലാം നവസാ ങ്കേതിക വിദ്യയിലൂടെ കഥാപറച്ചിൽ രീതികളെ വ്യത്യസ്തമാക്കിയവയാണ്.

1.1.3 സിനിമ നിർമ്മാണവും ജനാധിപത്യവത്കര ണവും:

സിനിമ നിർമ്മാണ ഉപകരണങ്ങൾ സ്റ്റുഡിയോ കളിൽ അടച്ചിടുന്ന കാലങ്ങൾ അവസാനിച്ചി രിക്കുകയാണ്. ആഹമരസംഗമഴശര ജീരസലമ ഇശിലാമ ഇമാല്യമ 6സ പോലെയുള്ള സാധാരണ ക്കാർക്കും വാങ്ങിക്കുവാൻ കഴിയുന്ന ക്യാമറകൾ, ഐ ഫോൺ പോലുള്ള വിവിധ ഫോണുകൾ, ഉമ്ശിരശ ഞലീഎ്ല പോലെ എളുപ്പത്തിൽ ലഭ്യ മാകുന്ന എഡിറ്റിംഗ് സോഫ്റ്റ്വെയറുകൾ, Vimeo, youtube പോലുള്ള ഓൺലൈൻ പ്ലാറ്റ്ഫോമു കൾ, സൗജന്യമായി ലഭിക്കുന്ന വിവിധ കോഴ്സു കൾ എന്നിവയെല്ലാം ഫിലിം മേക്കിംഗ് പ്രക്രിയയെ ജനാധിപത്യവത്കരിക്കുന്നു. തായ്ക വെയ്റ്റിറ്റി യുടെ ('ജോജോ-റാബിറ്റ്), ബോൺ ജൂൺ ഹോ യുടെ (പാരസൈറ്റ്) എന്നിവയെ പ്പോലുള്ള സ്വത ന്ത്ര ശബ്ദങ്ങൾ ഈ വഴിയിലൂടെ 'ഓസ്കാർ' പേ ാലുള്ള വലിയ നേട്ടങ്ങളിലേക്ക് ഉയരുകയും വൈ വിധ്യമാർന്ന കാഴ്ചപ്പാടുകളും റോ കഥാപറച്ചിലും കൊണ്ട് സിനിമാറ്റിക് ലാൻഡ്സ്കേപിനെ സമ്പ ന്നമാക്കുകയും ചെയ്തു. അനുരാഗ് കശ്യാപിന്റെ ('ഗ്യാങ്സ് ഓഫ് വാസിപൂർ') , റിമ ദാസിന്റെ (ബുൾ ബുൾ കാൻ സിങ്) തുടങ്ങിയ സ്വതന്ത്ര ബജറ്റിൽ ശക്തമായ കഥകൾ പറയുവാനാകുമെന്ന് തെളിയിച്ച സിനിമകളാണ്. മഹേഷ് നാരായണൻ സംവിധാനം ചെയ്ത സി യൂ സൂൺ (2020) പൂർണ്ണമായും ഐഫോണിൽ ചിത്രീകരിച്ച സിനി മയാണ്.

1.1.4 ആഗോള വിപണിയും ആരാധകരും:

ഇൻറനെറ്റ് ഭൂമിശാസ്ത്രപരമായ അതിർവരമ്പു കളെ തകർത്ത് ആഗോള പ്രേക്ഷകരെ വളർത്തി യെടുത്തു.നെറ്റ് ഫ്ലിക്സ് , ആമസോൺ പ്രൈ ം മുതലായ ഒടിടി പ്ലാറ്റ്ഫോമുകൾ ലോകത്ത് എവിടെയും നിർമ്മിക്കപ്പെടുന്ന സിനിമകൾ കാ ണാൻ പ്രേക്ഷകർക്ക് അവസരം നൽകുകയും ചെ യ്തു.ബോംഗ് ജൂൺ ഹോയുടെ 'പാരസൈറ്റ്' പേ ാലുള്ള സിനിമകൾ വർഗ അസ്മതങ്ങൾക്കെതി രെയുള്ള അന്തരാഷ്ട്ര ചർച്ചകൾക്കു കാരണമായി. അപിചത്പോംഗ് വീരസേതകുലിന്റെ ' അങ്കിൾ ബൂൺ മീ ഹൂ കാൻ റീകോൾ ഹിസ് പാസ്റ്റ് ലൈവ് സ് ' (2010) പുനർജന്മത്തെക്കുറിച്ചും മരണത്തെക്കു റിച്ചുമുള്ള തായ് വീക്ഷണം അവതരിപ്പിക്കുകയും ലോകമെമ്പാടുമുള്ള പ്രേക്ഷകരെ അവയിലേക്ക് ആകർഷിക്കുകയും ചെയ്തു. സാക്ക് സൈനഡർ സംവിധാനം ചെയ്ത ജസ്റ്റിസ് ലീഗ്' (2017) എന്ന സൂപ്പർ ഹീറോ സിനിമയുടെ 'സൈനഡർ കട്ട് '(സംവിധായകന്റെ ഭാവനയിൽ പുതിയ അവസാന വും കഥാ സന്ദർഭങ്ങളും ഉൾപ്പെടുത്തി) 2021 ൽ റീലീസ് ചെയ്യുകയും സിനിമ ലോകത്ത് പുതിയ സാധ്യതകൾക്കു തുടക്കം കുറിക്കുകയും ചെയ്തു. ഇതിനെ തുടർന്ന് ഫാൻ കമ്യൂണിറ്റികൾ വിവിധ സിനിമകളിലെ രംഗങ്ങൾ ഉപയോഗിച്ചുള്ള മിമിംസ്, സ്റ്റിക്കേഴ്സ്, തങ്ങൾക്കിഷ്ടമുള്ള വ്യത്യസ്ത ക്ലൈ മാക്സുകൾ , ട്രോളുകൾ , റീലുകൾ മുതലായവ നിർമ്മിക്കുകയും നവമാധ്യമങ്ങളിലൂടെ പ്രചരിപ്പി ക്കുകയും ചെയ്തു. ആർ ആർ ആർ (2022) എന്ന തെലുങ്ക് ചിത്രത്തിലെ സവിശേഷമായ നൃത്ത -ആക്ഷൻ സീക്വൻസുകൾ ഇത്തരത്തിൽ ലോക മെമ്പാടും ശ്രദ്ധ നേടിയിരുന്നു.

1.2 കാലഘടനയുടെ പുനർനിർവചനം:

സിനിമയിൽ കാലഘട്ടം എങ്ങനെ അവതരിപ്പിക്ക പ്പെടുന്നു എന്നതിൽ വരുത്തുന്ന മാറ്റമാണ് കാല ഘടനയുടെ പുനർനിർവചനം എന്നത് കൊണ്ട് അർത്ഥമാക്കുന്നത്. പരമ്പരാഗതമായി, സിനിമകൾ ക്ലോക്ക്വൈസ് ക്രമത്തിൽ പറയപ്പെടുന്നു, അതായ ത് ആരംഭത്തിൽ നിന്ന് അവസാനം വരെ. എന്നാൽ നവ സാങ്കേതികതയുടെ കാലത്ത് സിനിമ പ്രവർ ത്തകർ ഈ ക്രമത്തെ വെല്ലുവിളിക്കുന്നു. സിനിമ കൾ പിന്നോട്ട് പോകുന്ന ക്രമത്തിൽ പറയപ്പെടാം, വ്യത്യസ്ത കാലഘടനകളെ ഒരുമിച്ച് കലർത്താം, അല്ലെങ്കിൽ കാലഘട്ടം പൂർണ്ണമായും അസ്ഥിരമാ ക്കിയേക്കാം. ഇത്തരത്തിൽ കാലഘടനയുടെ പുന ർനിർവചനത്തിന് നിരവധി കാരണങ്ങളുണ്ട്. ഒന്നാ

മതായി, പുതിയ സാങ്കേതിക വിദ്യകൾ സിനിമാ നിർമ്മാതാക്കൾക്ക് കൂടുതൽ സങ്കീർണ്ണമായ കാല ഘടനകൾ സൃഷ്ടിക്കാൻ അനുവദിക്കുന്നു. ഉദാഹ രണത്തിന്, കമ്പ്യൂട്ടർ ഗ്രാഫിക്സ് (ഇഏക) ഉപ യോഗിച്ച്, സിനിമാനിർമ്മാതാക്കൾക്ക് വ്യത്യസ്ത കാലഘട്ടങ്ങളിൽ നിന്നുള്ള ദൃശ്യങ്ങൾ കൂട്ടിച്ചേർ ക്കാൻ കഴിയും.രണ്ടാമതായി, പുതിയ സാഹിത്യ രൂപങ്ങളുടെ ഉദയം സിനിമാ നിർമ്മാതാക്കളെ കൂ ടുതൽ സങ്കീർണ്ണമായ കഥപറച്ചൽ രീതികൾ പരീ ക്ഷിക്കാൻ പ്രേരിപ്പിച്ചു. ഉദാഹരണത്തിന്, ഡിസ്റ്റോ പ്രിയൻ നോവലുകൾ ഭാവിയുടെ ഭയാനകമായ കാഴ്ചപ്പാട് അവതരിപ്പിക്കുന്നു, ഇത് പിന്നോട്ട് പോ ാകുന്ന കാലഘടനയിലൂടെ പറയുന്ന ഒരു സിനിമ യെക്കുറിച്ചുള്ള ആശയത്തിന് പ്രചോദനമായി.മൂ ന്നാമതായി, സിനിമാ നിർമ്മാതാക്കൾ പ്രേക്ഷകരെ ആകർഷിക്കാൻ പുതിയ വഴികൾ തേടുകയാണ്. കാലഘടനയെ വെല്ലുവിളിക്കുക എന്നത് രസകര വും ആകർഷകവുമായ രീതിയിൽ കഥ പറയാൻ ഒരു മാർഗമാണ്.

1.2.1 പിന്നോട്ട് പോകുന്ന ക്രമം / വിപരീത ക്രമം:

ക്രിസ്റ്റഫർ നോളൻ സംവിധാനം ചെയ്ത 'ഒലാലിഭീ' (2000) എന്ന ചിത്രം, ആൻറീറോഗ്രേഡ് അമ്നേഷ്യ ബാധിച്ചതിനാൽ പുതുതായി ഒന്നും ഓർക്കാൻ സാധിക്കാത്ത ഒരു മനുഷ്യന്റെ കഥ യാണ് ചിത്രം പറയുന്നത്. അദ്ദേഹത്തിന്റെ കാഴ് ചപ്പാടിൽ നിന്നാണ് സിനിമ സംസാരിക്കുന്നത്. ഇടവിട്ടുള്ള രണ്ട് സീക്വൻസുകളിലായാണ് ചല ച്ചിത്രത്തിൽ കഥ പറയുന്നത് – ഇവയിൽ ബ്ലാക്ക് ആൻഡ് വൈറ്റിൽ ചിത്രീകരിച്ചിരിക്കുന്ന ശ്രേണി കാലക്രമത്തിലും കളറിൽ ചിത്രീകരിച്ചിരിക്കുന്ന ശ്രേണി കാലത്തിന്റെ വിപരീതക്രമത്തിലുമാണ്. അതിനാൽ ഓരോ സീക്വൻസ് ആരംഭിക്കുമ്പോ ഴും അതിനു മുമ്പുള്ള സംഭവങ്ങളെക്കുറിച്ച് പ്രേ ക്ഷകൻ അജ്ഞനാണ്. ഇതിനാൽ പ്രേക്ഷകൻ കഥാപാത്രത്തിന്റെ ഓർമ്മക്കുറവിന്റെ ഭാഗമായി, കഥയെ പുതിയ രീതിയിൽ അനുഭവിക്കുന്നു.'The Sixth Sense" (1999), 'Interstellar' (2014) എന്നി വയും ഇവയിൽ ഉൾപ്പെടുന്നു

1.2.2 വ്യത്യസ്ത കാലഘടനകൾ:

ഡേവിഡ് ലിഞ്ച് എഴുതി സംവിധാനം ചെയ്ത "Mulholland Drive" (2001) എന്ന ചിത്രം, ലോ സാഞ്ചലസിൽ പുതിയതായി എത്തുന്ന നടിയെ കേന്ദ്രീകരിച്ചുള്ള കഥയാണ്. അവൾ വാഹനപക ടത്തിൽ നിന്ന് സുഖം പ്രാപിക്കുന്ന ഓർമ്മക്കുറ

വുള്ള സ്ത്രീയെ കണ്ടുമുട്ടുകയും സൗഹൃദം സ്ഥാ പിക്കുകയും ചെയ്യുന്നതാണ് കഥാസാരം. ചിത്രം, നിരവധി വ്യത്യസ്ത കാലഘടനകളും വ്യത്യസ്ത കഥാപാത്രങ്ങളെയും ഉൾക്കൊള്ളുന്നു. ഇത് പ്രേ ക്ഷകർക്ക്, ചിത്രത്തിന്റെ കഥയും അർത്ഥവും മന സ്സിലാക്കുവാൻ പ്രയാസകരമാണെങ്കിലും അതു ല്യവും ആകർഷകവുമായ ഒരു അന്തരീക്ഷം ഇവ ചിത്രത്തിനു നൽകുന്നു.

1.2.3 അസ്ഥിരമായ കാലഘടന:

ഡെന്നിസ് വിലേന്യൂവിന്റെ 'അ്യൂശ്മഹ' (2016) എന്ന ചിത്രം, ഭൂമിയിലേക്ക് എത്തിയ അന്യഗ്രഹി കളുമായി ആശയവിനിമയം നടത്താൻ നിയോഗി ക്കപ്പെടുന്ന ഒരു ഭാഷാശാസ്ത്രജ്ഞയുടെ കഥയാ ണ്. സമയത്തിന്റെ സ്വഭാവത്തെക്കുറിച്ചുള്ള ഒരു പ ുതിയ ആശയം അവതരിപ്പിക്കുന്നു. കഥാപാത്രം അന്യഗ്രഹികളുമായി ആശയവിനിമയം നടത്തുന്ന തിലൂടെ, സമയം ഒരു ദിമാനമല്ല, മറിച്ച് ത്രിമാന മാണെന്നു മനസ്സിലാക്കുന്നു. ഇത് പ്രേക്ഷകർക്ക്, സമയത്തെക്കുറിച്ചുള്ള പുതിയ ധാരണകൾക്ക് സഹായകമാകുന്നു.

1.3 കാഴ്ചപ്പാടുകളുടെ വൈവിധ്യവൽക്കരണം:

നവസാങ്കേതിക കാലഘട്ടത്തിൽ, സിനിമ പ്രവർ ത്തകർ, പാർശ്വവത്കരിക്കപ്പെടുന്ന മനുഷ്യരുടെ , ന്യൂന പക്ഷ കാഴ്ചപ്പാടുകളെ പ്രതിഫലിപ്പിക്കുന്ന സിനിമകൾ പരീക്ഷിക്കാൻ ആരംഭിച്ചതോടെ ലോ കത്തെക്കുറിച്ചുള്ള മനുഷ്യരുടെ കാഴ്ചപ്പാട് വി ശാലമാക്കുന്നതിന് അവ ചാലകങ്ങളായി. 2019-ൽ പുറത്തിറങ്ങിയ "The Farewell" എന്ന സിനിമ ഒരു ചൈനീസ്-അമേരിക്കൻ കുടുംബത്തിന്റെ കഥ പറയുകയും ഇത് ഏഷ്യൻ അമേരിക്കാരു ടെ അനുഭവങ്ങൾ പ്രതിഫലിപ്പിക്കുകയും ചെയ്തു. "Get Out" (2017), "Crouching Tiger, Hidden Dragon: Sword of Destiny" (2016), പാരസൈ റ്റ്, എന്നിവയെല്ലാം പാർശ്വവൽകരിക്കപ്പെടുന്ന മനു ഷ്യരുടെ കഥ പറഞ്ഞ സിനിമകളായിരുന്നു.ഇന്ത്യൻ സിനിമയിൽ, ഈ പ്രവണത, 1950കളിൽ ആരംഭി ച്ചു. ഈ കാലഘട്ടത്തിൽ, മഹാത്മാഗാന്ധിയുടെ നേതൃത്വത്തിലുള്ള സ്വാതന്ത്ര്യസമരത്തെ പ്രതിഫ ലിപ്പിക്കുന്ന സിനിമകൾ നിർമ്മിക്കപ്പെട്ടു. ഈ സി നിമകൾ, ഗ്രാമീണ ഇന്ത്യയിലെ ജനങ്ങളുടെ ജീവി തത്തെയും അവരുടെ സ്വാതന്ത്ര്യത്തിനായുള്ള പേ ാരാട്ടത്തെയും പര്യവേക്ഷണം ചെയ്തു.ഇന്ത്യൻ സിനിമയിലും പുതിയ കഥാപാത്രങ്ങളുടെ അവത രണം, പുതിയ കഥ പരിസരം, എന്നിവയിലെല്ലാം പുത്തൻ പ്രവണതകളുണ്ടായി.2019-ൽ പുറത്തി

റങ്ങിയ 'കാശിവിശ്വനാഥ്' എന്ന ചിത്രം, ട്രാൻസ് ജെൻഡർ കഥാപാത്രം, നായകൻ എന്ന നിലയിൽ അവതരിപ്പിക്കപ്പെടുന്നു.ഇന്ത്യൻ സമൂഹത്തിലെ ട്രാൻസ്ജെൻഡർ വിഭാഗത്തിന്റെ പ്രശ്നങ്ങളെയും അവരുടെ അനുഭവങ്ങളെയും പര്യവേക്ഷണം ചെയ്യുന്നു. 'ഒരു പെൺകുട്ടിയുടെ കഥ' (2018) എന്ന ചിത്രം, ഗ്രാമീണ ഇന്ത്യയിലെ ഒരു പെൺകുട്ടിയുടെ കൗമാരത്തിൽ നേരിടുന്ന പ്രശ്നങ്ങളെക്കുറിച്ചാണ് പറയുന്നത്.നവസാങ്കേതിക കാലത്തെ പ്രശ്നങ്ങളെയും അടയാളപ്പെടുത്തി സിനിമ മുന്നേറുകയുണ്ടായി. 2022 ൽ ഇറങ്ങിയ 'ജോഗി' മതപരമായ സംഘർഷങ്ങളുടെ പശ്ചാത്തലത്തിൽ സോഷ്യൽ മീഡിയയുടെയും ഓൺലൈനിലെയും വ്യാജ വാർത്തകളുടെയും വിദ്വേഷ പ്രസംഗത്തിന്റെയും വിനാശകരമായ അനന്തരഫലങ്ങൾ കണ്ടെത്തുകയും ഡിജിറ്റൽ യുഗത്തിൽ വിവരങ്ങളെ ഉത്തരവാദിത്തത്തോടെ ഉപയോഗിക്കുവാൻ കാഴ്ചക്കാരെ പ്രേരിപ്പിക്കുന്നു. രേവതി സംവിധാനം ചെയ്ത 'സലാം വെങ്കി' (2022) ലോകവുമായി ബന്ധപ്പെടാനും വികലാംഗ അവകാശങ്ങൾക്കായി വാദിക്കാനും സാങ്കേതികവിദ്യ സ്വീകരിക്കുന്ന ഡുചെൻ മസ്കുലാർ ഡിസ്ട്രോഫിയുമായി പോരാടുന്ന വെങ്കിടേഷ് മഹാദേവറാവു എന്ന കൗമാരക്കാരന്റെ കഥയാണിത്.ഭിന്നശേഷിയുള്ള വ്യക്തികൾക്കായി സാങ്കേതികവിദ്യ ഉപയോഗിക്കുകയും സാമൂഹിക പ്രതിബന്ധങ്ങളെ മറികടക്കാനും ന്യൂനപക്ഷ ശബ്ദങ്ങളെ ശാക്തീകരിക്കാനുമുള്ള സാധ്യതകളെ സിനിമ മുന്നോട്ട് നൽകുന്നു. കൂഴങ്ങൽ (2022) എന്ന പി.എ സ് വിനോദ് രാജ് ചിത്രം ഹൈപ്പർ-കണക്റ്റഡ് ലോകത്ത് അധഃസ്ഥിതരായ യുവാക്കളുടെ ദുരവസ്ഥ ഉയർത്തിക്കാട്ടുന്ന കൂഴങ്കൽ ഡിജിറ്റൽ വിഭജനവും സാങ്കേതിക വിദ്യ വളർച്ചയിലൂടെ സംഭവിക്കുന്ന സാമ്പത്തിക അസമത്വവും ഹൃദ്യമായി ചിത്രീകരിക്കുന്നു.

പുതിയ സാങ്കേതിക വിദ്യകൾ, സിനിമയിൽ പുതിയ ആശയങ്ങളുടെ അവതരണത്തിനും പുതിയ കഥാപാത്രങ്ങളെ അവതരിപ്പിക്കുവാനും സിനിമാ നിർമ്മാതാക്കളെ അനുവദിച്ചു. ഇത്, സിനിമയെ ഒരു കലാരൂപം എന്ന നിലയിൽ കൂടുതൽ സങ്കീർണ്ണവും സമ്പന്നവുമാക്കി. സിജിഐ (കമ്പ്യൂട്ടർ ജനറേറ്റഡ് ഇമേജറി) സാങ്കേതികവിദ്യയുടെ ഉപയോഗം സിനിമകളിൽ അന്യഗ്രഹികളെ കൂടുതൽ വിശ്വസനീയമായി അവതരിപ്പിക്കാൻ നിർമ്മാതാക്കളെ അനുവദിച്ചു. ഉദാഹരണത്തിന്, 2002-ൽ പുറത്തിറങ്ങിയ 'അവേഞ്ചേഴ്സ്' എന്ന ചിത്രം, അന്യഗ്രഹികളായ സൃഷ്ടികളായ സൂപ്പർ ഹീറോകളെ അവതരിപ്പിച്ചു. ശരീരഘടന, ചലനങ്ങൾ, മു

ഖഭാവങ്ങൾ എന്നിവ സിജിഐ സാങ്കേതികവിദ്യ ഉപയോഗിച്ച് വളരെ വിശ്വസനീയമായി രൂപപ്പെടുത്താനാവുകയും ചെയ്തു.2021 ഇൽ മലയാളത്തിൽ ഇറങ്ങിയ 'മിന്നൽ മുരളി' മറ്റൊരു ഉദാഹരണമാണ്. 2018-ൽ പുറത്തിറങ്ങിയ 'ആഹമരസ ജമിവേല്യ' എന്ന ചിത്രം, ആഫ്രിക്കൻ ഫാന്റസി ലോകത്തെ അവതരിപ്പിച്ചു. ഈ ചിത്രത്തിൽ, സൂപ്പർഹീറോ ആയ ബ്ലാക്ക് പാന്തർ, അദ്ദേഹത്തിന്റെ രാജ്യമായ വാകാൻഡയുടെ രഹസ്യങ്ങളും കഴിവുകളും, വാകാൻഡയുടെ ഭൂപ്രകൃതി, ജീവജാലങ്ങൾ, സാങ്കേതികവിദ്യ എന്നിവയെല്ലാം അവതരിപ്പിച്ചു.

ഢ്ഞ സിനിമകൾ പ്രേക്ഷകരെ കഥയുടെ പരിസരങ്ങളെ എളുപ്പത്തിൽ അനുഭവവേദ്യമാക്കുന്നു. 2016-ൽ പുറത്തിറങ്ങിയ 'ഈ്മമഹ' എന്ന ഢ്ഞ സിനിമ പ്രേക്ഷകരെ ഒരു കോറൽ റീഫിന്റെ (പവിഴപ്പുറ്റിന്റെ) ഉള്ളിൽ എത്തിക്കുന്നു, അവിടത്തെ മത്സ്യങ്ങളുടെയും മറ്റു ജീവികളുടെയും ജീവിതത്തെയും പരിസ്ഥിതിയെയും അടുത്തറിയാനും അനുഭവിക്കാനും കഴിയുന്നു.

നവസാങ്കേതികകാല സിനിമ സ്വാധീനം യുവാക്കളിൽ

ആശയവിനിമയം, വാണിജ്യം, വിനോദം എന്നിവയുൾപ്പെടെ സമൂഹത്തിന്റെ വിവിധ വശങ്ങളെ പരിവർത്തനം ചെയ്യുന്ന സാങ്കേതികവിദ്യയിലും ഡിജിറ്റലൈസേഷനിലുമുള്ള ദ്രുതഗതിയിലുള്ള മുന്നേറ്റങ്ങളാൽ അടയാളപ്പെടുത്തിയ ഒരു കാലഘട്ടമായി നിയോ-ടെക്നിക്കൽ യുഗത്തെ നിർവചിക്കാം. ആളുകൾ വിവരങ്ങൾ ഉപയോഗിക്കുകയും പരസ്പരവും ചുറ്റുമുള്ള ലോകവുമായി ഇടപഴകുകയും ചെയ്യുന്ന രീതിയിലെ ഗണ്യമായ മാറ്റമാണ് ഈ കാലഘട്ടത്തിന്റെ സവിശേഷത. ഇന്ത്യയിൽ, നവ-സാങ്കേതിക യുഗം സാമൂഹിക സാമ്പത്തിക ഭൂപ്രകൃതിയിൽ അഗാധമായ സ്വാധീനം ചെലുത്തിയിട്ടുണ്ട്, സാങ്കേതികവിദ്യയുടെയും ഡിജിറ്റൽ വിഭവങ്ങളുടെ ഉപയോഗത്തിലും ലഭ്യതയിലെയും അസമത്വം വർദ്ധിച്ചുകൊണ്ടിരിക്കുന്നതിനാൽ ഡിജിറ്റൽ വിഭജനം വർദ്ധിച്ചുവരുന്ന ആശങ്കയായി മാറുന്നു. ചെറുപ്രായത്തിൽ തന്നെ പുതിയ സാങ്കേതിക വിദ്യകളിലേക്കും ഡിജിറ്റൽ പ്ലാറ്റ്ഫോമുകളിലേക്കും എത്തപ്പെടുന്നതിനാൽ നവസാങ്കേതിക യുഗത്തിന്റെ സ്വാധീനം ഇന്ത്യൻ യുവാക്കളിൽ വളരെ ആഴത്തിലുള്ളതാണ് .1913-ലെ ആദ്യ ഇന്ത്യൻ ചിത്രമായ 'രാജാ ഹരിശ്ചന്ദ്ര' മുതൽ ഇന്ത്യൻ യുവാക്കളുടെ ജീവിതത്തിൽ സിനിമ നിർണായക പങ്ക് വഹിച്ചിട്ടുണ്ട്.ഡിജിറ്റൽ ഫിലിം മേക്കിംഗ് ടെക്നിക്കുകൾ സ്വീ

കരിക്കൽ, കൂടുതൽ കാര്യക്ഷമമായ നിർമ്മാണവും സിനിമകളുടെ വിതരണം,ഓൺലൈൻ സ്ട്രീമിംഗ് പ്ലാറ്റ്ഫോമുകളുടെ വളർച്ച ഇന്ത്യൻ യുവാക്കൾക്ക് ലോകമെമ്പാടുമുള്ള വൈവിധ്യമാർന്ന ഉള്ളടക്കങ്ങ ളിലേക്ക് കൂടുതൽ പ്രവേശനം നൽകുന്നു ,ഫിലിം പ്രൊമോഷനിലും പ്രേക്ഷകരുടെ ഇടപഴകലിലും സോഷ്യൽ മീഡിയയുടെ സംയോജനം, സിനിമാ പ്രവർത്തകരും കാഴ്ചക്കാരും തമ്മിൽ കൂടുതൽ സംവേദനാത്മക ബന്ധം വളർത്തിയെടുക്കുന്നു . നിയോ-ടെക്നിക്കൽ യുഗത്തിൽ സിനിമ വികസിച്ച ചില പ്രധാന വഴികൾ ഇവയെല്ലാമാണ്.ഈ സംഭ വവികാസങ്ങളുടെ ഫലമായി, നവസാങ്കേതിക യു ഗം അവർ ഉള്ളടക്കവുമായി ഇടപഴകുന്ന രീതിക ളെ പുനർനിർമ്മിക്കുന്നത് തുടരുമ്പോഴും, ഇന്ത്യൻ യുവാക്കളുടെ വിനോദത്തിന്റെയും സാംസ്കാരിക പ്രകടനത്തിന്റെയും ഒരു സുപ്രധാന രൂപമായി സി നിമ എന്ന മാധ്യമം നിലകൊള്ളുന്നു.യുവാക്കളി ലെ സിനിമ സ്വാധീനത്തെ പ്രധാനമായും മൂന്നാ യി തിരിക്കാം. ഒന്നാമതായി ഫാഷൻ ട്രെൻറുകൾ ,രണ്ടാമതായി ഭാഷ പ്രയോഗങ്ങൾ, മൂന്നാമതായി അഭിപ്രായ രൂപീകരണം

2.1 പുതിയ ഫാഷൻ ട്രെൻഡുകൾ / വസ്ത്രധാ രണ രീതികൾ :-

ഫാഷൻ മാധ്യമങ്ങളിലൂടെ സ്വയം പ്രകടിപ്പിക്കാൻ സാധിക്കുന്നതാണ് നവസാങ്കേതിക കാലത്തെ മറ്റൊരു പ്രത്യേകത .യുവത അതിന്റെ വക്താക്കളും നവ മാധ്യമങ്ങൾ അവയുടെ ചാലകങ്ങളുമാണ് . സംസ്കാരവും ഫാഷനും എങ്ങനെ ഇടപഴകി യിരിക്കുന്നു എന്നതിന്റെ ഉത്തമ്മ ഉദാഹരണമാണ് സിനിമയും ഫാഷനും. .സിനിമ പ്രലോഭനങ്ങളുടെ കൊട്ടാരമെന്നാണ് റോബർട്ട് ബേയ്ഡൻ പവൽ അഭിപ്രായപ്പെടുന്നത് ,വ്യത്യസ്ത പശ്ചാത്തലങ്ങ ളിൽ നിന്നുള്ള കഥാപാത്രങ്ങളെ ഓൺ-സ്ക്രീന ിൽ ഓരോരുത്തരുടെ ശാരീരിക രൂപം ,ഭാവം എന്നിവക്കനുസരിച്ചു വസ്ത്രധാരണ രീതികൾ അവലംബിക്കുകയാണ് . കൃത്യവും ഉചിതവുമായ വസ്ത്രങ്ങളുടെ തെരഞ്ഞെടുപ്പ് ,ആഭരണങ്ങൾ,നി റങ്ങൾ,പുതിയ പരീക്ഷണങ്ങൾ എന്നിവയിലൂടെ പ്രേക്ഷകന്റെ വസ്ത്രധാരണ രീതികളെ രൂപപ്പെ ടുത്തുന്നതിൽ സിനിമ ഒരു പ്രധാന പങ്ക് വഹിക്കു ന്നു. 2021 ൽ 18-30 ഇടയിൽ പ്രായമായ യുവാക്ക ളുടെ ഇടയിൽ നടത്തിയ സർവേയിൽ സിനിമകൾ അവരുടെ ഫാഷൻ സ്റ്റൈലിനെയും വസ്ത്രധാര ണത്തെയും സ്വാധീനിക്കുമെന്ന് 70.2% പേർ അഭി പ്രായപ്പെട്ടു.49.8 % യുവാക്കൾ സിനിമകളിൽ നടി- നടൻമാർ ധരിച്ചിരിക്കുന്ന വസ്ത്രങ്ങൾ വാങ്ങാൻ

അവരെ പ്രേരിപ്പിക്കാറുണ്ടെന്ന് രേഖപ്പെടുത്തി. (ല്യ. അിസശര ടവമ്യാമ, ല്യ. ഉമീഷ ഗൗാമ്യ,2021). 2022ൽ പുറത്തിറങ്ങിയ തെലുക് സിനിമയായ 'ആർആർആർ' ലെ പ്രധാന കഥാപാത്രങ്ങളായ അല്ലൂരി സീതാരാമരാജുവും കമ്മാരം ഭീമും ധരിച്ചി രുന്ന 'ബന്ധാനി ദൂപട്ട യും ഖാദി കുർത്തക്കും 50 % വും ഹാന്റ്‍ലും സാരികൾക്ക് 30 % വും വില്പന വർദ്ധിക്കുകയുംചെയ്തു (ഒശിറൗമേി റശാലെ ,2022). ഹിന്ദു ബിസിനസ്സ് ലൈൻ ന്റെയും മിന്ത്ര ,ഫ്ലിപ്കാർട്ട് എന്നീ ഓൺലൈൻ സ്റ്റോറുകളു ടെയും റിപോർട്ടുകൾ പ്രകാരം 2021 ൽ പുറത്തിറ ങ്ങിയ വിജയ് ചിത്രം മാസ്റ്ററിന്റെ റീലിസിനു ശേ ഷം ജോൺ ദുരൈരാജ് എന്ന നായകൻ ധരിക്കുന്ന 'ശ്രൂലുറ ഖലമി' , നു 25%വും 'ഋമുവശര ലേല ' നു 30% വും അ്ശമവ്യേ ടഴിഴഹമൈ കൾക്ക് 25 % വില്പന വർദ്ധിച്ചു, നായകന്റെ ഹെയർ കളറിന്റെ ഹെയർ ഡൈ ക്കു 20% ശതമാനം വർദ്ധനവുണ്ടാ വുകയും ചെയ്തു.സിനിമയിൽ വിജയ് ധരിക്കുന്ന വസ്ത്രങ്ങളെല്ലാം ഡെനിം ,കാൻവാസ് തുടങ്ങിയ തുണികളുടെ വസ്ത്രനിർമ്മാണത്തിനു ശേഷ മുള്ള അവശിഷ്ടങ്ങളിൽ നിന്നാണ് നിർമിച്ചിട്ടുള്ള ത് .ഇത് സുസ്ഥിര-പാരിസ്ഥിക അവബോധം വളർത്തുവാനും സഹായിച്ചു സിനിമക്കു ശേഷം നടത്തിയ ഒരു സർവേയിൽ 40% യുവാക്കൾ നായ കനുപയോഗിച്ച പോലുള്ള സുസ്ഥിര വസ്ത്രങ്ങൾ (ൗമൈമേിമയഹല ഇമവെരൈീ) ഉപയോഗിക്കു വാൻ തീരുമാനമെടുക്കുകയുണ്ടായി (ല്രഹാംശള്യ ടൗ്ല്യ,2021) സിനിമകൾ പുതിയ ഫാഷൻ ട്രെൻ ഡുകൾ സൃഷ്ടിക്കുന്നതിൽ മാത്രമല്ല അവ പ്രചരി പ്പിക്കുന്നതിലും പ്രധാന പങ്കുവഹിക്കുന്നു.ഇത്തരം വസ്ത്രധാരണരീതികൾ യുവാക്കൾക്കിടയിൽ ജന പ്രിയമാകുമ്പോൾ പുതിയ ഫാഷൻ ട്രെൻഡുകൾ ക്ക് അവ കാരണമാകുന്നു. ഒരോ വർഷം കഴിയും തോറും യുവാക്കളിൽ സിനിമ ചെലുത്തുന്ന സ്വാ ധീനം വർദ്ധിക്കുന്നതായി കാണാനാകും.18-25 വയ സ്സു വരെയുള്ള യുവാക്കളിൽ 2023 ൽ നടത്തിയ പ റനത്തിൽ 82% പേർ സിനിമ അവരുടെ ഫാഷൻ സങ്കല്പങ്ങളെ സ്വാധീനിക്കുന്നുണ്ടെന്ന് അഭിപ്ര ായപ്പെട്ടു.ഇത് 2021 ലെ പഠനത്തിനെ അപേക്ഷിച്ച് 12% അധികമാണ് (ടവമ്യാമ &ടശിഴവ , 2023)

2. 2 പുതിയ ഭാഷ പ്രയോഗങ്ങൾ :

സിനിമകൾ മുന്നോട്ട് വക്കുന്ന പ്രാദേശിക ഭാഷ പ്രയോഗങ്ങൾ, നായകന്റെ സംഭാഷണങ്ങൾ , മറ്റു സംസാര രീതികൾ എല്ലാം വളരെ വേഗത്തിൽ യുവാക്കളെ സ്വാധീനിക്കുകയും അവരുടെ സം ഭാഷണങ്ങളിൽ ഇവ വരികയും ചെയ്യും.മലയാള

സിനിമകളിലെ വിവിധ സംഭാഷണങ്ങൾ ഉപയോ ഗിക്കപ്പെടുന്നത് അവക്കു ഉദാഹരണമാണ്.2021 ൽ പുറത്തിറങ്ങിയ അല്ലു അർജുൻ ചിത്രം 'പുഷ് പ' ലെ തങ്കേടു ലേ , ജൂകേഗ നഹി , ഫ്ളവർ അന്റെ ഫയർ അന്റെ മുതലായ സംഭാഷണങ്ങൾ യുവാക്കൾക്കിടയിൽ വലിയ പ്രചരണം നേടുക യും ചെയ്തു. ഉൃ ഭലല്യമ ചമശ്യ ഉം ഉൃ ഞമവൗഹ സൗാമ്യ ഉം 2021 ൽ നടത്തിയ ഗവേഷണം ഇന്ത്യൻ യുവാക്കളുടെ പദാവലിയിലും ആശയവിനിമയ രീ തിയിലും ചലച്ചിത്ര സംഭാഷണത്തിന്റെ സ്വാധീനം പരിശോധിച്ചു. 42% പങ്കാളികളും അവരുടെ ദൈ നംദിന സംഭാഷണങ്ങളിൽ സിനിമകളിൽ നിന്ന് എടുത്ത പദങ്ങളോ ശൈലികളോ ഉൾപ്പെടുത്തു ന്നതായി റിപ്പോർട്ട് ചെയ്തു.ഇത് യുവജന ആശയ വിനിമയത്തെ സ്വാധീനിക്കാനുള്ള ചലച്ചിത്ര ഭാഷ യുടെ സാധ്യതയെ എടുത്തുകാണിക്കുന്നു.ഹിന്ദി സിനിമകളുടെ സ്വാധീനം യുവാക്കളുടെ സംഭാഷ ണരീതികളിൽ എന്ന വിഷയത്തിൽ ഉൃ. ഞമഷലല്ല ഏഴുമേ, ഉൃ. ജൃശ്യമ ഡല്യുമ എന്നിവർ 2022 ൽ നടത്തിയ പഠനത്തിൽ 62% യുവാക്കൾ, ഹിന്ദി സി നിമകൾ കാണുന്നത് അവരുടെ ഹിന്ദി സംസാര നൈപുണ്യം മെച്ചപ്പെടുത്തുന്നുവെന്ന് അഭിപ്ര ായം പങ്കിട്ടു.45% യുവാക്കൾ, ഹിന്ദി സിനിമകളി ലെ സംഭാഷണ ശകലങ്ങളും പദപ്രയോഗങ്ങളും അവരുടെ ദൈനംദിന സംസാരത്തിൽ ഉൾപ്പെടു ത്തിയിട്ടുണ്ട്.38% യുവാക്കൾ, ഹിന്ദി സിനിമകളുടെ സ്വാധീനം അവരുടെ മാതൃഭാഷ ഉപയോഗം കുറ യുന്നുവെന്ന് ആശങ്ക പ്രകടിപ്പിക്കുകയും ചെയ്തു.

2.3 അഭിപ്രായ രൂപീകരണം:

സിനിമകൾ യുവാക്കളുടെ ആശയലോകത്തെ സമ്പുഷ്ടമാക്കുന്നുണ്ട് .സിനിമ വിശ്വാസങ്ങളെയും മൂല്യങ്ങളെയും സ്വാധീനിക്കുകയും ലോകത്തെ കുറിച്ചുള്ള കാഴ്ചപ്പാടുകളെ രൂപപ്പെടുത്തുകയും ചെയ്യുന്നു.പുതിയ വിവരങ്ങൾ നൽകുകയും പരി മിതമായ അറിവിനെ വർദ്ധിപ്പിക്കുകയും ചെയ്യു ന്നു. ഉദാഹരണത്തിന് ഒരു സിനിമ ഒരു പ്രത്യേക സംസ്കാരത്തെക്കുറിച്ച് പഠിപ്പിക്കുകയാണെങ്കിൽ ആ സംസ്കാരത്തെക്കുറിച്ചുള്ള കാഴ്ചക്കാരന്റെ അഭിപ്രായങ്ങൾ ആ സിനിമയെ ആശ്രയിച്ചിരിക്കു ന്നു.ഏതെങ്കിലും കഥാപാത്രങ്ങളിൽ അവനവനെ അനുഭവിക്കാൻ സാധിച്ചാൽ ആ കഥാപാത്രം പിന്തുണയ്ക്കുന്ന/എതിർക്കുന്ന ആശയങ്ങൾ സ്വാധീനിക്കാൻ സാധ്യതയുണ്ട്. സിനിമകളിലെ കഥാപാത്രങ്ങൾ പ്രേക്ഷകരുടെ അഭിനിവേശങ്ങ ളെയും താൽപര്യങ്ങളെയും പ്രതിഫലിപ്പിക്കുന്നു. കഥാപാത്രങ്ങളുടെ സ്വഭാവം, ആഗ്രഹങ്ങൾ, പ്രവൃ

ത്തികൾ എന്നിവ പ്രേക്ഷകരുടെ അഭിപ്രായങ്ങളെ രൂപപ്പെടുത്താൻ സഹായിക്കുന്നു.കഴിഞ്ഞ വർ ഷം (2023) ൽ വിവിധ സാമൂഹിക- സാമ്പത്തിക പശ്ചാത്തലങ്ങളിലുള്ള 1000 ഇന്ത്യൻ യുവാക്കളിൽ Dr.Meenakshi Sharma & Dr.Vikram verma എന്നിവർ നടത്തിയ സർവേയിൽ ലിംഗസമത്വം,ജാ തി വിവേചനം,രാഷ്ട്രീയ പ്രത്യയശാസ്ത്രങ്ങൾ തുട ങ്ങിയ സാമൂഹിക വിഷയങ്ങളിലെ അവരുടെ കാഴ് ചപ്പാടുകളെ സിനിമ കാര്യമായി സ്വാധീനിച്ചതായി കണ്ടെത്തി.വ്യത്യസ്തവും യാഥാർത്ഥ്യവുമായ കഥാ സന്ദർഭങ്ങളും സിനിമകളും കൂടുതൽ പുരോഗമ നപരവും വിമർശനാത്മകവുമായ ചിന്തയിലേക്ക് അവരെ നയിച്ചു എന്നത് ശ്രദ്ധേയമാണ്.

സിനിമയിലെ സാങ്കേതിക മുന്നേറ്റങ്ങളുടെ സ്വാധീനം

സിനിമയുടെ ലോകം ഇന്നും നിരന്തരം പരിവർ ത്തനത്തിലാണ് .സിനിമ ഒരു സർഗ്ഗാത്മക മാധ്യമ മാണ്, അത് കഥ പറയൽ, ചിത്രീകരണം, സംഗീ തം തുടങ്ങിയ വിവിധ കലാപരമായ മാനങ്ങളെ ഉൾക്കൊള്ളുന്നു. സിനിമയുടെ നിർമ്മാണം ഒരു സങ്കീർണ്ണമായ പ്രക്രിയയാണ്, അതിൽ നിരവധി സാങ്കേതികവിദ്യകൾ ഉൾപ്പെടുന്നു. നവസാങ്കേ തിക കാലഘട്ടം സിനിമ നിർമ്മാണത്തിൽ നിരവ ധി പരിണാമങ്ങൾ വരുത്തി, അത് കഥ പറയൽ ശൈലി, ദൃശ്യ-ശബ്ദ ഭാഷ, പ്രേക്ഷകർക്ക് ലഭ്യമായ കാഴ്ചാനുഭവം എന്നിവയെ മികച്ചതാക്കി മാറ്റുക യും ചെയ്തു . നവസാങ്കേതിക കാലഘട്ടത്തിലെ ഏറ്റവും പ്രധാനപ്പെട്ട മാറ്റങ്ങളിലൊന്ന് ഡിജിറ്റൽ സാങ്കേതികവിദ്യകളുടെ വരവാണ്. 20-ാം നൂറ്റാണ്ടി ന്റെ അവസാനത്തോടെ, സിനിമ നിർമ്മാണത്തിൽ സെല്ലുലോയിഡ് ക്യാമറകൾ പൂർണ്ണമായും ഡിജി റ്റൽ ക്യാമറകളാൽ മാറ്റിസ്ഥാപിക്കപ്പെട്ടു. ഡിജിറ്റൽ ക്യാമറകൾ സെല്ലുലോയിഡ് ക്യാമറകളേക്കാൾ വളരെ കുറഞ്ഞ ചെലവിൽ ഉപയോഗിക്കാൻ കഴി യുന്നതിനാൽ, സിനിമ നിർമ്മാണം കൂടുതൽ എളു പ്പത്തിലുള്ള പ്രക്രിയയാക്കി മാറ്റുകയും ചെയ്തു .ഡിജിറ്റൽ ക്യാമറകൾ കൂടുതൽ ഫ്ലെക്സിബിൾ ഷൂട്ടിംഗ് സാധ്യതകൾ നൽകുന്നു, ഇത് സിനിമ പ്രവർത്തകർക്കു അവരുടെ കഥകൾ കൂടുതൽ സർ ഗ്ഗാത്മകമായി പറയാൻ അനുവദിക്കുന്നു.

ക്ലൗഡ് കമ്പ്യൂട്ടിംഗും ബിഗ് ഡാറ്റ അനലിറ്റിക് സും,ഢഞ,ങ്ങേ,ത‌‌ഥേ പോലുള്ള നൂതന സാങ്കേ തികവിദ്യകളുടെ സംയോജനം ,സിനിമയുടെയും സിനിമാ പ്രേക്ഷകരുടെയും പശ്ചാത്തലത്തിൽ, ഇന്ത്യൻ യുവാക്കൾ നവമാധ്യമങ്ങളെ ഉപയോ

ഗിക്കുന്ന രീതിയിൽ വിപ്ലവകരമായ ചലനങ്ങൾ സൃഷ്ടിച്ചു. ഈ സാങ്കേതികവിദ്യകളുടെ ആവിർ ഭാവത്തോടെ, പരമ്പരാഗത ചലച്ചിത്രാനുഭവങ്ങൾ തേടുന്നതും ആസ്വദിക്കുന്നതും മാറ്റങ്ങൾക്കു വി ധേയമായി. ആഗോള മഹാമാരി പോലെയുള്ള അപ്രതീക്ഷിത സാഹചര്യങ്ങളാൽ സിനിമാ തിയേ റ്ററുകൾ അടച്ചുപൂട്ടുന്നത് ഈ പരിവർത്തനത്തെ ത്വ രിതപ്പെടുത്തുകയും ഡിജിറ്റൽ മേഖലയ്ക്കുള്ളിൽ വിനോദത്തിനുള്ള ബദൽ മാർഗങ്ങൾ തേടാൻ പ്രേ ക്ഷകരെ നിർബന്ധിതരാക്കുകയും, സിനിമാറ്റിക് ഉള്ളടക്കങ്ങളുടെ പരിവർത്തനം നടപ്പിലാവുകയും ചെയ്തു.മൾട്ടിമോഡൽ ഡിസ്കോഴ്സ് അനാലിസി സ് (എംഡിഎ) ഉപയോഗിച്ച്, യുവാക്കൾക്കിടയിൽ സിനിമകൾ സൃഷ്ടിച്ച സൂക്ഷ്മമായ വ്യാഖ്യാനങ്ങൾ ,അവരുടെ കാഴ്ചാശീലങ്ങളെ സ്വാധീനിക്കുന്ന ഭാഷാപരവും സാംസ്കാരികവും സാങ്കേതികവു മായ ഘടകങ്ങൾ , അവയുടെ സങ്കീർണ്ണമായ ഇട പെടൽ എന്നിവ ഗവേഷകർ അപഗ്രഥനങ്ങളിലൂടെ കണ്ടെത്തുകയും അവക്കനുസൃതമായി സിനിമകൾ അവതരിപ്പിക്കുകയും ചെയ്യുന്നു . കൂടാതെ, സ്വത ന്ത്ര സിനിമാറ്റിക് പ്രാതിനിധ്യങ്ങളെക്കുറിച്ചുള്ള പ ഠനം സിനിമ നിർമ്മാണത്തിലും ഉപഭോഗത്തിലും ഔപചാരികവും സാങ്കേതികവുമായ ഗുണങ്ങളു ടെ പ്രാധാന്യം അടിവരയിടുന്നു. ഭാഷാപരവും സാംസ്കാരികവും സാങ്കേതികവുമായ അസമത്വ ങ്ങളുടെ ബഹുമുഖമായ സ്വാധീനം യുവാക്കളു ടെ സിനിമാ ഇടപെടലിൽ വെളിപ്പെടുകയും ഈ കഥകൾ യുവാക്കൾ എങ്ങനെ സ്വീകരിക്കുകയും ആന്തരികവൽക്കരിക്കുകയും ചെയ്യുന്നു എന്നതി നെക്കുറിച്ചുള്ള ധാരണയെ അവ സമ്പന്നമാക്കുക യും ചെയ്തു. സിനിമ സാങ്കേതിക മുന്നേറ്റങ്ങളാൽ നിരന്തരം വളർന്നു കൊണ്ടിരിക്കുന്ന ഒരു വ്യവസാ യമാണ്.അതിനാൽ തന്നെ സിനിമ ഉൽപാദനം, വി തരണം,ഉപഭോഗം എന്നിവയും അവയോടൊപ്പം വളരുകയാണ്.യുവാക്കളാണ് ഇന്ത്യയിലെ സിനി മയുടെ പ്രധാന ഉപഭോക്താക്കൾ. സിനിമകളുടെ ലഭ്യത,സിനിമകളുടെ വില , സിനിമ കാഴ്ചയുടെ തിരഞ്ഞെടുപ്പുകൾ എന്നിവ സിനിമ ഉപഭോഗത്തെ സ്വാധീനിക്കുന്ന പ്രധാന ഘടകങ്ങളാണ്.

സിനിമ ലഭ്യത :

സിനിമയിലെ സാങ്കേതിക മുന്നേറ്റങ്ങൾ, സിനിമ കളുടെ ലഭ്യത വർദ്ധിപ്പിച്ചിട്ടുണ്ട് . ഓൺലൈൻ പ്ലാറ്റ്ഫോമുകളിലൂടെ, ഏതു സമയത്തും, ഏത് സ്ഥലത്തിരുന്നും ഏത് ഭാഷയിലുള്ളതുമായ സി നിമകൾ കാണാൻ കഴിയും. 2022-ൽ, ഇന്ത്യയിൽ ഓൺലൈൻ സിനിമാ വ്യവസായം 10 ബില്യൺ

ഡോളറിന്റെ മൂല്യമുള്ളതായിരുന്നു. ഇത് 2020- ലെ 5 ബില്യൺ ഡോളറിൽ നിന്ന് വളരെയധികം വർദ്ധനവാണ്.സെല്ലുലോയിഡിൽ നിന്ന് ഡിജി റ്റൽ നിർമ്മാണത്തിലേക്കുള്ള ഈ മാറ്റം സ്വതന്ത്ര സിനിമകളുടെ എണ്ണത്തിൽ 200% വർദ്ധനവുണ്ടാ ക്കി. (മോഷൻ പിക്ചർ അസോസിയേഷൻ ഓഫ് അമേരിക്ക, ഫിലിം ഇൻഡിപെൻഡന്റ്) .2023-ൽ, ഇന്ത്യയിൽ ഓൺലൈൻ സിനിമ പ്ലാറ്റ്ഫോമുകളു ടെ ഉപയോക്താക്കളുടെ എണ്ണം 50 കോടി ആണ്. ഇത്, 2020-ലെ അളവിൽ നിന്ന് 50% വർദ്ധനവാണ്. ഓൺലൈനിലൂടെ ഇന്ത്യയിൽ 2023-ൽ റിലീസ് ചെയ്ത സിനിമകളുടെ എണ്ണം 10,000-ത്തിലധിക മായിരുന്നു.2022-ൽ, 'അപ്പോളോ റിസർച്ച്' എന്ന സ്ഥാപനം നടത്തിയ പഠനമനുസരിച്ച്, ഇന്ത്യയിൽ 70% യുവാക്കൾ ഓൺലൈനിൽ സിനിമകൾ കാ ണുന്നു. 2022-ൽ ഇന്ത്യയിൽ ഓൺലൈൻ പ്ലാറ്റ് ഫോമുകളിലൂടെ സിനിമകൾ കാണുന്നവരുടെ എണ്ണം 150% വർദ്ധിച്ചു (Karan Sharma, Divya Gupta, Ankur Gupta, 2023). ഓൺലൈൻ പ്ലാറ്റ് ഫോമുകളിലൂടെ, ലോകമെമ്പാടുമുള്ള സിനിമകൾ കാണാൻ കഴിയുന്നതിലൂടെ സിനിമകളുടെ സാം സ്കാരിക വിനിമയത്തെ അവ വർദ്ധിപ്പിക്കുന്നു

സിനിമകളുടെ വില :

സാങ്കേതിക മുന്നേറ്റങ്ങൾ സിനിമ നിരക്കുകളിൽ കുറവ് വരുത്തിയിട്ടുണ്ട്.തിയ്യറ്ററുകളെ അപേക്ഷി ച്ച് കുറഞ്ഞ നിരക്കിൽ ഓൺലൈൻ പ്ലാറ്റ്ഫോമുക ളിൽ കാണാൻ കഴിയുന്നമെന്നത് സിനിമ ഉപഭോ ഗത്തെ ജനപ്രിയമാക്കി. ഇത് 2022-ൽ, ഇന്ത്യയിൽ സിനിമകൾ കാണുന്നവരുടെ ശതമാനം 70% ആയി ഉയർത്തി. ഇന്ത്യയിലെ ഓൺലൈൻ പ്ലാറ്റ്ഫോമു കളിൽ ലഭ്യമായ സിനിമകളുടെ വിലയെക്കുറിച്ച് ജ.ഗ. ടശിഴവ, ഞ.ഗ. ഈശവ്യമ, മിറ ട.ഗ. ടവമ്യാമ എന്നിവർ നടത്തിയ പഠനത്തിന്റെ കണ്ടെത്തലു കൾ പ്രകാരം, 2022-ൽ ഇന്ത്യയിലെ ഓൺലൈൻ പ്ലാറ്റ്ഫോമുകളിൽ ലഭ്യമായ സിനിമകളുടെ വില, 2021-ൽ നിന്ന് 30% കുറഞ്ഞു. ഈ കുറവ്, ഓൺ ലൈൻ പ്ലാറ്റ്ഫോമുകൾ തമ്മിലുള്ള മത്സരവും, ഡി ജിറ്റൽ ടെക്നോളജിയുടെ വികസനവും മൂലമാണ്.

സിനിമകളുടെ തിരഞ്ഞെടുപ്പ് :

സിനിമയിലെ സാങ്കേതിക വളർച്ച സിനിമകളു ടെ തിരഞ്ഞെടുപ്പ് കൂടുതൽ എളുപ്പമുള്ളതാക്കി തീർത്തു. ഓൺലൈൻ പ്ലാറ്റ്ഫോമുകളിൽ, സി നിമകളുടെ വിവരങ്ങൾ, അവയുടെ ട്രെയ്ലറുകൾ, അവയുടെ നിരൂപണങ്ങൾ എന്നിവ എളുപ്പത്തിൽ ലഭ്യമാണ്. ഇത്, യുവാക്കൾക്ക് അവരുടെ ഇഷ്ട

മുള്ള സിനിമകൾ തിരഞ്ഞെടുക്കാൻ സഹായി ക്കുന്നു.2022-ൽ, ഇന്ത്യൻ യുവാക്കൾ സിനിമകൾ തിരഞ്ഞെടുക്കുന്നതിൽ ഓൺലൈൻ പ്ലാറ്റ്ഫോമുക ളെയാണ് കൂടുതൽ ആശ്രയിച്ചത്. 2022-ൽ, ഇന്ത്യ യിൽ 200 ഓളം ഓൺലൈൻ സിനിമാ പ്ലാറ്റ്ഫോ മുകളുണ്ട്. 2022-ൽ, ഇന്ത്യയിൽ റിലീസ് ചെയ്ത സിനിമകളിൽ 40% ഓളം പുതിയ കാഴ്ചപ്പാടുകളെ അവതരിപ്പിക്കുന്നവയായിരുന്നു. ഇത് പുതിയ കാഴ് ചപ്പാടുകളെ യുവാക്കൾ സ്വീകരിക്കുന്നു എന്നതിൻ റെ തെളിവാണ്. ട.ഗ. ഏയുമേ, ട.ഗ. ടവമ്യാമ, മിറ ട.ഗ. ജമിറല്യ എന്നിവർ ഇന്ത്യയിലെ ഓൺലൈൻ പ്ലാറ്റ്ഫോമുകളിൽ സിനിമകൾ തിരഞ്ഞെടുക്കുന്ന രീതിയെക്കുറിച്ചുള്ള പഠനത്തിന്റെ കണ്ടെത്തലു കൾ പ്രകാരം, ഇന്ത്യയിലെ യുവാക്കൾ, ഓൺ ലൈൻ പ്ലാറ്റ്ഫോമുകളിൽ സിനിമകൾ തിരഞ്ഞെ ടുക്കുമ്പോൾ, സിനിമയുടെ ഗുണനിലവാരം, കഥ, താരങ്ങൾ എന്നിവയാണ് പ്രധാനമായും പരിഗ ണിക്കുന്നത്. മറ്റൊരു 2022-ലെ പഠനമനുസരിച്ച്, ഇന്ത്യയിലെ യുവാക്കളിൽ 70% ഓളം പേർ പുതിയ തരത്തിലുള്ള കാഴ്ചപ്പാടുകളെ അവതരിപ്പിക്കുന്ന സിനിമകൾ കാണാൻ ഇഷ്ടപ്പെടുന്നു . സോഷ്യൽ മീഡിയകളിൽ ഓരോ മാസവും 10 ബില്യൺ കാഴ് ചകളിൽ കൂടുതൽ നേടുന്ന ഓൺലൈൻ ഫിലിം റിവ്യൂകൾ പ്രേക്ഷക-നിരൂപക സംവാദത്തിനു വേ ദിയൊരുക്കുകയും സിനിമ തിരഞ്ഞെടുപ്പിനെ സ്വാ ധീനിക്കുകയും ചെയ്യുന്നു.

ഉപസംഹാരം

നവസാങ്കേതിക വിദ്യ യുവജനങ്ങളുടെ സിനിമ കാഴ്ചകളിൽ മാറ്റങ്ങൾ വരുത്തുകയും അവരുടെ സിനിമ താല്പര്യങ്ങളെ ഉയർത്തുകയും യുവാക്ക ളുടെ അഭിലാഷങ്ങൾ, മൂല്യങ്ങൾ, സാമൂഹിക യാ ഥാർത്ഥ്യങ്ങൾ എന്നിവയുമായുള്ള ബന്ധത്തെ പ ുരോഗമനപരമായി വികസിപ്പിക്കുകയും ചെയ്യുന്നു. സാങ്കേതിക മുന്നേറ്റങ്ങൾ സിനിമ നിർമ്മാണത്തെ യും കാഴ്ചയെയും ജനാധിപത്യവത്കരിക്കുന്നു. ഡ്ണ,അ്ണ ,ഇഏക മുതലായ സാങ്കേതിക വിദ്യ കൾ പുതിയ ആശയലോകം നൽകുന്നുണ്ട്. യു വാക്കളിലെ വസ്ത്രം,ഭാഷ ,കാഴ്ച എന്നിവയിലെ സിനിമ സ്വാധീനം നിഷേധിക്കാനാവാത്തതാണ് എന്നാൽ മാതൃഭാഷ ഉപയോഗത്തിലെ ഇടിവ്, പ്ര ാദേശിക വസ്ത്രങ്ങളുടെ ഉപയോഗത്തിലെ കുറ വ് , എന്നിവ പരിഹരിക്കുന്നതിന് സന്തുലിതമായ പ്രാതിനിധ്യവും പ്രാദേശിക ഭാഷ സ്വത്വങ്ങളുടെ സംരക്ഷണം എന്നിവ ഉറപ്പാക്കുന്നതിന് ശ്രദ്ധാ പ ൂർവമായ പരിഗണനകൾ ആവശ്യമാണ്. ധാർമ്മിക വൈരുദ്ധ്യങ്ങളും കൃത്രിമത്വവും നിർമ്മിക്കുന്ന

'ഡീപ് ഫേക്ക് ' ടെക്നോളജികൾ , നിർമ്മിത ബുദ്ധിയാൽ നിർമ്മിക്കുന്ന സിനിമകൾ എന്നിവ യെല്ലാം നവ സാങ്കേതിക കാലത്തെ വലിയ വെ ല്ലുവിളികളാണ്.സാങ്കേതിക പുരോഗതിയും സി നിമയുടെ കാതലായ മാനുഷിക സ്പർശത്തിന്റെ സംരക്ഷണവും തമ്മിലുള്ള സന്തുതിലാവസ്ഥ നി ലനിർത്തുകയാണ് വേണ്ടത്.

ഗ്രന്ഥസൂചി :

- Arun, V., & Kumar, S. (2022). The impact of new technologies on youth cinema consumption in Kerala. Journal of Media & Communication Studies, 14(1), 1-12.

- Radhakrishnan, R. (2021). The changing landscape of Malayalam cinema in the digital age. South Asian Popular Culture, 19(3), 273-286.

☐ വി .കെ .ജോസഫ് (2013), 'കാഴ്ചയുടെ സംസ്കാര വും പൊതുബോധ നിർമ്മിതിയും ' (1 െ എഡിഷൻ ,സാഹിത്യ പ്രവർത്തക സഹകരണ സംഘം)

- Dr. Ankit Sharma, Dr. Manoj Kumar 2022, The Impact of Cinema on Youth Fashion,ournal of Fashion Marketing and Management

- Prof.Alok Pandey, Dr Anjali Pandey 2023 ,The Impact of Cinema on Public Opinion,Asian Journal of Communication

- Karan Sharma, Divya Gupta, Ankur Gupta 2023 , The Role of Cinema in Raising Social Awareness , Journal of Communication

- Dr. Meenakshi Sharma, Dr. Vikram Verma 2023 , Impact of Cinema on the Socio-Political Attitudes of Indian Youth , Indian Journal of Political Science

- Dr. Ritu Singh, Dr. Priyanka Gupta 2023 , The Influence of Cinematic Fashion on Consumer Buying Behavior in India,International Journal of Business and Management Research

- Prof. Alok Pandey, Dr. Anjali Pandey 2022, Linguistic Influence of Movies on Urban Indian Youth: A Sociolinguistic Study , Journal of Language Arts and Social Sciences

- Shradha Murthy, D.R. Pallavi, Sunil Shivam Kartha, Shyam Mittal 2023 , The Effects of OTT Platforms on the Indian Film Industry,Research gate

- Mehek Aggarwal 2022 , The Impact of
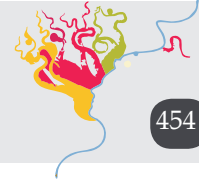
OTT platforms on the Indian Film Industry Post the Covid-19 Pandemic , International Journal for Multidisciplinary Research (IJFMR) E-ISSN: 2582-2160

- Shalparni P Y, Punyashree B, R Ashok Kumar 2022 , Impact of OTT on Entertainment Industry in India, ICEI - 2022 (Volume 10 - Issue 11)

- Sharma, A.(2016). Impact of Bollywood Films on Indian Society. International Journal of Humanities and Social Science Research, 6(2), 1-8.

- Singh, R. (2015). The Impact of Indian Cinema on Indian Society. Journal of Media and Cultural Studies, 9(3), 1-8.

- Impact of Films: Changes in Young People's Attitudes after .... (n.d.) Retrieved January 5, 2024, from www.ncbi.nlm.nih.gov/pmc/articles/PMC7288198/

- Effects of cinema on youth - The Times of India. (n.d.) Retrieved January 5, 2024, from timeosfindia.indiatimes.com

- www.statista.com

- https://www.reuters.com/world/india/indias-textile-industry-faces-tough-times-consumers-cut-spending-2022-12-16/

- https://twitter.com/THR/status/1601674045346430978?lang=en

- https://www.motionpictures.org/

പാരിസ്ഥിതിക രാഷ്ട്രീയം അഖിൽ എസ് മുരളീധരന്റെ കഥകളിൽ – 'മൃഗത്തർമക്ക്' എന്ന കഥാസമാഹാരത്തിലെ തെരഞ്ഞെടുത്ത കഥകളെ മുൻനിർത്തിയുള്ള പഠനം

ബിന്ദു സി.
ഗവേഷക,
വിമല കോളേജ് (ഓട്ടണോമസ്), തൃശൂർ

പ്രമേയത്തിലും ആഖ്യാനത്തിലും നവനവങ്ങളായ പന്ഥാവിലൂടെ പ്രയാണം ചെയ്തുകൊണ്ടിരിക്കുന്ന യുവതയുടെ എഴുത്തുകൾ എഴുത്തിന്റെ പുതു ലോകം സൃഷ്ടിക്കുന്നു. പാരമ്പര്യങ്ങളെയും മാമൂലകളെയും തിരസ്കരിച്ച് തങ്ങളുടെ രാഷ്ട്രീയം നിർഭയത്വത്തോടെ അവതരിപ്പിക്കാൻ യുവ എഴുത്തുകാർ മുന്നോട്ടുവരുന്നു. ജാതി ലിംഗ സാമൂഹിക രാഷ്ട്രീയ അസമത്വങ്ങളെ ചോദ്യം ചെയ്യുന്നു. എഴുത്തിന്റെ പുത്തൻ വഴി വെട്ടുന്നു. കാലഘട്ടത്തിനു നേരെ ചോദ്യ ശരങ്ങൾ എയ്യുന്നു. എഴുത്തിന്റെ രസസാന്നിധ്യമായി യുവതലമുറ എഴുത്തുകാർ മാറുന്നു.സാമൂഹികബോധം,സമകാലീന കാഴ്ചപ്പാടുകൾ, ഭാവിയെക്കുറിച്ചുള്ള ആശങ്കകൾ അങ്ങനെ ബഹുസ്വര പ്രമേയങ്ങൾ പുതുകാല കഥകൾ അടയാളപ്പെടുത്തുന്നു. സ്വത്വബോധത്തിന്റെ തുറന്നെഴുത്ത് കഥകൾ മുന്നോട്ടുവയ്ക്കുന്നു.എഴുത്തിനെക്കുറിച്ചുള്ള യുവതയുടെ കാഴ്ചപ്പാടിലും സമീപനത്തിലും മാറ്റം ഉണ്ടായി. യുവത അവരുടെ നിലപാടിൽ ധൈര്യത്തോടെ നിലയുറപ്പിച്ചു. വിസ്തൃതമായ ലോകം അവർ കണ്ടെത്തി.ആശയാവിഷ്കാര ബഹുലത യുവ എഴുത്തുകാരിൽ തെളിഞ്ഞു കാണാം.കഥയുടെ അബോധതലത്തിൽ ചരിത്രവും രാഷ്ട്രീയ അനുഭവങ്ങളും നിറയുന്നു. പുതുകാലത്തിന്റെ ധർമ്മസങ്കടങ്ങളെ അവതരിപ്പിക്കുന്നു. പുതതലമുറ എഴുത്തുകാരിൽ ശ്രദ്ധേയനാണ് അഖിൽ എസ് മുരളീധരൻ.അന്വേഷണാത്മകത നിറഞ്ഞ നിഗൂഢമായ പ്രമേയ പരിസരങ്ങൾ ഉൾക്കൊള്ളുന്ന,അധികാരവും പൗരസമൂഹവും തമ്മിലുള്ള നിരന്തര സംഘർഷം നിറഞ്ഞ, പുതുമയുള്ള ആഖ്യാനത്തിലൂടെ ഒരു യുവതയുടെ ചിന്താസരണിയാണ് അഖിലിന്റെ കഥകളിൽ തെളിയുന്നത്.

അഖിൽ എസ് മുരളീധരന്റെ മൃഗത്തർമക്ക് എന്ന കഥാസമാഹാരത്തിലെ വംശനാശം, വേട്ട, മൃഗ

ത്തർമക്ക് എന്നീ കഥകളെയാണ് പ്രബന്ധം വിശകലനം ചെയ്യുന്നത്. പാരിസ്ഥിതികാവബോധത്തിന്റെയും മനുഷ്യാനന്തരതയുടെയും സങ്കേതത്തിൽ നിന്നുകൊണ്ടാണ് ഈ പഠനം നടത്തുന്നത്. അഖിലിന്റെ മൂന്ന് കഥകളിലും ജന്തുക്കളുടെയും കാടിന്റെയും സാന്നിധ്യം കാണാം. വംശനാശത്തിലെ മനുഷ്യനും വേട്ടയിലെ പന്നിയും മൃഗത്തർമക്കിലെ നായയും വ്യത്യസ്തങ്ങളായ സ്വത്വങ്ങളെ അടയാളപ്പെടുത്തുന്നു. നിലനിൽപ്പിന്റെ രാഷ്ട്രീയമാണ് മൂന്നു കഥകളും പറയുന്നത്. മനുഷ്യന്റെ അതിജീവനം പോലെതന്നെ സുപ്രധാനമാണ് ഇതര ജീവജാലങ്ങളുടേതും. അടിമ ഉടമയിൽ നിന്നും പ്രതിജനഭിന്നമായ പ്രകൃതിദർശനമാണ് വേട്ടയും മൃഗത്തർമക്കും.അനുഭവിക്കാനും കീഴ്പ്പെടുത്താനും ഉള്ളതാണ് പ്രകൃതി എന്ന ധാരണയ്ക്ക് മാറ്റം വന്നു.സകല ജീവജാലങ്ങളുടെയും ഉപഭോക്താവ് മനുഷ്യനാണെന്ന ധാരണയും തിരുത്തലുകൾക്ക് വിധേയമായി. മൃഗത്തർമക്കും വംശനാശവും ഈ വസ്തുത പ്രതിനിധാനം ചെയ്യുന്നു.

പ്രമേയവിശകലനം – വംശനാശം

മലയാള കഥയുടെ പുതിയ കാലാവസ്ഥകൾ സാംസ്കാരിക മാറ്റങ്ങളുടെ ഉൽപ്പന്നമാണ്. സ്ഥലത്തിന്റെയും കാലത്തിന്റെയും അതിരുകൾ ഭേദിക്കുന്ന സൈബർ സ്പേസിൽ ആണ് കാലം വന്നു നിൽക്കുന്നത്.നവമാധ്യമങ്ങൾ ദൃശ്യപരതയിൽ ഊന്നി നിൽക്കുന്നു. കാഴ്ചയ്ക്കും കേഴ്വിക്കുമപ്പുറം ദൃശ്യവൽക്കരണത്തിന്റെ മാസ്മരികത കാംക്ഷിക്കുന്നവരാണ് സമകാലസമൂഹം.പ്രത്യേകിച്ച് യുവതയുടെ സമൂഹം.

വംശനാശം എന്ന കഥയിൽ നെറ്റ്ഫ്ലിക്സും ഡേറ്റയും ഒക്കെ കടന്നുവരുന്നു. ഒരു വെർചൽ ലോ

കത്തെ അവതരിപ്പിക്കുന്നു കഥ. നെറ്റ്ഫ്ലിക്സിൽ സീരീസ് കണ്ട് ആസ്വദിക്കുന്ന ഒരു പുത്തൻ തലമു റയെ കഥ ആവിഷ്കരിക്കുന്നു. വംശനാശം സംഭ വിച്ചുകൊണ്ടിരിക്കുന്ന ഒരു നഗരമാണ് കഥയിലെ പ്രമേയം. പണ്ട് മനുഷ്യർ ഉണ്ടായിരുന്ന ഒരു നഗരം. പെട്ടെന്ന് നഗരത്തിൽ നിന്നും മനുഷ്യർ അപ്രത്യ ക്ഷമാകുന്നു . എവിടേക്കെന്നും എങ്ങനെയെന്നും അറിയില്ല. ആളില്ലാത്ത തെരുവിൽ മൃഗങ്ങളും ഇല്ല . ആ നഗരത്തിൽ മനുഷ്യരായി മൂന്നുപേർ മാത്ര മേയുള്ളൂ .കഥാനായകൻ, ആതിര, ആതിരയു ടെ സുഹൃത്തായ ജോർജ് . ചാറ്റ് റൂമിന് പുറത്ത് ഇവർ ഒരു പൂച്ചയെ മാത്രം കണ്ടെത്തുന്നു ബംഗാ ളി നർത്തകന്റേതാണ് ആ പൂച്ച. പക്ഷേ അയാൾ അപ്രത്യക്ഷനായിരിക്കുന്നു. വെർച്ചൽ ലോകത്ത് മറ്റു നഗരങ്ങളിലുള്ളവർ ഈ നഗരത്തെക്കുറിച്ച് സംസാരിക്കുന്നുണ്ട് .അവരിവിടെ ജീവിച്ചിരിക്കു ന്നവരുടെ സ്വഭാവസവിശേഷതകൾ പഠിക്കുന്നു. ശൂന്യമായ നഗരത്തിൽ പൂച്ചകൾ മാത്രമേയുള്ളൂ. ഡേവിഡ് വിറ്റ് ബ്രഡ് എന്ന പരസ്യ മോഡൽ വളർത്തിയിരുന്ന കറുത്ത പൂച്ചകളെ കൊണ്ട് മാർ ക്കറ്റും വീടും വഴികളും നിറഞ്ഞു.അയാളെ അവി ടെയെങ്ങും കാണുന്നില്ല. ജോർജ്ജും ആതിരയും കഥാനായകനും ആ നഗരത്തിൽ ഒരു മനുഷ്യനെ അന്വേഷിക്കുകയാണ്. ലോകം ഒരു വിപണിയായി മാറിയിരിക്കുന്നു.കെട്ടിടങ്ങളുടെ ഇടയിൽ ഏകാന്ത തയുടെ അനിശ്ചിതത്വം നിലനിൽക്കുന്നു.അവർ മൂ വരും ചേർന്ന് മനുഷ്യരുടെ മ്യൂസിയം നിർമ്മിക്കാൻ ശ്രമിച്ചു. മനുഷ്യർക്ക് മനുഷ്യരുടെ പ്രദർശനം ഇഷ്ട മാണ്. മനുഷ്യർക്ക് മനുഷ്യരെ അറിയാനുള്ള ആർ ത്തിയെ അധികാരികൾ വിലക്കി. അവർ മൂവരും അവരുടെ ശരീരത്തെ പ്രദർശിപ്പിക്കാൻ തീരുമാനി ച്ചു . വൺ മില്യൻ കാഴ്ചക്കാരുള്ള ഒരു വീഡിയോ സീരീസ് ആയി മാറാൻ അവർ ശ്രമിച്ചു . നഗര ത്തിൽ ഒളിഞ്ഞിരിക്കുന്ന മനുഷ്യർ നിലയ്ക്കാത്ത ഡേറ്റകൾക്കുള്ളിൽ ഇരുന്നു സ്വയം ചുറ്റിയിരിയു ന്നു. നഗരത്തിൽ ഒരു കെണിവെച്ച് മനുഷ്യനെ പ ടിച്ച് ഇണക്കി വളർത്താം എന്നവർ തീരുമാനിച്ചു. ഒരു രാത്രി വെച്ച കെണിയിൽ ഡേവിഡ് എന്ന പരസ്യമോഡൽ കുടുങ്ങി.ഡേവിഡ് വിറ്റ് ബ്രഡ് എന്ന കൊമ്പുള്ള പഴയ ടെലിവിഷൻ പരസ്യമോ ഡൽ .ആതിരയും ജോർജ്ജും ശാരീരികബന്ധ ത്തിൽ ഏർപ്പെടുന്നതും ചെകുത്താൻ ജനാലിൽ കയറിയിരിക്കുന്നതും പകർത്തി സീരീസ് ആക്കി സജീവ നഗരങ്ങളിൽ ഉള്ളവർക്ക് അവർ നൽകി. അത് നഗരത്തിൽ ഉള്ളവരെ അമ്പരപ്പിച്ചു .പ്രേമവും രതിയും നിശബ്ദ നഗരത്തിന്റെ സാധ്യതയായി കഥ യിൽ സൂചിതമായിരിക്കുന്നു. പെട്ടെന്ന് നഗരത്തിൽ

നിന്നും അവരും അപ്രത്യക്ഷമായി.പൂച്ചകൾ മാത്ര മായി നഗരത്തിൽ. മനുഷ്യാനന്തരലോകത്തിന്റെ സാധ്യത അടയാളപ്പെടുത്തുന്നു വംശനാശം . പ ുതുതലമുറയുടെ താൽപര്യങ്ങൾ ആയ സീരീസും രതി കാഴ്ചയും അങ്ങനെ സൈബർ ലോകത്തിന്റെ അഭിരുചികളെ അവതരിപ്പിക്കുന്നു വംശനാശം. ഒരു വിപണനസംസ്കാരം കഥയിൽ അവതരിപ്പി ച്ചിരിക്കുന്നു.

പ്രമേയവിശകലനം –വേട്ട

പുറംലോകം അതിജീവനത്തിന് പര്യാപ്തമല്ലാതാ കുമ്പോൾ മനുഷ്യവാസ മേഖലയിൽ നിന്നും ജീവി വർഗ്ഗം ഒളിച്ചോടുന്നു.അവിടെയും മനുഷ്യരാലവർ വേട്ടയാടപ്പെടുന്നു. അധികാര സ്ഥാപനത്തിന്റെ ഇര യാണ് വേട്ട എന്ന കഥയിലെ പന്നി. മനുഷ്യർ മനു ഷ്യരുടെ മേലും ഇതര പ്രകൃതിയുടെ മേലും ചരി ത്രത്തിലും ഭൂമിശാസ്ത്രത്തിനും മുകളിലും എല്ലാം അധികാരം സ്ഥാപിച്ചിരിക്കുന്നു. പന്നി നിലനിൽ പ്പിനായി, അതിജീവനത്തിനായി ശ്രമിക്കുന്നു.വേട്ട ക്കാരനും പന്നിയും ഇറച്ചിക്കൊതിയും തമ്മിലുള്ള ഉടമ്പടി പ്രകാരം പന്നിയെ വെടിവെച്ചിടുന്നത് ആരു മറിയില്ല. പ്രപഞ്ചം ഒരു കുന്നും പപ്പായി ദൈവവും പന്നികൾ രുചികളുമാകുന്നു. രുചി ഒരു രാഷ്ട്രമാ ണ്.ജീവിതത്തിനും രാഷ്ട്രത്തിനും ഇടയിൽ ഓടുന്ന മനുഷ്യന്റെ പ്രതീകമാണ് പപ്പായി. പപ്പായിയുടെ പിന്നാലെ അധികാരികൾ ഉണ്ട്. പപ്പായിയും സർ ക്കാരും തമ്മിൽ ഉടമ്പടികൾ ഇല്ലെങ്കിലും ചിലർ അയാളുടെ വെടിയിറച്ചിക്കായി കാത്തു നിൽക്കും. ദൈവം ഇവറ്റകളെ സൃഷ്ടിച്ചത് മനുഷ്യന് തിന്നാന ാണ് എന്നാണ് പപ്പായിയുടെ അഭിപ്രായം.വിശപ്പു കൊണ്ടും ആർത്തി കൊണ്ടും മനുഷ്യൻ താൻ വേ ട്ടയാടി ഭക്ഷിക്കുന്ന ജീവിയുടെ പേർ പോലും ഒരു നിമിഷം മറന്നുപോകുന്നു. അധികാരികളുടെ തോ ക്കിൻ മുനയിലാണ് താനെന്നറിഞ്ഞിട്ടും പോലീസ് ജീപ്പിനു മുന്നിലൂടെ ഓടിയ തന്റെ ഇരയുടെ പിന്നാ ലെ പപ്പായി ഓടുന്നു.അധികാരികൾ പപ്പായിയുടെ പിന്നാലെയും.പപ്പായിയും പന്നിയും കാട്ടിനുള്ളി ലേക്ക് പായുന്നു. അതിജീവനത്തിന് രണ്ടുപേരും കാടിനെ ആശ്രയിക്കുന്നു. അധികാര വർഗ്ഗത്തിൽ നിന്നും അതിജീവനത്തിലേക്കാണ് രണ്ടു പേരും ഓടി രക്ഷപ്പെടുന്നത്.

പ്രമേയവിശകലനം – മൃഗത്തർമക്ക്

കാഴ്ചയുടെയും ചിന്തയുടെയും ഇഴചേരൽ മൃ ഗത്തർമക്ക് എന്ന കഥയിൽ വരുന്നു.മൃഗത്തർമക്ക് എന്ന കഥ ഒരു നിഗൂഢ രരഹസ്യം ഒളിപ്പിച്ചു വച്ചി രിക്കുന്നു .കഥ പൂരിപ്പിക്കാതെ നികിരണം ചെയ്തി

രിക്കുന്നു. ഒരു ചെക്കൻ പ്രകൃതിയുടെ മാറിലേക്ക് രക്ഷപ്പെടാൻ ഓടുന്നതും അവനെ ജലം ചേർത്തുപിടിക്കുന്നതും ജലത്തിൽ നിന്ന് പുറത്തു വരാൻ അനുവദിക്കാതെ നായ കാവലാളായിനിൽക്കുന്നതുമായ നിഗൂഢമായ അന്തരീക്ഷീ കഥ പ്രദാനം ചെയ്യുന്നു . പ്രകൃതി തന്നെ ഒരു നിഗൂഢതയായി മാറുന്നു .നായകൾ പതിയിരിക്കുന്ന നിഗൂഢ സ്ഥലങ്ങളെക്കുറിച്ച് ഷഡ്പദങ്ങൾ നിശാശലഭങ്ങൾക്ക് താക്കീത് നൽകുന്നുണ്ട് .ആഖ്യാനത്തിന്റെ ഗതി നിർണയിക്കാൻ പര്യാപ്തരാണ് മൃഗത്തർ മക്കിലെ മനുഷ്യേതര ജീവികൾ .മൃഗങ്ങൾ കൊലകൾ ആസൂത്രണം ചെയ്യുന്ന തോട്ടങ്ങളിലേക്ക് ആരും പോകാറില്ല എന്ന് കഥയിൽ സൂചനയുണ്ട് മനുഷ്യർ ഒഴിഞ്ഞുപോയ വീടുകളിൽ കുഴിയാനകളുടെ കോളനികൾ രൂപം കൊള്ളുന്നതും മങ്ങിക്കത്തുന്ന സ്ട്രീറ്റ്ലൈറ്റ് വെട്ടത്തിൽ മഞ്ഞനിറത്തിൽ ചിറകുകൾ കൊഴിഞ്ഞ ഈയലുകൾ ചിതലുകളായി മാറി കോളനികൾ രൂപീകരിക്കുന്നതും കഥയിൽ പരാമർശിതം ആകുന്നു .മനുഷ്യന്റെ ഭൂതകാലം വിസ്മൃതിയിലായി പോയേക്കാം എന്ന യാഥാർത്ഥ്യത്തിലേക്കുള്ള വിരൽചൂണ്ടലായി ഇത് വായിക്കാം മനുഷ്യാ നന്തരതയുടെ അടയാളപ്പെടുത്തലായി ഇത് വായിക്കാം. മനുഷ്യൻ അധിനിവേശം നേടിയ ഇടം മനുഷ്യേതര ജീവികളുടെ അതിജീവനത്തിന്റെ ഇടമായി മാറുന്നു .മനുഷ്യർ വഴിമാറിയിടത്ത് സസ്യങ്ങളും ജീവികളും പുതിയ പ്രപഞ്ചീ സൃഷ്ടിക്കുന്നു . കുടിയിറക്കലിന്റെ രാഷ്ട്രീയം കടന്നുവരുന്നു കഥയിൽ .നായയെപ്പോലെ മണം പിടിക്കാൻ ശേഷിയുള്ള ആനന്ദരാജെന്ന പോലീസുകാരനെ കഥയിൽ അവതരിപ്പിക്കുന്നു. പലവിധ അരക്ഷിതാവസ്ഥകൾ അനുഭവിക്കുന്ന ജീവിവർഗത്തിന്റെ സൂക്ഷ്മ ചിത്രങ്ങൾ മൃഗത്തർ മക്കിൽ കാണാം .ദുരൂഹത നിലനിർത്തിക്കൊണ്ട് അവസാനവിധിയിൽ എത്താതെ കഥ അവസാനിക്കുന്നു .കഥയുടെ പ്രമേയം വ്യത്യസ്തമാണ് .അതുപോലെതന്നെ ആഖ്യാനവും . ബഹുസ്വരങ്ങളായ രാഷ്ട്രീയം മൃഗത്തർമക്ക് അടയാളപ്പെടുത്തുന്നു. മൃഗത്തർമക്ക് അനുവാചകന് സ്വതന്ത്രമായി വിഹരിക്കാനുള്ള ഒരിടം നൽകിക്കൊണ്ടാണ് അവസാനിക്കുന്നത്.

ഉപസംഹാരം

ദൈനംദിനജീവിതത്തിന്റെ സംഘർഷങ്ങളും സംത്രാസങ്ങളും സാമൂഹ്യ ജീവിതത്തിന്റെ സൂക്ഷ്മ സ്പന്ദനങ്ങളും വാക്കുകളിലൂടെ വരച്ചിടുന്നു യുവസാഹിത്യകാരന്മാർ . അത് അവരുടെ തന്നെ ജീവിതമാണ്. ആഗോളീകരണവും വിപണിയുടെ മോഹവലയത്തിൽപ്പെട്ട മനുഷ്യരുടെ ആശയശൂന്യതയും വെർചൽ സമൂഹവും ആഗോള ബ്രാൻഡുകളുടെ കാപട്യവും പുതുകഥയുടെ വിഷയമാകുന്നു. കഥ കാലാനുസൃതമായ ജീവിതങ്ങളുടെ നേർച്ചിത്രമാകുന്നു. യുവത വികേന്ദ്രീകൃത വ്യവഹാരങ്ങളെ പ്രമേയമായി സ്വീകരിച്ചു .വൈരുദ്ധ്യാത്മകതലങ്ങൾ യുവത കണ്ടെത്തി . സൈബർ ലോകത്തിന്റെയും നവമാധ്യമങ്ങളുടെയും ഇടയിലുള്ള സംഘർഷാത്മകഭൂമിയാണ് വർത്തമാനകാല സമൂഹ .ഇവ സൃഷ്ടിക്കുന്ന പ്രതീതി യാഥാർത്ഥ്യത്തിന്റെയും അതിയാഥാർത്ഥ്യത്തിന്റെയും സാംസ്കാരികപരിസരമാണ് വംശനാശം . മനുഷ്യജീവിതത്തിന്റെ അവസ്ഥാന്തരങ്ങൾ,വ്യക്തിസംഘർഷം,അതിജീവനം –വേട്ട അടയാളപ്പെടുത്തുന്നു. കാലത്തെയും സ്ഥലത്തെയും സംബന്ധിക്കുന്ന മനുഷ്യ കേന്ദ്രീകൃതമായ കാഴ്ചപ്പാടുകളെ വംശനാശം അപനിർമ്മിക്കുന്നു .വ്യത്യസ്തമായ ആഖ്യാനശൈലി കൊണ്ട് വായനക്കാരന്റെ മനസ്സ് കഥയുടെ പൂരണത്തിനായി തുറന്നിടുന്നു മൃഗത്തർക്ക്.

സഹായക ഗ്രന്ഥങ്ങൾ

1. അഖിൽ എസ് മുരളീധരൻ, മൃഗത്തർമക്ക്, 2021, ധനി ബുക്സ്, തൃശൂർ

2. പ്രസാദ് പന്ന്യൻ (എഡി.) ആർ യൂ ഹ്യൂമൻ – മനുഷ്യേതര മാനവികതയ്ക്കൊ രാമുഖം. 2022 (2021), ഡി.സി. ബുക്സ് കോട്ടയം.

3. ബഷീർ എം. എം. മലയാള ചെറുകഥാസാഹിത്യം, 2015(2002), കേരളസാഹിത്യഅക്കാദമി, തൃശൂർ

4. മധുസൂദനൻ ജി. (എഡി.) ഹരിത നിരൂപണം മലയാളത്തിൽ പാരിസ്ഥിതിക വിമർശനം, 2002, കറന്റ് ബുക്സ്, തൃശൂർ

Youth

Resistance
Reformation
Repercussions