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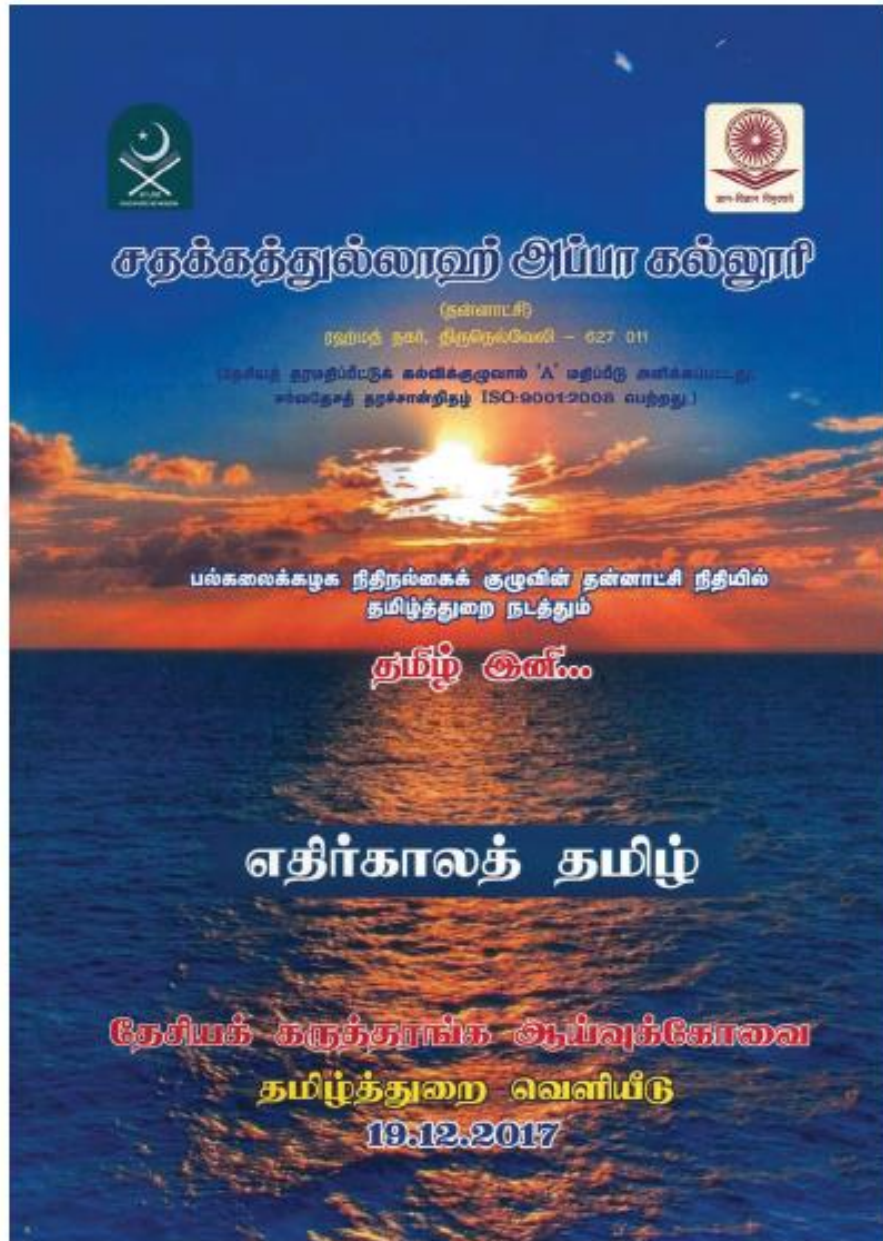
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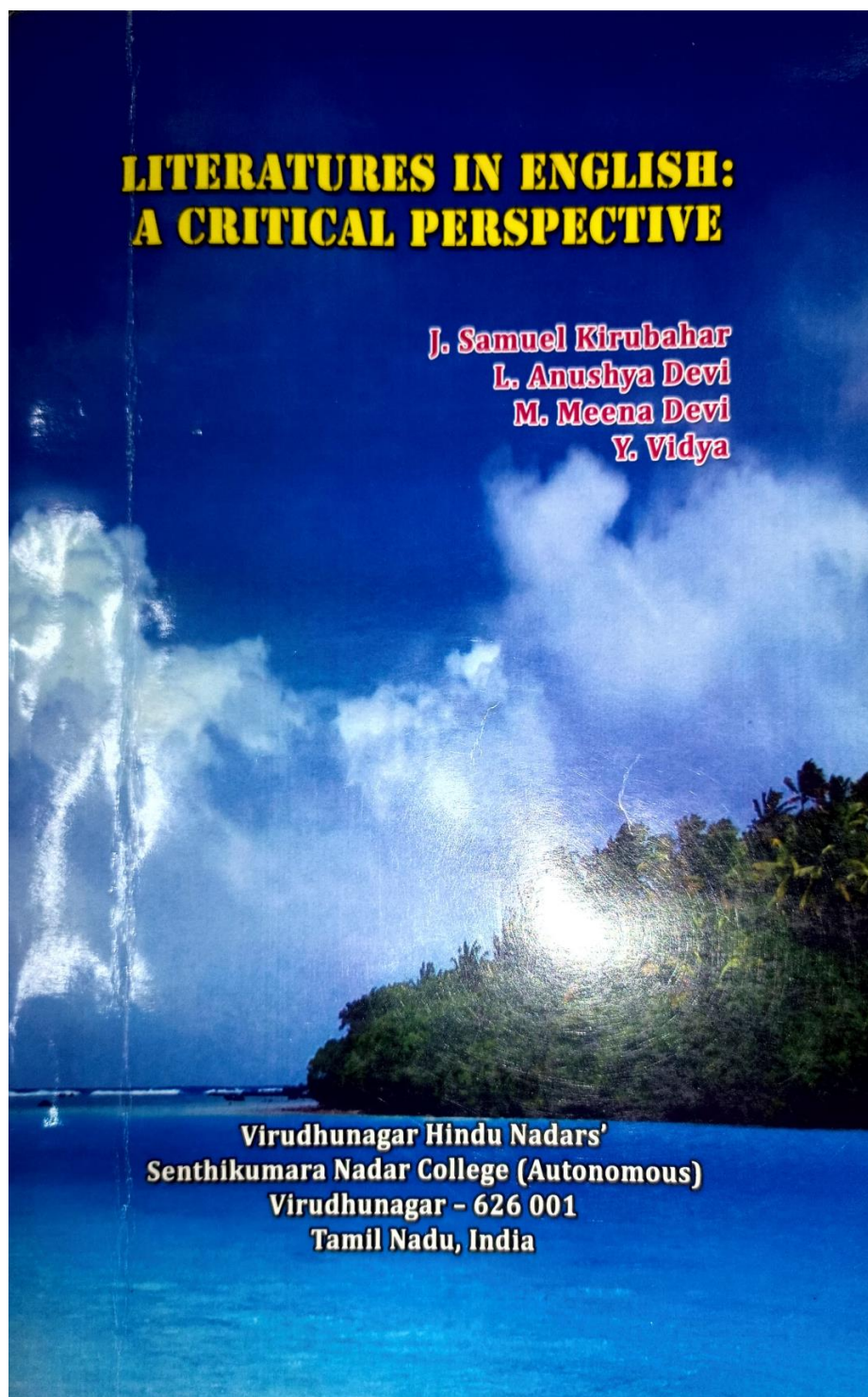


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PROMINENCE OF FEMALE CHARACTERS IN ONE NIGHT @ CALL CENTER

S.Sugumar

Dr.S.Ramanathan

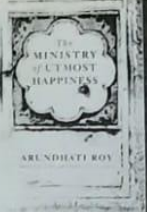

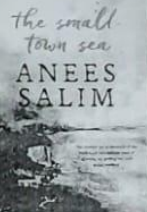


Dr.Kanna Muthiah


Authors of the present day contemporary society engrave the plight of women in their own perspective in a detailed manner. Women of this era enjoy freedom to most extend in every walk of life in which they are involving. Despite their status in the present scenario, condition of women are not heartening one. Bhagat, most prominent writer of this 21st century highlights the status of women characters as it is in their day to day life. Without having doubt, unlike the previous decades most of the Indians are willingly embracing the western culture. Globalization plays indivisible part to be familiar with day to day updates throughout the world. Nowadays money plays an incredible role in everybody's life. Even common people are tempted by media even though they do not afford to buy somewhat luxury articles, they spend a lot to exhibit their wealth to the society as well as to their relations and neighbours. Desperately every individual needs money to spend his single day in this globe. That compels the people to seek for job to spend and also most of the girls want to be independent without disturbing their parents to stand on their own legs. For some, their family situations insist them to come out from their safe zone and face the really harsh world bravely. After completing their graduation, just stay inside the four walls definitely would make them mentally sick.

Some women are weak in nature, they cannot have a clear cut idea about life, they are rational about taking decisions, some of the decisions forced them to take a stand according to the situation permit them. Very few characters have unsteady mind, they are always in wavering mood consequently they misjudge the people. Due to their misjudgment, they cannot differentiate good from bad which cause severe damage at one juncture. Many women are seeking jobs, requirement of the family must be fulfilled in order to lead a respectable life like others they earn something for the family others want to secure their independence.

Women need to become more ambitious and dream bigger. All young Indians, men and women should have fire in their bellies. Perhaps because of the way Indian society is structured, our women are not encouraged to be as ambitious as men. However, for their own sake and the nation's sake, all Indian youth must

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PROSAIC DREAMS OF MONEY AND COMFORT IN ANJUM HASAN'S NETI,
NETI: NOT THIS, NOT THIS

Anita Gnanamuttu

ABSTRACT

Anjum Hasan is an Indian novelist, short story writer, poet, and editor. Her second novel titled *Neti, Neti*, published in 2009 was long listed for the 2008 Man Asian Literary Prize. Anjum Hasan is one of India's most talented contemporary writers. *Neti Neti* is based on two cities - stark contrast between - Shillong and Bangalore. The protagonist Sophie Das is twenty five years old, when she has moved from a small town in Shillong to Bangalore and has suffered from nostalgia. When she had gone back, she was not that great. Anjum Hasan's fiction inhabits these city limits. Her characters are people uncomfortable in the swim of the big city, caught often between nostalgia and self-discovery. She explores the texture of this urban experience. Time heals everything. Sophie's shades of memory add sweet nostalgia to life. Past things seem better than the future. She spends more time with her friends at pubs, malls, rock concerts and parties. 'Neti, Neti', the title of the book means 'Not this, Not this.' Bangalore is ugly, and Shillong is pretty, according to Sophie. In the end, she travels back home feeling alienated. Mukulika, her sister, fell in love with Pavan. Though there was a constant opposition from the family, she planned to go with him to Delhi but becomes pregnant and the whole family was shocked. The foetus was three weeks old and the abortion was carried out. They all have a 'shared shame'. Mukulika's pregnancy and abortion drive them further to the edge to send her to Bangalore. Living any longer in Shillong would bring further ruin to the family that is already tumbling down. Coming across tragic events like death and murder, she travels home.

KEY WORDS contrast, nostalgia, alienated, income, fake, abortion

¹ Assistant Professor and Head, Department of English, Sadakathullah Appa College, Tirunelveli.

**DIASPORAS WITHIN INDIA AND THE MARGINALIZATION OF TRIBALS IN
HANSDA SOWVENDRA SHEKHAR'S *THE ADIVASI WILL NOT DANCE***

M. Benazir Nuzrath¹

Abstract:

The present paper introspect the migration of Santhals within India, their marginalization and the agonies faced by them with reference to Hansda Sowender Shekar's *The Adivasi Will Not Dance*. The key argument of the paper focuses on the psychological trauma and the physical hardship experienced by the native Adivasis in their own land. The Sahitya Akademi Awardee Hansda depicts the miserable condition of the tribals in Jharkand in his collection of short stories, *The Adivasi Will Not Dance*. In many of the stories of Hansda Sowender Shekar, his characters stand as a mouth piece of the strangled community. Marginalisation, otherness and injustice immortalise the distress of the tribals. The tribals lose their legacy and lives like an extraterrestrial on their own land. This paper deals with the crucial issues the tribals face in their own land and also their struggle for existence.

Keywords: *Diaspora, Marginalisation, Otherness, Existentialism.*

Hansda Sowvendra Shekhar has endeavoured to limelight the real afflictions of the Adivasi tribe through his work, *The Adivasi Will Not Dance*. *Adivasi* is an umbrella term for a heterogeneous set of ethnic and tribal groups believed to be the aboriginal population of India. They comprise a substantial indigenous minority. Over a period of time, unlike the terms "aborigines" or "tribes", the word "adivasi" has also developed a connotation of past autonomy which was disrupted during the British colonial period in India and has not been restored. The writer particularly presents the Adivasi's life in Jharkhand. The scheduled tribe of people living in the state of Jharkhand is called Santhal. They are the largest Adivasi community of India (Tribal and Human Rights¹²).

¹ Ph D Research Scholar, Research Department of English, Sadakathullah Appa College, Tirunelveli - 627011.

POLEMICS OF RELIGIOUS BELIEFS AND PRACTICES: A DERISIVE COMMENTARY ON ANURADHA ROY'S SLEEPING ON JUPITER

M. Supriya¹

ABSTRACT

The article speculates on the hidden violence and sexual aggravations that are imposed on people in the society in the name of religion. In the current literary era, many literary pieces reveal the societal sadism that are prevailing in and around the world in an effectual approach. In particular, the women writers of India showcase the unbearable injustice that are done to women and suppressed class in a striking line of attack.

The novel, *Sleeping on Jupiter* by Anuradha Roy is one such literary piece that tears off the real face of religion which actually subjugates and harasses women. The novel also goes a step ahead through which it exposes that even the cultural artifacts and sculptures in a religious place can spoil the minds of human beings. The novelist attacks vehemently on the people who commits deplorable crimes and sins, and glorifies it as religious practices.

Hence, the article tries to bring out the instances and characters through which the novelist had made a severe attack on religion and its practices. Moreover, the article tries to show how every religion is biased, money-centered, and patriarchal and always initiates practices against women and oppressed people in the society.

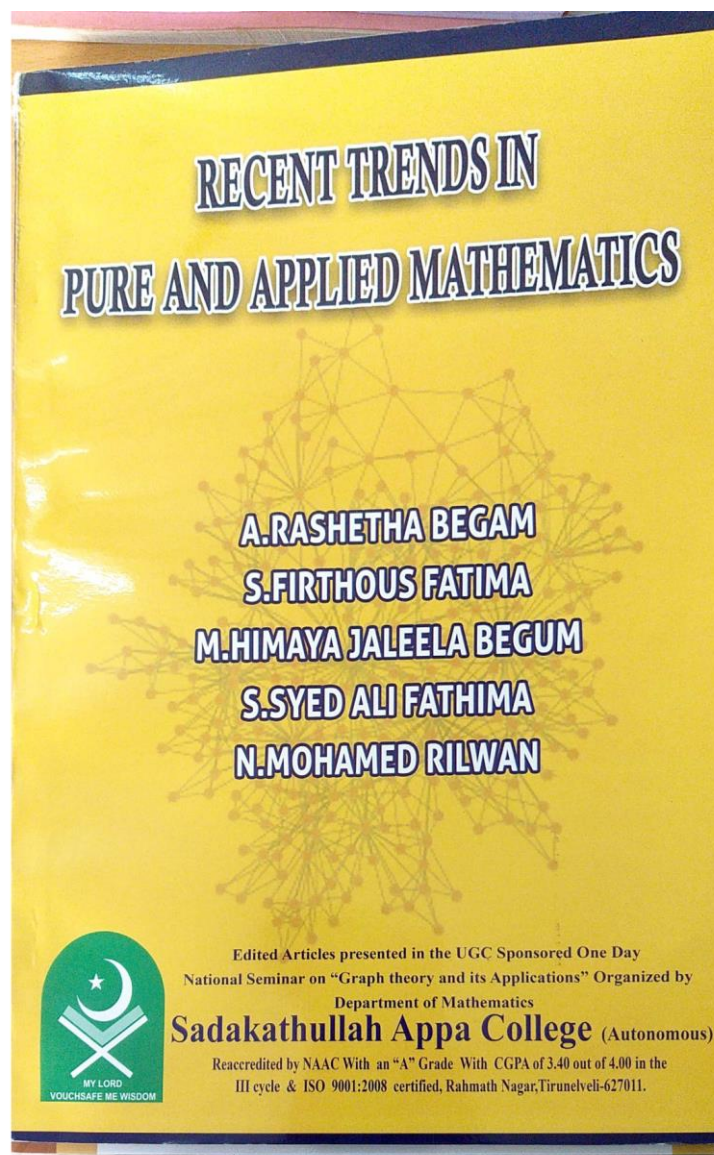
Keywords: abuse, religion, beliefs, inequality, downtrodden,

Anuradha Roy, an Indian novelist, journalist and also an editor. She has grown up in Hyderabad where she was educated at Nasr School. She studied English Literature at Presidency College, and then continued her higher studies at University of Calcutta and later at the University of Cambridge. She is also the co-founder of Permanent Black, a publishing house started in 2000, where she is also a designer.

When it comes to her literary career, Anuradha Roy has written many award winning novels that replicate the social problems in an extraordinary way. She won the Economist Crossword Prize for her novel, *The Folded Earth*, which was also

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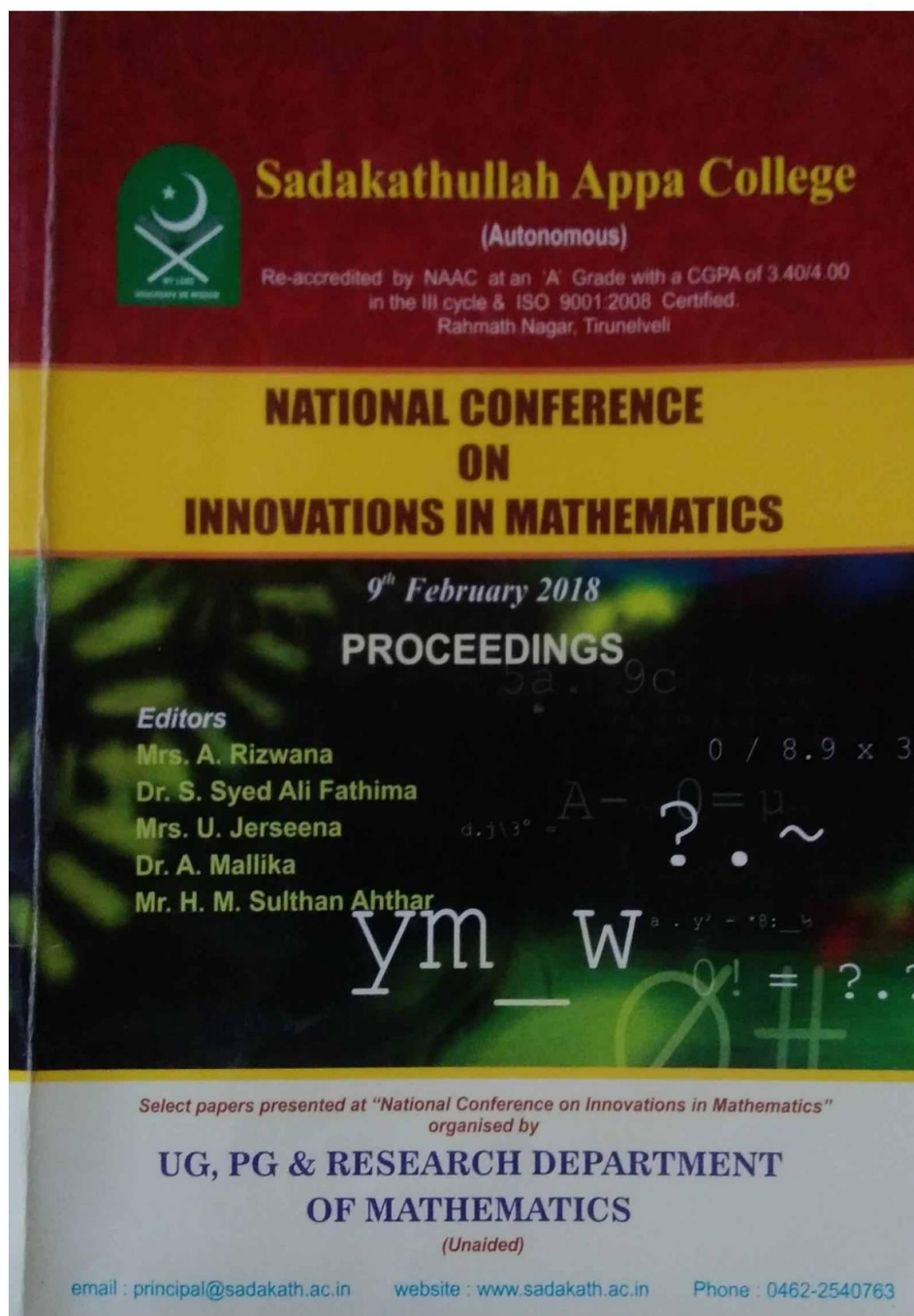
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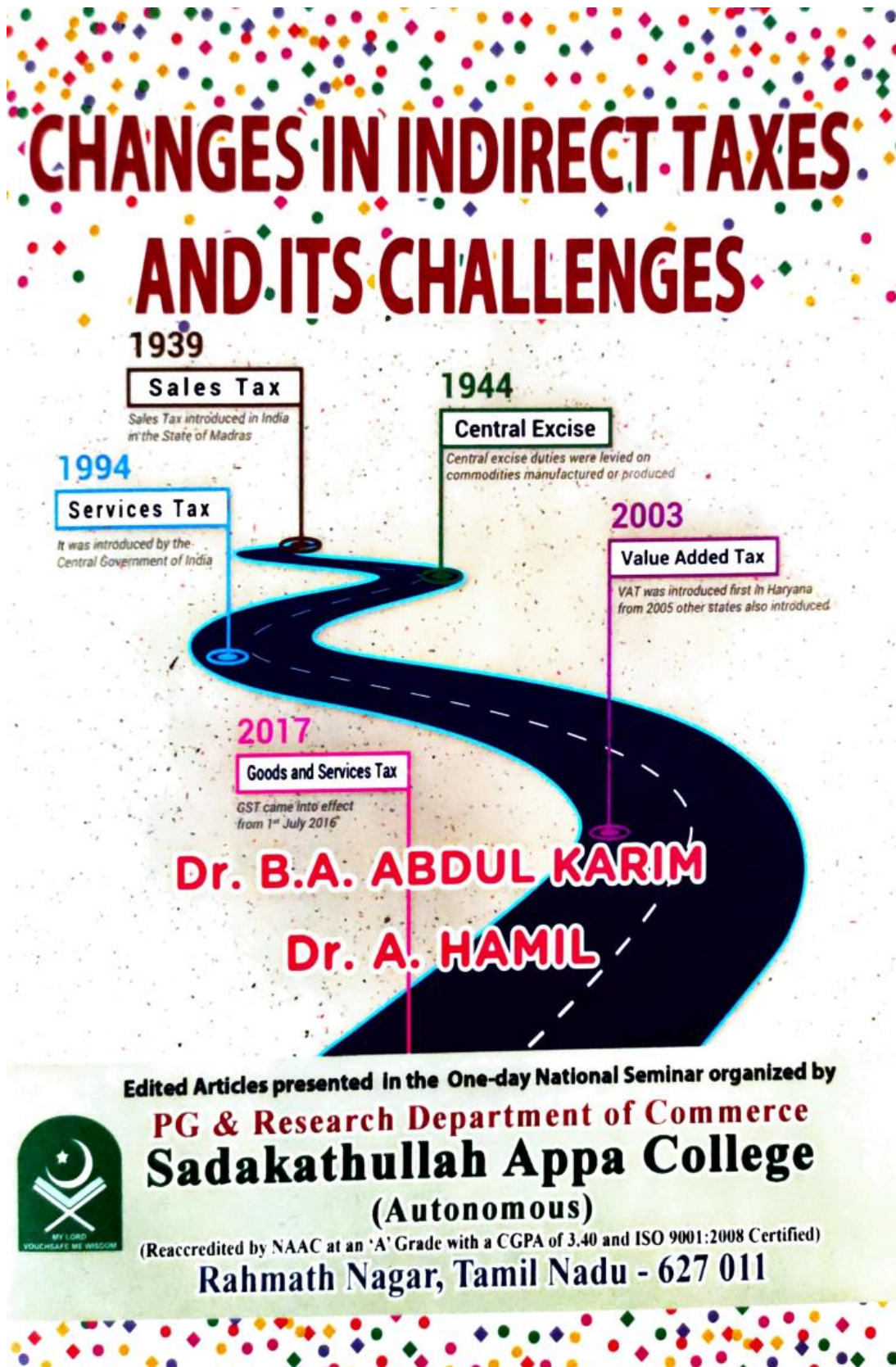
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A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTISEMENTS IN BUYING BEHAVIOUR OF WORKING WOMEN IN PALAYAMKOTTAI AREA

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ABSTRACT

Consumer buying behavior is also known as consumer decision making is the process by which individuals search for, select, purchase, use, and dispose of goods and services to satisfy require needs. This study has been designed to answer main question about the role of social media advertising on consumer buying behavior. Most studies show that the Internet and social media usage is changing consumer behavioral modern trend also witnessed in developing countries. This paper will offer an overview on how the consumers use social media in the stages of decision making process and the psychographic variables that influence their behavior. A survey was conducted among 150 respondents who were selected randomly from Palayamkottai area. This study helps to find out, to what extent they are impacted by the use of social media, and what role it plays in their decision making process. The main aim of this research was to find out the attitude and behavior change among working women in Palayamkottai regarding advertisements on social media. For this study survey is conducted using questionnaire as a tool for data collection and convenience sampling is used as sampling technique. Findings and conclusions presented in the research are only valid within the population selection and cannot not to be generalized elsewhere due to the differences in environmental factor.

Key words: *Social Media, Social Media Advertisements, Working women, Buying behavior, Post purchasing behavior.*

INTRODUCTION

Advertising is very important tool in promotion mix for all kind of organizations usually it refers to one-way communication in any mass media. The American Marketing Association define it as " the placement of announcement and persuasive messages in time or space purchased in any of the mass media by business firms, non-profit organizations, government agencies, and individuals who seek to inform and/or persuade members of particular target market or audience about their products, services, organizations, or ideas". However, with the development of the internet and online world especially social media environment, a lot of changes happened in advertising, in its capabilities and functions which require a new paradigm.

The emergence of Web 2.0 is one of the biggest developments in the history of commerce. Social Media is an evolution based on the Web 2.0, this technical revolution had huge affecting in the traditional marketing approach, brought new era among marketers, an era where social media changed totally the relationships between marketers and stakeholders, Social Media is shifting the power from marketers to consumers, because regarding to the democracy allowed in social media all users as consumers can now be in contact with each other exchanging the information about products and services, which push marketers changing their old methods to

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A STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE AND CADBURY CHOCOLATES IN TIRUNELVELI CITY.

Dr. P.Geetha, Assistant Professor of Commerce, Sadakathulla Appa College, Tirunelveli.

Abstract:

"SWEET EDU KONADAU". Celebrations are started with sweets. Chocolates find important place on every celebrations. People love chocolates. Some people often like to have a chocolate with good flavor, quality and crunchiness so they are going towards kit Kat and crunchiness. Mostly people preferred dairy milk of Cadbury due to its flavor and taste, quality and image and also due to its hard form.

Keywords: *chocolates, flavor, crunchiness, taste, image.*

Introduction

Basic need includes food, water, air, rest and sex. Individuals want to satisfy ourselves initially with these needs. Snack lovers of even old aged persons, youngsters and kids all love to eat chocolates. In parties, functions, festivals, get-togethers celebrations are started with sweets especially chocolates find important place on it. Hence the researcher wants to do research on chocolate eaters. The present study is taken on the topic of "A STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE AND CADBURY CHOCOLATES IN TIRUNELVELI CITY".

Objectives of the study

1. To study the factors affecting to purchase the chocolates of Nestle and Cadbury
2. To know customer satisfaction level towards the Nestle and Cadbury chocolates.
3. To know which form of chocolates mostly like by respondents
4. To give suggestions and conclusion.

Research methodology

This project is based on information collected from primary sources of data. After the detailed study, an attempt has been made to present comprehensive analysis of consumption of Cadbury and nestle chocolates consumed by the people. The data had been used to cover various aspects like consumption, consumer preference and customer satisfaction regarding Cadbury and nestle chocolates.

Survey design

The study is cross sectional study because the data were collected at a single point of time. For the purpose of present study a related sample of population was selected on the basis of simple random sampling method.

Research period

Period of Research work is January to march 2017.

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A Study on Factors Affecting Work Life Balance of Women Employees in Selected Retail Textile Shops in Tirunelveli

Mohamed Imran and Shahul Hameed

Abstract—The role of working women has changed throughout the world due to economic conditions and social demands. This has resulted in a scenario in which working women have tremendous pressure to develop a career as robust as their male counterparts while sustaining active engagement in personal life. The ever-increasing work pressure is taking a toll on the working women leaving them with less time for themselves. Even in retail textile industry, the problem faced by women employees is very high. Some major problem faced by women work forces in retail textile industries in India are No Written Contract, Underpaid, Lure of Lump Sum Amount, Forces Over Time, Restricted Movements, Unhealthy and Unsafe Working Conditions, Abusive Supervisors, Child Labor, etc. Thus, achieving work life balance is a necessity for working women to have a good quality of life. This paper is an attempt to explore the tough challenges faced by working women in maintaining a balance between their personal and professional life. The various factors affecting the work-life balance of married working women have been examined in this study. The present study was carried out in Tirunelveli city by selecting women employees of retail textile shops. A sample of 325 employees was selected for gathering primary data. To carry out the study in a more accurate and easier way, convenient sampling methods was adopted.

Keywords—Work-life balance, quality of life, working women, work place support and family support.

I. INTRODUCTION

WOMEN of the early centuries were mostly confined to their kitchens and those who were employed worked in factories, farms or shop works. Very few women had the access to higher education and they were forced to be at the mercy of their fathers' or husbands' attitudes towards women and work. The fast developing knowledge economy has given place for more number of women to be enlightened by higher education. Education has not only empowered them but also has given them robust careers. With brain power being the requisite skill in this knowledge era, rather than endurance or physical strength, the women workers seem to flood into every industry on par with men. But this has indeed become a tough challenge for women as they have to perform a lot of duties in home and office as well. As working women get married, they have additional responsibilities and when they become mothers, they have to

manage the primary care of children and extended family and are thus, under greater pressure to continue on a career path. Working mothers of today fulfill family responsibilities and also try to remain fully involved in their careers coping up with the competing demands of their multiple roles. The caring responsibilities that working mothers have lays a heavy stress on them when it is combined with their professional duties. The attempt of working women to integrate, organize and balance the various problems and activities in their different roles simultaneously puts them under tremendous pressure.

Even in retail textile industry, the problem faced by women employees is very high. Some major problem faced by women work forces in retail textile industries in India are No Written Contract, Underpaid, Lure of Lump Sum Amount, Forces Over Time, Restricted Movements, Unhealthy and Unsafe Working Conditions, Abusive Supervisors, Child Labor, etc.

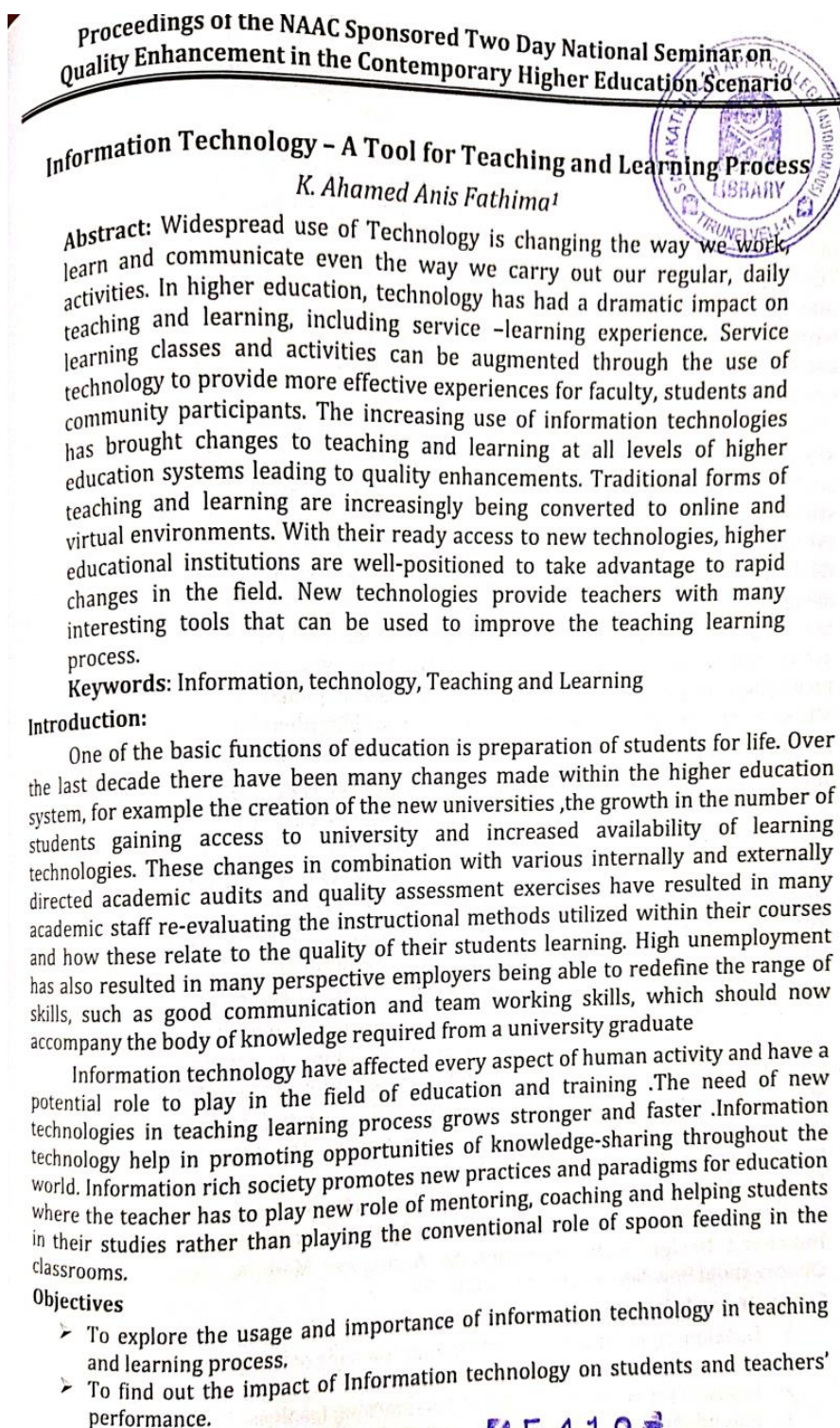
- Particularly they are not able to balance their work and life smoothly because of the long working hours. Women often work 12 hours per day on a regular basis that is one and a half shift. During the peak season, they sometimes also work for two shifts (16 hours) or three shifts (24 hours) in a row. They often have to work on Sundays during busy seasons. These workers sometimes do not receive any overtime payment. Hostel workers are subjected to excessive and forced overtime. The women workers have also reported that they are woken up in the middle of the night to complete urgent orders.
- Hence, researcher takes this an important issue and tries to find the sources and impacts of work-life Imbalance of women employees who are working in retail textile industry as a sales woman.

II. REVIEW OF LITERATURE

- Tatheer Yawar Ali, Atif Hassan, Tahira Yawar Ali, and Dr. Rizwana Bashir (2013) [1] in their study it is discovered that employees face a problem of staying in work place for long working hours adversely affect their health and productivity creating stress.
- Nilgun Anafarta (2011) [2] in his research work identifies the relationship among WFC, FWC and job satisfaction. This study reveals that WFC seems to be more effective on job satisfaction than FWC. Therefore studying WFC by considering the cultural beliefs, values and norms is helpful to better understand WFC.
- Saira Ashfaq, Zahid Mahmood and Mehboob Ahmad (2013) [3] the results showed that employee

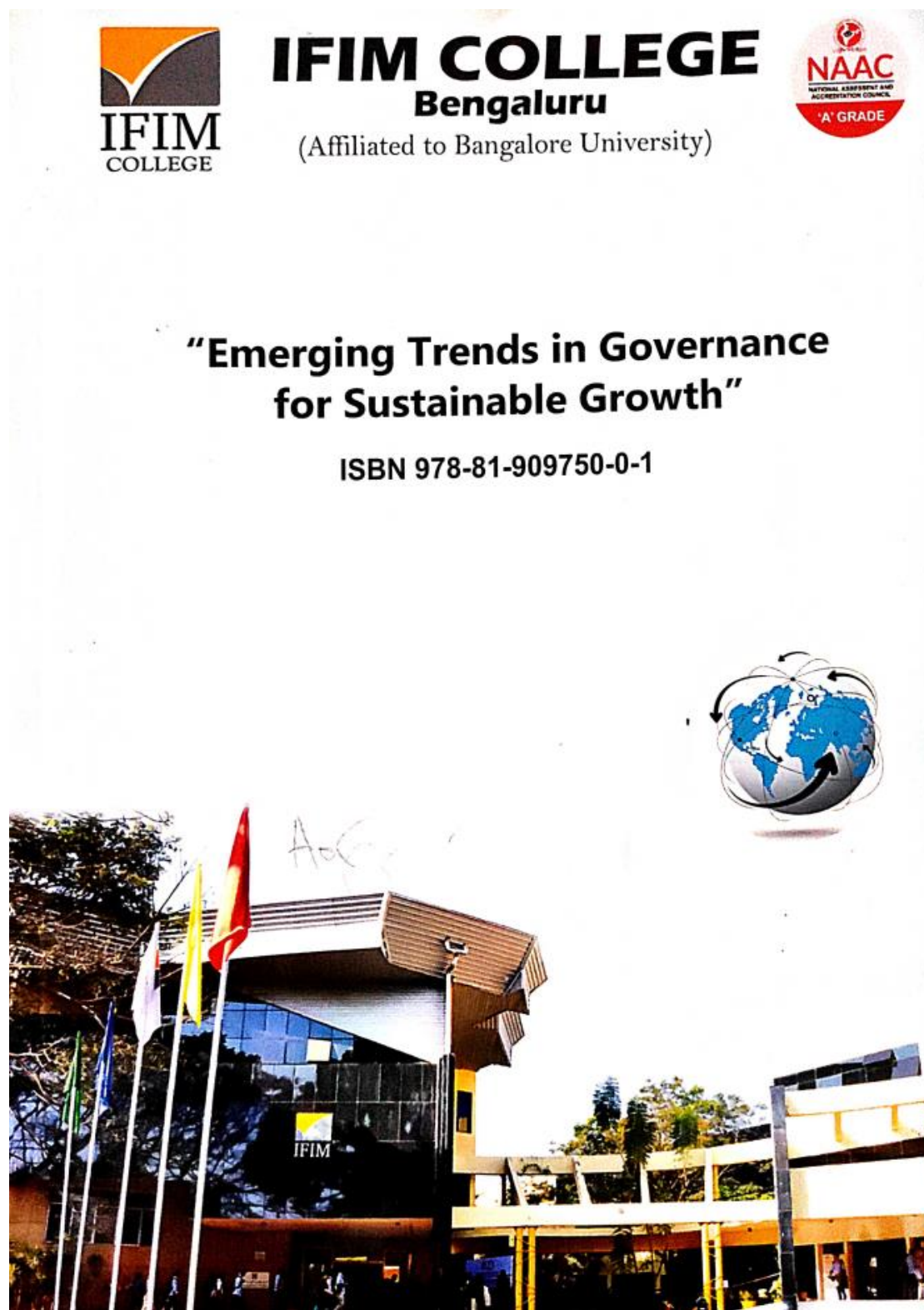
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A CONCEPTUAL STUDY ON CORPORATE GOVERNANCE –AN OVERVIEW

K. Ahamed Anis Fathima

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ABSTRACT

The term Governance has been implemented in each country and in corporate is shaped by various factors like political, economic and social history, legal frame work, values and ethics of the promoter, managerial practices etc. The term corporate governance has now become a common factor and usage is not very consistent as the corporate have been utilizing the concept in its own way based on their values and ethics. Good corporate governance is not just good management. It is much broader than this and includes fair, efficient and transparent administration designed to meet certain well defined objectives in an organisation. Currently, corporate governance reforms in India are at crossroads while corporate governance codes. The study is made to know the Need, Importance, Principles of Corporate Governance.

Keywords: Corporate Governance, Economics, Co-operations

INTRODUCTION

In the age of globalisation and localisation, governments increasingly have to make pro-active responses to positive economic opportunities as well as to react defensively to negative economic pressures. The term governance is common parlance is used to mean the way people are governed and the way the affairs of the state are administered and regulated. This concept, drawn from the public administration, has received increasingly greater attention in business world in the sense of direct and control of companies by their top management. Poorly managed companies not only do harm themselves but also to the nation in general. Corporate governance means the idea of ensuring proper management of companies through the institutions and mechanisms available to the shareholders. An organisation for economic cooperation and development (OECD) which in 1999, published principles of corporate governance gives a very comprehensive definition of corporate governance under "a set of relationships between a company's management, its board, its shareholders and stakeholders". The term governance has been implemented in each country and in corporate is shaped by various factors like political, economic and social history, legal framework, values and ethics of the promoter, managerial practices etc. The business ethics, banks, corporations, financial institutions around the world are increasingly relying on corporate governance as means to achieve high standards to raise the confidence level of the people.

Corporate governance includes a fair, efficient and transparent administration to meet certain well defined objectives.

MEANING

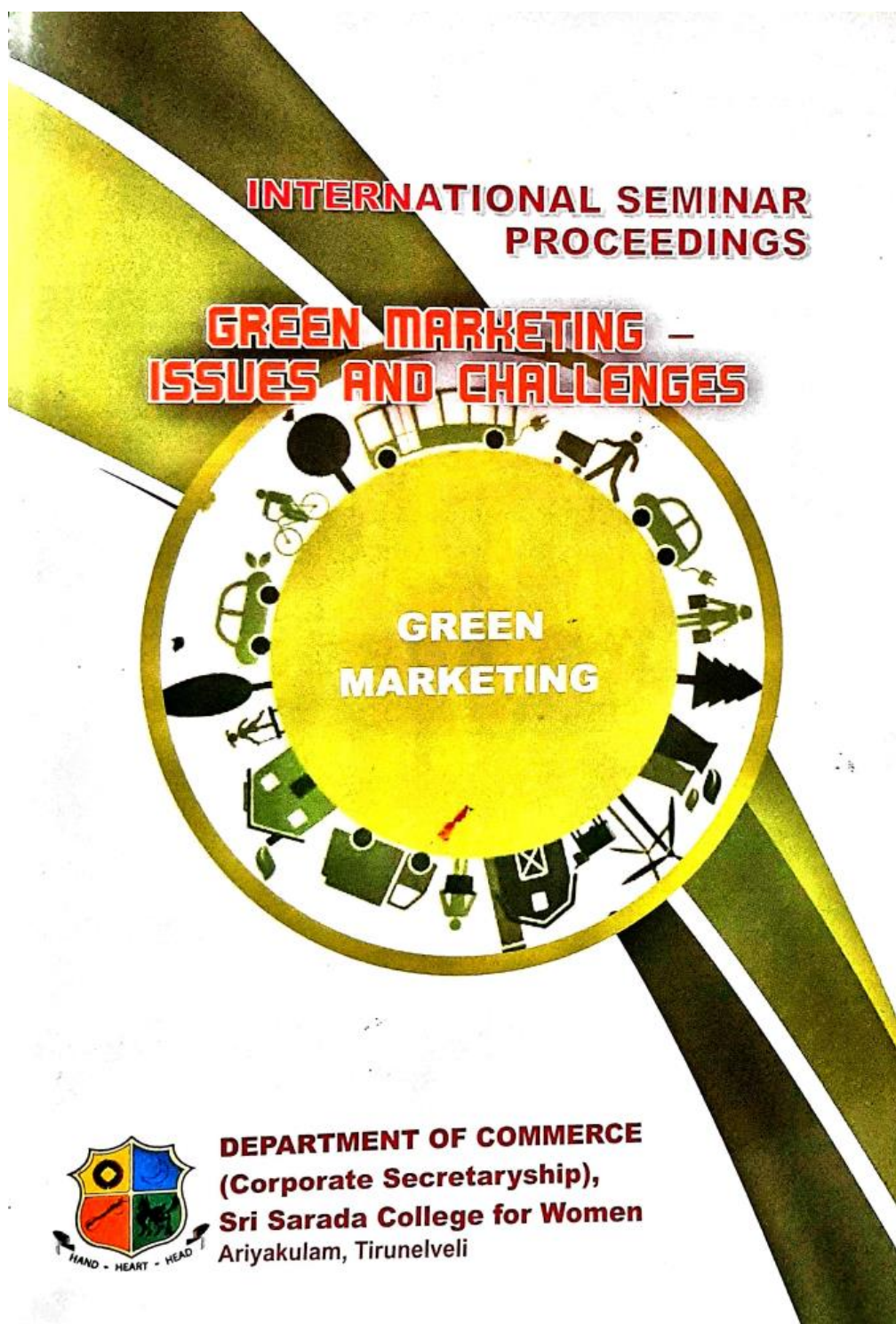
Corporate

Corporate is adjective meaning "of or relating to a corporation" derived from the noun corporation. A corporation is an organisation created (incorporated) by a group of shareholders who have ownership of the corporation. The elected Board of directors among the shareholders is managing the corporation.

Governance

Oxford English Dictionary defines "Governance" as the act, manner, fact or function of governing, sway, control. The word has a Latin origin that suggest the notion of 'steering'. It deals with the processes and systems by which an organisation or society operates.

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A CONCEPTUAL STUDY ON GREEN CLOTHING -FUTURE TREND

K. Ahamed Anis Fathima M.Com ., M.Phil ., M.B.A.,
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Abstract :

Green clothing refers to fabrics that are obtained from sustainable materials like hemp, bamboo or recycled plastic. Also, the methods used to manufacture these fabrics are sustainable. There will be a considerable decrease in the carbon emission, if there is a reduction in the use of raw materials, energy and natural resources. One can opt for such green clothing without making any compromise on choice or fashion. As there was a recent talk about pollution free planet and increase in the awareness on environmental production .The need for this study was created . This study was made to know about the eco friendly cloths ,their uses and their future.

Keywords (Green clothing , eco -friendly , fashion)

Introduction

Eco-fashion is also called as Green fashion that is designed to be environment friendly. Green fashion is part of the larger trend of sustainable design where a product is created and produced with consideration to the environmental and social impact it may have throughout its total life span. There was a time when used plastic bottles were a threat to the environment. Today, it is being used positively to manufacture garments. In fact, many people are wearing this green garment made from used water bottles. In the current scenario of textile pollution, choosing green clothing is a sign of being responsible and sensible towards environment.

There is not much difference with respect to quality or texture between the clothes made from recycled material and normally made garments. It is proven that recycling plastic reduce air, water and land pollution. Thus, buying products made from recycled plastic bottles indirectly help to create a sustainable living and environment.

According to a report, 86% of plastic water bottles used in US are dumped into the landfills. Around 60 million water bottles are daily used in US, which means approximately 18,834,000,000 are dumped in the landfills every year. Besides, each plastic bottle can take up to 700 years to perish. The alarming rate at which the numbers of used plastic bottles are increasing in the landfills, pose high risk to the environment. It is difficult to imagine how plastic bottles are transformed into fabrics. With the help of advanced technology, here is a process that can convert plastic bottles into fabrics. First of all the plastic bottles are collected, compressed, packed into bales and shipped to the processing factory. Then, the plastic bottles are chipped and melted into white round balls. These balls are again crushed and spun through shower like nozzle that results into viscose yarn. These yarns are used to weave fabrics and finally end up into

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To Reach the Unreached

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Society for the Advancement of Library and Information Science
(SALIS)
2017

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Greenstone Digital Library Software: A Bird's Eye View

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Abstract

Accessing library material is becoming more and more complicated because of voluminous electronic resources made available in many forms and formats in the present google era thanks to information technology and communication technology with network technology. The librarians need a well groomed software to help the users manage and use a massive data collection effectively and efficiently. One such software is Greenstone. It is open source software for developing, maintaining and distributing digital library collections. This paper gives an introduction to Greenstone Digital Library Software. The main feature of this software suite is that it effectively uses the Information Resource tool to meet the diverse needs of the user. Finding information in this software is made highly effective by the use of various techniques suitable for specific situations. Moreover the Graphical User Interface (GUI) is an added special advantage which helps the users of the software to better interact with the software system.

Keywords: - GSDL, Digital Library, Open source software, installation, plug-ins

Introduction

Because of globalization, wide expectation of the user, user autonomy, open minded communities, information technologies, open source softwares have emerged with many dimensions. Open Source software is unique as the users can study, change, improve and distribute the software freely. The user himself can act as a developer and adapt the software according to his needs. Greenstone is a software set for developing and distributing digital library collections on the internet or storage devices. It is multi-lingual software. It was produced by the New Zealand Digital Library Project at the University of Waikato. It was developed and distributed in cooperation with UNESCO and the Human Info NGO. This software tool set urges one to form a holistic approach in the use of information technology. It could be employed to create a massive collection of searchable documents. It has both command line tools and graphical interface.

Concept of Greenstone Open Source Software

Open Source Software is typically created and maintained by developers crossing institutional and national boundaries, collaborating each other by using internet based communication tools and development tools. Products are typically a certain kind of 'free' often through a license that specifies the application and the source code. It is free to use, modify and redistribute as long as uses, modification and redistribution are similarly licensed.

The Software is issued under the terms of General Public License (GPL). Greenstone provides a way of building, maintaining and distributing digital library collections, opening up new possibilities for organizing information and making it available over the internet or CD-ROM.

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Role of Libraries in Making Digital India

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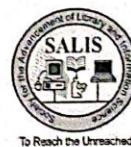
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Use of Digital Resources by Faculty Members of Selected Engineering Colleges in Tirunelveli District, Tamil Nadu: A Study

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Abstract

Electronic and Digital information resources are becoming more and more important for the academic community. Digital resources are considered as important resources of teaching, research and training. Thus, digital resources in a library play a significant role in academic libraries as they are mostly tuned for the promotion of academic excellence and research and learning purpose. Digital libraries support electronic learning by providing information to the users related to their educational and research purposes. In view of all these there is a need for a study the awareness about the digital resources available in engineering college libraries. The study aims at use of digital resources among the faculty members of selected engineering colleges in Tirunelveli District, Tamil Nadu. Results show that 60% of the faculty members are familiar with the use of digital resources and majority of these members are using digital resources for teaching purpose. Study also reveals that majority of the faculty members are learning the required skills for the usage of digital resources through self-study.

Keywords: Digital Resources, E-Resources, Faculty Members, Engineering Colleges

Introduction

A digital resource 'is any consistent publication in digital form that is being marketed' or 'any digital product that delivers a collections of data, be it text, numerical, graphical or time based, as a commercially available resources' and includes 'full text databases, electronic journals, image collections, multimedia products, collections of numerical data. A digital resource can be defined as any computer available information source containing facts, perspectives, or information on a topic of interest. A digital resource can also be defined as a selected and organized set of digital materials (objects) along with the metadata that describe them and at least one interface that gives access to them. Thus, we can say that a digital resource is anything which is published in computer readable format.

Objectives

The purpose of this study was to explore the use and awareness of the digital resources by faculty members of selected Engineering Colleges in Tirunelveli district. The main objectives were:

- To assess the amount the knowledge and frequency in the use of the difference types of digital resources.
- To find out the purposes for using digital resources
- To discover problems faced by the faculties while accessing the digital resources

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RFID TECHNOLOGY IN LIBRARIES: A BIRD'S EYE VIEW

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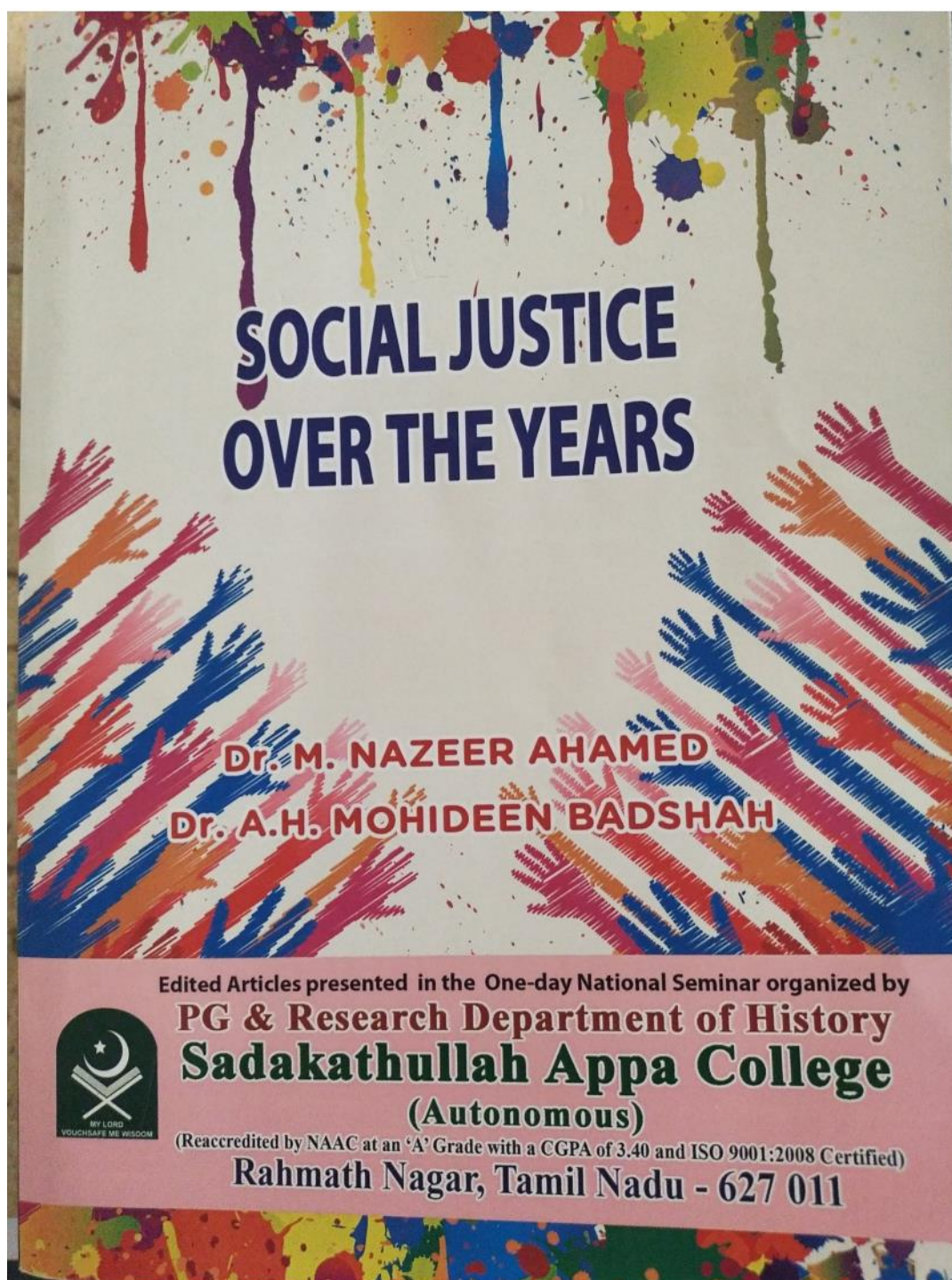
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Abstract

RFID technology has come a long way both in terms of the multitude of applications and their potential uses. Despite the involvement of RFID in a variety of areas such as logistics, inventory control, aviation security, road, and rail rolling, the potential implementation and use of the technology in libraries is still in its budding stage, particularly in the case of countries with developing economies like India. As inferred from the fifth law of library science that 'library is a growing organism', librarians are always found interested in adopting latest technologies to provide better and efficient services to the patrons. Librarians have improved latest knowledge about through computer based Information Communication Technology for using the applications to the library. Nowadays, Libraries are great vital role to all the types of users. Using the new technologies have implemented in the libraries ie. Library Automation, RFID Technologies, Digital Library helps to the users for quick service, save the time and money. In twenty first century all the libraries move to the modernization from the traditional. In this paper exposes while using RFID technology through libraries for betterment services to the library users.

Keywords: RFID Technology in Libraries, Information and Communication Technology, RFID Tags.

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E. VE. RA. PERIYAR IN THE STRUGGLE FOR SOCIAL JUSTICE**Dr. A. H. Mohideen Badsha,***Assistant Professor of History, Sadakathullah Appa College, Tirunelveli – 627 011.*

Justice is treating people in a just and honest way. People live in groups. That is called society. Every individual is a part of that society. Every member of the society must get benefits and rights due for him. That is called justice.

Providing equitable justice to all sections of the society, abolishing inequalities, establishing equality are called Social Justice. Discharging social responsibilities as per the dictates of the law with conscience and in a principled way is Social Justice. One of the important reasons for the ills of the society is denial of justice to the people and thereby putting them in hardships. In this aspect E. Ve. Ra played a vital role in social justice.

E. Ve. Ramasamy Naicker is one of the important leaders of Tamil Nadu. He fought tirelessly for Social Justice. So he is fondly called as Periyar. He was born in Erode on 20th September 1879. He joined the Madras Presidency Association on 20th September 1917. Then he joined the Indian National Congress in 1919 on the request of Rajaji. He was the state President of Congress in Tamil Nadu. He participated in many reformatory struggles such as Non-cooperation Movement in 1920, courted arrests for demonstration against toddy shops in 1921 and Vaikom Satyagraha. He expressed his views openly and directly. He didn't mince his words. His views were considered unpleasant to some. Some were enraged by his daring frankness. But the words and views uttered by him were apparently authentic and truthful.

His principles

- 1) Equality and Self respect are the two eyes of men.
- 2) Man should not enslave a man.
- 3) We should make use of our reasoning.
- 4) Humanism and humane attitude should be safeguarded cutting across the boundaries of castes, race, religion, language and country.
- 5) Women should be educated.
- 6) Women should not be slaves to men.
- 7) Widow marriages should be supported.
- 8) Remember man and forget God.
- 9) Reforms should be made in Tamil language.
- 10) Opposing Hindi.

Movement for Reservation and against Superstitions

He fought daringly against false beliefs, superstitions, traditional customs of Indian culture. He converted Tamil Nadu into the bastion of reasoning. In 1919, he resigned from Municipal Chairman of Erode in protest against Jalianwala Bagh Massacre. He played a great role in the inclusion of reservation policies in the Indian Constitution. He worked hard for the social and educational advancement of downtrodden people. He started Self Respect

AMY CARMICHAEL: PROVIDER OF SOCIAL JUSTICE FOR THE DANCING GIRLS

J. Jemi Merlin Rani

Assistant Professor of History,
Sadakathullah Appa College (Autonomous), Tirunelveli

"You can give without loving, but you cannot love without giving"

These golden words of Amy Carmichael were practiced in her life as a provider of social justice for the dancing girls in the temples of south India. Two struggles were going on during the pre-independence period in India. The first was the struggle to free India from the clutches of British. It may be called the political struggle at the national level. The second was the struggle against the dominance of the Brahmins in all spheres of social life mainly administration, religion, education etc. As it was confined to Madras Presidency it may be called the social struggle at the regional level.

A galaxy of social luminaries like P. Thiyagaraja Chetty, T. M. Nair, Dr. Nadesan and Vaikom hero Periyar steer headed the struggle. They were able to achieve something substantial when the Justice Party which was founded by them was in power. Unfortunately the death of P. Thiyagaraja Chetty and T. M. Nair was a bolt from the blue. Lack of co-ordination made a dent in the struggle as most of the leaders were from the areas other than Tamil Nadu. Thereafter Periyar had been continuing this struggle. He was against the ill - treatment meted out to the women and their exploitation by the high cast people. His speeches had an electrifying impact on the women. As a result there emerged great women like Dr. Muthulakshmi Reddy, Moovalur Ramamirtham in Tamil Nadu who fought tooth and nail against the *Devadasi* system. Theirs was a great achievement. Meanwhile foreign women like Amy Carmichael were doing a lot to the socially discarded women and their children. Tamil Nadu's achievement in rendering justice and giving dignity to the socially downtrodden was great. However we cannot rest on past laurels. We have miles to go. This paper entitled Amy Carmichael: Provider of justice for dancing girls, is an attempt to highlight the role of a few achievers and their achievement.

Young girls and boys were dedicated to the temples at a tender age. In case of illness in the home parents sometimes vow to give one of their children to god. The *Devadasi* - servants of the God - who subsist by dancing and music, and the practice of the oldest profession in the world are partly recreated by admissions and even purchases from other classes¹.

"Sacredness with allurements, religion with lust, art with sensuousness, have combined" wrote Santhosh Chatterjee in an old book, "*Devadasi*". "Thousands of young innocent children are condemned to a life of immorality and vice of suffering and disease and finally - of death resulting from infections and venereal diseases contracted in the pursuit of their profession as Hindu religious prostitutes", wrote Dr. M. Reddi.

M. Shahul Hameed,
Assistant Professor of History, Sadakathullah Appa College.

Introduction:

In 20th century is vital role in Tamil nadu history. So, many drastic social changes happened in Tamil nadu. Especially in social justice. Indian society is an unique society the great Indian historian Ramachandra Guha point out that the Indian society face five important social conflicts that are caste, language, religion, class, gender. ¹ A best measure of civilized nation is whether its women are treated with respect, dignity, and equality but in Tamil nadu. In beginning of the 20th century our women faced many social discrimination by our social custom. They didn't rights, education, and dignity. But after the emergence of justice party and Periyars self respect movement struggled for women cause. In this paper we will see about a multi faced personality Dr. Muthulakshmi Reddy was one of the outstanding and role model personality for contributing to social justice of her time.

Early Life:

Muthulakshmi Reddy was born on 30th July 1886 in pudhukottai, a princely town in Tamil nadu. Her parents were Narayanasamy and chandirammal. Her father worked a principal of Maha Rajas College. In her childhood, she was frequently suffered by diarrhea and severe cough so she looked weak, petty and pathetic. In those days women were going to school was a rarest one girls didn't allowed to school after the age of 8. In Tamil nadu women were married before the age of 12. But Dr. Reddy fought against these social customs with support of her father, she completed her school education. Her mother always insisted her marriage. But she neglected her mother's idea. After passing her matriculation examination she was admitted there as its first female student by the Maha Raja of Puthukottai himself, against severe resistance which included the college principal. ²

The First women Doctor in India:

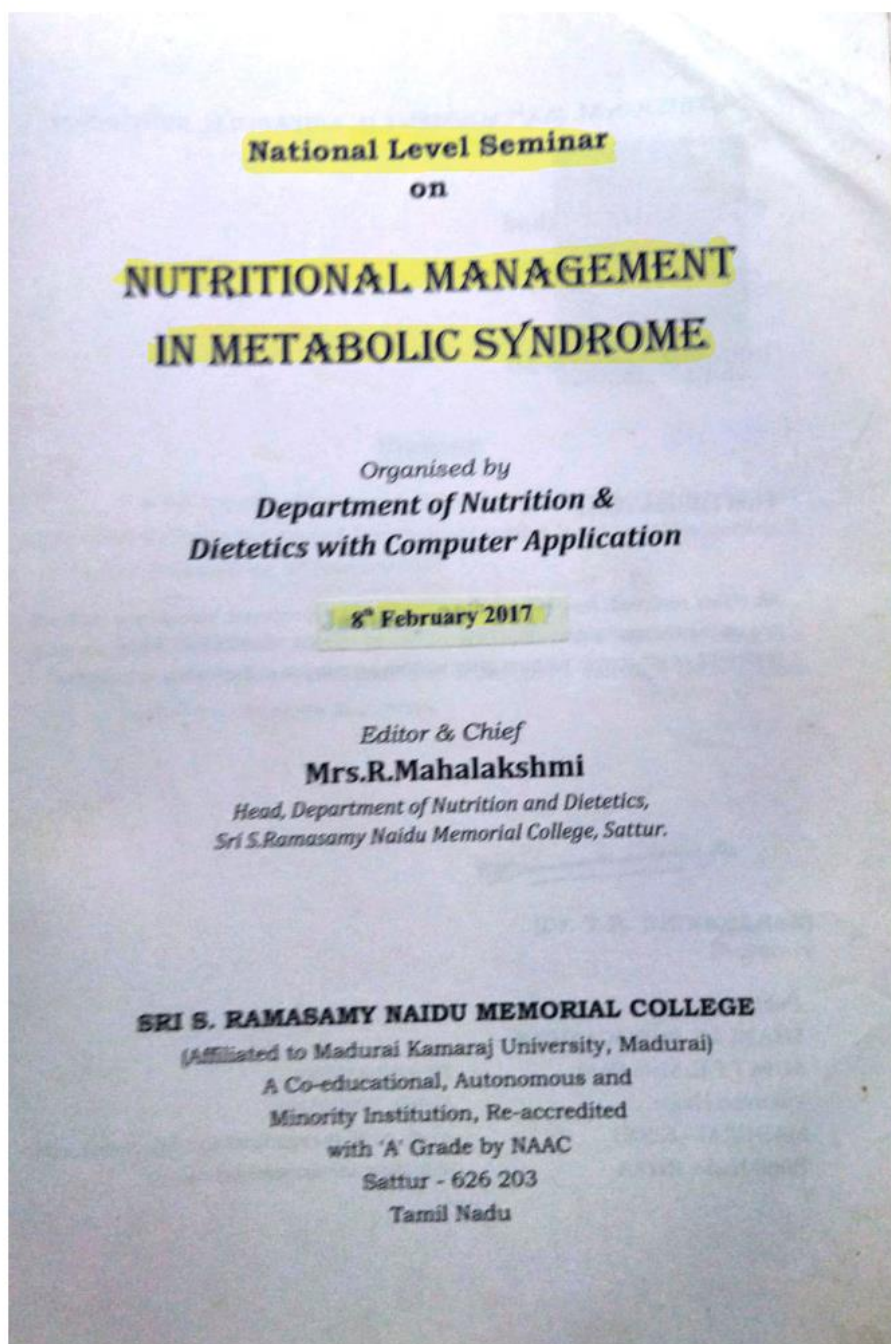
In 1907 went to madras and joined the medical college. In 1912 she became a first women doctor in India. While her convocation occasion Dr. Colonel Jeopard who delivered presidential address, he said that Dr. Muthulakshmi Reddy achievement is a great milestone in medical college history. Reddy and her husband return to puthukottai. Both were rendered the whole hearted medical service to the people.

Marriage life and Higher Studies:

Muthulakshmi Reddy married by Dr. Sunda Reddy, before her marriage she got a important assure from her husband that "always respect me and equal and never cross my wishes. She got two male children. Finally she went to London for Higher studies.

1. Nutrition & Diet

31	S.M.Prasad	"An Under Utilized Fruit Bullock Heart with Versatile Health Benefits".	978-81-933316-2-0
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NUTRITIONAL MANAGEMENT IN METABOLIC SYNDROME

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AN UNDERUTILIZED FRUIT BULLOCK'S HEART WITH VERSATILE HEALTH BENEFITS

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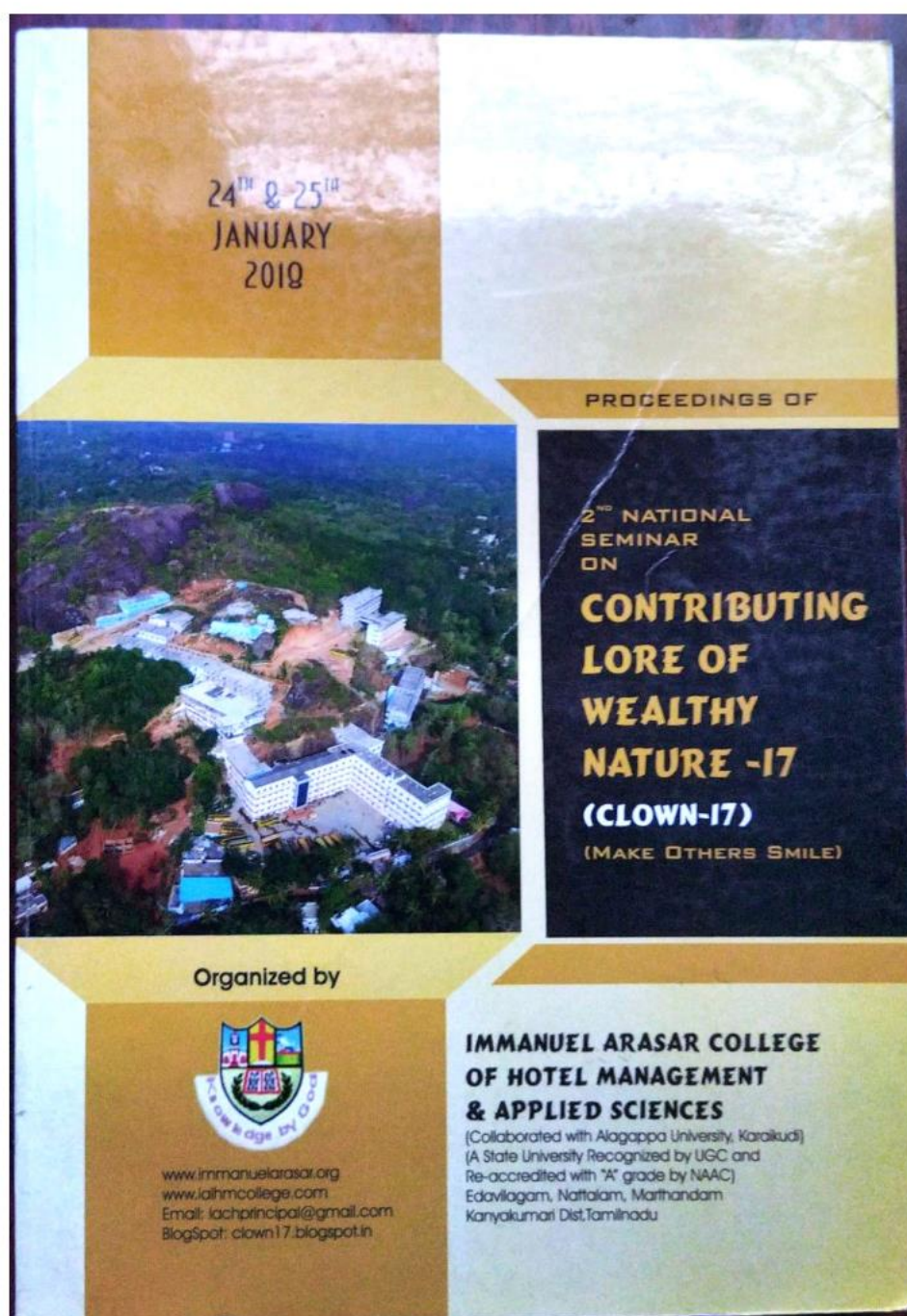
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Abstract

Bullock Heart (Ramphal) was introduced in Asian and African countries many Centuries ago. In the 17th century, it was probably introduced in tropical Africa. In India, it was cultivated around Calcutta and is a very famous as well as an underutilized fruit in south India. Ramphal's main fruiting season occur from March through May, but some regions have the fruits are available year-round. However, it's still possible to find ramphal when in season. Ramphal's status as a wild fruit creates great variability in its exterior color and taste. Some ramphals possess a rich, sweet taste as described above, but others have an unpalatable coarse texture, insipid flavor, and at worst, an off-putting musty taste as it nears over ripening. Store ramphals at room temperature if they need time to soften. Once soft and ripe, the highly perishable fruits will keep only for a day or two. Storing the fruits in the refrigerator will only prolong its sweet flavor for another couple of days. This fruit have the nutrients such as vitamin C, carbohydrate, vitamin B6, iron, potassium, vitamin B2, Vitamin B, total dietary fiber, magnesium, protein and others. It is used to treat diarrhea, dysentery, inflammatory, vermifuge, astringent, tonic, analgesic, anthelmintic, wound healing, antipyretic and cytotoxic properties. Bullock's heart is used in Indian folk medicine as anti-inflammatory and vermifuge agents to heal the wounds, as antimalarial for treating diarrhea and dysentery. Now research is moving towards cancer and other metabolic disorders.

Key Words: Raphal, Anti-Inflammatory, Analgesic, Anthelmintic, Anti pyretic

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PIGMENT IN PLANTS



Introduction

Pigments give colour to plants and to a particular food material which they prepare. They are also called as biochromes. These are the substances which are produced by the living organisms and have a color which results from color absorbing techniques. These are a set of compounds that have an intense color.

Types of pigments

There are two types of pigments

1. Organic pigments
2. Inorganic pigments

There are various pigments which give colour to plants which may include chlorophyll, Anthocyanins, Tannins, and Flavonoids

CHLOROPHYLL

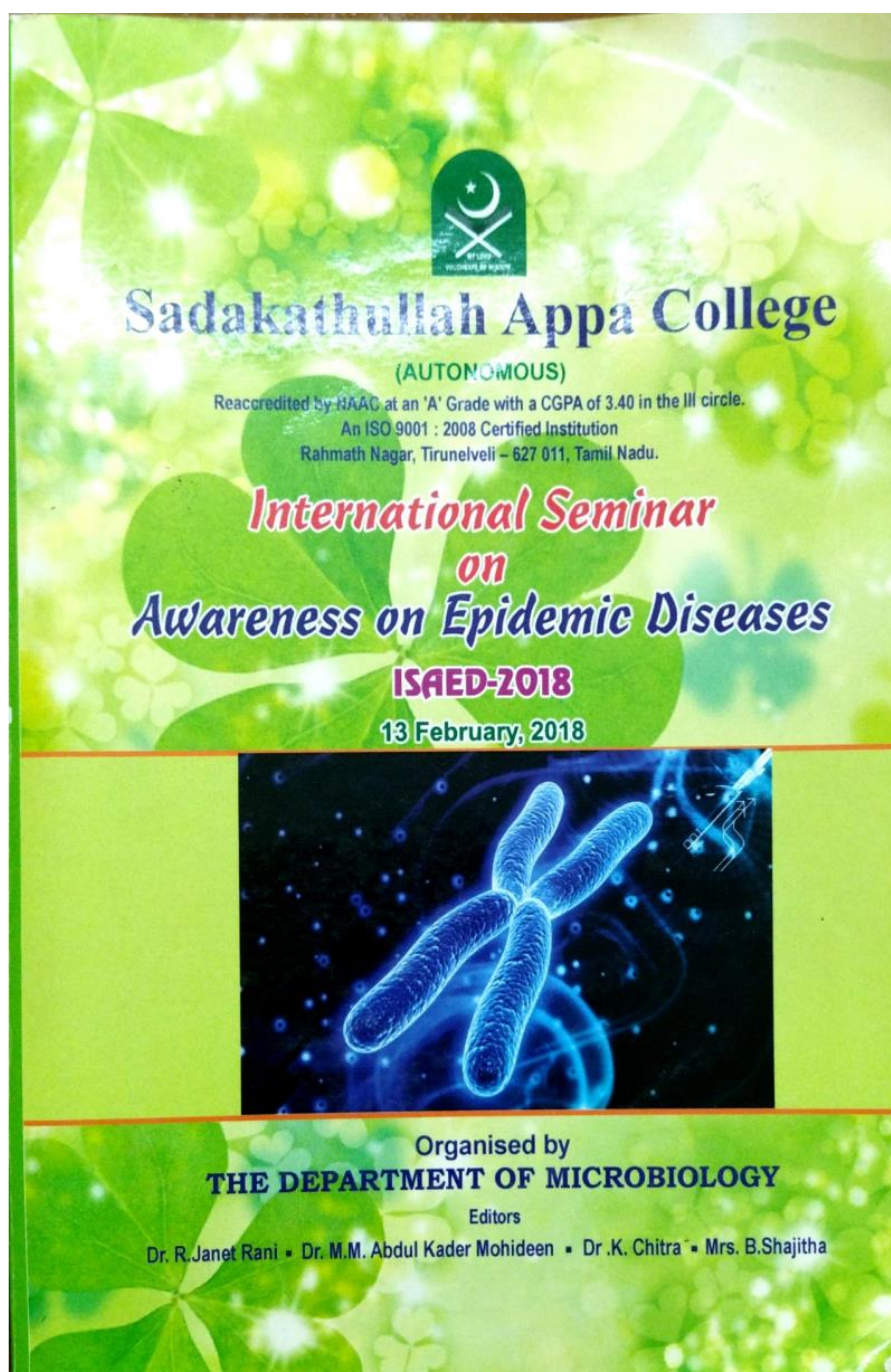



Chlorophyll is a green pigment present in plants. Plants use chlorophyll and light to make food.

Properties of Chlorophyll

Over cooking of chlorophyll may tend to destroy its chlorophyll content. Chlorophyll absorbs red light more strongly. Chlorophyll b absorbs violet light more strongly. Chlorophyll sets deteriorate with storage

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USES OF NATURAL FOOD (ANTIOXIDANTS) IN JAPANESE ENCEPHALITIS DISEASES

S. Aariba*, S. Abitha** S.M. Prasad*** and A. Ramya***

Assistant Professor of Sadakathullah Appa College, Tirunelveli.

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Abstract

Japanese encephalitis (JE) is the leading cause of viral encephalitis in Asia, with up to 70,000 cases reported annually. Japanese encephalitis (JE) is an infection of the brain caused by the Japanese encephalitis virus (JEV). While most infections result in little or no symptoms, symptoms in humans include: inflammation of brain, meningitis, meningo encephalitis, viral encephalitis, stiff neck, Encephalitis dos & donts, Encephalitis nutrition plan, foods to avoid for Encephalitis. JEV is generally spread by mosquitoes, specifically those of the *Culex* type.^[2] Pigs and wild birds serve as a reservoir for the virus. The disease mostly occurs outside of cities.^[2] Diagnosis is based on blood or cerebrospinal fluid testing. Eat antioxidant foods, including fruits (such as blueberries, cherries, and tomatoes), and vegetables.

Key Words : Antioxidants, Vitamin A,

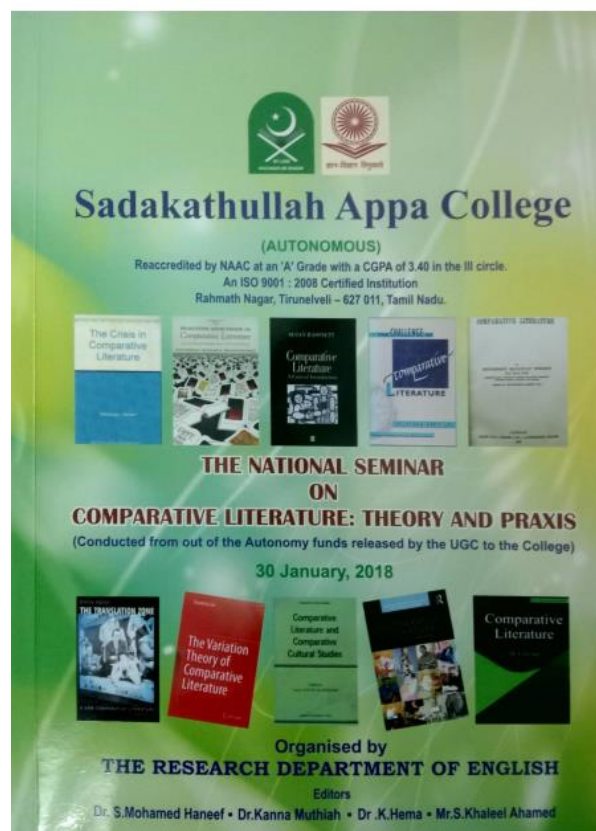
Introduction

Japanese Encephalitis is a viral infection of the human brain caused by the Japanese encephalitis (JE) virus. The risk of Japanese encephalitis to travelers depends on the season of travel, the areas visited, the duration of travel, outdoor activities planned and measures used to avoid mosquito bites. The Japanese encephalitis virus is spread by particular types of mosquitoes. Pigs are an important host for the virus, where it can multiply to very high levels in their blood. Mosquitoes that feed on infected pigs can become infected with the virus and then transmit it to humans.

Symptoms

The Japanese encephalitis virus (JEV) has an incubation period of 2 to 15 days and the vast majority of infections are asymptomatic: only 1 in 250 infections develop into encephalitis, occasional inflammation of the brain occurs. In these cases symptoms may

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**A Comparative Analysis of Multiple English Translations of Tamil
Cankam Purananuru Poem - 192**

K.Syed Ali Bhadhusa¹

Of all translations, poetry translation is a much-discussed one, because in the attempt to translate a poem, sometimes one has to deal with the fanciful psyche of a poet, a world of fantasy, etc. Generally the structure or stanzaic-form of a poem varies from one language to another. If there is too much of concentration on the linguistic and formal structures of the original, the translation may fail to perform the required function. Many people have said that the chief difficulty of poetry translation is its impossibility because every reading gives a new interpretation. An interpretation of a single poem differs from person to person. Accordingly Robert Frost, the American poet, had gone even further and identified poetry as that which is lost in translation.

From time to time translations of literary works of India from many of the Indian languages into English have been produced to cater to the foreign audience as well as Indians. Through this activity the rich literatures much of which is Classical in nature can reach the global audience and they can appreciate the literary achievements of Indians. In translating the ancient Tamil poetry composed nearly 2000 years ago into English which is around 600 years old, a translator comes across a lot of difficulties at the cultural level, at the linguistic level and also at the stylistic level.

Ever since 1895 with the first English translation of *Cankam* poems by P. Kumarasamy, an academician of Sri Lanka, there have been many different English translations till date. The most recent translator is Vaidehi Herbert, Hawaii, USA. The Source language, Tamil which enjoys the prestigious status of a Classical language has in its store a repertoire of various genres. They are the authentic representation of the culture and image of India. Though the literary asset belongs to the Tamils, it has to be transported and projected to the outside world. This is possible only through the translations of the Tamil works into English, the global language. Many such activities have been attempted by competent translators. The aim of the present study

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An Analogical Venture into Comparative Literature through Chinua
Achebe's *Novelist as a Teacher* and Martin Luther King's
I Have a Dream

S.O. Katheeja Fazeela¹

It seems to be strenuous to fathom 'Comparative Literature' as it is of sea depth. But then, there is a lot of scope in dealing with this topic. A very simple explanation of Comparative Literature is given by Bijay Kumar Das as: "The simple way to define Comparative Literature is to say that it is a comparison between the two literatures. Comparative literature analyses the similarities and dissimilarities and parallels between two literatures. It further studies themes, modes, conventions and use of folktales, myths in two different literatures or even more" (Comparative Literature 48). In common, Comparative literature goes across national borders, across periods, across languages, across genres, across boundaries, between literatures and other arts.

The purpose of comparative literature is to cross the border and boundaries of nation, people, customs, behaviours, myths, history, philosophy and social movements. It helps to remove narrow national and international boundaries, and in place of that universality of human relationships emerges out. The aim of comparative literature is not to show which literature is superior or inferior but to get better understanding of different literatures from different countries. The influence of Imperialism comes to pose the linkages of Post Colonialism with Comparative Literature. It was not simply concerned with salvaging past worlds, but learning how the world could move beyond this period together, towards a place of mutual respect. The Comparatists has to take into consideration the multi-dimensional aspects of comparative literature such as linguistic, cultural, religious, economic, social and historical factors of different societies. Tagore refers to Comparative Literature by the name of 'Vishva Sahitya' or 'World Literature'. Broadening the scope of Comparative Literature he remarks: "From this narrow provincialism we must free ourselves; we must strive to see the work of each author as a whole, that whole as a part of man's universal creativity, and that universal spirit in its manifestation through World-Literature" (Tiwari np).

In order to have an exploration of Comparative Literature, here is the study of two different literary works namely, Chinua Achebe's *Novelist As a Teacher* and Martin Luther King's *I Have a Dream*. Both of these works seem to propose emancipation of

¹ Assistant Professor of English, Research Department of English, Sadakathullah Appa College, Tirunelveli.

**Marital Disharmony in R.K.Narayan's *The Dark Room* and Shashi
Deshpande's *That Long Silence*: A Comparative Study.**

L. Faustina Leo¹

The Indian English fiction has had a meteoritic growth during the dawn of the millennium year, particularly the Indian novelists like R.K.Narayan, Mulk Raj Anand and Raja Rao promoted the conventional mode of writing. The contemporary modern writers like Salman Rushdie, Amitav Ghosh, Vikram Seth and many others, have elucidated and substantiated the strength of the emerging modern voice of India. A host of contemporary post-colonial writers like Rushdie, Arundhati Roy, Meena Alexander, Anita Nair, Shashi Deshpande and Jhumpa Lahiri have initiated the process of decolonizing the 'Colonial English.

R. K. Narayan and Shashi Deshpande are the most celebrated novelists of Indian writing in English. Both have received Sahitya Akademi Award for their novels. R. K. Narayan's literary career began with his short stories, which appeared in 'The Hindu' newspaper. Deshpande too began her writing with short stories which later developed into writing novels. She is regarded as one of the most accomplished contemporary Indian women writers in English. Narayan played an exceptional role in making India accessible to the outside world through literature. Both have focused on the domestic aspects and upheld the female-centric themes and delineated the various issues faced by the women characters in a domestic sphere. Their portrayal of women is based on traditional Indian families settled in the south. The major themes in both the novels *The Dark Room* and *That Long Silence* focus on the marital disharmony, loss of identity, escapism and a sense of meaninglessness of life. This present paper aims at comparing the marital disharmony in R.K.Narayan's *The Dark Room* and Shashi Deshpande's *That Long Silence* respectively.

Shashi Deshpande has made bold attempts at giving a voice to the disappointments and frustrations of women despite her vehement denial of being a feminist. The sensibilities of the middle classes and the issues they grapple with forms the crux of a novel. *The Dark Holds No Terror* (1980) brings out the theme of gender inequality in a typical Hindu household. *That Long Silence* (1988) won the Sahitya Akademi Award. It exposes the imposed silence of an upper middle-class housewife Jaya. It is evident that Deshpande is concerned with dealing the crises in women's

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**Tribulations of the Tribal Womanhood: A Comparative Study of The
Adivasi Will Not Dance and Hansda Sowvender Shekar and Mamang Dai**

M. Benazir Nuzrath¹

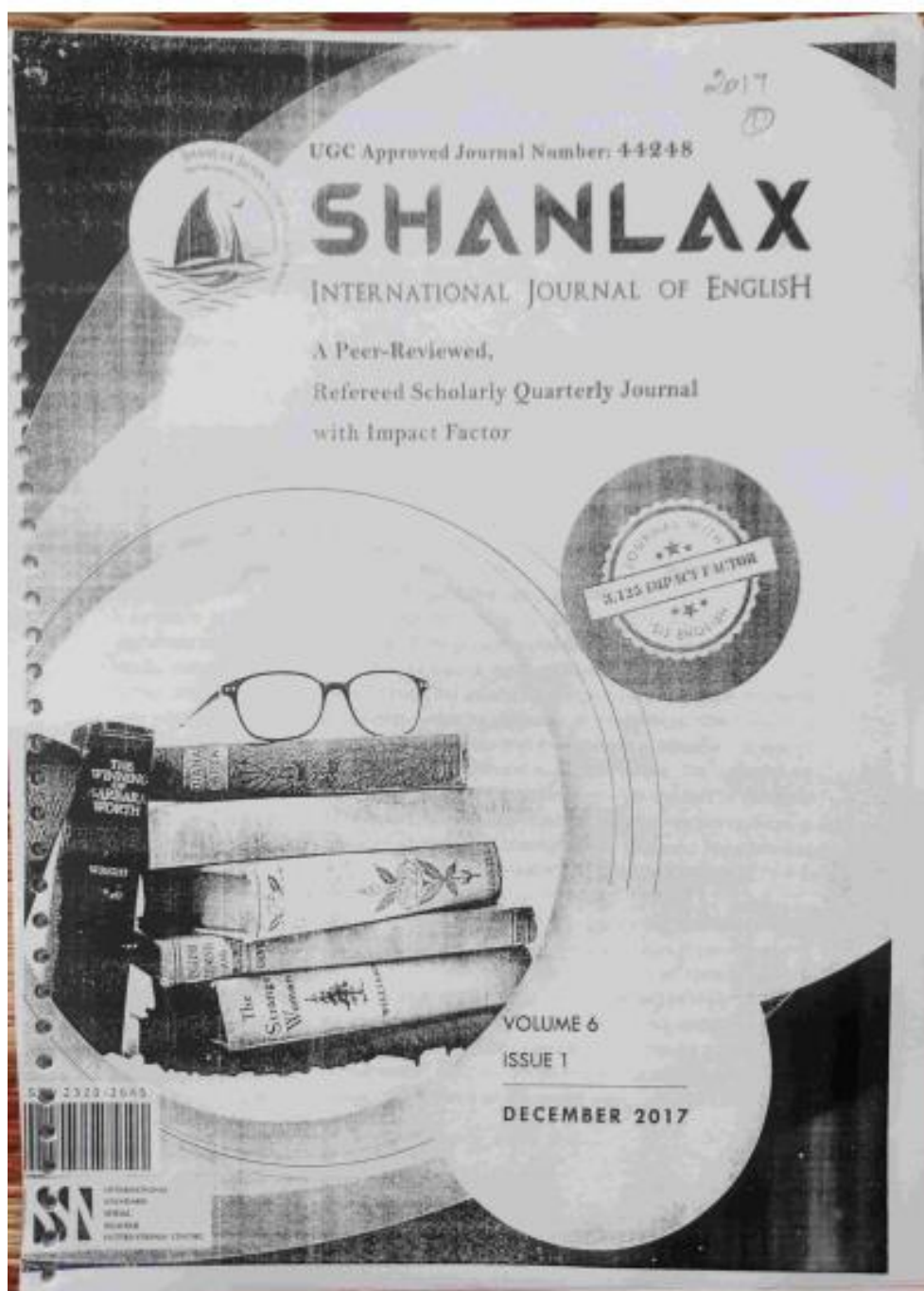
A Comparative Study of the tribulations of tribal womanhood in Hansda Sowvender Shekar's *The Adivasi Will Not Dance* and Mamang Dai's *Stupid Cupid* is made to find out the afflictions encountered by the tribal women. Also, it is believed that a comparative approach between the Adivasi tribal women of Jharkhand and Northeastern tribal women in common would add further dimensions to the critical viewpoint and would serve to bridge the assimilation and perception of the struggle of existence in tribal womanhood. The Jharkhand's phenomenal writer Hansda Sowvender Shekar's *The Adivasi Will Not Dance* (2015) deals with the trials in the life of tribal women which is aptly been juxtaposed with Arunachal Pradesh writer Mamang Dai's *Stupid Cupid* (2009).

Focusing on the tribal women, Tribals or Adivasis, as they are popularly known as a symbol of self-assertion, comprise of around 8.2 per cent of the national population. The tribals are concentrated mostly in the central belt of India and parts of the North-East. The status of women in the tribal societies is comparatively better than that of the women in general society-apparently so. The sex ratio of the tribes in India during 1991 showed 971 females per 1000 males while it was 927 females among the general population. Mitra and Singh write that discrimination against women, occupational differentiation, and emphasis on status and hierarchical social ordering that characterize the predominant Hindu culture are generally absent among the tribal groups. Bhasin(2007) also writes that though tribes too have son preference, they do not discriminate against girls by female infanticide or sex determination tests.

The status of tribal women can be judged mainly by the roles they play in society. Their roles are determined to a large extent through the system of descent. The families try to pass their property by the line of descent. The family surnames too are traded on the basis of the system of descent. Some of the tribes in India enter into polygamy. Since women in the tribal communities toil hard, they are considered to be assets.

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Preliminaries

The present paper analyses the problems and possibilities of translating the Tamil Classical Cankam Puraṇi poem into English. The act of translating a Classical work of art is a means of understanding an age-old culture, a distant author and an invaluable document of custom and heritage. Putting such a translation task into an objective test would certainly contribute for the successful accomplishment of the process in the further attempts. In the course of study the source language poem has been analysed with particular focus on lexical and syntactic problems of translation. The study is a comparative analysis of three different translations of the cankam purananuru poem, as rendered by A. K. Ramakrishnan, F. N. Appaswami and M. L. Thangappa. The critical study would account for the variations in each of the translated version in the light of standard techniques, procedures, principles and theories of translation as propounded by Eugene Nida and Peter Newmark. The effort has been attempted via assessing the similarities and differences among the three different translations of the Tamil poem from the *Uraṇṇa Purananuru* 'four hundred public poems' anthology.

As far as the English rendering of the cankam poems is concerned, there have been a number of translations from time to time. Ever since 1937, there have been nearly fifty six English versions of cankam poetry of which five are exclusively of cankam puraṇi poems. The first, K. Kottapathy's *Tamil Herold Poetry*, was published in 1968. The most recent translator of cankam poems is Vadehi Herbert, an NRI in the United States of America. She published her translations of puraṇi poems in 2015. Though it is sixty eight years since the first English translation of the cankam poetry was published, there have been very few critical analyses and reviews of the great work. At this juncture the




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