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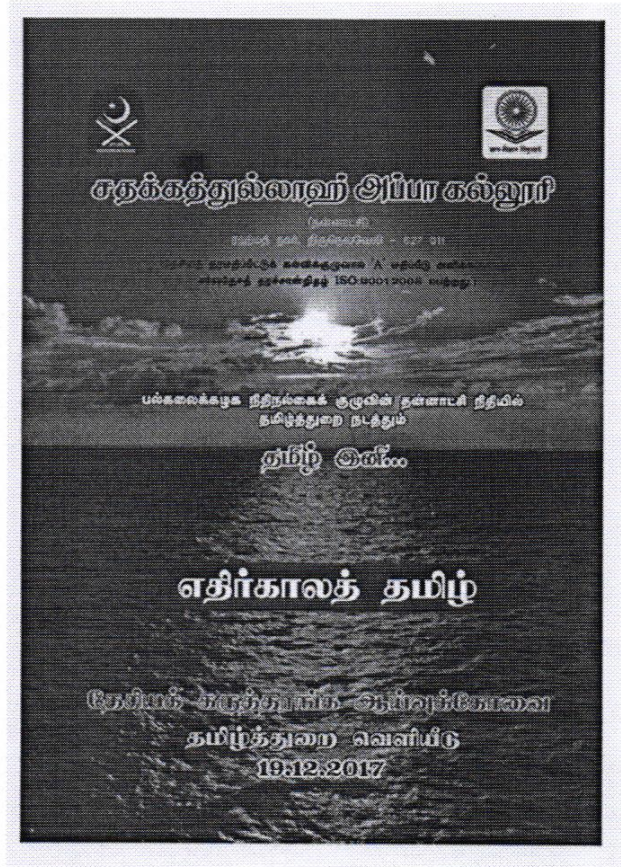


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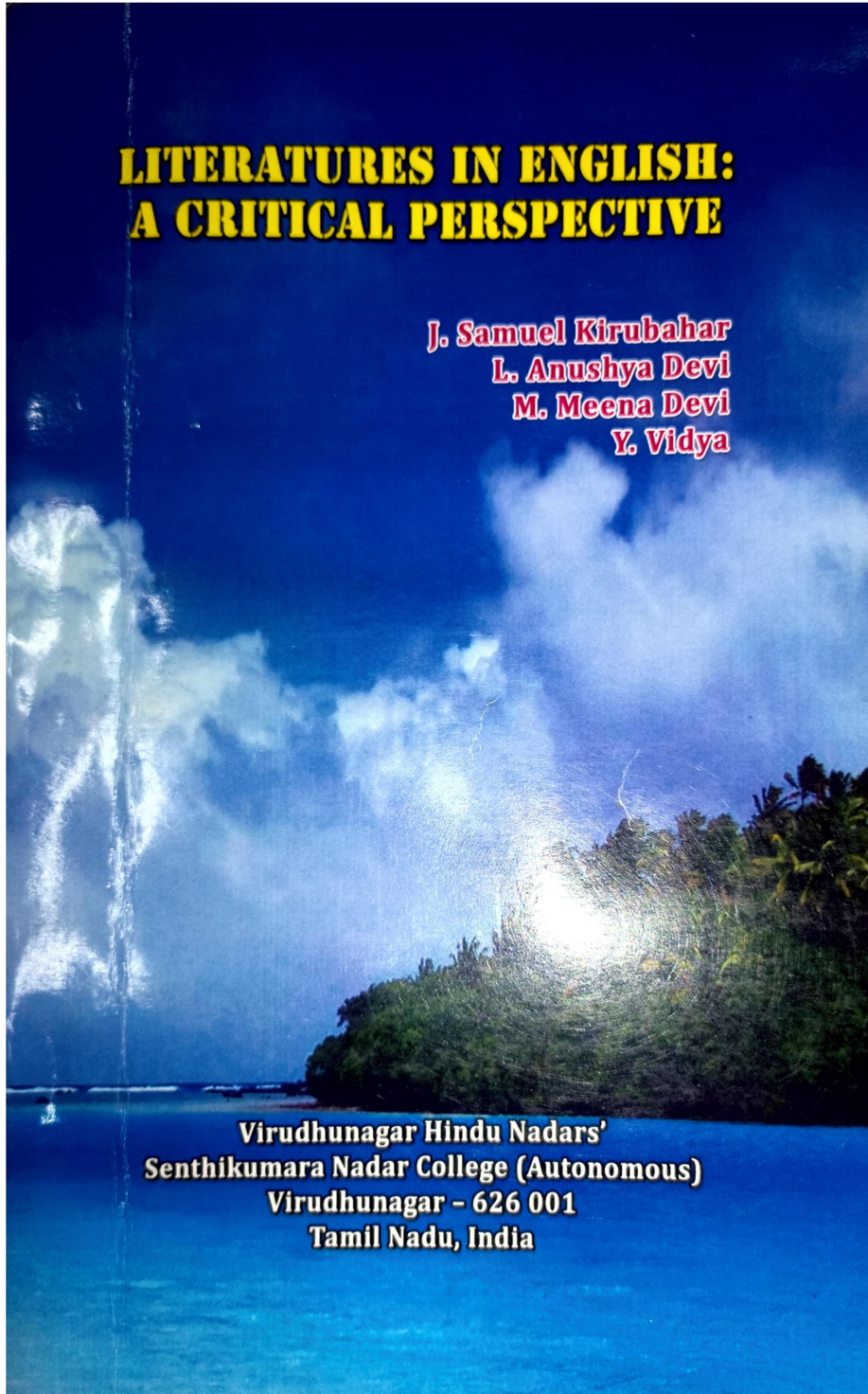


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4	Dr. Kanna Muthiah	Literatures In English: A/ Prominence of Female Characters in One Night @ Call	978-93-81723- 80-7	DEPARTMENT OF ENGLISH
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37	The Diasporic Vision	Manjula V	207
38	The Crisis of Identity in Postcolonial Novel	Saman Abdulqadir Hussein Dizayi	210
39	Cultural Disintegration with Special Reference to Chinua Achebe's Things Fall Apart	Dr.A.Saridha	226
40	Prominence of Female Characters in One Night @ Call Center	S.Sugumar Dr.S.Ramanathan Dr.Kanna Muthiah	232
41	A Study Of Identity Crisis Postcolonial Novel	Dr. R. Kabilar D. Soundarapandi	239
42	Feminine Agony in Cry the Peacock	M. Jaganathan	243
43	Portraiture of the 'Tide Country' in Amitav Ghosh's "The Hungry Tide"	T. David	246
44	Pervasive Search for a Homeland in Kiran Desai's The Inheritance of Loss	S. Bhuvaneshwari	251
45	Undying love of Sisters in Sister of My Heart	Masroor Jahan S. Inamdar	257
46	Gogol's identity crisis in Jhumpa Lahiri's Novel "The Namesake"	Miss. Sunita M. Gumashetti	261
47	Diaspora in Sunetra Gupta's Novels: A Study	Ms. Deepa.M.Madiwal	269
48	Existential Dilemma in Albert Camus's Works	Prem Kumar. G	272
49	Reflection of African Marriage in Buchi Emecheta's The Bride Price	Savita F Nagannavar	275

PROMINENCE OF FEMALE CHARACTERS IN ONE NIGHT @ CALL CENTER

S.Sugumar

Dr.S.Ramanathan

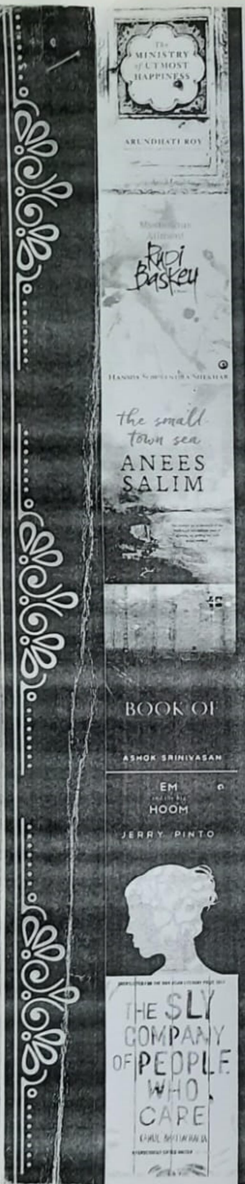
Dr.Kanna Muthiah


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

5	Dr. Anitha Gnamuttu	Prosaic Dreams of Money and comfort in Anjum Hasan Neti, Neti: not this	978-81-9351-988-2	DEPARTMENT OF ENGLISH
6	Mrs.M.Benazir Nuzrath	Diasporas within India and the Marginalization of Tribals in Hansda Sowvendra Shekar's The Adivasi Will not Dance	978-81-9351-988-2	
7	Miss. Supriya	Polemics of religious Beliefs and Practices: A derisive commentary on Anuradha Roy's sleeping on jupiter	978-81-9351-988-2	





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**THE NATIONAL SEMINAR ON
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TO THE SHORTLISTED NOVELS FOR
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CONTENTS

S.No.	Contents	Page No.
01	PROSAIC DREAMS OF MONEY AND COMFORT IN ANJUM HASAN'S NETI, NETI: NOT THIS, NOT THIS ~Anita Gnanamuttu	01
02	DIASPORAS WITHIN INDIA AND THE MARGINALIZATION OF TRIBALS IN HANSDA SOWVENDRA SHEKHAR'S <i>THE ADIVASI WILL NOT DANCE</i> ~M. Benazir Nuzrath	07
03	DYSTOPIA AND NOSTALGIA IN DEEPAK UNNIKRISHNAN'S <i>TEMPORARY PEOPLE</i> A. Uswathun Hasana	13
04	"TWISTED LOVE" IN ARUNDHATI ROY'S 'THE MINISTRY OF UTMOST HAPPINESS' R. Sinthu	22
05	DEPRESSION AND MENTAL ILLNESS OF EM: A PSYCHOLOGICAL STUDY ON JERRY PINTO'S <i>EM AND THE BIG HOOM</i> M. Sasi Rekha	25
06	"A PORTRAYAL OF WOMEN CHARACTERS IN KALPANA SWAMINATHAN'S VENUS CROSSING" M. Archana	35
07	THE CONFLICT BETWEEN LOVE AND HONOUR IN MANJUL BAJAJ'S 'COME BEFORE EVENING FALLS' P. Abubakkar Sithique, M. Mohamed Riyaz	42

08	POLEMICS OF RELIGIOUS BELIEFS AND PRACTICES: A DERISIVE COMMENTARY ON ANURADHA ROY'S SLEEPING ON JUPITER M. Supriya	47
09	SACRILEGE, SUBVERSION OF THE TRADITION AND INCREDULITY TOWARDS METANARRATIVES: A BAKHTINIAN READING OF <i>BHARATHIPURA</i> BY U. R. ANANTHAMOORTHY J. Jeslin Chellam	52
10	A BIRD'S EYE VIEW ON THE BRUTALITY AND MARITAL VIOLENCE IN MEENA KANDASAMY'S <i>WHEN I HIT YOU</i> T.Kanmani	57
11	A FEMINIST APPROACH TO MEENA KANDASAMY'S <i>WHEN I HIT YOU</i> OR, <i>A PORTRAIT OF THE WRITER AS A YOUNG WIFE</i> S. Shiny Rosilda , M. Tamil Selvi	61
12	EXISTENTIAL FEMINISM THEMES IN MEENA KANDASAMY'S <i>WHEN I HIT YOU</i> : OR A PORTRAIT OF WRITER AS A YOUNG WIFE A.Manoj	64
13	THE PATHETIC PLIGHT OF FARMERS AND THEIR CRISIS IN "FOREIGN"	69

**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).

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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

¹ M. Phil Scholar, Sadakathullah Appa College, Rahmath Nagar, Tirunelveli – 11.

8	Dr. S. Muhammed Haneef	The National Seminar on Comparative literature: Theory and Praxis	978-81-935198-4-4	DEPARTMENT OF ENGLISH
9	Dr. Kanna Muthiah	The National Seminar on Comparative literature: Theory and Praxis		
10	Dr. K. Hema	The National Seminar on Comparative literature: Theory and Praxis		
11	Mr. S. Shakeel S	The National Seminar on Comparative literature: Theory and Praxis		
12	Mr. K. Syed Ali Badusha	A comparative analysis of multiple english translations of Tamil Cankam Purananuru peom		
13	S.O. Khatheerja Fazeela	An Anological Venture in to comparative literature through Chinua Achabes Novelist as a teacher and Martin Luther Kings I Have a dream		
14	I. Faustina Leo	Marital Dsharmony in R. K. Narayanans the dark room and Shashi Deshpandes long silence: A comparative study		
15	Dr. Kanna Muthiah	Transition in female characters : A comparative study of Kamala Markandey's Nester in a sleeve and Anita nairs Ladies coupe		
16	M. Benazir Nuzrath	Tribulations of the tribal womanhood: A comparative study of the Advasis will not dance and Hansda sowendarshekar and Mamanga Dai		

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CONTENTS

S.No.	Contents	Page No.
01	Widow Vs Widower - An Outlook on Bapsi Sidhwa's <i>Water</i> and U.R. Anantha Murthy's <i>Samskara</i> Dr. S. Melwin	01
02	A Comparative Analysis of Multiple English Translations of Tamil <i>Cankam Purananuru</i> Poem - 192 Mr. K.Syed Ali Bhadhusa	05
03	Journey Back Home in T.S Eliot's <i>Little Gidding</i> and Margaret Laurence's <i>The Diviners</i> Dr. L. Judith Sophia	16
04	Revenge in the Short Stories of R.K.Narayan and Anton Chekhov. S.Gopinath	21
05	An Analogical Venture into Comparative Literature through Chinua Achebe's <i>Novelist as a Teacher</i> and Martin Luther King's <i>I Have a Dream</i> S.O. Katheerja Fazeela	25
06	Women and Nature, Women as Nature: An Eco-Feministic Study of Margaret Atwood's <i>Surfacing</i> and Jeyamohan's <i>Kaadu</i> R. Princee	30
07	A Comparative Study of Cultural Conflict in Jhumpa Lahiri's <i>The Namesake</i> and Kiran Desai's <i>The Inheritance of Loss</i> T.Umaa Parameswari	37
08	A Comparative Study of African Oral Literature and its Traditions K.Daisy Graceline Soma	43

- 09 Marital Disharmony in R.K.Narayan's *The Dark Room* and Shashi Deshpande's *That Long Silence: A Comparative Study.* 46
L. Faustina Leo
- 10 Impact of National Identity in Nissim Ezekiel's *Poem Island* in Correlative with Tamil *Puram Poems* 51
Dr. S.Shakila Sherif and V.Elumalai
- 11 Transition in Female Characters : 55
A Comparative Study of Kamala Markanday's *Nectar in a Sieve* and Anita Nair's *Ladies Coupe*
Subashini . A and Dr. Kanna Muthiah
- 12 Tribulations of the Tribal Womanhood: *A Comparative Study of The Adivasi Will Not Dance* and Hansda Sowvender Shekar and Mamang Dai 59
M. Benazir Nuzrath
- 13 A Forward Leap from Traditional to Modern Methods 64
in Teaching Reading Skill with Special Reference to e-book
J.Ananthy and Dr. K.M Sumathi
- 14 Affections are Tuned for Love and Superimposed 69
on Joy and Reality: A Comparative Study of
Character Portraiture in *This Side of Heaven,*
Oceans Apart, and *Where Yesterday Lives*
Mrs. Jeba Regis P J
- 15 An Analysis of Alikeness in Stephenie Meyer's 75
Breaking Dawn and Gabrielle-Suzanne Barbot de
Villeneuve's *The Beauty and The Beast*
S.B.Chandhini Priyadharshini
- 16 Butterfly Repercussion in the Select Short Stories 79
of Philip K Dick and Ray Bradbury
T. Sowmya

**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

¹ Assistant Professor, Department of English, Sadakathullah Appa College (Autonomous), Rahmath Nagar, Tirunelveli - 627 011.

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

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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

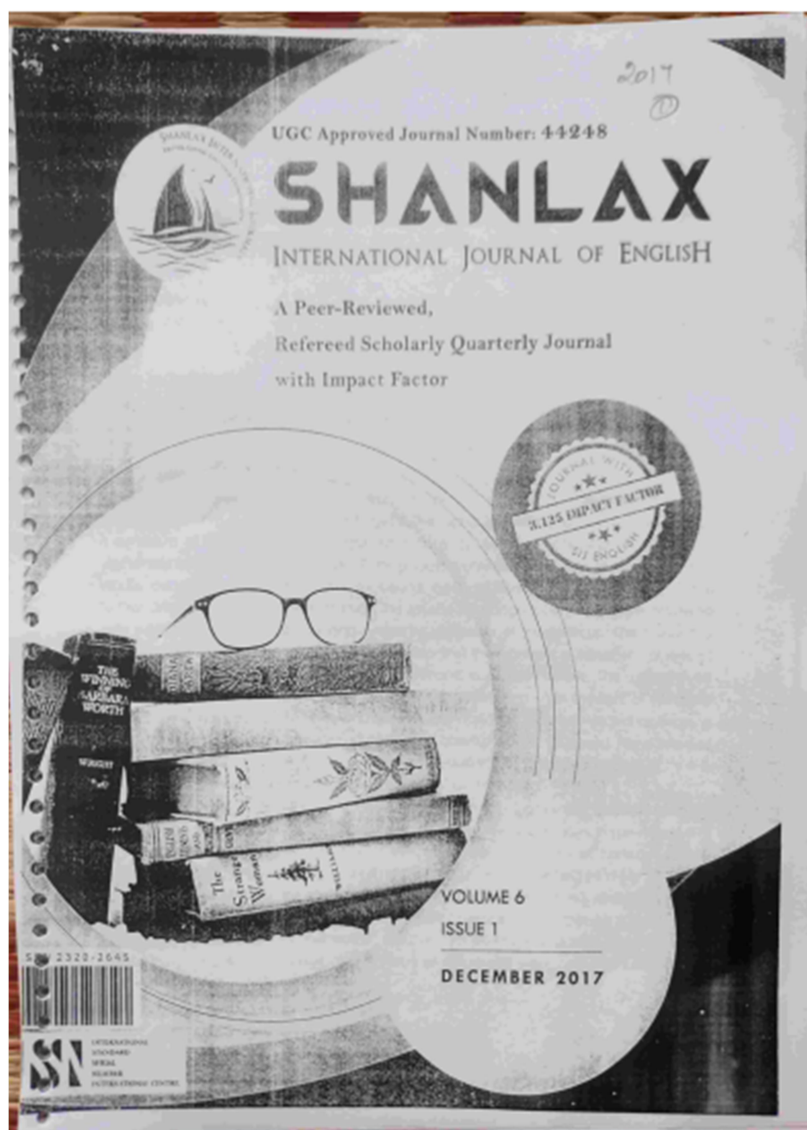
A Comparative Study of the tribulations of tribal womanhood in Hansda Sowvender Shekar's *The Adivasi Will Not Dance* and Mamang Dai's *Stupid Cupid* is made to find out the afflictions encountered by the tribal women. Also, it is believed that a comparative approach between the Adivasi tribal women 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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17	Mr. K. Syed Ali Badusha	Shanlax International Journal of English / ISSUES IN TRANSLATING ELLIPSIS WITH PARTICULAR REFERENCE TO THE TAMIL CLASSICAL CANKAMPURANANURU poem 191	ISSN:2320-2645	DEPARTMENT OF ENGLISH
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**ISSUES IN TRANSLATING ELLIPSIS WITH PARTICULAR REFERENCE TO
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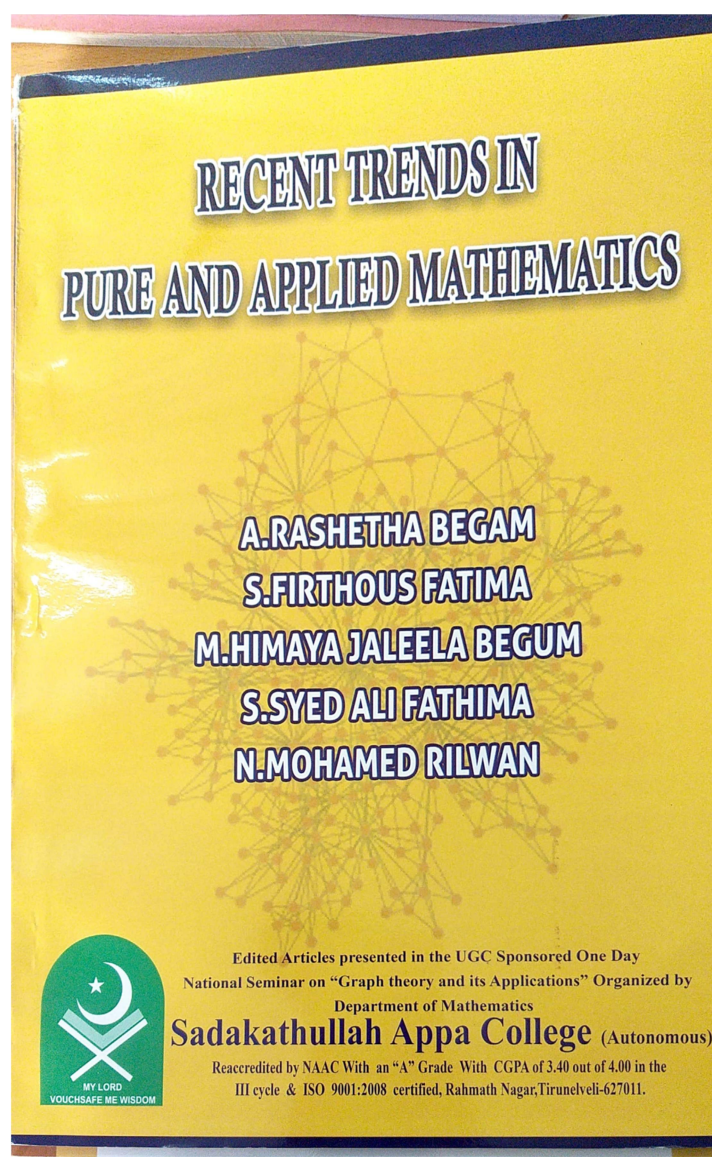
K. SYED ALI BHADHUSHAAssistant Professor, Department of English, Sadakathullah Appa College (Autonomous),
Rohmash Nagar, Palayamkottai, Tirunelveli, Tamil Nadu, India

Preliminaries

The present paper analyses the problems and possibilities of translating the Tamil Classical Cankam Puram 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 utilitarian 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. Ramanujan, P. N. Appuswami 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 *425-191 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 1957, there have been nearly fifty six English versions of *cankam* poetry of which five are exclusively of *cankam puram* poems. The first, K. Kalaspathy's *Tamil Heroic Poetry*, was published in 1968. The most recent translator of *cankam* poems is Vaidehi Herbert, an NRI in the United States of America. She published her translations of *puram* 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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CONTENTS

ON $\mu\Psi$ -CONTINUOUS AND $\mu\Psi$ -IRRESOLUTE MAPS IN TOPOLOGICAL SPACES
M. DHANALAKSHMI and K. ALLI

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K. ALLI and M. ARLINE JEYAMARY

STABLE AND PSEUDO STABLE GAMMA NEAR RINGS
D. RADHA and V. SELVI

RELATIONSHIP BETWEEN GLUCOSE LEVELS AND INTRAOCULAR PRESSURE (IOP) FLUCTUATION IN DIABETIC AND NON DIABETIC PATIENTS – A CONCEPTUAL STUDY
A. RASHETHA BEGAM and S. JAYALAKSHMI

ZERO DIVISOR GRAPH OF Γ -NEAR – RINGS
R. RAJESWARI, N. MEENAKUMARI and T. TAMIZH CHELVAM

BALANCED DOMINATION NUMBER OF HELM GRAPH
S. CHRISTILDA and P. NAMASIVAYAM

THE MODERATION EFFECT OF PERSONAL CHARACTERISTICS ON ORGANISATIONAL BEHAVIOUR
K. SENTHAMARAI KANNAN and V. SATHIYA

PSEUDO NEIGHBOURLY IRREGULAR FUZZY GRAPHS
S. RAVI NARAYANAN and S. MURUGESAN

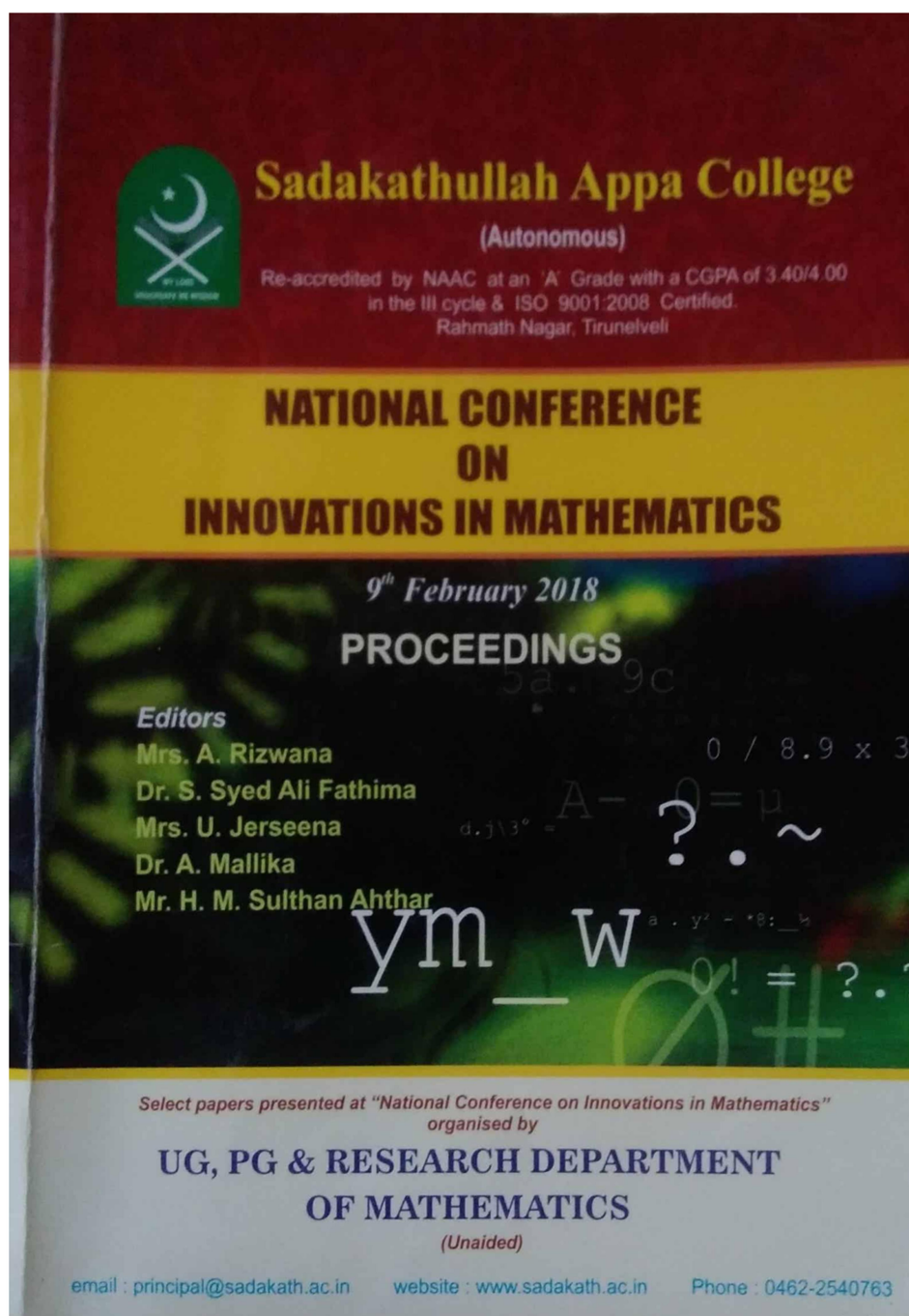
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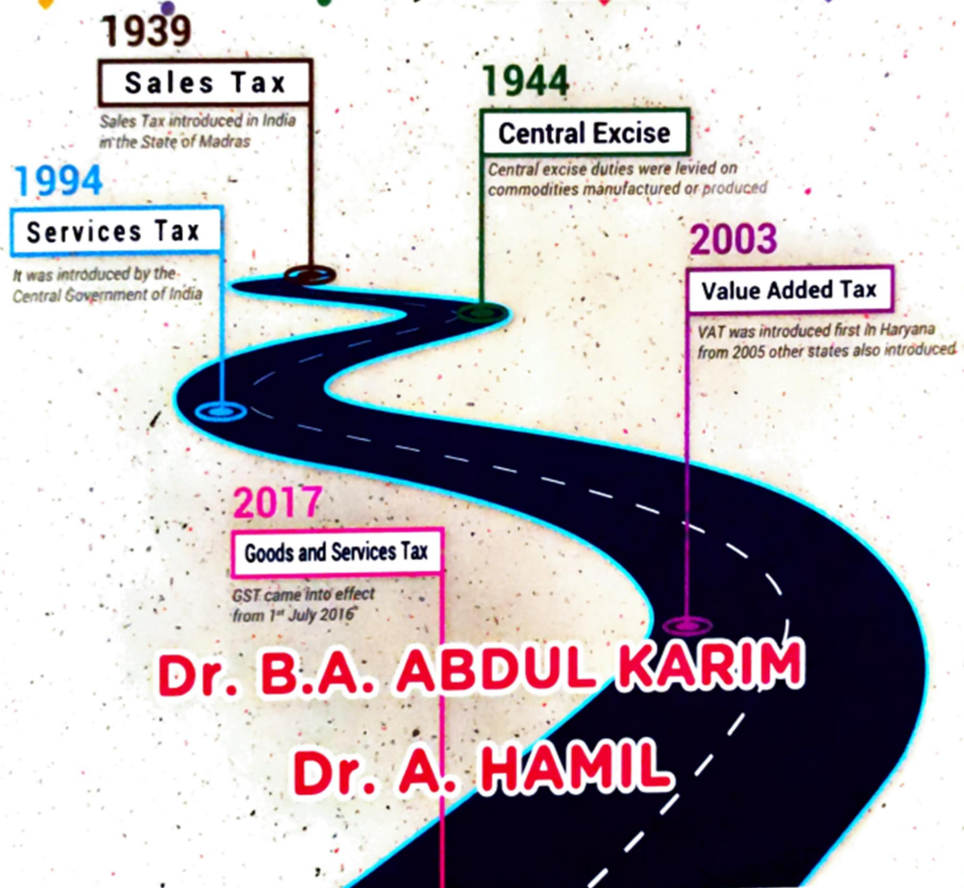
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CONTENT

1. **Group S3 Cordial Labeling of Some Graphs** 1-9
M. K. Karthik Chidambaram ,S. Athisayanathan and R. Ponraj
2. **On Weakly π -Subcommutative Γ -Near Rings** 10-18
D. Radha, C. Raja Lakshmi
3. **Pseudo Symmetric Ternary Γ –Semiring** 19-24
D. Radha, M. Kavitha
4. **ON RIGHT BIPOTENT Γ – NEAR – RINGS** 25-31
Dr. M. Kalaiselvi, Dr. N. Meenakumari, S. Suguna
5. **SOME RESULTS IN FUZZY SOFTGENERALIZED
CONTRA CONTINUITY** 32-52
A.Ponselvakumari , R.Selvi
6. **Optimality solution of interval linear programing problem** 53-60
Dr. S. Ananthashmi
7. **PRIMARY CLASS DERIVATIONS OF A RINGS** 61-64
R.HemaLathaM.Sc.,B.Ed,M.Phil, AP/Maths
8. **On unequivocal disposition of contra ψ^+ -continuous in
simple extended topological spaces** 65-71
M.Dhanalakshmi, K.Alli
9. **CONTRACTIBLE SPACES, HOMOTOPY TYPE AND
RETRACTIONS IN ALGEBRAIC TOPOLOGY** 72-75
Shamula Malani, M. Dhivya

27	Ms. K. Chitra	Changes In Indirect Taxes And It'S Challenges	978-81-935-198-9-9	DEPARTMENT OF COMMERCE
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TABLE OF CONTENTS

S.NO	TITLE	PAGE NO
1	INDUSTRY 4.0 FOR SMES - SOME ENVIRONMENTAL ASPECTS Peter SMERINGAI and Tibor KRENICKY	1
2	SOCIALLY CONSCIOUS PRODUCTION, CONSUMPTION AND SUSTAINABILITY SOWJANYA DHARMASANKAR	6
3	A STUDY ON CONSUMER BEHAVIOUR TOWARDS THE PURCHASE OF ORGANIC FOODS IN TIRUNELVELI DISTRICT, TAMILNADU R.Allwin nirmal singh	13
4	IMPACT OF SOCIAL MEDIA AND EXPLORING CRITICAL YOUTH MEDIA PRACTICE Dr.R.Anitha, J.Jeyanthi	19
5	CORPORATE SOCIAL RESPONSIBILITY IN INDIA P.Anitha	25
6	EMPOWERMENT OF WOMEN'S EDUCATION G.Baby Alex, Dr.B.Revathy	29
7	A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTISEMENTS IN BUYING BEHAVIOUR OF WORKING WOMEN IN PALAYAMKOTTAI AREA A.Benazir, K. Sheik Thamby	33
8	USE OF SOCIAL MEDIA IN EDUCATION: POSITIVE AND NEGATIVE IMPACT ON THE STUDENTS M.Chandraleka	43
9	TRAVEL & TOURISM ECONOMIC IMPACT 2017 INDIA K. Esakki Muthu, DR. K. Rajamannar	49
10	A STUDY ON CONSUMERS PURCHASING BEHAVIOUR TOWARDS GREEN PRODUCTS WITH SPECIAL REFERENCE AT NAGERCOIL A. Franklin Ragila, J. Jenifer	53
11	A STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE AND CADBURY CHOCOLATES IN TIRUNELVELI CITY. Dr. P.Geetha	59
12	A STUDY ON ONLINE TRAINING PRACTICES OF HUMAN RESOURCE MANAGEMENT IN ORGANIZATIONS AT TAMILNADU, INDIA. S.Grace, Dr.Stanley Daris Mani	65
13	ROLE OF TECHNOLOGY IN ENTREPRENEURIAL DEVELOPMENT FACILITATING INNOVATIVE VENTURES D.Jeya Raman, M.Dhilip Kumar	69
14	IMPACT OF MEDIA ON EDUCATION R. Jeya Suriya	79
15	ENVIRONMENTAL IMPACT OF TOURISM DR.T.Kalavathi, V.Sakthivel, P.Muthu kalanchiyam	83
16	A STUDY ON ENVIRONMENTAL IMPACTS ON TOURISM IN INDIA Dr. N. Kamala, Dr. A. Arunadevi, Dr. V. Sangeetha	88
17	BUYERS BEHAVIOUR TOWARDS REVERSE OSMOSIS WATER PURIFIERS - A STUDY WITH PARTICULAR REFERENCE TO BUYERS IN KOVILPATTI TOWN G.Karthik, P.Sathiskumar	94
18	IMPACT OF MEDIA B.Karthika	101
19	CONSUMER BEHAVIOUR N.Kiruthika	105
20	RURAL MARKETING AND MULTINATIONAL COMPANIES K. Kanimozhi, Dr. B. Revathy	112
21	GREEN MARKETING STRATEGIES IN INDIA N.Lavanya, Dr.K.Gomathi Shankar	120
22	FACTORS AFFECTING THE CONSUMER BEHAVIOR IN GREEN PURCHASING N.Lavanya, M.Sorna Lakshmi, S.Maha Lakshmi	125

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

A. Benazir, Assistant Professor, Department of Commerce, Sadakathullah Appa College, Tirunelveli

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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 were 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

TABLE OF CONTENTS

S.NO	TITLE	PAGE NO
1	INDUSTRY 4.0 FOR SMES - SOME ENVIRONMENTAL ASPECTS Peter SMERINGAI and Tibor KRENICKY	1
2	SOCIALLY CONSCIOUS PRODUCTION, CONSUMPTION AND SUSTAINABILITY SOWJANYA DHARMASANKAR	6
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5	CORPORATE SOCIAL RESPONSIBILITY IN INDIA P.Anitha	25
6	EMPOWERMENT OF WOMEN'S EDUCATION G.Baby Alex, Dr.B.Revathy	29
7	A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTISEMENTS IN BUYING BEHAVIOUR OF WORKING WOMEN IN PALAYAMKOTTAI AREA A.Benazir, K. Sheik Thamby	33
8	USE OF SOCIAL MEDIA IN EDUCATION: POSITIVE AND NEGATIVE IMPACT ON THE STUDENTS M.Chandraleka	43
9	TRAVEL & TOURISM ECONOMIC IMPACT 2017 INDIA K. Esakki Muthu, DR. K. Rajamannar	49
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13	ROLE OF TECHNOLOGY IN ENTREPRENEURIAL DEVELOPMENT FACILITATING INNOVATIVE VENTURES D.Jeya Raman, M.Dhilip Kumar	69
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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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----	--------------------	---	-------------------	------------------------------



33	Supply Chain Communication: An Innovative Sustainable Business Strategy	152
	Casely Sneha and Maria Rex Sugirtha	
34	A Study on Role of Green Marketing in India	155
	Ramola Ponmalar and Suma	
35	Environmental Management Through Green Banking: A study of Commercial Banks in India	157
	Seetha Lakshmi	
36	A Study on Sustainable Marketing Strategies of Apple Growers in Jammu & Kashmir	160
	Jagathish and Wilson	
37	Green Banking: As Banks Initiative for Sustainable Development	164
	Esakkidevi	
38	A Study on Factors Affecting Work Life Balance of Women Employees in Selected Retail Textile Shops in Tirunelveli	167 ✓
	Mohamed Imran and Shahul Hameed	
39	A Study on Mobile Learning Through Students for Sustainable Development of Knowledge in Tenkasi Arts and Science Colleges	172
	Ravi and Nidhya	
40	Green Banking in India: Problems and Prospects	176
	Valliammal	
41	Peoples' Perception on Relationship Management in E-Governance Centers in Kovilpatti and Its Environs	179
	Thanga Ganesh and Pushpa Veni	
42	Impact of Customer Delight on Customer Loyalty towards E-Retailers	184
	Subhalakshmi	
43	The Impact of Training on Women Self-Help Group Members in Kanyakumari District	186
	Safia and Darling selvi	
44	A Study of Service Providers Strategies in Sustainable Tourism Industry in Tirnelveli District	190
	Lalitha and Rajalingam	
45	Internal Marketing in Communication	194
	Mahaletchumi	
46	Customer Perspective in Innovation of Technology Enabled Services of Commercial Banks in Thoothukudi	198
	Vidya	
47	An Overview of Green Hospitals for Sustainable Development	202
	Arumugam and Pradeep Kumar	
48	Enhancing Employee Motivation through Internal Marketing Sustainability	205
	Edwich Rosemary	
49	Methods for Sustainable Marketing Strategies and Its Related Issues in Green Marketing Mix	208
	Mariammal	

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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