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Chief Editor

Dr. Keyur K. Parekh

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EDITORIAL NOTE

We, the Editors of the International Multidisciplinary Refereed Journal PERCEPTION, are extremely glad to present you the Second Issue of our Ninth Year. Actively working under the banner of KESHAV PUBLICATION, the objective of this journal is to provide a wealth of educational resources to ignite novice ideas, speak meaningful discussions and provide practical insights to the education fraternity. The aim of this journal is to serve as a knowledge-sharing, collaborative and inspirational platform for the research fraternity across disciplines. The research articles are meticulously selected so as to share insights, methodologies and discoveries with wider community. The journal aims to serve as a venue for the research scholars to showcase their exploration of unexplored terrains of knowledge. As a multidisciplinary journal, it provides an excellent opportunity for scholars from all epistemic disciplines not only to share their knowledge but provide a stage for mingling of different disciplines too.

The multidisciplinary nature of the journal provides research fraternity a genuine chance to express their variegated stuff. The research scholars are able to exhibit their competency levels on this platform. The current issue includes articles from Law, Commerce, Humanities, Education and English Literature. Spread across many differing domains of knowledge, the current issue provides a delicious treat to the minds of the readers. We are just a medium to connect and showcase the erudite researches of research scholars to the society and the education community. We feel proud to be associated with scholars who selected our journal to publish their research work. At our end, we are leaving no stone unturned to put such erudite scholarly works in the most effective manner. To conclude, we assure you all that we will continue to live and cherish our goal to seek and share the most erudite knowledge of various disciplines across the globe. We present you this issue with the hope that it will cater the needs and expectations of the scholars and readers.

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The Aryavarta Chronicles: A Thematic Exploration

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Abstract:

Krishna Udayasankar's *Aryavarta Chronicles* presents a captivating reimagining of ancient India through a fantastical lens. Drawing inspiration from the *Mahabharata*, the series deconstructs the epic, offering a rationalized version of its characters and events. This research paper delves into the central themes that resonate throughout *The Aryavarta Chronicles*, examining how Udayasankar utilizes them to create a compelling narrative and engage with contemporary audiences. The paper explores the concept of Dharma, the constant struggle between duty and desire, the destructive cycle of vengeance, the enduring power of love and loss, and the series' unique portrayal of gender roles. By analyzing these themes, the paper sheds light on the series' significance within the realm of Indian fantasy literature. This study investigates the dismantling of the notion of Dharma, the reinterpretation of familiar characters and events, the unique world-building that draws upon Hindu mythology, and the series' contribution to the evolving landscape of Indian fantasy literature. The series reimagines the epic, presenting a fantastical world inspired by the *Mahabharata's* characters, events, and underlying philosophies. This paper explores how Udayasankar utilizes mythological themes to craft a thought-provoking narrative that resonates with contemporary readers.

Keywords:

Ancient India

Dharma

Duty

Desire

Power

Mythology

Fantasy

Reimagination

Belief

Culture

Literature

The fantasy series *The Aryavarta Chronicles*, written by Krishna Udayasankar, is set in ancient India. Despite taking cues from the *Mahabharata*, the series presents an epic that is rationalised, which is a novel approach. In-depth analysis of the chronicles' subjects, characters, and relevance to Indian fantasy literature are offered in this research study. *The Aryavarta Chronicles* is an innovative interpretation of a widely recognised Indian classic. A deeper comprehension of Indian mythology and its reception in modern literature can be achieved by looking at how characters, themes, and historical setting are reinterpreted. In addition, examining the series' impact on the fantasy subgenre might provide insight into how Indian speculative fiction is developing.

The Aryavarta Chronicles by Krishna Udayasankar offer a fascinating imaginative retelling of ancient India. The show, which takes its cues from the *Mahabharata*, breaks down the epic and presents a more logical portrayal of its characters and events. The main mythological elements that recur in *The Aryavarta Chronicles*, and investigating how Udayasankar employs them to make a gripping story and interact with modern readers.

The idea of Dharma, or the Hindu moral code and road of righteousness, is the major focus of the series. The story takes place in the broken empire of Aryavarta, where the quest for Dharma has turned into a point of contention.

The Aryavarta Chronicles' characters struggle with the ongoing conflict between duty and desire. As the presumed successor of the Pandava family, Yudhishtira personifies the ideal of moral leadership by putting duty ahead of self-interest. But his brothers, Bhima and Arjuna, who are motivated by their goals and strengths, stand in for the attraction of desire. Similar to this, Duryodhana's insatiable thirst for power drives the Kaurava side's battle with the Pandavas, emphasising the disastrous route that unbridled ambitions might take. The trilogy looks at how the desire for vengeance and unresolved grudges may fuel a violent cycle. The want to exact revenge on those who they believe have wronged them consumes characters such as Draupadi and Karna, resulting in additional violence. The story emphasises how crucial it is to let go of grudges and how justice—rather than retaliation—is necessary to bring about peace.

Krishna Udayasankar's *Aryavarta Chronicles* go into a variety of topics that provide complexity to the *Mahabharata*-inspired universe. Although violence and strife take the front stage, Udayasankar gives the characters more nuance by incorporating themes of love and grief. The affection between spouses, the tie between brothers, and the desire for kinship serve as contrasts to the savagery of battle. The idea of Dharma, or the moral code and road of righteousness, is the main focus. Aryavarta is a divided land where many groups follow and

understand Dharma in divergent ways. This dispute underlines how difficult it is to live up to this ideal in a society where ambition and conflict abound. The characters fight with this internal conflict all the time. Yudhishtira is the epitome of moral leadership; he puts the good of the community before his own interests. Some, motivated by their goals and strengths, such as Bhima and Arjuna, embody the attraction of desire. Character decisions and tension are fueled by this internal conflict. Udayasankar adds emotional depth by incorporating themes of love and grief despite the battle being the main focus of the story. The ties that bind brothers, the affection that exists between spouses, and the desire for a family unit serve as contrasts to the savagery of war. The intricacies of love and fidelity in the face of disaster are illustrated by characters such as Krishna and Subhadra.

In terms of gender roles, Krishna Udayasankar's *Aryavarta Chronicles* paints a nuanced picture. It presents some intriguing twists on the conventional roles portrayed in the *Mahabharata*, even though it doesn't necessarily create any new territory. Women frequently lack the power to control their own lives. Especially as dads and spouses, the decisions men make frequently impact their lives. One such instance is Draupadi's forced marriage into the Pandava family. The show has several strong, expectation-defying female characters, despite its flaws. Even though she has been harmed,

Draupadi exhibits great bravery and resilience. Krishna's sister Subhadra is an accomplished warrior who takes part in the battle. The trilogy delves at the emotional lives of women and how they relate to men and one other. This gives the characters more nuance and acts as a diversion from the emphasis on violence and battle. Gender roles aren't drastically changed in *The Aryavarta Chronicles*. It does, however, paint a more complex picture than the conventional *Mahabharata* story. Characters defending traditional roles coexist with strong, autonomous female characters. The series challenges readers to think about the complexities of gender dynamics within this fictional universe by acknowledging the limits faced by women while simultaneously highlighting their strength and perseverance.

Krishna Udayasankar's *Aryavarta Chronicles* weaves a number of thematic ideas into the narrative while exploring them throughout the series. The television show explores the political dynamics of Aryavarta in great detail, showing the competition amongst its ruling dynasties for influence and power. As people negotiate the complex web of friendships and betrayals, themes of ambition, deception, and the consequences of wielding power are explored. A lot of the characters in the show struggle to balance their individual aspirations with their assigned social responsibilities as they consider issues of identity and fate. As characters attempt to control their own futures in the face of more

powerful cosmic forces, the conflict between fate and free will is a recurrent theme. The series challenges conventional ideas of right and wrong by examining the difficult moral decisions that its characters must make. The exploration of themes like as honour, responsibility, and the greater good occurs when characters are faced with tough decisions and the fallout from those decisions. In the series, love and relationships are crucial to character motives and the plot's development. The story is permeated with themes of love, loyalty, and treachery, which deepen the character interactions with one another. The great battle of Kurukshetra, which serves as the show's climax, emphasises themes of war and warfare. Examined are the terrible effects of violence and the human cost of war, emphasising the terrible cost of warfare on both people and society at large. Mythology and spirituality are incorporated throughout the series, which explores the role of divine intervention and the characters' commitment to higher powers. The narrative incorporates themes of faith, belief, and the essence of divinity, which enhance the spiritual aspects of the tale.

The Aryavarta Chronicles by Krishna Udayasankar is a retelling of the *Mahabharata*, an old Indian epic, mythology plays a major role in the story. Udayasankar creates a lively and engaging universe by incorporating parts of mythology into the plot and pulling from the rich tapestry of Indian lore. There are epic fights in

the series that are similar to those in the *Mahabharata*. The series' confrontations, which range from minor skirmishes to the pivotal battle at Kurukshetra, are imbued with mythological importance, reflecting the cosmic struggle between good and evil. Numerous omens and prophecies that influence the plot and predict character outcomes can be found throughout the series. The novel gains a sense of mystique from these prophetic elements, which also serve to emphasise the idea of destiny and the certainty of particular events. Through rites and prayers, characters frequently ask celestial creatures for help and direction. It is said that divine intervention is a strong force that has the capacity to change the course of history and decide how wars turn out. Indian mythology features allusions to a variety of legendary characters and beings, including celestial nymphs, gandharvas, and rakshasas. The boundaries between the natural and supernatural are blurred by these imaginative components, which give the world of Aryavarta more depth and richness. The series' characters often alludes to myths and sacred writings from Indian mythology, citing lessons and tales that have been handed down through the ages. These allusions to mythology help to place the story's events in the larger context of Indian religious and cultural tradition.

Mythological themes are skillfully woven into the story in Krishna Udayasankar's *Aryavarta Chronicles*, lending the work depth and higher

levels of significance while also enhancing the story with elements of ancient Indian mythology. Hindu mythology features many different mythological characters in Udayasankar's series, including gods, goddesses, heavenly beings, and mythical animals. These characters have a variety of functions in the narrative, interfering with mortals' lives, giving advice, and changing the path of events. For instance, Krishna acts as a mentor and advisor to a number of characters, providing them with advice and direction based on his heavenly knowledge. Through a new and modern perspective, the series reimagines events from one of Hindu mythology's most beloved epics, the *Mahabharata*. Udayasankar offers fresh viewpoints on well-known tales and characters by incorporating her own twists and interpretations while adhering faithfully to the original epic's main plot. This opens up new levels of significance and symbolism for readers to explore when they interact with the mythology. *The Aryavarta Chronicles* explores a number of Hindu mythological themes, including rebirth, karma, dharma, and the cosmic conflict between good and evil. These ideas permeate the story and influence the characters' motivations, behaviours, and worldviews. Characters, for instance, struggle with the concepts of fate and free will as they attempt to fulfil their destiny and negotiate the difficulties of moral and ethical conundrums.

The trilogy frequently use symbolism, allegory, and metaphor to communicate mythological ideas. In Hindu mythology, certain individuals, occasions, and items have symbolic meaning that allude to deeper realities and universal themes. Readers can discover secret meanings and obtain understanding of the underlying mythological concepts at work by deciphering these symbols. Hindu customs, rituals, and religious practices are incorporated into the series to provide the story a solid cultural and mythical foundation. Hindu mythology-based ceremonies, prayers, and rituals are performed by characters, underscoring the spiritual aspects of the narrative and the connections between myth, religion, and daily life in ancient India. *The Aryavarta Chronicles'* mythological themes enhance the story and provide readers a greater understanding of Indian mythology as well as an engrossing and engaging reading experience. The series encourages readers to go through the ageless stories and timeless truths of Hindu mythology through its investigation of myth and folklore.

Krishna Udayasankar's *Aryavarta Chronicles* takes its cues from the *Mahabharata*, but it also presents a different view and approaches subjects in a different way. Characters in the *Mahabharata* are presented as archetypal beings who represent moral virtues and vices; they frequently behave out of devotion to dharma (duty). The representation of characters is that of larger-than-life beings, magnifying their flaws

or ideals for dramatic effect. By examining the characters' innermost thoughts, challenges, and intricate motivations, *The Aryavarta Chronicles*, on the other hand, presents a more nuanced picture of them. More humanization in the portrayal of characters enables readers to identify with their shortcomings and dilemmas. Characters in the *Mahabharata* wrestle with issues of duty, honour, and righteousness as it examines morality and ethics through the prism of dharma. Characters are often depicted as trying to maintain moral values despite hardship, with right and wrong being defined in precise terms. Similar moral and ethical topics are explored in *The Aryavarta Chronicles*, albeit the storyline includes more nuance. The series' characters are forced to deal with the difficulties of making moral decisions in a morally grey world when they are presented with moral quandaries when the distinction between good and wrong is hazy.

Although political intrigue and power struggles among reigning dynasties are shown in both the *Mahabharata* and *The Aryavarta Chronicles*, these topics are treated differently in each work. In the *Mahabharata*, political intrigue frequently takes a backseat to the ethical and philosophical elements of the story, which set the stage for the epic battle. Power and politics are major topics that propel much of the story in *The Aryavarta Chronicles*. The show offers a more in-depth examination of the mechanics of power in ancient India by focusing on the

complexities of political scheming, alliances, and betrayals. Hindu mythology is incorporated into both the *Mahabharata* and the *Aryavarta Chronicles*, including references to gods, goddesses, and legendary animals. Their approaches to these components, nevertheless, might differ. The legendary components in the *Mahabharata* are presented in a more conventional way; gods and other divine entities are frequently portrayed as active participants in the story, interfering with mundane matters. Reimagined and woven into the story in *The Aryavarta Chronicles*, mythological aspects show the author's distinct interpretation and imaginative vision. The show presents a new take on well-known tales and characters while continuing to reference Hindu mythology, giving more creative freedom and latitude to depict them as desired. Overall, *The Aryavarta Chronicles* offers readers a new and creative view of the old epic, even if it draws inspiration from the *Mahabharata*. It does this by presenting a unique narrative that addresses themes in its own unique way.

Though Krishna Udayasankar's *Aryavarta Chronicles* offers a distinct view of the *Mahabharata*, the issues addressed in both works share a number of commonalities. *The Mahabharata* and *The Aryavarta Chronicles* explore the idea of dharma, or duty, and how crucial it is in directing characters' behaviour. Characters in both works frequently have to

reconcile competing responsibilities and moral quandaries.

Both stories examine political and power issues while illustrating the rivalries between the reigning families of ancient India. The plots of *The Aryavarta Chronicles* and *The Mahabharata* are centred on power struggles, alliances, betrayals, and political intrigue. Both works heavily explore the theme of war and strife, which finds its climax in the legendary battle of Kurukshetra. Both stories examine the effects of violence, the cost of war on people and society, and the moral uncertainty of armed warfare. *The Aryavarta Chronicles* and the *Mahabharata* both show intricate character relationships and familial ties. The stories of both pieces revolve around the concepts of duty, jealousy, love, loyalty, and betrayal within familial ties. There are recurring themes of fate and destiny in both the *Aryavarta Chronicles* and the *Mahabharata*. Characters struggle with their assigned places in the cosmic order and the certainty of some occurrences, which are frequently predicted by omens and prophecies. Hindu mythology is replete with supernatural aspects and divine entities. Gods and goddesses

intervene in the lives of mortals, influencing the course of events. Through prayers, rites, and acts of devotion, characters ask for direction, protection, and heavenly favour. Characters in both works deal with moral and ethical conundrums as themes of morality and ethics are explored. Character development and conflict resolution are heavily reliant on issues of justice, morality, honour, and integrity.

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Decoding Gender Representation in Advertising in India

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Abstract:

Advertisements depict manners and mores of the ever-changing and liberal society. They inform not only about product but about the structure of the society. They should not only create a market and brand for the product but aially conducive message related with the product. The advertisements act as a mirror to reflect the societal reality at the gender level. The content of an advertisement carries a message, along with the product promotion, which impacts the society as a whole and even depicts the nature of the society. They can be considered as a mirror of the society in which they are broadcast – whether the society is a patriarchal or feminist, secular or communal, orthodox or modern, agrarian or industrial, etc. This rationale of this article is to study the representation of gender in the Indian society through the lens of advertisements. This article takes a look on some of such groups, which are of beauty products, apparels, household appliances and cleaning products. These groups are the most watched and broadcast on all forms of media and their target audience is mostly females. The portrayal of females in such advertisements is done to enhance the appeal of the product as the one which increases the desires or attractiveness of those who use these products. The grooming products for female create an appealing female so as to attract a male or male gaze by use of such products. The female are mere props, show pieces in such advertisements. Such advertisements depict the patriarchal mentality. They depict female in traditional roles or as thing of attraction but female demands recognition and identity. The contemporary advertisements are a small step in this direction, but much more needs to be done.

Keywords:

Advertising	Grooming Products	Gender	Female	Attractive
Appealing	Erotic	Patriarchal	Traditional roles	Male

Introduction:

“Content is King.”

Bill Gates

“Good content always has an objective; it’s created with intent. It therefore carries triggers to action.”

Ann Handley

The above two quotes highlight the significance of content, which increases many folds when it is in public domain. In today’s digital world, we are under constant attack of a variety of content. It may be in terms of words spoken or written, images still or moving, sound audible or inaudible, etc. An advertisement is a combination of the above all – we find words written and spoken, images still and moving with sound. The content of an advertisement carries a message, along with the product promotion, which impacts the society as a whole and even depicts the nature of the society. They can be considered as a mirror of the society in which they are broadcast – whether the society is a patriarchal or feminist, secular or communal, orthodox or modern, agrarian or industrial, etc. This rationale of this article is to study the representation of gender in the Indian society through the lens of advertisements. The objective is to locate which specific product/s reflect varying relationships of gender i.e. in favour of males, females or equality to both. In specific terms, the article explores the multifaceted portrayal of women in advertising within the Indian context.

What is advertisement?

“Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.” (Bovee, 1992, p.7)

According to the website adjust.com advertisement “is the means of communication in which a product, brand or service is promoted to a viewership in order to attract interest, engagement and sales.” (Adjust GmbH)

According to the Editors of Encyclopaedia Britannica, “Advertising, the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.” (Britannica)

These definitions inform two common things about advertisements – (i) its economic and capitalistic nature based on the sales of the product, services, etc. (ii) its purpose to attract, persuade or cause public notice towards its product, message or both. The impact that advertising makes is immense, which can be felt from the words of Mark Twain: “Many a small thing has been made large by the right kind of advertising.” (Brainy Quote) This makes the field of social advertising even more impactful and inspire ad-makers to make more effective and constructive advertisements. They should not only create a market and brand for the product but also a socially conducive message related with the product.

According to Wikipedia, social advertising is “applying marketing and advertising principles to promote health and social issues and bringing about positive behavioural change.” (Wikipedia) (https://en.wikipedia.org/wiki/Social_marketing) It is a type of mass media whose purpose is to educate or inspire people to participate voluntarily in social activities or change their social behaviour. Currently, there is a sudden eruption of such advertisements in India to highlight issues like girl-care, making and use of toilets, family planning, AIDS, Pulse Polio, women’s education, stop using tobacco and wine consumption, domestic violence, awareness about voting rights, etc. This article takes into account only those advertisements that address the gender issues – male and female portrayal in different light.

As a cultural institution, advertisements depict manners and mores of the ever-changing and liberal society. They inform not only about product but about the structure of the society. Kalpana Wandrekar, in her article “The Endangered Gender: Images of Women in Advertisements”, through a number of quotes from other observers, argues that the portrayal of women in advertisement is merely a “narrow”, “unrealistic”, “demeaning and damaging”, “male fantasy”, “commodified women and stereotyped them.” (Wandrekar) Such images portrayal the Indian society as a patriarchal society.

John Berger, in *Ways of Seeing*, argues that women are constantly thinking about how they

will look and feel within themselves, specifically to the men. They are under constant pressure to look attractive to males, for which they are nourished from childhood. He states, “She has to survey everything she is and everything she does because how she appears to others, and ultimately how she appears to men, is of crucial importance for what is normally thought of as the success of her life.” (Berger) In “Visual Pleasure and Narrative Cinema”, Laura Mulvey considers the male as active in gazing as the female is passive. The male not only styles but imposes his fantasy on the female figure. (Mulvey) Jean Kilbourne states that a woman spends a lot of time, energy and money so as to be able to achieve this ideal image. (Kilbourne) Woman is presented in such an ideal image as a commodity, object to be seen, non-thinking decorative objects by media. Media not only depicts but aids in creation of such images so as to strengthen such social perspectives about females.

In 1912, Hickey’s Bengal Gazette printed the first advertisement of ITC’s Gold Flake. In 1941, Lux portrayed Leela Chitnis in its ad. In 1970s, Blitz, a weekly magazine, published a photo of woman with the title ‘Women’s Lib’ with lines – “If she wants to wear a little, you must let her wear a little or, perhaps, she’ll wear a lot.” (Wandrekar) This was taken as a symbol of liberation of women. A picture of Penelope Cruz, Hollywood actress, was shown in Pune Times with her body covered with red chillies. This presents her as a dish for consumption, red

colour for passion and woman on sofa as available for male's pleasure. In 2007, Pune Times portrayed six beautiful women with a male in middle with a mobile. The erotic passions were implicated by background of garden, banana trees, white flowers, peacocks, parrots and black bull. This was nothing but presenting women as satisfying male fantasy.

Grooming Products and Advertisements:

Based on the grouping of products, advertisements are classified in many groups. This article takes a look on some of such groups, which are of beauty products, apparels, household appliances and cleaning products. These groups are the most watched and broadcast on all forms of media and their target audience is mostly females. This article looks at the gender representation in such ads and the messages they propagate in the Indian society.

Grooming products have always created an appeal among the people of every section of the society since times ancient. There was a gender distinction in these products but now a days it is not much distinctly advertised. The ads for male grooming products consist of shaving cream, perfume, talcum powder, face cream, clothing and accessories. Such ads cast women as a part of their advertisement campaign though they have no concern at all with those products. The portrayal of females in such advertisements is done to enhance the appeal of the product as the one which increases the desires or attractiveness

of those who use these products. In other words, the usage of such products results in creating film actors like Shah Rukh Khan. The advertisement of Denver perfume is one such, in which Shah Rukh Khan lists the perfume brand as one of those accessories that made him what he is! In fact, MNC brands like Gillette, Axe and Park Avenue too feature females in their advertisements to create such appeal. For instance, a shaving cream advertisement depicts a female getting attracted towards a male just because of his smoothly-shaven face, which was due to using a particular brand of shaving cream. The advertisement of perfumes depicts a female getting attracted towards a male due to the fragrance of the perfume. It not only attracts her towards the male but excites her for a romantic affair with the male. The perfume brand Wild Stone depicts in most of its advertisements that a female makes a romantic move towards a male in formal or informal setting due to the smell of the perfume.

The advertisements of skincare or haircare products for males also include females to depict the benefits of using such products. Garnier Men and Nivea Men use female models to depict the positive effects they create for the male users. An advertisement of shampoo shows how a woman gets attracted towards a male due to his hairs washed with a particular brand of shampoo. The same can be experienced in advertisement of men's apparel. Brands like Van Heusen, Raymond, etc. cast female models in their advertisement to showcase the appeal of

the male apparel not for males but rather for females getting attracted towards the users. Many clothing advertisements shows a female touching the fabric when wore by a male and resulting in relationship due to the cloth or apparel rather than anything else. Male accessories like under garments depict female for the same reason. Advertisements like that of Lux Cozi, Amul's Macho Sporto, etc. go beyond the limits of decency to depict libidinal attraction of a female for male physique. With this, I'll add the advertisements of male after-shave products like Old Spice, Gillette, etc. They depict female models who are dressed erotically with an erotic smile and getting attracted towards the males who use the advertised products. The female are mere props, show pieces in such advertisements.

On the other hand, the grooming products for female create an appealing female so as to attract a male or male gaze by use of such products. The females in many such products are depicted in their traditional roles of a homemaker, mother, wife, etc. performing their domestic chores or roles. For instance, advertisement of Santoor soap depict female in their traditional roles. Such portrayal traditional gender norms, which are reinforced by portraying them in traditional attires at times. Female grooming products include fairness creams, beauty soaps, perfumes, cosmetics, clothing, etc. The advertisements for fairness cream depict that the female users will attain fair and white skin by using such products. But they go beyond this to

assert that such skin attracts the attention of the males. In advertisements of Fair and Lovely, Enami, Fair Glow, etc. the females are presented with fair complexion, the male idea of beauty. They are used as signifiers of beauty with long and beautiful hairs as in advertisements of Vatika, Brahmi Amla, etc. In advertisements of beauty soaps like Dove and Santoor, they are presented with soft skins, with forever young look in Streak, L'Oreal, etc. Jewellery is an essential part of a female's life in Indian subcontinent. GRT Jewellers depicts a boy expresses his heart when he sees the girl garlanded in gold ornaments. In one of the advertisements of Tanishq, a husband presents his wife gold ornaments which makes her happy but she in traditional attire and performing traditional household chores. The image of a female in jewellery advertisements depict them as being lured by jewellery, as in Kalyan Jewellers, which exposes the patriarchal mindset of the educated Indians.

Another segment of products that concerns the female is the household appliances and cleaning products. The products that belong to this segment include spices, cooking oils, washing powder, cleaning liquids, etc. For instance, the advertisement of MDH Masala, Everest Masala highlight females in the traditional roles of being an ideal house wife, caring mother who is cooking and trying to satisfy the appetite of family members. The cleaning products' advertisement do the same. For instance, Ariel,

Wheel, Tide, etc. portray the females in traditional role of washing clothes.

The patriarchal mentality that is exposed in most of the advertisement now takes a turn in few advertisements like that of Ariel, Tanishq, Surf Excel, Whisper, Jockey, Zivame, etc. Female brands like Jockey, Zivame, etc. portray females selecting their under garments without any kind of shyness and for self-comfort, not to attract males. Whisper broke the taboo of discussion of menstruation in the Indian society in open. One of its advertisements depicts young women actively participating in her activities. The advertisements of PeeSafe and RahoSafe depict males in sanitary pads advertisement. In fact, the campaign like men can buy sanitary pads is also attracting attention. The Share The Load advertisement campaign of Ariel and Daag Achhe Hai of Surf Excel go beyond the traditional portrayal of females. Ariel advertisement depicts males sharing the responsibility of household chores while Surf Excel depicts males participating in the traditional female jobs like washing clothes. Both advertisements not only break the traditional taboos of female roles but welcome the new roles of males as performing household chores to promote equality of gender within the house. The last one, my favourite, is the advertisement of Tanishq. A woman narrator voice praises a woman for carrying her household as well as office duties very efficiently and effectively so as to depict her as

a superwoman. But the female herself admits getting tired in performing all these roles. The message of the advertisement is not about the jewellery but about the burden of being a superwoman. The female wants just to be acknowledged as a human being, as being female compels her to perform jobs like a machine or a super human. What a female ask is nothing but her recognition as a living being.

Conclusion:

Females have been considered inferior to males in all aspects since time immemorial. Though there has been immense progress in all fields but the mind-set of the society remained same for a long time. It needs to be altered, reformed positively for the females and remain in flux till the dream goal of gender equality is achieved. The advertisements act as a mirror to reflect the societal reality at the gender level. The products that are related to female portray them as using such products to lure males while the products related to male portray them as using getting attracted to users of such products. Such orthodox mentality needs revamping, which has started but still needs more support not only from the advertisers but from the viewers too. They should voice their opinion advertisements that demean female roles in the Indian society. The contemporary advertisements are a small step in this direction, but much more needs to be done.

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An Analytical Study on International Consumer Protection Laws with Special Reference to E-Commerce

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Abstract:

This article provides a comprehensive analysis of international consumer protection laws within the realm of e-commerce. With the rapid expansion of online commerce, ensuring consumer confidence and trust is paramount. This paper examines the evolving landscape of e-commerce and the unique challenges it poses to consumer protection. Special emphasis is placed on exploring how traditional consumer protection principles are applied and adapted to the digital environment, considering aspects such as information disclosure, contract formation, dispute resolution, and liability allocation. Drawing upon a review of relevant legal frameworks, including but not limited to the United Nations Guidelines for Consumer Protection, European Union directives, and national legislation from key jurisdictions, this article identifies common principles and emerging trends in international consumer protection law as they pertain to e-commerce. Key topics covered include data privacy and security, online product safety, digital payment mechanisms, and cross-border transactions. Through this analysis, the article aims to provide policymakers, legal practitioners, academics, and industry stakeholders with a nuanced understanding of the complex interplay between e-commerce and consumer protection laws on a global scale. By recognizing the challenges and opportunities inherent in this dynamic environment, it offers insights to facilitate the development of effective regulatory frameworks that promote trust, fairness, and accountability in electronic commerce, ultimately fostering a secure and conducive environment for online consumer transactions.

Keywords:

Consumer E-commerce Dispute Consumer Digital
Protection Environment

National Challenges Opportunities Accountability Stakeholders
Legislation

Introduction:

In recent years, the exponential expansion of e-commerce has revolutionised the way consumers engage with enterprises and purchase goods and services. With the increasing globalization of trade and commerce, it has become imperative to establish robust legal frameworks to protect consumers in the digital marketplace. This article presents an analytical study of international consumer protection laws, focusing specifically on their application and effectiveness in the realm of e-commerce.

Consumers constitute a fundamental component of the business ecosystem, utilizing goods and services provided by business entities. Safeguarding consumer rights is imperative in pursuit of the progress of the commercial environment. The emergence of the internet and the World Wide Web has catalyzed the migration of traditional commercial activities to the electronic domain. Consequently, online shopping has garnered increasing popularity among individuals, leading to a surge in e-commerce activities. (Rasheed et. al.)

E-commerce has emerged as a pivotal and burgeoning sector within the cyberspace, facilitating cross-border transactions and offering consumers a diverse array of products. The escalating volume of e-commerce

transactions underscores the critical need to protect online consumers and their interests, particularly in the context of Business to Consumer (B2C) transactions. Analogous to physical commercial transactions, online consumers engage in purchasing goods or services in exchange for payment.

In India, the proliferation of online shopping platforms has resulted in a corresponding rise in the number of consumers engaging in online transactions. This trend underscores the urgency of safeguarding consumer interests and rights in the digital age. However, several challenges impede effective consumer protection in the online realm, with the absence of adequate legal provisions ranking among the foremost obstacles. (Brown and Orsborn)

Existing legislation in India, namely the Consumer Protection Act of 1986 and the Information Technology Act of 2000, addresses consumer protection and electronic commerce. Under these laws, consumers possess the right to initiate legal proceedings against sellers or service providers in the event of defective goods or deficient services. However, the efficacy of these legal frameworks in addressing the multifaceted aspects of electronic commerce remains debatable.

While consumers have recourse to legal avenues under the current legislation, the timely and efficacious disposal of complaints poses significant challenges. The evolving nature of electronic commerce necessitates a comprehensive evaluation of existing legal frameworks to ascertain their adequacy in addressing contemporary challenges.

The burgeoning prominence of e-commerce underscores the critical imperative of fortifying consumer protection mechanisms in the digital sphere. The existing legal framework, while providing a foundation for consumer rights protection, warrants comprehensive scrutiny and potential reform to align with the evolving landscape of electronic commerce. Addressing the challenges impeding effective consumer protection in the online medium is essential to foster consumer confidence and trust in e-commerce transactions.

E-commerce Landscape: Opportunities and Challenges

E-commerce, which may be described as the use of electronic communication means such as telecommunications for the purpose of performing exchanges, comprises the purchasing and selling of products and services that need transit from one area to another, whether it be physically or digitally. It involves the trading of information, goods, and services via the use of computer networks, and it

functions as a platform for doing business electronically over the Internet. Essentially, it facilitates online business transactions, trading, and marketing activities. The inception of the internet saw a surge in online consumer shopping, establishing e-commerce as a dominant mode of commerce. (Jackson)

E-commerce offers numerous benefits, including convenient access to products, particularly in remote areas where traditional access may be limited. It simplifies transactions for both customers and online businesses, making it possible to do effective international business on a scale that was previously impossible.

Despite sharing similar customers that are more conventional in their preferences and demands, e-consumers are inherently more vulnerable due to the inability to physically examine products prior to purchase and potential uncertainty regarding the seller's identity. Consequently, establishing trust in e-commerce transactions is paramount. However, businesses have struggled to instill trust, compounded by weak consumer protection laws in many jurisdictions. Strengthening e-consumer protection through legal mechanisms not only fosters consumer confidence but also benefits businesses and society as a whole.

The rapid adoption of e-commerce has led to the automation of various processes, such as product display, order placement, online payment processing, and inventory

management. The industry is poised for growth, with projections indicating a steady increase in e-commerce sales year-on-year.

E-commerce represents a transformative evolution, enabling traditional economies to transition into the digital realm by harnessing electronic technology via the internet. This transformation has resulted in heightened competition, expanded marketplaces, accelerated transactions, and the deployment of advanced technologies to enhance interactions between customers and producers. Given the pervasive influence of the internet on modern business activities, ensuring the health and safety of e-commerce is a collective responsibility. Governments play a crucial role in protecting e-consumers, but individual consumers and internet users also bear responsibility in fostering a secure and reliable e-commerce environment, thereby ensuring universal access to its benefits. (Gupta)

E-commerce, characterized by online transactions conducted over the internet, offers numerous benefits to consumers, including convenience, accessibility, and a wide array of choices. However, it also presents unique challenges, such as concerns regarding data privacy, security, authenticity of products, and cross-border transactions. Traditional consumer protection laws, originally designed for brick-and-mortar transactions, must be adapted and extended to address these issues in the digital sphere.

International Legal Frameworks for Consumer Protection:

Various international organizations and agreements play a crucial role in shaping consumer protection laws globally. The United Nations Guidelines for Consumer Protection, adopted in 1985 and revised in 2015, provide a comprehensive framework for safeguarding consumer interests across different sectors, including e-commerce. Additionally, regional bodies such as the European Union (EU) have enacted directives and regulations specifically addressing consumer rights in online transactions.

Consumer Protection in E-Commerce Transactions:

In e-commerce transactions, consumers face a heightened risk compared to sellers or merchants, making their rights more susceptible to infringement. The inherent nature of e-commerce transactions, which lack physical interaction between consumers and sellers, exacerbates this vulnerability, leading to a myriad of potential issues. Legal safeguards for consumers in e-commerce transactions are delineated in both the Consumer Protection Law and the Information and Technology (ITE) Law.

The Consumer Protection Law serves as the primary legal framework for safeguarding consumer rights in Indonesia, while the ITE Law

specifically addresses the legal aspects of e-commerce transactions. Given the aforementioned challenges inherent in e-commerce transactions, the ensuing discussion will elucidate key issues surrounding these transactions and delineate the regulatory framework under the purview of the Consumer Protection Law and the ITE Law.

United Nations guidelines for consumer protection:

There is a helpful framework that outlines the fundamental characteristics of good consumer protection laws, enforcement agencies, and redress procedures. This framework is represented by the United Nations Guidelines for Consumer Protection (UNGCP). The purpose of these recommendations is to provide assistance to Member States in the process of establishing and enforcing domestic and regional laws, regulations, and rules that are adapted to the specific economic, social, and environmental circumstances of their respective countries. In addition to this, they contribute to the development of international enforcement cooperation among Member States and make it easier for member states to share their most effective consumer protection policies.

Following the initial adoption of the guidelines by the General Assembly in resolution 39/248 on April 16, 1985, the guidelines were subsequently expanded by the Economic and Social Council through resolution E/1999/INF/2/Add.2 on July 26, 1999.

Subsequently, the guidelines were revised by the General Assembly in resolution 70/186 on December 22, 2015. (UNGCP)

These guidelines are actively promoted by the United Nations Conference on Trade and Development (UNCTAD), which also encourages member states that are interested in the topic to raise awareness about the various ways in which governments, businesses, and civil society can strengthen consumer protection in both the public and private sectors.

The Intergovernmental Group of Experts on Consumer Protection Law and Policy is a specialised group that has been created for the purpose of supervising the implementation of the recommendations. As well as providing a forum for discussions, conducting research and studies, providing technical help, facilitating voluntary peer reviews, and providing quarterly updates to the UNGCP, this group also functions as a platform for advisory services. During the first session, which took place in Geneva on October 17 and 18, 2016, it was held. (Gatt)

Key Principles of International Consumer Protection Laws in E-commerce:

Several fundamental principles underpin international consumer protection laws in e-commerce:

- ❖ Transparency and Information Disclosure: E-commerce platforms must

provide clear and accurate information about products, prices, terms of sale, and consumer rights. Transparency is essential to enable informed decision-making by consumers.

- ❖ Contract Formation and Terms of Service: Online contracts should be transparent, easily accessible, and written in plain language. Unfair contract terms, such as hidden fees or unilateral modifications, are prohibited under many consumer protection laws.
- ❖ Data Privacy and Security: E-commerce platforms are required to implement robust data protection measures to safeguard consumers' personal information. It is vital to maintain compliance with data protection standards, such as the General Data Protection Regulation (GDPR) of the European Union, to guarantee the confidence of consumers.
- ❖ Product Safety and Liability: Sellers and platforms are responsible for ensuring the safety and quality of products sold online. Liability regimes vary across jurisdictions, but generally, sellers can be held liable for defective or harmful products.
- ❖ Dispute Resolution and Redress Mechanisms: Effective mechanisms for resolving disputes and providing redress to consumers are essential components of consumer protection laws. Alternative

dispute resolution (ADR) mechanisms, such as online mediation or arbitration, can offer timely and cost-effective solutions. (Tran Van Hoa)

Consumer Protection Bill, 2015:

In the realm of e-commerce, the absence of face-to-face interaction between buyers and sellers poses significant challenges to consumer welfare. As electronic commerce continues to burgeon, a plethora of issues arise concerning the protection of consumer rights in this evolving landscape. Recognizing the need to address these challenges, the Indian cabinet sanctioned the Consumer Protection Bill of 2015, aiming to supplant the antiquated Consumer Protection Act of 1986.

The exponential growth of e-commerce has exposed consumers to novel forms of unfair trade practices. With transactions occurring online, consumers have limited ability to physically inspect products, leading to instances where they receive items different from what was ordered. Illustrative examples include scenarios where purchasers expecting smartphones receive bars of soap or individuals anticipating iPhones find themselves with wooden sticks. Such discrepancies in product delivery, compounded by misleading advertisements, underscore the pressing need to safeguard consumer interests amidst the technological complexities of online commerce.

The Consumer Protection Bill of 2015 introduces provisions for jurisdiction-free legal recourse against goods or service providers. Notably, the bill expands the definition of a consumer to encompass individuals purchasing goods or services via any medium, including electronic, teleshopping, direct marketing, or multilevel marketing channels. This broadened definition ensures that individuals engaging in online transactions fall within the purview of consumer protection laws, dispelling the notion that consumer rights are limited to offline transactions.

Comparatively, the existing consumer law mandates complaints to be filed either where the transaction occurred or where the opposing party resides. In contrast, the proposed bill empowers consumers to lodge complaints in any jurisdiction where the opposing party resides, particularly beneficial in cases involving multiple parties, or where the complainant resides or conducts business for gain. These provisions offer respite to consumers engaging in online transactions, facilitating easier access to legal recourse in the event of grievances.

In summary, the advent of e-commerce necessitates robust measures to safeguard consumer interests amidst the unique challenges posed by online transactions. The Consumer Protection Bill of 2015 represents a significant step towards addressing these challenges, providing expanded definitions and jurisdictional provisions that cater to the

intricacies of electronic commerce. By bolstering consumer protection mechanisms, policymakers aim to instill trust and confidence in the burgeoning landscape of online commerce, ensuring a fair and secure environment for consumers.

Enforcement and Compliance Challenges:

Despite the existence of international and regional legal frameworks, enforcing consumer protection laws in e-commerce remains challenging. Jurisdictional issues, the cross-border nature of online transactions, and the proliferation of small and medium-sized sellers pose significant enforcement challenges. Moreover, the rapid pace of technological innovation often outpaces regulatory responses, leading to gaps in consumer protection.

Emerging Trends and Future Directions:

Several emerging trends are shaping the future of international consumer protection in e-commerce:

- ❖ Cross-border Cooperation: Enhanced cooperation between regulatory authorities and law enforcement agencies across jurisdictions is essential to address cross-border challenges and combat fraudulent practices in e-commerce.

- ❖ Technological Solutions: Blockchain technology, artificial intelligence (AI), and machine learning algorithms hold promise for enhancing consumer protection in e-commerce by enabling secure transactions, detecting fraudulent activities, and ensuring product authenticity.
- ❖ Global Standards and Best Practices: Efforts to develop global standards and best practices for e-commerce platforms and sellers can help promote uniformity and consistency in consumer protection laws across different jurisdictions.
- ❖ Consumer Empowerment: Empowering consumers through education, awareness campaigns, and access to information about their rights and available redress mechanisms is crucial for promoting a culture of consumer protection in e-commerce.

Conclusion:

Given the continuously changing nature of the e-commerce sector, international consumer protection rules play a significant part in protecting the rights of consumers. While significant progress has been made in establishing legal frameworks and principles for consumer protection, challenges remain in ensuring effective enforcement and compliance, particularly in the context of cross-border transactions. By addressing these challenges and embracing emerging trends, policymakers,

regulatory authorities, industry stakeholders, and consumers can collectively work towards creating a safer and more trustworthy digital marketplace for all.

Suggestions:

In the current legal framework, electronic transactions are fraught with insecurity and uncertainty due to the absence of adequate legal mechanisms. This is a consequence of the universal reality that technological advancements outpace the development of laws globally. However, this does not imply that the law is incapable of addressing technological offenses. To address the challenges posed by technological advancements, it is imperative to leverage technology itself, as encapsulated in Charles Clark's notable assertion that "the answer to the machine is in the machine."

Indeed, combating because of technology misuse, the implementation of technological innovation is completely necessary. Indian consumer regulations that are currently in effect fall short in adequately safeguarding the rights of e-consumers, underscoring the need for consumers to exercise heightened caution and vigilance when engaging in e-commerce activities. To facilitate smoother and safer transactions over the internet, consumers should adhere to the following prudent practices:

1. Rather than using a debit card for electronic purchases, you might consider using a credit card instead. This is

because credit card issuers now give separate security codes to defend against fraudulent activity. By keeping the credit card number and the security code distinct, it is possible to prevent the card number from being used for unauthorised transactions even in the event that the card number is stolen online.

2. When purchasing from websites not affiliated with India-based accreditation schemes, ensure that the company's headquarters are located in India to mitigate the risk of financial loss or additional charges such as import duty and VAT. Lack of information on VAT or duty payment should prompt consultation with Customs and Excise authorities or avoidance of transactions.
3. Refrain from providing credit card or personal information via email or unencrypted web pages. Emails can be fraudulently set up, and encryption ensures added security. Use secure socket encryption for web-based transactions, indicated by a locked padlock icon in the browser.
4. Maintain detailed records of electronic purchases, including copies of advertisements and details of the shopping basket, by printing out relevant screens. These records serve as crucial evidence in case of future complaints or disputes.

5. Close accounts promptly after completing transactions to mitigate the risk of unauthorized access by hackers. Lingering account openings may expose sensitive information to potential security breaches or data loss.

Adhering to these practices enhances consumer safety and security in electronic transactions, contributing to a more robust and trustworthy e-commerce environment.

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Enlightenment of Language Via Literature

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Abstract:

Literature is a dual faceted notion. It is defined in lay terms as literature with small l and Literature with capital L. In the present-day context, it is defined as “writings having excellence of form or expression and expressing ideas of permanent or universal interest’ (The Merriam-Webster Dictionary, on-line edition). This is probably the sense in which the term is most widely used in the lay context” Since the mid-20th century when English Language Teaching (ELT) as a discipline was adopted in school and university curricula and came to be known as the Leavisite School of based on the works of critic F.R Leavis. It considered literature to be an elite canon with an intrinsic moral and textual value. Literary texts can be used in language teaching because the language used in these texts is suitable for the contexts of the events. Containing real examples of grammatical structures and vocabulary items, the literary texts raise learners’ awareness of the range of the target language and advance their competence in all aspects of the language. Besides this using literature especially popular literature for language teaching allows the students of language to study it simultaneously Structure (Grammar, Sentence, Lexis Etc.) and Semantics (Meaning and its permeation in cultural ethos and various domains of knowledge in the target language and target culture) Using literature to stimulate awareness of language use and the potential of language on the continuum from the everyday and colloquial to the deliberately literary. Approaching literature via the task (especially at lower levels), It sets non-threatening and kinesthetic tasks.

Keywords:

Literature	Intrinsic moral	Colloquial	Kinesthetic task	Language
Structure	Textual Value	Semantics	Classroom learning	Cultural ethos

English is the language for the people of England but today there are over 400 million native speakers of English, and over one billion more people speak it as a second language. English is probably the third language in terms of number of native speakers (after Mandarin and Spanish); and probably the most widely spoken language on the planet taking into account native and non-native speakers.

Language has always been a significant aspect in order to Learn and incorporate the four skills which plays a dominant role to gain proficiency and fluency in a language, viz Listening, speaking, reading and writing. In order to achieve the proficiency in the language, different components play important factors. Let us say the traditional old aspect of Learning language via Grammar translation method to now learning via virtual reality. Trending methods and upgrading technology has led us to learn or acquire the language in different ways and one such way is Learning Language via Literature.

Definitions of the word literature tend to be circular. The 11th edition of Merriam-Webster's Collegiate Dictionary considers literature to be "writings having excellence of form or expression and expressing ideas of permanent or universal interest." The 19th-century critic Walter Pater referred to "the matter of imaginative or artistic literature" as a "transcript, not of mere fact, but of fact in its infinitely varied forms." But such definitions

assume that the reader already knows what literature is. And indeed, its central meaning, at least, is clear enough. Deriving from the Latin *littera*, "a letter of the alphabet," literature is first and foremost humankind's entire body of writing; after that it is the body of writing belonging to a given language or people; then it is individual pieces of writing.

Literary texts can be used in language teaching because the language used in these texts is suitable for the contexts of the events. Containing real examples of grammatical structures and vocabulary items, the literary texts raise learners' awareness of the range of the target language and advance their competence in all aspects of the language. In fact, Literature can be one of the finest mediums in order to incorporate language fluency. Secondly incorporating Literature in classroom teaching can develop various aspects and elements to integrate enjoyable factor among students in Classroom learning.

Besides this using literature especially popular literature for language teaching allows the students of language to study it simultaneously Structure (Grammar, Sentence, Lexis Etc.) and Semantics (Meaning and its permeation in cultural ethos and various domains of knowledge in the target language and target culture. It has been always noticed by English language Teachers/Trainers that how hectic/problematic it becomes to teach English specially EFL-English as a foreign language to

students via Grammar or Translation method hence literature can be one of the important tools to Enlighten language competency and fluency.

The important question that arrives is Why English in EFL Classroom? There are multiple reasons and components for that: The very important aspect is Cultural enrichment and awareness, as we see globalization as its peak, we have to understand that English, which is an International and Mutual language in world will help us to understand culture & its ideologies. We will be able to Select works of best wisdom of that culture and introspect that in professional life and career. Apart from that It will benefit us with Mental training: It trains mind and sensibility and increases Memorability of an individual where it becomes easy to remember and understand linguistic usage.

It becomes interesting for learners as EFL becomes Rhythmic resource, Poems assist the learner in assimilating the rhythms of a language, which can be considered as Entertaining factor to learn a language. Secondly, we can use some Motivating material as resource, May be based on interesting material and motivational themes to generate enthusiasm in learners. Using Literature in EFL Classroom is one of the Convenient options as Literature is a handy (photocopiable) resource and Open to interpretation/ Promotes interaction. Group Discussions/ Extempore and public speaking that can be good domains to emerge practical aspects of EFL.

One of the finest components that can be incorporated is the Linguistic model, as it is the best demonstration of language use and style by established writers. Linguistic models involve a body of meanings and a vocabulary to express meanings, as well as a mechanism to construct statements that can define new meanings based on the initial ones. It can help us for Extension of linguistic competence, Students' linguistic competence increases due to this model. Lastly, Authenticity is the Principle for EFL Classroom, A source of genuine and undistorted language input that plays a domain role in language learning.

The principles for using Literature in language learning amalgamates multiple aspects such as Use of combination of 'canonical' and contemporary literature and everyday genres (newspapers, television etc.) to project a fully rounded, three-dimensional picture of the contemporary TC. Use of literature to stimulate awareness of language use and the potential of language on the continuum from the everyday and colloquial to the deliberately literary. It Exploit responses. Make use of non-verbal responses (especially at lower levels): e.g. visualization (drawing, describing imagined images), acting/miming. One of the finest activities in learning prepositions can be, we can ask students to draw the images of the objects by providing the instructions, the classroom will be relishing plus it promotes students to understand the topic nicely and wisely. It is well-said by William G Spady "All the students can learn and

succeed, but not on the same day and same way”
Being a Language trainer/ Teacher one has to
Respect the learner. The learner’s right to
silence, cognitive ability and intellectual
demands.

One can Approach literature via the task
(especially at lower levels). Set non-threatening
and kinesthetic tasks e.g., choral reading,
(group) acting, actions, single word responses.
Exploit the ‘natural grading’ of literature to suit
different proficiency levels. We should
Remember that difficulty can be a factor of text
length, lexical choice or density, cultural-
specificity and ... perception! But practice on the
constant basis will help Learner-Teacher to
overcome this.

Literature can be utilized in EFL Classroom
teaching in multiple ways like selecting literary
text material appropriate to level of the class.
One has to understand What kind of text to work
with? One can select according to the need of
students/course objectives and always
remember that use of literary texts in classroom
teaching is to teach language, not only history or
themes. One can promote and motivate students
by teaching literature of their interest. What is
Appropriate is one of the Important questions
that pops into instructor’s mind. Hence, we can
focus on 1. Readability (length and cultural
appropriacy)- It depends on content and
presentation. Higher readability eases reading
effort and speed for any reader, but it makes a
larger difference for those who do not have

high reading comprehension. 2.Lexis: Easy (day
to day) to difficult (pompous or robust)
Language use shows which occurrences of
words and their partners are most probable. The
major finding of this research is that language
users rely to a very high extent on ready-made
language "lexical chunks", which can be easily
combined to form sentences. This eliminates the
need for the speaker to analyse each sentence
grammatically, yet deals with a situation
effectively. 3.Grammar: Different levels of
syntactic complexity. It is to see that grammar is
understood as the cognitive information
underlying a specific instance of language
production. 4.Style: Do not start off with Francis
Bacon if it is elementary level. A person may
speak in a national standard at one moment but
he may speak regional dialect the very next
moment. It has much importance in literature. It
varies from author to author. The components of
style are generally words which are being used
words, phrases, language, person, place and
time. style is the variation of speech in
contextual morphology. Syntax and phonology
these tells us about the relationship between
speaker and listener.

One of the finest examples can be taking ‘Short-
Story as text to teach English’. We can teach
multiple topics like Teaching Grammar,
pronunciation, Narration, Description
Punctuation, Comprehension questions,
Vocabulary quizzes (multiple options),
Guessing contextual meanings, Prediction (what
next), Making sentences reflecting multiple

meanings of a word. Writing story (based on given words/storyline), Comments on last line of the story, create a new story based on ending of story, Creative writing as home task (response to the story they have read). Another example can be ‘Poetry as text to teach English’ where students can be asked to Do a ‘double translation’ - translation from target language into your first language and then working only from this first language translation, back into Target language. On the contrary they can also see and note the necessary Changes that they observed in/loss of rhyme, rhythm and other sound patterning etc, Structure: numbers of words and lines, Effect on culture-specific concepts, Effect on slang, colloquialisms, Overall impact of the poem, Discuss cultural implications of linguistic choices. From the above Example, Classroom tests and Continuous-evaluation can be done of students followed by multiple activities and classroom associations. The class becomes more joyful and learning oriented.

Despite the benefits of using literature to enhance language skills, there are challenges and considerations that educators must address. This section identifies common challenges, such as access to diverse literary resources, teacher training, and assessment issues. It also discusses potential future directions for research and practice, including the integration of emerging technologies and the development of inclusive and culturally responsive pedagogies.

Literature serves as a window into different cultures, perspectives, and human experiences. This section explores how exposure to diverse literary works fosters cultural understanding, empathy, and tolerance. Through analysis of selected literary texts and case studies, it examines the role of literature in promoting cross-cultural communication and fostering a global mindset among language learners. Integrating literature into language instruction requires careful planning and implementation. This section discusses pedagogical approaches and strategies for effectively using literature to enhance language skills in diverse learning contexts. It explores techniques such as close reading, literature circles, and project-based learning, highlighting their practical application in language classrooms.

To conclude, Literature is one of the enlightening ways to learn English language. It is important to note that it should not be taught in isolation rather in an integrated way. By providing cognitive, cultural, and pedagogical benefits, literature enriches language learning experiences and fosters a deeper understanding of language and culture. To incorporate overjoying exposure of learning English language via poetry, short-story, novels etc and experiencing great heights of incorporating language skills. Literary texts help the students to activate their imagination and develop their emotions. Literature, with its rich linguistic content and contextual depth, offers a unique avenue for language acquisition. It stimulates

various cognitive processes, including critical thinking, creativity, and problem-solving, while also enhancing vocabulary acquisition, grammatical proficiency, and reading comprehension skills. Moreover, exposure to diverse literary works fosters cultural understanding, empathy, and tolerance, contributing to the development of global citizenship and cross-cultural communication skills among language learners. The world which is crossing its peak in social media and Internet vibes, it is good to save literature, hence for EFL this can be efficient tool. It promotes multiple activities and dimensions to classroom teaching and learning.

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Understanding Cyber Crimes in India; Trends, Impacts, and Policy Implications

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Abstract:

This research article examines the landscape of cyber crimes in India, focusing on emerging trends, socio-economic impacts, and policy challenges. By analyzing empirical data and case studies, it aims to shed light on the evolving nature of cyber threats and provide insights for policymakers, law enforcement agencies, and other stakeholders to combat cyber crimes effectively.

Keywords:

Cyber Crime Case Studies Policymakers Stakeholders Law
 Enforcement

Cyber Threats Cyber Bullying Information Technology Financial Fraud Identity Theft

1. Introduction and Overview of Cyber Crimes in the Indian Context:

Cyber crime refers to criminal activities carried out using digital technologies, typically over the internet or through computer networks. These crimes can target individuals, organizations, or even governments, and they encompass a wide

range of illicit activities conducted through electronic means. Cyber crimes exploit vulnerabilities in computer systems, networks, and digital devices to commit fraud, theft, harassment, espionage, and other malicious actions. Cyber crimes in India encompass a wide range of illicit activities conducted through

digital means, posing significant challenges to individuals, businesses, and the nation's security infrastructure. With the rapid expansion of internet penetration and digital technologies, India has witnessed a surge in cyber criminal activities, exploiting vulnerabilities in both cyber infrastructure and human behaviour.

Types of Cyber Crimes:

Financial Fraud: Cyber criminals employ various techniques such as phishing, online banking fraud, and cryptocurrency scams to defraud individuals and organizations of their financial assets. These crimes often result in substantial financial losses and erode trust in online transactions.

Identity Theft: Theft of personal information, including credit card details, social security numbers, and login credentials, is rampant in India. This stolen data is frequently used for fraudulent purposes, including unauthorized purchases, identity spoofing, and even blackmail.

Cyber Bullying and Harassment: Social media platforms and digital communication channels have become breeding grounds for cyber bullying and harassment. Individuals, especially children and adolescents, are vulnerable to online abuse, cyber stalking, and defamation, leading to psychological trauma and social isolation.

Cyber Espionage: State-sponsored actors and malicious hackers engage in cyber espionage to steal sensitive information, intellectual property,

and government secrets. Such activities pose a threat to national security and undermine India's economic interests.

Cyber Terrorism: Terrorist organizations leverage cyberspace to propagate extremist ideologies, recruit followers, and coordinate attacks. Cyber terrorism poses a significant threat to India's internal security and requires proactive measures from law enforcement agencies.

2. Significance of Cyber Crimes in India:

The significance of cyber crimes in India extends across various dimensions, impacting individuals, businesses, the economy, and national security. Here are some key aspects highlighting the significance of cyber crimes in India:

Economic Impact: Cyber crimes inflict substantial economic losses on individuals, businesses, and the government. Financial fraud, intellectual property theft, and online scams drain billions of rupees from the economy annually, hampering growth and development efforts.

Threat to National Security: Cyber attacks targeting critical infrastructure, government networks, and defense systems jeopardize India's national security posture. The interconnected nature of cyberspace makes the country vulnerable to both domestic and international threats.

Social Implications: Cyber crimes have profound social implications, affecting individuals' privacy, safety, and well-being. Victims of online harassment, cyber bullying, and identity theft often experience emotional distress, social ostracization, and even physical harm.

Challenges for Law Enforcement: The dynamic nature of cyber crimes presents formidable challenges for law enforcement agencies in India. Limited technical expertise, inadequate resources, and jurisdictional complexities hinder efforts to investigate and prosecute cyber criminals effectively.

Need for Policy Intervention: Addressing cyber crime requires a multifaceted approach encompassing legal reforms, capacity building, and international cooperation. India needs robust cyber security policies, stringent laws, and collaborative frameworks to mitigate cyber threats and safeguard its digital ecosystem.

3. Literature Review:

Cyber crimes in India have attracted significant attention from researchers, policymakers, and practitioners due to their increasing prevalence and impact on various sectors of society. This literature review provides an overview of key studies and research findings on cyber crimes in India, highlighting major themes, trends, and gaps in the existing literature.

Prevalence and Trends of Cyber Crimes:

Several studies have documented the increasing prevalence of cyber crimes in India, driven by factors such as the rapid expansion of internet penetration, digitalization of services, and proliferation of online platforms (Krishna & Gaur, 2018; National Crime Records Bureau, 2020).

Research indicates a rise in various types of cyber crimes, including financial fraud, identity theft, online harassment, and cyber terrorism, reflecting evolving cyber threats and tactics employed by perpetrators (Singh & Kaur, 2019; Internet and Mobile Association of India, 2021).

Socio-Economic Impacts:

Scholars have investigated the socio-economic impacts of cyber crimes on individuals, businesses, and the economy. Studies have highlighted the substantial financial losses, reputational damage, and psychological distress experienced by cyber crime victims, underscoring the need for effective prevention and mitigation strategies (Ahmad & Malik, 2020; Chakrabarty & Tandon, 2021).

Research also emphasizes the broader implications of cyber crimes for national security, governance, and public trust in digital technologies, highlighting the interconnected nature of cyber threats and their systemic ramifications (Roy & Mukhopadhyay, 2019; Gupta & Chhillar, 2022).

Challenges in Law Enforcement and Regulation:

Scholars have examined the challenges faced by law enforcement agencies and policymakers in addressing cyber crimes effectively. Limited technical expertise, outdated legal frameworks, and jurisdictional complexities have been identified as major impediments to cyber crime investigation, prosecution, and prevention (Pandey & Kumar, 2018; Sharma & Shukla, 2020).

Research also underscores the importance of enhancing cyber security infrastructure, strengthening regulatory mechanisms, and fostering international cooperation to combat cyber crimes across borders (Kaur & Aggarwal, 2021; Sharma & Gupta, 2023).

Cyber Security Awareness and Education:

Studies have explored the role of cyber security awareness and education in mitigating cyber risks and empowering individuals to protect themselves online. Initiatives aimed at promoting cyber literacy, safe digital practices, and responsible use of technology have been advocated as essential components of holistic cyber crime prevention strategies (Gupta et al., 2019; Singh & Jain, 2021).

Future Research Directions:

While existing literature provides valuable insights into the landscape of cyber crimes in India, several areas warrant further research. Future studies could explore emerging cyber

threats, assess the effectiveness of cyber crime interventions, and evaluate the socio-cultural factors influencing cyber crime dynamics in the Indian context (Chopra & Goyal, 2022; Verma & Kaur, 2023).

In conclusion, the literature on cyber crimes in India underscores the multifaceted nature of the phenomenon, its far-reaching impacts, and the complex challenges it poses for stakeholders. Addressing these challenges requires interdisciplinary research, evidence-based policy formulation, and collaborative efforts among government agencies, academia, industry, and civil society to build a resilient and secure digital ecosystem in India.

4. Socio-Economic Impacts of Cyber Crimes in India:

The socio-economic impacts of cyber crimes in India are profound and multifaceted, exerting significant pressures on individuals, businesses, the economy, and society at large. Financial losses resulting from cyber fraud, online scams, and identity theft drain billions of rupees annually from the economy, impacting both individuals who lose their savings and businesses that suffer revenue declines and legal expenses. Moreover, cyber attacks can inflict reputational damage on organizations, eroding trust in their ability to safeguard sensitive information and protect customer data, leading to long-term consequences such as diminished customer loyalty and brand equity. These attacks also disrupt business operations, causing

downtime, loss of productivity, and disruptions to critical services, particularly affecting small and medium-sized enterprises that lack the resources to recover from such incidents. Furthermore, cyber crimes contribute to psychological distress among victims, especially in cases of online harassment and cyber bullying, which can lead to feelings of anxiety, depression, and social isolation, particularly among vulnerable populations such as children and adolescents. Additionally, intellectual property theft and cyber espionage undermine innovation and research efforts, stifling economic growth and competitiveness. The overall impact extends to the digital economy, where concerns about security breaches and fraudulent activities hinder the adoption of digital technologies, limiting economic opportunities and impeding digital inclusion efforts for marginalized communities. Addressing these socio-economic impacts requires collaborative efforts from government agencies, law enforcement authorities, businesses, and civil society to enhance cyber resilience, promote cyber security awareness, and strengthen regulatory frameworks to mitigate the risks posed by cyber crimes in India.

5. Factors Contributing to Cyber

Crimes:

Several factors contribute to the prevalence and growth of cyber crimes in India, reflecting a complex interplay of technological, socio-economic, and regulatory dynamics.

Understanding these factors is crucial for developing effective strategies to mitigate cyber risks and enhance cyber resilience. Here are some key factors contributing to cyber crimes in India:

- **Rapid Technological Advancements:** India's rapid technological advancements and increasing internet penetration have created new opportunities for cyber criminals to exploit vulnerabilities in digital infrastructure, software systems, and connected devices. The proliferation of smartphones, IoT devices, and online platforms has expanded the attack surface, making individuals and organizations more susceptible to cyber threats.
- **Digital Divide:** India's digital divide exacerbates cyber security risks, with disparities in access to technology, digital literacy, and cyber security awareness. Rural and marginalized communities often lack access to secure digital infrastructure and cyber literacy programs, making them more vulnerable to cyber crimes such as online fraud, phishing scams, and identity theft.
- **Weak Cyber Security Infrastructure:** India's cyber security infrastructure faces significant challenges, including outdated technology, insufficient investment in cyber

defense mechanisms, and a shortage of skilled cyber security professionals. Many organizations struggle to implement robust cyber security measures, leaving their systems and networks vulnerable to cyber attacks and data breaches.

- **Cyber Criminal Sophistication:** Cyber criminals in India and abroad are becoming increasingly sophisticated in their tactics, techniques, and procedures (TTPs), employing advanced malware, social engineering techniques, and encryption methods to evade detection and compromise targets. The underground economy for cyber crime tools and services, including ransomware-as-a-service (RaaS) and exploit kits, further fuels the proliferation of cyber crimes.
- **Proliferation of Cyber Crime Tools and Services:** The availability of cyber crime tools and services on the dark web and underground forums facilitates the commission of cyber crimes by low-skilled individuals and organized criminal groups. Malware, ransomware, hacking tools, and stolen data are traded in underground markets, enabling cyber criminals to launch sophisticated attacks with minimal technical expertise.
- **Lax Cyber Security Regulations:** India's cyber security regulatory framework lags behind international standards, with fragmented and outdated laws governing cyber crimes, data protection, and digital privacy. The absence of comprehensive legislation and enforcement mechanisms hampers efforts to combat cyber crimes effectively and hold cyber criminals accountable for their actions.
- **Globalization and Transnational Cyber Threats:** The borderless nature of cyberspace enables cyber criminals to operate across jurisdictions, posing challenges for law enforcement agencies and regulatory authorities. Transnational cyber threats, including cyber espionage, cyber terrorism, and state-sponsored attacks, require international cooperation and coordination to address effectively.
- **Social Engineering and Human Factors:** Cyber criminals often exploit human vulnerabilities through social engineering tactics, psychological manipulation, and phishing attacks. Individuals and employees are tricked into disclosing sensitive information, clicking on malicious links, or downloading malware, thereby facilitating

unauthorized access to networks and systems.

- **Economic Motivations:** The financial incentives associated with cyber crimes, including financial fraud, identity theft, and ransomware attacks, drive cyber criminal activities in India. The potential for high profits, low risk of detection, and anonymity provided by cryptocurrencies incentivize individuals and criminal organizations to engage in cyber crimes for monetary gain.

It is now clear that a combination of technological, socio-economic, and regulatory factors contributes to the prevalence of cyber crimes in India. Addressing these factors requires a holistic approach encompassing investments in cyber security infrastructure, capacity building, regulatory reforms, public awareness campaigns, and international cooperation to mitigate cyber risks and safeguard India's digital ecosystem.

6. Evaluation of existing cyber crime laws and regulations in India:

The evaluation of existing cyber crime laws and regulations in India reveals both strengths and weaknesses, highlighting areas for improvement to effectively address emerging cyber threats and safeguard digital assets. Here

is an evaluation of key aspects of India's cyber crime legal framework:

i. Information Technology Act, 2000 (IT Act):

Strengths:

- The IT Act serves as the primary legislation governing cyber crimes in India, providing a comprehensive legal framework to address various cyber offenses, including unauthorized access, hacking, data theft, and online fraud.
- The IT Act empowers law enforcement agencies to investigate and prosecute cyber crimes effectively, with provisions for search and seizure of electronic evidence, as well as the establishment of specialized cyber crime investigation units.

Weaknesses:

- The IT Act lacks specificity and clarity in defining certain cyber crimes and penalties, leading to ambiguities and challenges in enforcement. There is a need for amendments to enhance the Act's relevance and effectiveness in combating emerging cyber threats.
- The penalties prescribed under the IT Act may not always be commensurate with the severity of

cyber offenses, necessitating a review of sentencing guidelines to deter cyber criminals effectively.

ii. Information Technology (Amendment) Act, 2008:

Strengths:

- The 2008 amendment to the IT Act introduced provisions to address new cyber crimes such as cyber terrorism, child pornography, and phishing attacks, reflecting the evolving nature of cyber threats.
- The amendment expanded the scope of legal liability for intermediaries, imposing obligations on internet service providers and online platforms to prevent the dissemination of illegal content and protect user data.

Weaknesses:

Despite the amendments, enforcement challenges persist, including issues related to jurisdiction, international cooperation, and capacity constraints within law enforcement agencies. There is a need for enhanced coordination and capacity building to enforce the amended provisions effectively.

The amendment has been criticized for certain provisions that may infringe on freedom of speech and privacy rights, raising concerns about potential misuse and abuse of power by law enforcement authorities.

iii. Data Protection and Privacy

Regulations:

Strengths:

- The draft Personal Data Protection Bill, 2019, aims to strengthen data protection and privacy rights in India by establishing comprehensive regulations for the collection, processing, and storage of personal data.
- The proposed bill incorporates principles of transparency, accountability, and user consent, aligning with international standards such as the General Data Protection Regulation (GDPR) and addressing concerns related to data privacy and security.

Weaknesses:

- The draft bill is still pending approval and implementation, leaving a gap in data protection regulations and exposing individuals and organizations to risks associated with data breaches, identity theft, and unauthorized access.
- There is a need for robust enforcement mechanisms, including regulatory authorities and penalties for non-compliance, to ensure effective implementation and enforcement of data protection regulations once the bill is enacted.

iv. International Cooperation and Extradition Treaties:

Strengths:

- India has signed extradition treaties and mutual legal assistance agreements with several countries, facilitating cooperation in cyber crime investigations, evidence gathering, and extradition of cyber criminals.
- International cooperation mechanisms such as the Budapest Convention on Cybercrime provide a framework for cross-border cooperation and information sharing to combat cyber crimes effectively.

Weaknesses:

- Challenges in extradition proceedings, including delays, legal complexities, and differences in legal systems, often hinder the timely prosecution and extradition of cyber criminals, leading to impunity for offenders.
- There is a need for streamlined extradition processes, harmonization of legal frameworks, and capacity building for law enforcement agencies to enhance international cooperation and expedite cyber crime investigations.

While India's cyber crime laws and regulations provide a foundation for addressing cyber threats, there is room for improvement in terms of specificity, enforcement mechanisms, and international cooperation. Amendments to existing legislation, enactment of data protection regulations, and strengthening of international cooperation frameworks are essential to effectively combat cyber crimes, protect digital assets, and safeguard individuals' privacy and security in India.

7. Conclusion:

To effectively combat cyber crime challenges in India, a comprehensive call to action is imperative. Policymakers must prioritize the modernization of cyber crime laws and regulations to address emerging threats while promoting public-private partnerships to share threat intelligence and resources. Investments in cyber security infrastructure and law enforcement capabilities are essential, alongside initiatives to enhance cyber security awareness and empower individuals and businesses with the tools and knowledge needed to protect themselves against cyber threats. Additionally, fostering international cooperation and creating a national cyber security strategy are crucial steps towards building a resilient cyber security ecosystem that safeguards India's digital infrastructure and promotes a safer online environment for all stakeholders.

Ongoing research and collaboration among stakeholders are paramount in addressing the

ever-evolving landscape of cyber security threats. As cyber criminals continuously develop new tactics and exploit emerging technologies, it is imperative for researchers, industry experts, government agencies, and academia to collaborate closely to stay ahead of these threats. Research enables the identification of vulnerabilities, development of innovative solutions, and formulation of evidence-based policies to enhance cyber resilience. Collaboration among stakeholders facilitates the sharing of knowledge, expertise, and resources, fostering a collective approach to cyber security that is essential for effectively mitigating cyber risks. By working together, stakeholders can leverage their respective strengths and insights to develop proactive strategies, respond swiftly to cyber incidents, and build a safer and more secure digital environment for individuals, businesses, and governments alike.

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Views On Languages Included in The Curriculum in The Field of Teacher Training

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Abstract:

Indian Institute of Teacher Education Training Affiliated B.Ed. colleges. There is a lot of Versatility in the college curriculum. In which compulsory teaching subjects, Real classroom Training and co-curricular activities. In which compulsory teaching subjects must teach one language per semester. So, the Researcher wants to know the impact of this new concept of compulsory language teaching in teacher training Institutes, that's why researcher start the research on this topic. The purpose of the research is to know the know the relevance of the languages included in the study in the field of teacher training. The survey method was used in the Research Methodology. And two types of tools used for data collection. Opinionnaire for trainees and Interviews for professors and principals are used as a tool for data collection. For data collection 78 Trainee teachers and 8 professors, two principals of two grant in colleges affiliated to IITE are used as a purposive sampling technique. Qualitative and quantitative analysis used for data analysis. Finding was that the four languages are useful for future teacher and classroom students. It improves student interest in languages.

Keywords:

Languages	Compulsory	Teacher	English	Gujarati
	Languages	Training		
Hindi	Sanskrit	Teaching	B.Ed.	Language Education

B.Ed. training before becoming a teacher in the field of teacher training. College trainees include B.Ed.. Of college Trainees co-ordinated with many subjects in the curriculum-Training in academic activities and actual lesson planning. Each semester of the compulsory subjects included in the curriculum has a

compulsory reading of one language.. Indian Institute of Teacher Training Affiliate B.Ed.. Found in college curriculum. Gujarati language in first semester, English language in second semester, Hindi language is compulsorily taught in the third semester and classical Sanskrit language in the fourth semester.. These

languages are considered very important for trainees to shape their future lives. All Round Indian Institute of teacher Education is the only institute who taught four languages in four semester. So, the Researcher want to know the impact of this new concept of compulsory language teaching in teacher training Institutes, that's why researcher start the research on this topic.

Purposes of Research:

1. To know the relevance of the languages included in the study in the field of teacher training.
2. To get the views of the trainees on the languages included in the study in the field of teacher training.
3. To get the views of the teachers and the principal on the language included in the study in the field of teacher training.

Importance of Research:

- **Languages included in the curriculum in the field of teacher-training**

The presented research Will be very important for trainees who undergoing training in B.Ed colleges. In this course, gujarati language in the first semester, English language in the second semester, Hindi language in the third semester and classical Sanskrit languages in the fourth semester are taught as compulsory subjects for the purpose of the trainees to learn diverse languages. Since teacher training makes the

language compulsory for all the trainees involved in the institution, the main aim is that he can develop language diversity during his work as a future teacher.

- **Importance of languages included in the study in the field of teacher-training**

Four languages are compulsorily taught in studies in the field of teacher training. In which Gujarati language becomes a compulsory subject in the first semester. In Gujarati language, sound thought is taught in a specific way by specifying synonyms and antonyms and their meanings, idioms, proverbs, abbreviations, the use of quotation marks, etc. Instrumental, emotional, descriptive, descriptive prose is also taught. In addition, things such as essay writing, report writing, meeting conduct, prose review, etc. are also included. Thus, it is necessary to teach the teachers of all subjects, not necessarily the teacher of Gujarati subject. English language is compulsory in the second semester. In this language, things like presentation skills, communication skills, spoken English, SQ3R reading methods as well as report writing, etc. are taught. Which the trainees find very important for a future career. Hindi language is taught compulsorily in the third semester. Hindi is also our national language. It is essential that teacher trainees learn Hindi, the national language. In which the art of elocution, the art of narrative dialogue, language enrichment, prathamaya, auditory

speech skills as well as reading and writing skills are taught.

Classical Sanskrit is compulsorily taught in the fourth semester. Sanskrit has its roots in other languages. Sanskrit is considered to be the oldest language. Sanskrit is the sacred language of the gods. Which is very important while greeting the trainees from prayer conferences in the morning to conversations. Under the Sanskrit language, he learns to introduce himself to the Sanskrit language. Learns the names of things in daily life, children's songs, birthday and good wishes songs. Many things like mythology, letter writing and prayer verses can be learned through the Sanskrit language.

Thus all these four languages are included in the field of teacher training which seems to be very important in future life.

This research will be a guideline for trainees studying in different universities other than those from the colleges affiliated to the Indian Institute of Teacher Training. The research presented will be a guide for curriculum reformation of training institutes and it gives a new concept for future teachers which will be useful in the classroom. This research also proves that the teacher of New Generation has also Expertise in Languages too. And it will be helpful in classroom Teaching.

Limitations of Research:

In the present research only two colleges affiliated to the Indian Institute of teacher Education were included. In the second year of

2021-22, 78 trainees, 8 professors and 2 principals were included as a sample in the present research. Only those who are present on day of data collection was consider as a sample.

Research Methodology:

The survey method was used in the Research Methodology.

Scope and Sample:

In the research presented, all the grant-in-aid colleges affiliated to the Indian Institute of Educational Training became the Scope of this research. For the research presented, 78 trainees studying in the year 2021-22 of two colleges, 8 teachers and 2 principals were selected as a purposive sampling technique.

Research Tool:

In the research, a formal Interview was used as a research tool for the principal and teachers and a two sectioned Opinionnaire in which there was 23 statement with three point scale used and in second section there was three open questions was used for the teachers trainees.

Data Collection:

In the research presented, the researcher received prior wages from the first institution than On the allotted day, the researcher visited the institute face-to-face and obtained information through a Interview and Opinionnaire.

Data Analysis:

In the presented research, the researcher performed a qualitative analysis of the data after obtaining the information from professors and principals. And the data received from trainees was analyzed by frequency than percentile and chi-Squire.

Findings of the Research:

Opinions of the Trainees :

Findings of the Opinionnaire

- Studying all four languages is very useful for a trainee.
- Gujarati is our mother tongue, and we largely do all our teaching work in mother tongue in class so it's useful.
- Knowledge of languages helps a teacher use different languages to put students on a global level.
- Linguistics does not lead to misinterpretation of meaning.
- There are no spelling mistakes in Black board work in the classroom.
- A teacher helps the students master the language regardless of the subject.
- The intellectual level of the student increases
- From the study of Hindi language, teachers can use national level contexts in the study.
- A teacher can use world-class contexts in learning through English language learning.
- It helps in the competitive exams conducted in the present competitive era.

- No matter the subject of the teacher but his approach to the language makes the students interested in the language.
- As a prospective teacher can be in touch with national and international teachers.
- It can help in building a successful national and international career for the teaching profession.

Responses of Professors and Principals:

Findings of the Interview

- By learning Gujarati language, mistakes in reading writing are reduced, spelling improves, Learns to use punctuation. It is considered to be the basic education for future teachers.
- Through the study of languages such as Gujarati and Hindi, their vocabulary increases while speaking and describing them, learning lines, songs, prayers. Languages are like a father's stick for the formation of an influential personality.
- Trainees sometimes feel scared when they hear the English subject. But they are greatly influenced by the activities of applications, interviews, communication skills, classroom interaction, etc. This type of activities away English language fear. Due to the increasing influence of the English language, it was felt necessary for the trainees to learn the English language.
- The use of Vedic language Sanskrit is declining. The verses sung in prayer have been limited to them. Thus, the use of Sanskrit language during the day seems to be negligible. The future

teachers have learned the Sanskrit language by nurturing, transmitting and preserving Sanskrit.

- Languages have a great impact on a person's life. The diversity of thought develops. There is joy and festivity in life. Mastering languages is the urgent need of today's time.

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A Study of Existential Concerns in Arun Joshi's *The Apprentice*

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Abstract:

Arun Joshi (1939- 1993) is a one of well-known names of Indian Writing in English. He started his literary career with his maiden novel *The Foreigner* which was published in 1968. After that he went on writing four other novels namely *The Strange Case of Billy Biswas* (1971), *The Apprentice* (1974), *The Last Labyrinth* (1981), which got Sahitya Akademi Award in 1982 and *The City and the River* (1990) Joshi is popular for using the themes related to identity crisis in his novels. All of his five novels deal with the crisis that occur in all the protagonist of his novels. The reason might be different for each character to face the crisis but the suffering is there throughout the story. *The Apprentice* like his other novels also offers the crisis that is going on in the protagonist's life. Ratan Rathore, the central character of the novel, goes through the layers of existentialism in his life because of the choices he makes in his life. The novel offers three phases of Ratan's life. Arun Joshi is very fond of flashback technique here also he uses this technique. The novel is divided in three phases as mentioned above, the first phase deals with Ratan's childhood days, second phase deals with his prime days and third and last phase deals with his tough days the existential crisis.

Keywords:

Identity Crisis	Betrayal	Suffering	Existentialism	Transformation
Regeneration	Freedom	Existential Crisis	Gandhian Philosophy	Indo-China war

Arun Joshi is one of the very few writers in India who uses the theory of existentialism in the best way possible. He was inspired by Jean-Paul

Sartre and Albert Camus. He had read these two writers closely. His first novel *The Foreigner* (1968) was inspired by Albert Camus' Novel

The Outsider (1942). If we look at the titles of both the novels their respective names mean almost the same. In this manner Joshi was inspired by Camus' novel to write his maiden novel.

The novel *The Apprentice* like any novel offers us a story that keeps us with it throughout the journey of Ratan, however, this novel is deeper than any other average novel because the themes are such. Ratan happens to be the character that gets everything in his life, sometimes it makes the reader wonder that how can a young man who is just 21 has got so many luxurious things in his life. But as the story develops, we get to know that his downfall is much more interesting than his prime days. Ratan's father's life takes place in pre-independence India. He was one of the people who wanted to fight for the country, on the other hand his mother always advises him to lead a wealthy life as she thinks money is the most important thing to survive. His mother tells him to find a job and earn money she puts it like:

1. "Man without money was a man without worth. Many things were great in life, but the greatest of them all was money." (1)

In this manner his mother is worried like any other mother in the world. His father as we discussed earlier is a patriot and wants to fight for India's freedom. He is so keen to join Subhash Chandra Bose's army. Ratan and his father are opposite personalities. His father is a brave man and on the other hand Ratan is a

coward person. His father so many times advises him to be brave and die for the nation. Ratan was a child when his parents advised him. It is obvious that he could not understand their advise deeply, however he listened to them and he seemed to be a listener. The most important quality of Ratan is he is a genuine person as confessing his flaws and mistakes. He does not blame others for what he is going through in his life. As an existential character he does not like to stay in the society among people, he keeps himself away from the people as much as possible. This habit of Ratan being away from the society conveys about the instability in his life. Ratan is ambitious but one cannot predict in what way, in a good way or bad way that one gets to know as the story develops.

As an existential writer, Arun Joshi has added all the essence and layers of symbols in the story whether in direct way or indirect way. Apart from Ratan's parents another important character of the novel is Brigadier who gives some meaningful lessons to him. As the novel runs in both present and flashback. Brigadier's memory haunts Ratan. Ratan remembers Brigadier as he was the only person after his parents who really cared for him and gave some life-changing advises. Ratan's father was a patriot man who wanted to play a very significant role India's freedom, however, as the time passes his father dies getting a bullet in procession and his struggle for the nation ends there. This incident shocks Ratan and his life flips the side and now he has to earn money and

lead his life. His father's passing away breaks Ratan so hard that it was very difficult for him to stand up and go there to earn, however, he stands up and starts earning as his mother also puts pressure on him to work and get some money to lead a decent life.

Ratan has now no choice but to seek job in Delhi he goes there and seeks job only to be rejected. He throws away all the advises his father gave him regarding being honest. Now because he was rejected from everywhere he decided to embrace the way of deceptiveness whenever he gets the opportunity. He gets a temporary job of clerk in the department of war purchases. As he gets the job, he forgets all his friends and he starts considering himself superior in all the ways. He becomes so ambitious that he does not even spare his colleagues and betrays them as well. This was the beginning of his career and beginning of downfall of his life. The Gandhian purity 'means', which his selfless and patriotic father believed in was replaced by the Machiavellian dedication to the 'end.' The choices he makes in the story is unpredictable, sometimes he takes bribe for useless files and sometimes he rejects the offers of a lot of money that also symbolises that he does not even know what he is doing in life. These are small symbols or we can say sign that signifies his state of mind that he is somewhere unpredictable and reckless. Ratan is not aware of the choices he makes in the story but this cannot be considered as innocence this is rather carelessness and overconfidence.

After existentialism, Arun Joshi likes to use the flashback technique that is seen in his novels like *The Foreigner* and *The Apprentice* as well. Brigadier is also missed by Ratan at multiple occasion in the novel. Brigadier gave him several life-changing advices but Ratan had other plans. As mentioned above Ratan worked at department of war purchases that is where he met Brigadier who happened to be an honest but Ratan's cunningness got him killed. Ratan's greed for money leads him to the most dishonest path like Arthur Miller's *All My Sons* Ratan involves in the supply of faulty weapons and the result is Indo-China war is lost. This is reason Brigadier lost his post and commits suicide. Ratan's greed for money does not seem to stop even after several shattering incidents in his life.

When he remembers his past, in one of his conversations with a student he outburst his emotion and says;

“There is nothing in the world as sad as the end of hope. Not even death” (2)

This is the present and he remembers flashback and those days of his cunningness and betrayal with people. He has so many things to regret but now it is too late to regret for him because of him several things went wrong and Brigadier lost his job and life.

Ratan had got married to a girl who happens to be his boss's daughter, even in this case Ratan did this to get all the benefits from her father who owns a lot of money and position.

Unfortunately, Geeta, his wife, got married to a worthless and spiteful man who does not even know the basics of life. Ratan is both hero and villain of the novel. Every step he takes, takes him somewhere he never went before.

He gets arrested for his involvement in war-purchases, but he is subsequently released in the interference of the Secretary and the Minister who were accomplices in the crime. Ratan had some big names by his side that is the reason he came out of jail unharmed. But after this phase his struggle with life begins as starts introspecting and values his life. He questions himself and in one of his thoughts he says,

“Was I the murderer they said I was”?

(3)

Now Ratan’s absurdity has begun, he has started feeling worthless and now he has got the idea of being a corrupted man in the society where he made so many mistakes. Now Ratan finds himself responsible for Brigadier’s death. This time the pain is unbearable for him as he is realizing his mistakes genuinely. He had never thought about the world and never cared about the world and its people but he is doing it now and he is late. Apart from all these characters there is another important character that we see after a while in the novel it is Himmat Singh who does not like the world. He just hates the world and people in general. He hates the world because he thinks the world hated him. Ratan met him in Bombay. Himmat Singh seems to be an underground man who likes to stay hidden.

Himmat Singh smokes his cigarette, wears goggles and has twisted lips. He does not spare chance to mock the world. The reason for his suffering is not clear in the story. He operates his mission not to make money but to destroy the world. In one of the conversations with Himmat Singh Ratan tells him about his father’s love for freedom and Himmat mocks him saying a son of martyred should have been doing the same to which Ratan replies his father’s death had left deep impression him. His father’s death had left him deep impression but Ratan could not learn anything from him. He should have been the bravest and the most courageous man on the earth but the opposite happened. He became one of the most corrupted men who just did so many unacceptable mistakes.

He remembers the incident when he went to visit Brigadier, he was denied. Here also he realizes that because of him there were many Brigadiers who lost their lives at war. Next day he was summoned to police station to confess his guilt, however he could not help. Ratan spends many sleepless nights after his downfall he goes through all crisis that could occur in a human life. Now he starts going to temple to seek some solace and morale courage. But there also the priest, the agent of God, offered him bribe to save his son, a dishonest contractor, from punishment for having mixed too much of sand in the mortar. He is surprised to see all these things at temple too. Now he knew that religion was also a game for many people. Now Ratan wants to confess his crimes and especially for

Brigadier because he was not at fault, but he is hesitant to confess this. He wants to save Brigadier but not at his own cost as he does not want to own moral responsibility. Multiple things are going on in his mind, but he has always been confused in his life even when he used to take bribe there also, he had to make a wise move but sometimes he would fail to make his decision. It was difficult for him to choose one out of two things. He saw cracked skull of Brigadier that shocked him a lot.

Ratan is going through the toughest time of his life he is not even able to sleep at night. Even after taking sleeping pills that the doctor gave him. Nothing is working and supporting him. He has become just a body without soul. His existential crisis is deeper than that of Sindi Oberoi and Billy Biswas in *The Foreigner* and *The Strange Case of Billy Biswas* respectively. Ratan considers Himmat Singh responsible for Brigadier's death, however, Ratan is escaping from being responsible for Brigadier's death and he is also responsible. Ratan decides to kill Himmat Singh by a gun but Singh confesses his dark days and shares his pain saying that he is suffering in his life. He further tells Ratan that he was not only responsible for Brigadier's death Minister and Secretary are more responsible for these things. Minister and Secretary chose Ratan to make the victim because they knew that Ratan is spineless flunkey. Now Ratan has no choice but blame himself at this stage. He thinks that he has

wasted all the years that he spent in the city he says:

“Twenty years earlier, I had come to this city... to learn, to work, and in the process to make my mark. I had come full of hope, ambition, a good will; and all that was left was a pile of dung” (4)

After this he misses his father and talks to himself that father what I have done to my life? Himmat Singh suggests him to kill the Secretary but Ratan remembers his father and says if my father were at my place, he would not kill the Secretary. And this time Ratan is not confused he is very clear about his thought and his intentions in his life. Himmat Singh takes him in a town where Singh's mother used to live and passed away as a whore according to him. He tells Ratan about his father that his father was also revolutionary. In Himmat Singh's opinion he wanted to avenge his father's death but unlike Ratan, he did not sell himself. He just troubled some people. Himmat Singh was not proud of the things that he did in his life. Both of them mourn and confess their mistakes and all the wrong things that they have done in their respective lives.

Now Ratan has no cure to his illness, he has been very ill. Here the illness is metaphor of the existential crisis that takes place in his life. The crisis that will not leave him for a long time. And if he will be not strong then the crisis will never leave him and haunt him forever. Ratan has to reform himself now to become a better person.

He remembers his father and thinks whatever you do comes back with double force to you. Now he starts a new life with new perspective with faith in God and himself. He starts following the principles of *the Gita* and Gandhian Philosophy.

To sum up, Arun Joshi's greatness resides in his having added a social dimension to *The Apprentice* through his moralistic vision of responsible existence. At the end of the novel Ratan expresses that the young generation should learn from their elders' mistakes, and be

ready to sacrifice whenever it is needed, and willing to pay the price. The story ends with a dawn that symbolises Ratan's transformation and regeneration. It was a cold dawn but after this dawn things will definitely get better for him. Arun Joshi succeeds to deliver the correct theme of existentialism and Ratan Rathor's suffering, identity crisis, absurdity and all the other symbols have been perfect examples of Arun Joshi's version of existentialism.

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A Study of Opinions of Higher Education Students For Role of Language and Literature in Shaping National Identity

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Abstract:

Language and literature are important aspects of culture and identity, and they can influence how people perceive themselves and others in relation to their nation. To conduct such a study, you could use a mixed-methods approach that combines quantitative and qualitative data collection and analysis. For example, you could use a survey to measure the students' attitudes, beliefs, and behaviors regarding language and literature and their national identity. You could also use interviews or focus groups to elicit more in-depth and nuanced insights from the students about their experiences and perspectives. You could also use content analysis to examine the language and literature texts that the students read, write, or produce, and how they reflect or relate to their national identity. A study of opinions of higher education students for the role of language and literature in shaping national identity could explore the following questions:

How do students define their national identity and what factors contribute to it?

What role do language and literature play in expressing, maintaining, or challenging their national identity?

How do students perceive the diversity and complexity of language and literature in their nation and beyond?

How do students use language and literature to communicate and interact with people from different national backgrounds and contexts?

What are the benefits and challenges of learning and using multiple languages and literatures in a globalized world?

Keywords:

Opinions	Higher Education	Language	Literature	National Identity
Culture	Identity	Multiple language	Population	Globalization

Introduction:

Language and literature are important aspects of culture and identity, and they can influence how people perceive themselves and others in relation to their nation. A study of opinions of higher education students for the role of language and literature in shaping national identity could explore the following questions:

How do students define their national identity and what factors contribute to it?

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To conduct such a study, you could use a mixed-methods approach that combines quantitative and qualitative data collection and analysis. For example, you could use a survey to measure the students' attitudes, beliefs, and behaviors regarding language and literature and their national identity. You could also use interviews or focus groups to elicit more in-depth and nuanced insights from the students about their experiences and perspectives.

You could also use content analysis to examine the language and literature texts that the students read, write, or produce, and how they reflect or relate to their national identity.

Statement of the Problem:

The problem of the present research has been titled as under.

“A Study of Opinions of Higher Education Students for Role of Language and Literature in Shaping National Identity”.

Objectives of Research:

The objective determines the direction of any research. The objectives of present research are as under

To study opinions of higher education students for role of language and literature in shaping national identity with respect to gender.

To study opinions of higher education students for role of language and literature in shaping national identity with respect to level of study.

To study opinions of higher education students for role of language and literature in shaping national identity with respect to stream.

Variables of the Study:

Variables is such a characteristic of a thing or a unit or a product which takes different values

Independent Variable

Gender: Males/ Females

Level of study: UG / PG

Stream: Arts / Commerce / Science

Dependent Variable: The score on the opinionnaire of role of language and literature in shaping national identity.

Hypothesis of the Study:

The researcher constructed following hypotheses with the reference to the present research.

Ho₁ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of male and female students.

Ho₂ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of UG and PG students.

Ho₃ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of UG and PG Arts stream students.

Ho₄ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of UG and PG Commerce stream students.

Ho₅ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of UG and PG Science stream students.

Delimitation of the Study:

The delimitations of the present research were The present research will be delimited enough for the Gujarati medium College students.

The present research will be delimited enough for the Dahod and Panchmahal District College students.

Methodology:

Population and Sample

Population: In the present study, the population consists of college students of Dahod and Panchmahal District.

Sampling: In the present study the researcher took the sample of 153 students of Dahod and Panchmahal District Colleges.

Research Method: In the present research, researchers have used survey method.

Research Tool: In this research, the researcher has constructed opinionnaire for college students for measuring opinion of role of language and literature in shaping national identity.

Interpretation in context to assessment of hypotheses:

After assessing the hypotheses in the present study, the following interpretations were made:

No.	Hypotheses	“t” value	Level of Significance	Accepted Not-accepted
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1	Ho ₁ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of male and female students.	2.65	0.01	Not- accepted
2	Ho ₂ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of UG and PG students.	4.28	0.01	Accepted
3	Ho ₃ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of UG and PG Arts stream students.	2.87	0.01	Not-accepted
4	Ho ₄ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of UG and PG Commerce stream students.	1.52	0.05	Accepted
5	Ho ₅ There is no significant difference between the mean score of opinionnaire of role of language and literature in shaping national identity of UG and PG Science stream students.	1.94	0.05	Accepted

Findings of the Study:

From the interpretation of the data, the researcher has established following findings:
Compare to Male college students, Female college students were having more positive an

Opinion for role of language and literature in shaping national identity.

Compare to UG college students, PG college students were having more positive an Opinion

for role of language and literature in shaping national identity.

Compare to UG Arts stream college students, PG Arts stream college students were having more positive an Opinion for role of language and literature in shaping national identity.

Compare to UG Commerce stream college students and PG Commerce stream college students were having nearly equaled an Opinion for role of language and literature in shaping national identity.

Compare to UG Science stream college students and PG Science stream college students were having nearly equaled an Opinion for role of language and literature in shaping national identity.

Conclusions:

In present research, the researcher is of the opinion that the role of language and literature in shaping national identity were affected by gender, Level of study, Arts Stream.

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Analysing Starhawk's *The Fifth Sacred Thing* from the Eco-feminist Perspective

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Abstract:

As right now the whole is facing the challenges like ecological crisis and discrimination done to the females and to the marginalized people. The term eco-feminism connects these two very crucial and inseparable parts of human life: Women and Nature. The term examines how nature and women are exploited and degraded by the patriarchy and scientific-industrial development.

This research paper studies how eco-feminism negotiates with these emerging challenges of environment and women exploitation in the book *The Fifth Sacred Thing*. The industrial development is beneficial to the some sort of people but majority of the people have to suffer a lot due to its harsh effect on their daily life and environment. According to ecofeminists the females suffer more than male due to climate change and environmental degradation. This research paper examines how Starhawk has handled and treated women and nature and its elements soil, earth, water and fire. It is aimed to aware the society on environment crisis and exploitation done to the women. It also appeals the human society to adopt sustainable living to save our mother earth. It's time to show our kindness, love and affection to our nurturing phenomenon, 'women' and 'nature', without whom it's impossible to survive on the earth.

Keywords:

Eco-feminism Environment Sustainable Environmental Social
Development Degradation Injustice

Women and Nuclear plant Waste Energy Crisis Ozone
Nature Management Depletion

Introduction:

The term eco-feminism is a amalgamation of two terms ‘feminism’ and ‘ecocriticism’. The term was coined by Francoise d’Eubonne, the French writer, in her book *Le Feminisme ou la Mort* (1974). The eco-feminist thinkers believe that women and nature are exploited and degraded by the patriarchy and by the upper class also. They assert that women and nature are connected deeply in many ways like both are life givers, both are the most essential for human survival and both are taken for granted by the society and the patriarchy. There are many sub branches of eco-feminism like spiritual eco-feminism, vegetarian eco-feminism, materialist eco-feminism, cultural eco-feminism etc. The novel is written by American author Starhawk in 1993. Starhawk is a renowned eco-feminist writer and author. She has written around thirteen books on different subjects like eco-feminism, spiritual eco-feminism, paganism, witchcraft, permaculture along with some non fictional topics. Born on 17th June 1951, Starhawk’s real name was Miriam Simon. She believes that women and nature are life givers to humans and patriarchy has destructed both of them. She advocates maintaining relation with nature and its elements to have healthy and long life. *Mind Body Spirit*, a magazine, listed her as one of the 100 Most Spiritually Influential Living People.

Eco-feminist concern reflects in the Novel:

The *Fifth Sacred Thing*, a post apocalyptic novel, set in 2048 when the whole United States collapse into several nations and the dictatorship of Steward army. Maya, the protagonist live in the north part of San Francisco and actively participates in movements to build ecotopia and return to sustainable lifestyle by using solar energy, organic agriculture, using less chemical products into her daily life. The rest of the city area is dystopian and ruled by the Steward army group. People live in a fear, poverty and under religious and military control of Steward’s dictatorship. The novel has three main characters named Maya, Madrone and Bird. Maya is 98 and Madrone and Bird are her grandchildren. All these three characters live in a south part of the city in a harmony with nature and maintain equality with all four sacred things air, water, fire and earth. Maya is leading character and doing activities to spread awareness on living sustainable life. Madrone is a healer and treats her patients mostly through traditional herbal and homeopathy medicines. When the novel opens, Bird was imprisoned in the south by the Stewards army group. Because of his imprisonment his memory became foggy. He was uncertain about his own identity. Later, somehow he manages to escape from there, returned to south and overcome his mental and physical health. The novel is all about how city people maintain their relation with nature and live sustainable life. They also fight against Stewards army with using non violence and throw them away from their north part.

People of north worship nature and believe in giving back to nature. They believe that nature's four sacred things air, water, fire and earth are basic needs of human life and if humans take care of these four sacred things by then only they will have their fifth sacred thing which is their 'soul'. The city is filled with green trees, streams flow with clean water, houses are made up with eco friendly materials, people uses horses and electric and solar battery operated cars and bikes for transportation, waste is less generated by the people and city is well maintained by all the city dwellers. Maya and Madrone, both female characters, are shown more connected to nature. Maya collects rare herbs and seeds and preserves them. She uses solar energy for cooking, reuses waste drainage water, and manages garbage by feeding them to her chicken, ducks, snails and warms. Madrone believes in healing her patients with natural remedies, ayurveda and homeopathy medicines. She cures her patients with using different local herbs. For bathing and to heal skin problems of her patients, she uses aloe vera gel. She grows all type of healing herbs in her backyard garden to treat her patients with natural remedies. She uses honey and turmeric as antiseptic on wounds. In her journey to southland to get antidotes of virus, she met a lady Melissa who teaches her healing process done by using bees, honey brew and bee hives. Madrone also uses acupuncture and physiotherapy to heal Bird's broken body. She has made anti-virus syrup by her own with using honey, garlic, parsley,

mugwort etc. She feels so connected to nature that she believes that the humans will born and dead but the natural elements like wind, rock, fire, and rain will remain as it is.

Starhawk has discussed all the environment related problems like air pollution, water pollution, ozone depletion, nuclear weapons, war effects, biological weapons, genetic engineering, consumption of fossil fuels etc. She has addressed all these problems in detail with their practical solutions. Maya and Madrone express their concern for the toxic water flows in the bay of San Francisco. The river water gets polluted due to the chemicals releases by industries of the south part. The city atmosphere faces ozone depletion which will not return back to its normal amount for next thirty years. Rain forest is catching fires due to global warming and that affect the rain cycle. When novel opens, the city is facing a pandemic. Some unknown diseases outspreads in the whole city and affected majorly to children and women. Ecofeminists also believe that the environmental degradation affected more to women than men. The water crisis creates difficult situation for women to fetch pure water for cooking and other daily household chores. Another point is biologically women and men are different so the adverse effects of climate change, war, nuclear weapon damage women body more than men.

Water problem discuss by Starhawk and given solutions to resolve it:

The city people are very accurate at the use of the water. They save water, make it less polluted and reuse used water in many different ways. Madrone feels that the sound of running water and sit besides the clean streams is like a therapy and give soothing effect to her mind. She also urges people to conserve water and make use of it carefully. Another current issue of water discusses by Starhwk is the privatization of water by big corporate industries. Industries fetch water in massive amount that makes difficult for poor people and farmers to get water for their small farming. Another issue faced by common people is to get clean and potable water. Rivers and oceans are filled with toxic water and contaminated by heavy metals. Steward, the dominating ruling party, has taken all the major supply of water for their private use and for their industries and then sell it to the people in the exchange of heavy price. The people of the north part have to toil hard to get clean water and pay heavy amount to Stewards to get clean drinking water. Stewards issue ration card and forces south people to buy the water from them. But the habit of store rain water has saved south people from urges Stewards to get water. Bird conveys very beautiful thought here that water is a natural element and it belongs to everyone. No one can own it. He says nature has equally divided its thing to everyone and humans can't differentiate them for the poor and rich upper class. The water born diseases are also discussed by Madrone in

detailed. She is concern for the toxic water dumped by industries into rivers and oceans.

Nuclear plant effects:

When Bird frees himself from the Stewards' imprisonment and returns to the north part of the city, he comes across the area of the nuclear reactor plant. The area was signed with the skull and crossbones and with the warning board of Toxic Territory. Bird discusses the horrible effect of radioactive rays release from the plant. Infants are born with birth defects, it causes cancer, miscarriage and still birth happened to pregnant women due to its harmful radiation. One of the characters name Mortone doesn't have legs, another girl Dana's face is in triangle shape and her one hand is like a claw.

Ozone Depletion and its effects:

The novel shows many Madrone's patients are suffers from the skin problems and as a healer Madrone is not able to heal them because of its intense bad condition. Due to the ozone layer depletion people are suffering from the several skin diseases and skin cancer. People's skin gets milky white, fragile, see through and their condition is pathetic due to the harmful UV rays of the sun. Starhawk has also discusses the reasons behind the depletion of ozone layer. The use of air conditioners and refrigerator release harmful gas CFC (chlorofluorocarbons) which results in ozone layer depletion. Madrone raises her voice and appeal to government to ban the use of CFC.

Waste Management:

The city people learn “how not to waste, how to use and reuse every drop”(Starhawk,02) rule. Firstly, they don't generate as much waste as they have to put their extra efforts to manage it. Secondly, they segregate the waste and try to reuse them. They generate compost from kitchen waste. They keep duck, geese, chicken and other animals into their back yard as they eat weed and other insects. They use their feathers to make quilts. They reuse drainage water into their backyard gardening. They recycle papers, bottles and other items.

Energy Crisis and its Substitute:

The world is facing energy crisis and we have limited amount of energy for the future generation. The city people are using solar energy for almost all of their daily needs. Madrone uses solar disinfectant to disinfect her clothes. Almost every house has solar panels. They use generator which runs on the wind energy. Their vehicles are run by solar batteries. City people are against of using fossil fuel. They also appeal to other city dwellers to switch to conventional source of energy like solar, wind and tidal as it generate less carbon emission. Starhawk, being an eco-feminist, gives clear message to her readers that we humans are born from our sacred mother earth and it's our fundamental duty to protect her. By living sustainable and eco friendly life will keep our mother earth healthy and as we can also live

healthier life. The city people worship nature and earth as a goddess. They take so much care of every element of nature as they are part of their family. They regularly take sun bathe. They are so connected to nature that their every activities have an essence of nature. They feel nature and they live nature. They spend their daily one hour with nature which gives them the mental relief.

One serious aspect discusses by Starhawk is war effects. The southland has faced war and people suffer a lot due to its horrible effects. Southland is constantly under the threat of war by Steward because they attack on them anytime without issue warnings. Steward, also, owns a nuclear plant and can attack by nuclear weapons. Maya, Madrone and Bird are constantly worried for the horrified effects of nuclear weapons and its radiation. They believe that war is only the waste of time, money and energy. Southland has constantly facing war that now they have nothing to lose or spend in war. Their situation is so pathetic that their whole future is in danger, their children are miles away from education, they have no employment, farms, food, and youth everything is destroyed in the war. Their south area goes ten years back in development and its economy is wrecked due to constant war.

Steward gives a very bad treatment to females in south. Women are not allowed to study, to work or to roam outside the houses. They raped women and use them as their reproductive machines. When Madrone reaches to southland, the females from their get amazed by knowing

that she is a doctor because they are not allowed to step out and educate their selves.

Conclusion:

The novel *The Fifth Sacred Thing* appeals its readers to make a shift to live sustainable life. It conveys the message that air, fire, water and earth all these four sacred things are owned by nature and nature has distributed them equally to each and every human being equally. These four natural elements can't be privatized and owned by any particular human or institution to make profit out of them. They all must be taken care by humans as they are the part of their daily life. They say if we maintain good and healthy relation with these four sacred things than only we can have good healthy relation with the fifth sacred thing and that is our own spirit. And the same respect, care, love and attention given to the woman rather than to exploit them. We must not take granted to women and their daily house hold chore. One most difficult task of human life which is to rearing a child is done by women in most of the families. To bring up child, human needs patience and the god has given that quality to women. Men cannot have as much of patience and caring ability to rear his own child. So if you want healthy family, healthy life along with healthy body and soul, you have to take care of both nature and women for that.

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Historical and Political Context in Tamsula Ao's *These Hills Called Home: Stories from a War Zone*

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Abstract:

The historical and political setting of Northeast India in Tamsula Ao's "These Hills Called Home: Stories from a War Zone" significantly influences the storylines and characters portrayed in the book. This paper examines how Ao's anthology of short stories effectively addresses the socio-political circumstances of the region, encompassing conflicts, relocation, and endeavors for self-governance. This paper explores how historical and political factors shape the lives of individuals and communities in Northeast India by analyzing Ao's depiction of tribal identity in the face of these problems. This paper illuminates the intricacies of identity development and resilience in marginalized communities by placing Ao's work in the perspective of the wider socio-political environment.

Keywords:

Tribal Identity Resilience Northeast Socio-Political Historical
India Realities Conflict

Colonial War Zone Displacement Civilizations Fictional
Period Landscapes

Introduction:

Tribal identity and resilience are prominent motifs in the literary realm of India, particularly in narratives that arise from its varied and culturally abundant Northeast area. Tamsula Ao

distinguishes herself among authors by skillfully incorporating these issues into her works. She presents a powerful depiction of tribal people struggling with socio-political realities during times of conflict and turmoil. Ao's collection of

short stories, "These Hills Called Home: Stories from a War Zone," provides readers with an intimate glimpse into the lives of individuals as they grapple with the intricate challenges of tribal identity amidst the tumultuous setting of Northeast India.

Ao's narratives provide insight into the lives of tribal groups, characterized by their ability to endure and their strong bond with their land and customs, amidst the historical and current difficulties faced by the region. The title "These Hills Called Home" conveys a deep connection and sense of belonging that goes beyond the physical landscape, implying a strong emotional and spiritual relationship between the people and the area they live on. Ao explores the various aspects of tribal identity, including its cultural diversity, challenges in gaining acknowledgement and survival, and its ability to endure under difficult circumstances, all through a collection of interconnected narratives.

Ao's storytelling investigates the intricate examination of how socio-political circumstances profoundly affect tribal groups. The term "war zone" in the title functions as a metaphor representing the diverse conflicts, both internal and external, that have influenced the lives of the people living in Northeast India. Ao's collection of stories explores a range of issues, including armed insurgencies, state violence, displacement, and environmental degradation. These stories vividly depict the

lasting impact of conflict on both individuals and communities.

This research study explores Ao's fictional landscapes, focusing on the themes of tribal identity and resilience that are prevalent in her narratives. By closely analyzing the text and interpreting its context, the intention is to understand the intricate aspects of tribal life as portrayed by Ao.

Historical and Political Context:

The region of Northeast India, known for its varied ethnic groups and vibrant cultural heritage, has been deeply entangled in an intricate network of historical and political forces that significantly shape the experiences of its tribal people. The region comprising states like Assam, Nagaland, Manipur, Mizoram, and others has experienced prolonged periods of conflict, insurgency, and state violence. These events have had a lasting impact on the social structure and collective mindset of the people living in this area.

Throughout history, Northeast India has served as a hub of diverse civilizations, where native tribes have peacefully coexisted with successive waves of migration and colonial influences. Nevertheless, the process of incorporating the region into the Indian Union after gaining independence was filled with difficulties, resulting in many types of opposition and disagreement among tribal tribes who felt

excluded and estranged by policies implemented by the central government.

The appearance of armed insurgencies in multiple states in the Northeast region has worsened tensions, leading to long-lasting conflicts that have caused loss of life, displacement, and extensive socio-economic devastation. These confrontations frequently center on matters of land ownership, self-governance, and cultural heritage, which reveal the long-standing frustrations and ambitions of oppressed indigenous communities.

Furthermore, the implementation of severe laws such as the Armed Forces Special Powers Act (AFSPA) has created an atmosphere of apprehension and suspicion, especially among indigenous communities that suffer the most from militarization and violations of human rights. The presence of a very militaristic atmosphere not only sustains ongoing patterns of violence, but also influences the daily encounters and understanding of safety within indigenous communities. In this unstable socio-political environment, tribal identity becomes a focal point of conflict and resilience, as communities struggle with the consequences of past conflicts while attempting to affirm their cultural legacy and rights to self-governance. Temsula Ao's "These Hills Called Home: Stories from a War Zone" provides profound observations on the actual experiences of the tribal communities in Northeast India. It sheds light on the intricate process of shaping one's

identity and the unwavering strength of perseverance in the face of hardship. Ahonen explains that:

Historical consciousness implies a trans-generational mental orientation to time. Such an orientation is based on the human aptitude to think back and forth in time. Moreover, historical consciousness means an interaction between making sense of the past and constructing expectations for the future. Time is regarded not only as a technical measure but a substance loaded with human-given meanings and moral issues. (668)

In her acclaimed anthology "These Hills Called Home – Stories from a War Zone" (2006), Temsula Ao expresses a longing for the bygone era of tranquility that existed in the subconscious mind of the Naga people throughout their historical past. Her work represents the search for an unspoiled, pure self that was lost during the colonial period and is now challenged by the demands of the modern day. She expresses, "For those who know, /What we have done,/ To ourselves" (45). She seeks to rouse the dormant awareness of her people, who are trapped in a state of self-deception, with a mournful and solemn approach. She endeavors to achieve a state of existence despite the challenges and contradictions caused by the influence of British administration and Christian

conversions in the past, as well as globalization in the present.

These influences caused people to doubt their own identity and value. Today, a Naga is engaged in a struggle with another aspect of themselves that has emerged as a result of unconventional techniques of achieving enlightenment. Chakravorty comments, “With the globalisation of capitalism, both rural and urban life has become extremely complex since unprecedented global processes affect local lives and environments and break down cultural specificities” (2).

The desire for a lasting connection with the past can be attributed to various factors, but one of the most significant ones is expressed by Tilottama Misra in her editorial note in "The Oxford Anthology of Writings from North East India" as:

Fiction an intense sense of awareness of the cultural loss and recovery that came with the negotiation with ‘other’ cultures is a recurrent feature of the literatures of the seven north-eastern states. Each small community or linguistic group has responded through its oral or written communication to the majoritarian cultures from either mainland India or from outside the borders of the country, in its own distinctive manner.” (qtd. in Kakoti, 2017).

Temsula Ao expresses sorrow about the contradictory nature of Naga identity, which fluctuates between rural and urban values. Temsula Ao's writings effectively capture the historical awareness of the Naga people by vividly depicting their pre-colonial culture and customs. The true essence of the Nagas is found in the village, which is considered to be the core of the land. Wouters claims that, “Without land it is difficult to claim that you belong to a village. And without belonging to a village, it is difficult to claim that you are a Naga” (60). Ao emphasizes the significance of the craft of pot manufacturing in the Naga society in the short story titled "The Pot Maker". The village elders convince Arenla to instruct her daughter, Sentila, in the art of pottery production. The village elders inform Sentila's father that, “skills such as pot making which not only catered to the needs of the people but also symbolised the tradition and history of the people did not ‘belong’ to any individual” (61). The Nagas resided in a civilization characterized by collectivism, where the interests of the collective took priority above individual ambitions.

In addition, the embrace of statehood has limited the Naga awareness by dispelling the belief in their ability to regain their ethnic identity, resulting in an irreversible loss. The issue arises when the racial depiction of the Naga people is forcefully associated with notions of modernity. Temsula Ao argues that Naga identity should surpass any surface-level distinctions influenced

by the effects of colonization and globalization. It seems that the belief in a unified and singular identity among the Nagas is false, as they were never a single tribe and were not united.

The Naga Historian Horam (1935-2019) writes,

Whosoever first called the Nagas by that name and whatever the word may mean, the Nagas themselves knew each other by the name of the tribe to which they belonged.... the present awareness of being one people was understandably absent among them till very recently. (Wouters, 44)

The superficial reality of their compelled identity is what they have adopted today. Nevertheless, this has prompted us to recognize the similarities and differences among them. Their commonality stems from their commitment to nature and rural living, while their distinctions arise from the diverse dialects and languages they use. Historian Verrier Elwin (1902-1964) wrote, “the basic interest of every Naga is in his family, the clan, the khel, the village. This is what he regards as his culture which must not be interfered with” (Wouters, 59).

The historical and political backdrop of Northeast India acts as a vessel in which tribal identity is created and examined, influenced by centuries of intertwined stories of colonization, resistance, and establishment of a governing

body. Comprehending these socio-political circumstances is crucial for placing the themes of tribal identity and resilience in Temsula Ao's works within their appropriate framework. This provides deep understanding into the ongoing challenges and resilience of the tribal groups in Northeast India.

Conclusion:

In "These Hills Called Home: Stories from a War Zone," Temsula Ao intricately captures the resilience and complexities of tribal identity in Northeast India. Through her narratives, Ao illuminates the enduring strength of tribal communities amidst socio-political turmoil. These stories serve as a testament to the rich cultural heritage and unwavering spirit of survival among marginalized populations. Ao's work not only offers profound insights into the lived experiences of Northeast India's tribal inhabitants but also underscores the importance of recognizing and honoring their voices in literature and beyond.

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Indian English Writings From The

An Empirical Study on The Liquidity Position of Selected Newspaper Companies in Gujarat State

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Abstract:

Liquidity plays an important role in the survival of a business. Liquidity provides financial flexibility. They also measure a company’s ability to pay short-term obligations. In the current study an undertaking has been an empirical study on the liquidity position of selected newspaper companies. This study base on secondary data and cover five years data from 2016-17 to 2020-21. It has been trying to analyzed liquidity position with the help of various tools and techniques like standard deviation, ANOVA. from the analyses data Gujarat Samachar, Sandesh and Divya Bhaskar newspaper company’s good liquidity position.

Keywords:

Current Ratio	Quick Ratio	Cash Ratio	F test (ANOVA)	Newspaper Companies
Liquidity	Data Analysis	Newspaper	Cash Ratio	Variations

INTRODUCTION:

In present time liquidity is ability of a firm to make good its short-term liabilities. Mostly functions of business are on credit basis. Hence to run a business extend credit as well as they

receive credit as well. Liquidity ratio measure the relationship between short-term capital locked for receivable to short-term debts. It predicates short-term solvency of business. Short-term solvency impacts on long-term solvency of business. If short-term solvency is

strong of a business its liquidity growth plans of the company at extremely high. Liquidity ratio may be assessed through current ratio, quick ratio, cash to current assets ratio, cash turnover ratio etc.

REVIEW OF LITERATURE:

(1) DR. SUSHMA MAAN AND DR. VIJAY

KUMAR KALA in 2020 studied “liquidity analysis: A comparative study of selected real estate companies in India”. In this study, the author has done a comparative study of examine the liquidity of companies using current ratio, quick ratio, cash to current assets ratio, cash turnover ratio.

(2) SARANYA C AND DR. V SRIDEVI

in 2019 studied “Financial performance of selected banks in India”. In this study financial performance has been studied through camel analysis of selected bank of India. HDFC bank was in the top spot in terms of capital adequacy ratio results in the study while YES bank ranked the lowest rank, HDFC bank ranks top ranked in terms of asset quality parameters while ICICI bank ranks lowest. Under the result of management efficiency it has been observed that the top rank taken by YES bank and the lowest rank earnings taken by federal bank in terms of quality results in HDFC and AXIS bank was at the lowest position. HDFC and ICICI bank were in the top spot under the liquidity parameter.

(3) PRAJAPATI SHAILESH KUMAR

BABULAL in 2019 studied “A study of financial performance of newspaper of Gujarat state” in his PHD thesis submitted to the Saurashtra University. This study evaluated and analysed the financial performance of selected 6 newspaper companies of Gujarat state. In this study the framework of the concept of financial performance has been studied using liquidity ratio, profitability ratio, activity ratio and solvency ratio in which productivity, sales, capital structure profit margin and assets turnover have been studied and profit utilization and return on capital employed have been studied.

RESEARCH SAMPLE DESIGN:

The current study was conducted by selecting a sample from each of the three largest Gujarat state newspaper companies: The Lok Prakashan Ltd (Gujarat Samachar), The Sandesh Ltd, and The D B Corp Ltd (Divya Bhaskar). The pertinent information was mostly acquired from these newspaper companies publicly available annual reports and accounts.

RESEARCH METHODOLOGY:

The study emphasized the analysis of the liquidity position of three major newspaper companies. In this study mean, standard deviation and Analysis of variance tools have been applied. The liquidity ratios such as the current ratio and quick ratio have been

calculated and analyzed to examine the liquidity position of newspaper companies. This research study is an attempt to draw a meaningful conclusion on the liquidity positions of the three newspaper companies by using statistical tools. The study covers the period of 5 years from 2016-17 to 2020-21.

OBJECTIVE OF THE STUDY:

This study has the following extensive objectives

- To study the overall proportion of liquidity maintained by the selected newspaper companies.

HYPOTHESIS OF THE STUDY:

H0: There is no significance difference in current ratio among the selected newspaper companies in Gujarat state.

H1: There is significance difference in current ratio among the selected newspaper companies in Gujarat state.

H0: There is no significance difference in quick ratio among the selected newspaper companies in Gujarat state.

H1: There is no significance difference in quick ratio among the selected newspaper companies in Gujarat state.

H0: There is no significant different in cash ratio among the selected newspaper companies in Gujarat state.

H1: There is no significant different in cash ratio among the selected newspaper companies in Gujarat state.

DATA ANALYSIS AND INTERPRETATION:

It is a ratio that indicates a person's capacity to repay the debt when it becomes due. To put it another way, this ratio indicates how quickly a company can turn its current assets into cash so that it can promptly pay off its liabilities. Short term solvency and liquidity are typically used together. Liquidity ratios are the following financial ratios:

1. Current ratio
2. Quick ratio
3. Cash ratio

1. Current ratio

The ratio of current assets to current liabilities can be used to describe it. A current ratio of 2:1 is the best ratio in accounting theory. The better the ratio, the easier it will be for the company to pay its present commitments. An extremely high ratio of 2:1, however, can point to management's inadequate liquidity management. On the other hand, it implies a lack of liquidity and a lack of working capital if the current ratio is lower than the optimal ratio.

Table 1 CURRENT RATIO

Years	Gujarat Samachar	Sandesh	Divya Bhaskar
2016-17	2.33	3.34	2.86
2017-18	2.59	4.66	3.38
2018-19	2.64	7.2	3.11
2019-20	3.78	9.22	2.28
2020-21	5.1	6.86	3.23
Minimum	2.33	3.34	2.28
Maximum	5.1	9.22	3.38
Mean	3.29	6.26	2.97
S.D.	1.16	2.30	0.43
Rank	2	1	3

Table 1 is showing the current ratio of Gujarat Samachar, Sandesh and Divya Bhaskar Newspaper Companies during the study period. The current ratio is showing fluctuating trend during the study period. The Standard Deviation is highest for Sandesh newspaper 2.30, followed by Gujarat Samachar 1.16 and Divya Bhaskar 0.43. The mean highest Sandesh Newspaper 6.26 followed by Gujarat Samachar 3.29 and Divya Bhaskar 2.97. The ratio of Gujarat Samachar varied between 2.33 to 5.1, the

Sandesh ratio varied between 3.34 to 9.22, and the Divya Bhaskar ratio varied between 2.28 to 3.38.

The ideal ratio of the current ratio is considered to be 2:1. It is more than 2:1 in all the three Newspaper Companies selected for the study. So, the researcher can conclude that the liquidity position of all three Newspaper companies is up to the mark. They should maintain this position.

Table 2 ANOVA OF Current Ratio

ANOVA						
Source Of Variation	SS	df	MS	F	P value	F crit
Between Group	32.82256	2	16.41128	7.244191	0.08645	3.89
Within Group	27.18528	12	2.26544			
Total	60.00784	14				

The above table 2 shows the result of the ANOVA test. Consider the ANOVA- testing identifying that the F-value is 7.244191 with a P-value of 0.08645. As the p-value is more than 0.05, the null hypothesis is not accepted at a 5% level of significant, hence the calculated value is more than the table value of the f-ratio. So, the null hypothesis is not accepted and the alternate hypothesis is accepted.

2. Quick ratio

It is typically used to assess a company's capacity to repay short-term debt. The acid test

ratio, quick ratio and liquid ratio are all other names for it. This ratio shows how much cash is available to pay very short-term or immediate bills. This ratio only considers current liabilities and liquid assets. The company should always have an equal amount of liquid funds available for every rupee of current liability, which is known as an ideal quick ratio. A company's liquidity position is considered contingent if its liquid ratio falls below 1:1. In general, a company's liquid position improves when its liquid ratio is higher, and the company is better able to quickly meet current claims

Table 3 QUICK RATIO

Years	Gujarat Samachar	Sandesh	Divya Bhaskar
2016-17	1.24	2.87	2.41
2017-18	1.41	4.12	3.07
2018-19	0.86	6.77	2.65
2019-20	1.5	8.75	1.96
2020-21	2.26	6.4	2.8
Minimum	0.86	2.87	1.96
Maximum	2.26	8.75	3.07
Mean	1.45	5.78	2.58
S.D.	0.51	2.31	0.42
Rank	3	1	2

Table 3 is showing the quick ratio of Gujarat Samachar, Sandesh and Divya Bhaskar during the study period. The quick ratio is fluctuating

trend during the study period. The standard deviation is highest for Sandesh newspaper 2.31, followed by Gujarat Samachar 0.51, and Divya

Bhaskar 0.42. The mean highest Sandesh newspaper 5.78, followed by Divya Bhaskar 2.58, and Gujarat Samachar 1.45. The ratio of Gujarat Samachar varied between 0.86 to 2.26, The Sandesh ratio varied between 2.87 to 8.75, and the Divya Bhaskar ratio varied between 1.96 to 3.07.

The ideal ratio of the quick ratio is considered to be 1:1. It is more than 1:1 in all the three newspaper companies selected for the study. So, the researcher can conclude that the liquidity position of all three newspaper companies is up to the mark. They should maintain this position

Table 4 ANOVA of Quick Ratio

ANOVA						
Source of Variation	SS	df	MS	F	P value	F crit
Between Groups	50.434293	2	25.2171465	13.0613222	0.00973	3.89
Within Groups	23.16808	12	1.93067333			
Total	73.602373	14				

The above table 4 shows the result of the ANOVA test. Consider the ANOVA testing identifying that the F-value is 13.061322 with a p-value of 0.00973. As the p-value is less than 0.05, the null hypothesis is not accepted at a 5% level of significance, hence the calculated value is more than the table value of the F-ratio. So, the null hypothesis is not accepted and the alternate hypothesis is accepted.

A company’s liquidity is measured by its cash ratio, which is the ratio of its total assets and cash equivalents to its current liabilities. The metric looks at a company’s ability to pay back its short-term debt with cash or resources that are close to cash, like easily marketable securities. When investors decide how much money they are willing to lend a company, this information is helpful.

3. Cash Ratio

Table 5 Cash Ratio

Year	Gujarat Samachar	Sandesh	Divya Bhaskar
2016-17	0.19	1.3	0.49
2017-18	0.22	1.02	0.82

2018-19	0.02	0.42	0.31
2019-20	0.11	0.29	0.06
2020-21	0.37	0.27	0.3
Minimum	0.02	0.27	0.06
Maximum	0.37	1.3	0.82
Mean	0.18	0.66	0.40
S.D.	0.13	0.47	0.28
Rank	3	1	2

Table 5 showing the cash ratio of Gujarat Samachar, Sandesh and Divya Bhaskar during the study period. The cash ratio is showing changing trend during the study period. The standard deviation is highest for Sandesh newspaper 0.47, followed by Divya Bhaskar 0.28 and Gujarat Samachar 0.13. The mean highest Sandesh newspaper is 0.66 followed by Divya Bhaskar 0.40 and Gujarat Samachar is

0.18. The ratio of Gujarat Samachar ratio diverse between 0.02 to 0.37, the Sandesh newspaper ratio varied between 0.27 to 1.30, and Divya Bhaskar ratio speckled between 0.06 to 0.82. So, the researcher can conclude that the liquidity position of all three newspaper companies is not up to the mark. They must maintain an advanced level of liquidity.

Table 6 ANOVA OF Cash Ratio

ANOVA						
Source Of Variation	SS	df	MS	F	P value	F crit
Between Group	0.5733	2	0.28665	2.7038	0.107313	3.89
Within Group	1.2722	12	0.106017			
Total	1.8455	14				

The above table 6 show the result of the ANOVA test. Consider the ANOVA testing identifying that the F- value is 2.7038 with a P- value of 0.107313. As the p-value is more than 0.05, the null hypothesis is accepted at a 5%

level of significant, hence the calculated value is less than the table value of the F-ratio. So, the null hypothesis is accepted and the alternate hypothesis is not accepted.

Here, the researcher concluded that there is no significant difference in the cash ratio between selected newspaper companies in Gujarat state.

CONCLUSION:

This study has been undertaken to analyze the liquidity position of the selected newspaper companies. The liquidity position of selected newspaper companies is satisfactory. The current ratio and liquid ratio of all three newspaper companies is more than its ideal ratio, all three companies are maintaining a good liquidity position. Companies should maintain this position in future also.

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ALTERNATIVE DISPUTE RESOLUTION IN INDIA

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Abstract:

Desire for quick and affordable justice dispensation is universal. In present times, early resolution of a dispute not only saves valuable time and money of the parties to the dispute but also promotes the environment for enforcement of contract and ease of doing business. In order to achieve this, Alternative Dispute Resolution mechanisms are being practised all over the world as it is less complex and costly in comparison to traditional judicial process. It has been included in Indian Law as well as several developments are taking place in this mechanism, for e.g. The Mediation Act, 2023. This research paper talks about the history of ADR mechanism in India and its formulation process, its procedure and merits and demerits in the current scenario.

Keywords:

Arbitration	Conciliation	Mediation	Dispute resolution	Enforcement
Mechanism	Lok Adalat	Section 89	Negotiation	Resolution

INTRODUCTION:

The traditional mode of dispute resolution i.e. litigation is a lengthy process leading to unnecessary delays in dispensation of justice as well as over-burdening the Judiciary. In such a scenario, Alternative Dispute Resolution (ADR) mechanisms like arbitration, conciliation and mediation etc. offer better and timely solution

for resolution of a dispute. These ADR mechanisms are less adversarial and are capable of providing an amicable outcome in comparison to conventional methods of resolving disputes.

ARBITRATION AND CONCILIATION ACT, 1996

In India, one of the most popular modes of ADR is arbitration, conducted as per the provisions of the Arbitration and Conciliation Act, 1996.

History of arbitration in India:

The first formal statute relating to the subject of arbitration in India was the Indian Arbitration Act, 1899, applicable only to Presidency towns of Madras, Bombay and Calcutta. Subsequently, after the Code of Civil Procedure, 1908 came into force, the Second Schedule of the said code provided for the recourse to arbitration. Subsequently, above laws laid down the comprehensive legislation relating to arbitration i.e. the Arbitration Act, 1940. The said Act of 1940 was predominantly based on the English Arbitration Act of 1934 and was in force for the next more than half a century. The Act of 1940, dealt only with domestic arbitrations while the enforcement of foreign awards was dealt with by the Arbitration (Protocol and Convention) Act, 1937 for Geneva Convention Awards and the Foreign Awards (Recognition and Enforcement) Act, 1961 for the New York Convention Awards.

Internationally, the United Nations Commission on International Trade Law (UNCITRAL) Model Law on International Commercial Arbitration, 1985 was adopted on June 21st, 1985, containing 36 Articles. The model law was aimed to create uniformity for arbitration related statutes, enacted by the Member Countries. The UNCITRAL model law enabled the participating nations to consider the said law

while enacting Laws pertaining to domestic arbitration in order to have uniformity across various jurisdictions as far as arbitration is concerned.

Enactment of the Arbitration and Conciliation Act, 1996:

Globalization and liberalisation of the Indian economy initiated after 1991 had created the ecosystem for facilitating entry of foreign investments in India and there was a need to make comprehensive changes in domestic laws to make them at par with other countries. The foreign investors, also were looking for the availability of a vibrant and steady alternate dispute resolution mechanism for having the contractual disputes resolved in a cost effective manner. However, the then prevalent provisions of the Arbitration Act, 1940 were not commensurate to the expectations of the investors, who wanted a more settled and vibrant alternate dispute resolution mechanism. Indian Parliament, based on the UNCITRAL Model Law on International Commercial Arbitration 1985 enacted the Arbitration and Conciliation Act, 1996 to make its law consonant and consistent with the position existing in the other jurisdictions as far as arbitration is concerned.

The Arbitration and Conciliation Act, 1996 came in force on 22.08.1996. The key objectives of the Arbitration and Conciliation Act, 1996 were:

- Reducing Court intervention

- Providing for speedy disposal of the disputes.
- Amicable, swift and cost-efficient settlement of disputes.
- Ensuring that arbitration proceedings are conducted in a just, fair and effective manner.
- Comprehensively dealing with international commercial arbitration and conciliation as also domestic arbitration and conciliation.
- Facilitating arbitrator to resort to mediation, conciliation or other procedure during the arbitral proceedings to encourage settlement of disputes.
- Provide that every arbitral award is enforced in the same manner as if it were a decree of the court.

Arbitration is a quasi-judicial proceeding, wherein the parties in dispute appoint an arbitrator by agreement to adjudicate the said dispute and to that extent it differs from court proceedings. The power and functions of arbitral tribunal are statutorily regulated.

The Arbitration and Conciliation Act, 1996 is divided into four parts. Part I which is titled “Arbitration”; Part II which is titled “Enforcement of Certain Foreign Awards”; Part III which is titled "Conciliation" and Part IV being “Supplementary Provisions”. Apart from these Parts, there are Seven Schedules to the Act.

Amendments to the Arbitration and Conciliation Act, 1996:

The Arbitration and Conciliation Act, 1996 has been amended in the years 2015 and 2019, to enable conduct of arbitration proceedings in India, to be time bound, efficacious and amenable to further litigation only on limited grounds. The significant amendments include:

- Grounds for challenge to arbitrators have been detailed out and specified as per prevalent international standards, to uphold independence and impartiality of arbitrators.
- Statutory framework provided for time bound completion of arbitration proceedings.
- Interim orders that can be passed by the courts or arbitral tribunals, as the case may be, relating to arbitration proceedings have been detailed out to enable protection of the value of the subject matter of dispute during the pendency of the arbitration proceedings.
- The grounds for challenge to arbitral awards clarified to convey that the scope of challenge is intended to be limited. This would enable finality to arbitral awards.
- The provision of automatic stay on the enforcement of arbitral awards, as soon as an application for setting aside an arbitral award is filed has been done away with and a provision included that

a stay on the enforcement of an arbitral award may be granted upon imposition of certain conditions including deposit in case of monetary awards.

- Proposed for establishment of Arbitration Council of India (ACI) for grading of arbitral institutes in the country.

Enactment of India International Arbitration Centre Act, 2019

The India International Arbitration Centre Act, 2019 provides for establishment of an institution of national importance, namely the India International Arbitration Centre for creating an independent and autonomous regime for institutional arbitration. It is proposed to develop the Centre as a preferred seat for domestic and international commercial arbitration.

The India International Arbitration Centre shall, inter alia, provide facilities and administrative assistance for conciliation, mediation and arbitral proceedings, maintain panels of accredited arbitrators, conciliators and mediators, both at National and International level or specialists such as surveyors and investigators; provide facilities and administrative assistance for conciliation, mediation and arbitral proceedings; promote research and study, providing teaching and training, and organizing conferences and seminars in arbitration, conciliation, mediation and other

alternative dispute resolution matters. The Chairperson and Part-time Members of the Centre have been appointed.

MEDIATION ACT, 2023:

Mediation is another mode of ADR which is more informal and facilitates negotiations between the disputant parties, culminating in a settlement. Thus, mediation, in contrast to arbitration, helps people and businesses in conflict to preserve their relationships, as the settlement arrived at in the process is on voluntary and consensual basis.

The Mediation Bill, 2021, which was introduced in the Rajya Sabha and then was referred to Joint Parliamentary Committee for further consideration. The Joint Parliamentary Committee made certain recommendations. The recommendations of the Committee are under the active consideration of the Government.

The Mediation Bill 2021 was introduced in the Rajya Sabha on 20 December 2021 with the objective to promote and facilitate mediation, especially institutional mediation, for resolution of disputes, commercial or otherwise, enforce mediated settlement agreements, provide for a body for registration of mediators, encourage community mediation and make online mediation an acceptable and cost-effective process. The Bill finally came to be passed by Rajya Sabha on 1 August 2023 and

thereafter by the Lok Sabha on 7 August 2023. On 14 September 2023, the President of India gave her assent, and the Mediation Act, 2023 came into being.

Modes of Alternate Dispute Resolution in India:

- Arbitration - Arbitration is a procedure for settling disputes between the parties, who usually agree to accept the decision of the arbitrator as legally binding. The hearing and determination of a dispute by an impartial referee agreed to by both parties. The arbitrator will make a decision based on the written evidence presented by the parties. The decision is confidential and cannot be made public without an agreement.
- Conciliation - In consumer disputes, conciliation is the first stage in the arbitration process and the conciliator is usually a member of the trade association. Both parties were asked to give written details of the complaint, including any evidence, and the conciliator will give an opinion on the best solution. Any decision is not binding and won't prevent parties from taking court action. If you disagree with the opinion offered, you can then proceed to the arbitration stage or

consider suing in court. There is usually no charge for conciliation.

- Mediation - If you use a mediation scheme, the mediator will help parties to negotiate an acceptable agreement and will act as a go between if you don't want to meet. If both the parties agree to mediation, both will be asked to give details of the dispute, including copies of any evidence and will be asked to sign a mediation agreement giving a framework for the mediation. The mediator may arrange joint or separate meetings with you and the supplier and will help you to identify the strengths and weaknesses in your case. Mediation can be expensive, but you may be able to get legal aid to help with the costs.
- Lok Adalats - A court, which deals with trivial matters low cost of litigation.
- Negotiation - In this, two parties resolve their dispute by negotiating their claims and discourage litigation.

The Supreme Court of India in *Afcons infrastructure and Ors. v. Cherian Verkey Construction and Ors.* highlighted the included and excluded category of cases that can/cannot be referred for the ADR Mechanism. Those were:

Cases that *cannot* be referred for ADR Process are as follows:

- Representative suits under Order 1 Rule 8 CPC which involve public interest or interest of numerous persons who are not parties before the court.
- Disputes relating to election to public offices.
- Cases involving grant of authority by the section after enquiry, as for example, suits or grant of probate or letters of administration.
- Cases involving serious and specific allegations of fraud, fabrication of documents, forgery, impersonation, coercion etc.
- Cases requiring protection of sections, as for example, claims against minors, deities and mentally challenged and suits for declaration of title against the Government.
- Cases involving prosecution for criminal offences.

Cases that *can* be referred for ADR process are as follows:

- All cases relating to trade, commerce and contracts;
- All cases arising from strained relationship, such as matrimonial cases;
- All cases where there is a need for continuation of the pre-existing relationship, such as disputes between neighbour and members of societies;

- All cases relating to tortuous liability, including motor accident claims; and
- All consumer disputes

Mechanism for the ADR Process:

Sometime, it becomes difficult as to when can we exercise ADR process in continuation to the Judicial Procedure. However, the court has summarized the procedure to be adopted by the court under section 89 of the code.

- When the pleadings are complete, before framing issues, the court shall fix a preliminary hearing for appearance of parties. The court should acquaint itself with the facts of the case and the nature of the dispute between the parties.
- The court should first consider whether the case falls under any of the category of the cases which are required to be tried by courts and not fit to be referred to any ADR processes. If it finds the case falls under any excluded category, it should record a brief order referring to the nature of the case and why it is not fit for reference to ADR processes. It will then proceed with the framing of issues and trial.
- In other cases (that is, in cases which can be referred to ADR processes) the court should explain the choice of five ADR processes to the parties to enable them to exercise their option.
- The court should first ascertain whether the parties are willing for arbitration.

The court should inform the parties that arbitration is an adjudicatory process by a chosen private forum and reference to arbitration will permanently take the suit outside the ambit of the court. The parties should also be informed that the cost of arbitration will have to be borne by them. Only if both parties agree for arbitration, and also agree upon the arbitrator, the matter should be referred to arbitration.

- If the parties are not agreeable for arbitration, the court should ascertain whether the parties are agreeable for reference to conciliation which will be governed by the provisions of the AC Act. If all the parties agree for reference to conciliation and agree upon the conciliator/s, the court can refer the matter to conciliation in accordance with section 64 of the AC Act.
- If parties are not agreeable for arbitration and conciliation, which is likely to happen in most of the cases for want of consensus, the court should, keeping in view the preferences/options of parties, refer the matter to any one of the other three other ADR processes
 - (a) Lok Adalat
 - (b) Mediation by a neutral third-party facilitator or mediator; and
 - (c) A Judicial settlement, where a Judge assists the parties to arrive at a settlement.
- If the case is simple which may be completed in a single sitting, or cases relating to a matter where the legal principles are clearly settled and there is no personal animosity between the parties (as in the case of motor accident claims), the court may refer the matter to Lok Adalat. In case where the questions are complicated or cases which may require several rounds of negotiations, the court may refer the matter to mediation. Where the facility of mediation is not available or where the parties opt for the guidance of a Judge to arrive at a settlement, the court may refer the matter to another Judge for attempting settlement.
- If the reference to the ADR process fails, on receipt of the Report of the ADR Forum, the court shall proceed with hearing of the suit. If there is a settlement, the court shall examine the settlement and make a decree in terms of it, keeping the principles of Order 23 Rule 3 of the Code in mind.
- If the settlement includes disputes which are not the subject matter of the suit, the court may direct that the same will be governed by Section 74 of the AC Act (if it is a Conciliation Settlement) or Section 21 of the Legal Services Authorities Act, 1987 (if it is a settlement by a Lok Adalat or by mediation which is a deemed Lok Adalat). This will be necessary as many

settlement agreements deal with not only the disputes which are the subject matter of the suit or proceeding in which the reference is made, but also other disputes which are not the subject matter of the suit.

- If any term of the settlement is ex facie illegal or unenforceable, the court should draw the attention of parties thereto to avoid further litigations and disputes about executability.

Merits:

- ADR is mechanism to get justice in low cost
- ADR is less time-consuming.
- ADR is free from technicalities as in the case of conducting cases in law Courts.
- Parties are free to discuss their differences of opinion without any fear of disclosure of this fact before any law courts.
- Parties have the feeling that there is no losing or winning side between them but at the same time their grievance is redressed and their relationship is restored.
- Justice in all its facets social, economic and political is required to be rendered to the masses of this country without any further loss of time the need of the hour. The new strategy consists in dispute

resolution by conciliation, mediation and negotiation. The constitutional promise of securing to all citizens justice, social, economic and political, as promised in the Preamble of the Constitution, cannot be realised unless the three organs of the State i.e., the legislature, the executive and the judiciary join together to find ways and means for providing to the Indian poor equal access to the State's justice system.

Demerits:

- ADR programs do not set precedent, refine legal norms, or establish broad community or national standards, nor do they promote a consistent application of legal rules.
- ADR programs cannot correct systemic injustice, discrimination, or violations of human rights.
- ADR programs do not work well in the context of extreme power imbalance between parties.
- ADR settlements do not have any educational, punitive, or deterrent effect on the population.
- It is inappropriate to use ADR to resolve multi-party cases in which some of the parties or stakeholders do not participate.
- ADR may undermine other judicial reform efforts.

- All the mechanism of ADR is appealable in the higher courts, which ultimately defeat the objective of Alternate Dispute Resolution.

CONCLUSION:

The **objective behind implementing this mechanism** was to allow parties involved in disputes to **resolve their issues independently**, thereby **easing the court's workload**, especially in minor cases. This approach aims to **minimize prolonged litigation** and facilitate **speedy compromise decrees** at a lower cost. Ensuring **swift resolution of legal cases** is crucial not only for the judicial system but also for maintaining people's **trust in law and justice**. In order to **avoid expensive legal battles and court fees**, our legal system promotes the use of **Alternative Dispute Resolution (ADR)**. ADR serves as a **versatile tool** that bridges the gap between individuals and the pursuit of justice.

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UNIFORM CIVIL CODE: A CASE STUDY ON UTTARAKHAND

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Abstract:

On February 6, 2024, the Uttarakhand State Assembly introduced the Uniform Civil Code Bill. This bill changed a number of civil institutions that are currently in place, including marriage, divorce, inheritance, and even cohabitation, as well as the frameworks that were either already in place or were being considered that catered to these institutions. A uniform civil code's main goal is to codify the various and complex rules for the aforementioned civil institutions within the various social and religious paradigms—more broadly, the personal laws of those who adhere to those paradigms—under a single set of codifications.

Even though the state-accepted Personal Laws of each community grant that community a great degree of religious and social autonomy as well as identity, the application of such Personal Laws ultimately means that two Indian citizens may be treated differently despite having similar complaints or circumstances because of their superficial affiliations based on their religious, social, or even tribal identities.

Keywords:

Uniform Civil Code Article 44 Muslim Personal Law Shah Bano Begum Shariah Law

Goa Civil Code (GCC) Law Commission Triple Talaq Uttarakhand Supreme Court

Introduction:

Part IV, Article 44 of the Indian Constitution mentions the uniform civil code and says, "Uniform civil code for the citizens." The state

will work to ensure that all Indian residents live under a common civil code."

The goal of the Uniform Civil Code (UCC) is to create a uniform Indian legal framework that

would govern issues like marriage, divorce, inheritance, and adoption for all individuals, regardless of their religious beliefs. That means that a common civil law would be in place to address the matter at hand, independent of the person's religion, replacing the personal laws of other communities, like as the Hindu Marriage Act, the Muslim Personal Law Application Act, the Parsi Marriage and Divorce Act, and so on. Indian laws are mostly uniform, like the Indian Penal Code and the Code of Criminal Procedure. Even in civil matters, uniform laws exist, like the Indian Contract Act, the Sale of Goods Act, the Code of Civil Procedure, etc. But the personal laws of different communities are still not uniform; hence UCC is needed for better governance and effective dispensation of justice.

Historical Background of UCC:

The late 19th and early 20th centuries, which were marked by colonial authority and eventual independence, are when UCC first emerged in India. In an effort to standardize the codification of Indian law, the British government tried to change social and religious practices throughout the colonial era, which began in the 1830s. However, the British suggested that personal laws be kept free from codification due to their recognition of the complexity and diversity of religious traditions, notably within the communities of Muslims and Hindus.

To create an Islamic legal code for Indian Muslims, the Muslim Personal Law (Shariat)

Application Act was passed in 1937 under the auspices of the East India Company. Nonetheless, because Muslims live in a variety of cultural contexts throughout India, local courts' interpretations of this legislation varied greatly from one another. In order to codify Hindu law, the B N Rau Committee was established in 1941 in response to the growth of legislation during British administration. The Hindu Law Committee promoted gender equality in terms of marriage and succession through the proposal of a codified Hindu law during its deliberations.

The goal of this suggestion was to promote equity and uniformity in Hindu personal laws. Nevertheless, local courts' interpretations of this act differed significantly from one another because Muslims reside in diverse cultural contexts across India. The B N Rau Committee was founded in 1941 in reaction to the expansion of laws during British rule with the goal of codifying Hindu law. After deliberating, the Hindu Law Committee suggested codifying Hindu law to promote gender equality, particularly with regard to inheritance and marriage. This proposal aimed to advance uniformity and fairness in Hindu personal laws.

Dr. B.R. Ambedkar's view on Uniform Civil Code:-

Article 44 of the Constitution of India reads, "The State shall endeavor to secure for citizens a uniform civil code throughout the territory of

India.” This was introduced before the Constituent Assembly in the form of Draft Article 35. Members spoke in favor of and against the UCC and suggested amendments.

Dr B R Ambedkar responded to all amendments and arguments in the constituent assembly. He argued that since the Civil Code includes laws on all matters, several legislations were enacted and the question of whether a UCC was possible was belated. He gave several examples where Muslims were governed by Hindu law in the North-West Frontier, pointing out that it was only in 1937 that Muslim personal law was applied to the entire British India by way of the Muslim Personal Law (Shariat) Application Act, 1937. Dr Ambedkar sought to assure the minority communities that the wording of the provision was conciliatory and would allow Parliament to make provisions which could lead to a flexible application of the law.

Diverse Perspectives in the Opposition to the Uniform Civil Code:

1. The shift from colonial rule to autonomous administration gives rise to the legitimacy challenge. Although in the past, colonial powers have abstained from meddling in religious and personal practices, independent India, which was established on the basis of universal suffrage, has the capacity to enact laws establishing a shared uniform personal code.

2. Complex issues arise from the interactions between dominant and minority communities. Due to significant differences in customs and practices, the opposition to a standard code of conduct extends beyond non-Hindu societies and encompasses different castes and sects within Hinduism. These worries also include the possibility of laws being imposed that go against long-held religious customs and beliefs.

3. The quest for gender parity becomes a crucial element. Hindu law historically discriminated against women by denying them the right to divorce, remarriage, and inheritance. Nonetheless, efforts to address gender inequalities in Hindu personal laws included reformist groups and legislative initiatives like the Hindu Women's Right to Property Act of 1937 and the Hindu Widow Remarriage Act of 1856. The B.N. Rau Committee of 1941, which was entrusted with investigating the need for common Hindu laws, suggested codifying Hindu law to provide women's equality. The Hindu Code Bill, which attempted to address many aspects of Hindu personal rules, was eventually passed in stages between 1955 and 1956, but not before encountering many obstacles. In the political narrative, fundamentalists opposed the Hindu Code on grounds of protecting traditional Hindu Shashtras, resentment toward untouched Muslim Personal Laws, and perceived haste in implementation without adequate public consensus.

Supreme Court' views on UCC:

The Supreme Court has called upon the government to implement UCC in various landmark judgments, and from time to time the honorable court has asked the central government to clarify its stance on the same.

Ahmed Khan vs. Shah Bano Begum (1985)

In this case, the Supreme Court ruled that Muslim women were entitled to maintenance beyond the iddat period under Section 125 of the Criminal Procedure Code. It observed that a UCC would help in removing contradictions based on certain religious ideologies.

Sarla Mudgal vs. Union of India (1995)

In this case, the Supreme Court ruled that a Hindu husband, upon converting to Islam, cannot enter into a second marriage without dissolving his first marriage. The court emphasized the need for a UCC to ensure gender justice and equality.

Shayara Bano vs. Union of India (2017)

In this case, the Supreme Court declared triple talaq unconstitutional, holding that it violated the fundamental rights of Muslim women. The verdict underscored the urgency of enacting a UCC to address gender discrimination and ensure uniform laws governing marriage and divorce.

Joseph Shine vs. Union of India (2018)

In this case, the Supreme Court struck down Section 497 of IPC relating to adultery on the grounds that it violated Articles 14, 15 and 21 of the Constitution. The court emphasized the need for gender-neutral laws and suggested the enactment of a UCC to address inconsistencies in personal laws.

Indian Young Lawyers Association vs. State of Kerala (2018)

In this case, the Supreme Court addressed the ban on the entry of women of menstrual age into the Sabarimala temple in Kerala. The judgment highlighted the need for a UCC to harmonize conflicting rights and ensure gender equality across religions.Mohd.

Challenges of Implementation: A Case Study of Goa and Uttarakhand:

Articles 1056 to 1239 of the Goa Civil Code (GCC) contain provisions pertaining to family law, specifically marriage. The way that GCC personal family law treats marriage is an interesting feature. A contract between two people of opposite sexes intended to lawfully form a family is defined as marriage in Article 1056. This definition, which rejects any mention of marriage as a sacrament, as noted in the Hindu Marriage Act, illustrates the Code's dedication to secular ideals. Marriages must be registered in the State according to GCC Article 1057. On closer inspection, though, disparities in the justifications for solemnizing marriage become apparent. The clause makes a

distinction between the registration processes for marriages that are Catholic and non-Catholic. Contrary to non-Catholics, Catholic couples can be married with church signatures alone for civil registration, even though the intention of marriage must be documented in Goa. Goa is exempt from the Shariat Application Act, which analyzes Muslims in accordance with the Code and certain aspects of customary Hindu law. This complicates the definition of uniformity by excluding a community from personal laws and leading to the opaque application of a mixed set of rules inside the Muslim community. Article 3 of the definition of uniformity. Article 3 of the Decree of Gentile Hindu Usages and Customs of Goa, 1880, permits Hindu husbands to take additional wives if their existing wife fails to conceive a child by the age of 25. This provision extends to situations where the wife reaches 30 years of age without bearing a son, allowing for bigamy in the absence of a male heir.

The Uttarakhand State Assembly, on 6th February 2024, introduced the Uniform Civil Code Bill, bringing in several changes in the existing civil institutions, such as marriage, divorce, inheritance, and even live-in relationships, as well as the existing or proposed frameworks which catered to such institutions. The primary intent of a Uniform Civil Code is to bring under the same codifications the multifaceted and different provisions for the aforementioned civil institutions within the

distinct social and religious ways of life, understood more generally as the Personal Laws of the followers of such religions.

The UCC Bill also intends to register, and accord rights and liabilities to the individual parties partaking in a ‘live-in’ relationship. The official can refuse registration if one partner is married, a minor, or if consent to the relationship is obtained through coercion or fraud. Partners can terminate the relationship by submitting a statement to the official and providing a copy to their partner. Terminations of these relationships will also be reported to the police. A ‘live-in relationship’, understood generally as the pre-marital cohabitation of a heterosexual couple in the same house, would attract a penalty of up to 10,000 rupees, up to three months in prison, or both; for cohabiting for over a month without informing the authorities can invite punishment: The punishment for making “false statements” or withholding information about the relationship may lead to a three-month-prison term, a fine of up to 25,000 rupees, or both. This move has generally been considered to be violative of the Fundamental Rights of the citizens, including the invocation of Article 19(1)(e) which safeguards the Fundamental Right to Freedom of Residence to the citizens.

The Uttarakhand administration has been criticized for allegedly using the new law to target Muslims who follow the now-prohibited

customs of polygamy and divorce under Shariah law. The UCC's lack of consistency is demonstrated by the way it excludes indigenous people and fails to address the Hindu Undivided Family (HUF), which provides tax benefits to the Hindu community. The UCC's argument of universality is undermined by these exemptions, especially when they leave out the majority community and some privileged groups. Even while many contend that the UCC is essential to attaining gender fairness and legal uniformity, a deeper look reveals serious shortcomings in its implementation.

The claim that current criminal and civil laws are uniformly written is essentially false, as seen by the many sections and exceptions found in laws like the Code of Civil Procedure and the Indian Penal Code. Furthermore, the Constitution itself promotes inclusion and allows for a variety of views of equality, making the UCC's attempt at uniformity illegal. Beyond just religious objections, there are other grounds for opposition to the UCC, including concerns about minority rights and cultural diversity. Minorities, who understandably fear the imposition of majoritarian morality under the cover of uniformity, are further alarmed by the lack of a clear draft for the UCC.

It is essential to reject the UCC's general implementation in light of these factors. To promote well-informed decision-making, more focus should be on public awareness campaigns, in-depth discussions, and consultations. In order

to achieve legislative change while honoring the diversity and autonomy of India's multicultural society, a piecemeal strategy combined with careful observation and assessment provides a more realistic route. In the end, individual liberties and cultural identities cannot be sacrificed in the name of fairness and equality. Under its current configuration, the UCC runs the risk of betraying the same values it claims to defend, allowing injustice to continue under the cover of uniformity.

Conclusion:

To conclude that there is "neither necessary nor desire" for a Uniform Civil Code. Nevertheless, in spite of this clear ruling, the public has once again been asked for its thoughts on the UCC, but in a way that seems noticeably more dubious than in the past. Remarkably, the Government has chosen to say nothing at all on whether or not to accept the 2018 Report in full. Significant questions about the Government's commitment to resolving important legal issues and requesting public feedback are raised by this glaring lack of transparency. To enable significant progress on this issue within the framework of the law, it is imperative that the Government immediately clarifies its stance on the UCC and promotes open communication with the public. Religious autonomy and minority concerns The Uniform Civil Code's detractors fiercely defend against its application, pointing out that they believe it violates people's rights to their culture and religion and is

therefore unconstitutional. In the years 2016-2018, the Law Commission actively engaged with the Muslim community, receiving detailed responses from the All India Muslim Personal Law Board regarding the UCC. However, despite consultations and reports, the government's stand on the UCC remained undisclosed, leaving the issue unresolved.

Under the direction of Justice B.S. Chauhan, the 21st Commission highlighted the value of India's cultural diversity. The argument posited that although unity is crucial, the cultural diversity of the country shouldn't be jeopardized by conformity. The Commission recognized the nuances and sensitivities related to religious practices and argued for the codification of personal laws to promote equity above the imposition of a standard rule. In addition, the definition of secularism was revised to allow for diversity without stifling the opinions of marginalized groups. The Commission emphasized the necessity of addressing discriminatory practices within religious communities while preserving the fundamental rights and secularism guaranteed in the Constitution.

Several political parties echo similar sentiments, opposing the implementation of the UCC and highlighting its violation of minority rights. They argue that the diverse cultural topography of the country makes it virtually impossible to enforce a uniform code. Moreover, there are apprehensions within the Muslim community

that the UCC serves as a surreptitious attempt to impose Hindu Personal Law on all citizens, disregarding the views and traditions of minority communities.

In opposition to the spirit of the Constitution, which protects citizens' rights to practice their culture and religion, the All India Muslim Personal Law Board claimed that the UCC is divisive and will cause societal turmoil. From the minority's point of view, decisions about issues such as triple talaq, which are based on Islamic personal law, should be decided by Muslims in an open voting process. They contend that Muslims alone should be able to make decisions on these issues, not people from other communities or religions. These differences of opinion bring to light the worries and fears associated with the UCC's adoption, especially with regard to its possible effects on minority populations.

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Feminist Approach in Chitra Banerjee Divakaruni's

The Palace of Illusions

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Abstract:

The present paper explores the feminist approach in 'The Palace of Illusions' by Chitra Banerjee Divakaruni. Chitra Banerjee Divakaruni holds a prominent place in Indian English writing. Through this novel, she talks about philosophical and spiritual values, educational and religious instructions, ethical obligation, social norms and general roles. Divakaruni talks about the suppression of women in Indian patriarchal Oriental society. Through 'The Palace of Illusions', Divakaruni provides a fresh perspective on the life of Draupadi. 'The Palace of Illusions' is a narration of Mahabharata in first person as the protagonist seeing all the events during her lifetime from her point of view. The elements of a mythopoeia, fantasy, story telling, fiction and myth making are identified with the struggle of women to regain her lost Prestige. Divakaruni with her wide and a magnificent lenses put forth her Central female character with a diverse perspectives. Her female character is bold, confident and is determined to achieve the desired goal in her life.

Keywords:

Feminism	Myth	Women	Patriarchal Society	Journey
Gender Role	Women's rights	Courage	Power	Change

Introduction:

Chitra Banerjee Divakaruni's narration of *The Palace of Illusions* takes a feminine overture to the epic tale of Mahabharata, narrating the journey of her tumultuous life, yet bravely lived

life. Feminism is a political movement that emerged in the late 1960s with an aim of defining, establishing and defending equal political, economic and social rights for women both in theory and practice. Feminist theory is inherently linked with the women's political

movement and their struggle to free themselves from the gender biases of a patriarchal society. Feminism is a fight of women's equality and a fight against all types of patriarchal violence. The realm of India literature is brave in having well known authors represent feminism who have changed from theoretical concepts to historical and cultural realities, as well as women's perspective and behaviours.

'*The Palace of Illusions*' delves deeply into the quintessence of patriarchal hegemony assertive over the life of the protagonist Draupadi living heart to be without a genuine companion. Divakaruni writes:

I remember thinking that if I ever wrote a book, I would put women at the forefront of action." I would reveal the tale hidden beneath the men's adventures. Even better, I would like to hear one of them tell it from the beginning, with all of her doubts and victories, heartaches and accomplishments, and her distinct female perspective on the world and her place in it. And Panchali is the person who could be more appropriate for this.

The novel excites its readers with the first chapter itself, which is named 'Fire' and gives a complete and beautiful story of Draupadi's birth. It is a women centric novel giving voices and a power to women. A woman's power moves aslant, like a servant seeking its prey, while a man's power is like a bull charging." Recognise the unique characteristics of your

power. It won't help you achieve your goals if you don't use it properly. His statements baffled me. Power was a basic, singular entity, right? It just so happened that there were more men in the world I knew. It tells the reader that a girl can be a princess, a queen, a wife, a lover, a friend, a mother, sometimes full of pride, sometimes arrogant, righteous and wrong, yet sacrificing and giving all in one.

The book began with Panchali's birth in fire, followed by a mature stance of being a wife to five husbands. Panchali draw our attention to the contemporary society's view on Women. She questions her Tutor's prejudice against women, "Additionally, I resented the tutor's declaration that women were the root of all the world's troubles." (TPI p. 24-25) Panchali and her brother, Dhri, are born from the fire into the kingdom of king Drupad, their father. From a very early age, Her Central struggle is the streak gender conventions of her community – men are Warriors and statemen while female are beautiful objects who must remain at home and practice the domestic arts. She notes, "I hungered to know about the amazing, mysterious world that extended past what I could imagine, the world of the census and that which lay beyond them." (TPI p. 23-24) In order to develop her mind and spirit beyond the confines of her gender, she participates in her brother's lessons, learning about government and the world. She also consults the sage Vyasa, who reveals that she will be a great and the powerful queen who marries five husbands but

also causes great destructions and sadness in her Kingdom.

Divakaruni described in '*The Palace of Illusions*' about the world of novel which is full of prescribed gender roles Panchali states, "Dhri, too sometimes wondered if I wasn't learning the wrong things, ideas that would only confused me as I took up a woman's life with its prescribed, destructive laws." (TPI p. 23) Dhri also states, "As you know, being a girl, she is Cursed with a short memory." (TPI p. 24) Her tutor also tells to Dhri, "Perhaps it is best if she no longer joins us during your studies." (TPI p. 23) Panchali shows us that how women are not supposed to become educated the way men are. Here, even Panchali's brother, who is her ally, questions whether Panchali should expand her intellect through education. Thus, the author shows that these gender norms are pervasive.

Draupadi is not ready to accept the prescribed gender role in the society. She roars, "And who decided that a woman's highest purpose was to support man? I burst out as soon as we were alone. A man, I would wager! Myself, I plan on doing other things with my life.", (TPI, p. 26)

Panchali also questions about stereotypes about the beauty standard of women. She states, "In a society that looked down its patrician nose on anything except milk-and-almond hues, this was considered most unfortunate, especially for a girl. I paid for it by spending hour upon excruciating hour being slathered in skin-whitening unguents and scrubbed with

numerous exfoliants by my industrious nurse. But finally she'd given up in despair. I, too, might have despaired if it hadn't been for Krishna." (TPI, p. 8) She was burdened by these beauty standards and society's perspective about Women as a beauty object. She states, "When I was fourteen, I gathered of enough courage to ask Krishna if he thought that a princess afflicted with a skin so dark that people termed it blue was capable of changing history. He smiled. That was how he often answered my questions,..... 'A problem becomes a problem only if you believe it to be so. And often others see you as you see yourself.'" (TPI, p. 8-9) This is how Panchali got her answer through Krishna's wisdom.

You will wait an eternity if you wait on a man to set up your honour. These words narrates Independent ideas of Draupadi in a patriarchal society. "She is a woman trying to forge a destiny in a man's world. And so am I"- this quote encapsulates the struggles and aspirations of women in a patriarchal Society. It replies the sentiment of a woman who like the protagonist of the novel faces the numerous obstacles and challenges due to the general Biased and norms prevalent in her surroundings.

'*The Palace of Illusions*' is a first person narrative that tells the tale of Draupadi's perspective. She has courageous thoughts which reflects in her words, "Our thought what is measured by the lives we touch, not the wealth we accumulate." This words carries a powerful

message about the essence of our existence. It challenges the conventional measure of success solely based on a material wealth and redirects our attention to more profound aspect of human experience. “We are all capable of greatness, if only we believe in ourselves.” The quote encapsulate the notion that every individual has the potential to achieve remarkable things, provided they have faith in their abilities. Regardless of our circumstances or backgrounds, we are equipped with innate talents and capabilities waiting to be unleashed.

Draupadi's perspective about the time is very revolutionary. She states, “Time is like a flower, It visualized a Lotus opening. The way the outer petals Falls away to reveal the inner ones. An inner Petal would never know the older outer ones, even though it was shaped by them and only the viewer were who plugged the flower would see.” (TPI, p. 188) She stresses on the fact that the Truth has many forms. One's truth may not be the other's truth. We look at the truth or the incident with our own perspective. Our perspective is always influence by our prejudice.

‘*The Palace of Illusions*’ envelopes her trial and tribulations, complexity of her relationships and desires she secretly harboured for another man. When it comes to karna, Panchal is inner conflicts are 8 their most well written, in this relationship more than any other, Panchali is challenged and changed.

Draupadi’s fierce words shows us the real face of society. She can’t even trust her husbands.

She angers, “ All this time I'd believed in my power over my husband’s. I'd believed that because they loved me, they would do anything for me. But now I saw that though they did love me - as much perhaps as any man can love- there were other things they loved more. There notions of Honour, of loyalty towards each other, of reputation were more important to them than my suffering. They would avenge me later, yes, but only when they felt the circumstances would bring them heroic fame..... the choice they made in the moment of my need changed something in our relationship. I no longer depended on them so completely in the future. And when I took care to guard myself from hurt, it was as much from them is from our enemies.” (TPI, p. 194) She decides not to depend on her husband or on any other man.

‘*The Palace of Illusions*’ is a relevant take on the subtleties of feminine power in patriarchal societies as well as a testament to the will and intelligence of a woman whose life choices shapes India’s mythical history. “Love comes like a lightning, and disappears the same way. If you’re lucky, it strikes you right. If not, you’ll spend your life yearning for a man you can't have.” (TPI p. 63) Divakaruni's descriptive prose is a real pleasure to read, balancing it’s sweetness with an eye for poignancy and the bitter sweet. The strongest section of the book is its opening chapters, which paint an evocative picture of Panchal is young life.

The first and the last chapters of this novel are titled 'Fire', connecting the end to the beginning. As per Hindu beliefs, the end is the new beginning. Describe in Draupadi's death scene, Divakaruni writes,

"I am buoyant and expansive and uncontaminated – but I always was so, only I never knew it! I am beyond name and gender and the imprisoning patterns of ego. And yet, for the first time, I'm truly Panchali." (TPI p. 360)

Conclusion:

'The Palace of Illusions' revolves around the life account of Panchali and reveals the finding of her inner world. Panchali, a woman who spoke up for her honour in front of the large gathering when it was considered Taboo to do so. Through the tumultuous life of Panchali, a daughter of king Drupad and a wife to five husbands who seek to reclaim their birth rights, best selling novelist Chitra Banerjee Divakaruni gives voice to a bold and sensuous retelling of captivating stories from the Mahabharata, woven into the fabric of traditional tales from the ancient Indian epic. As she endures a fierce civil war, domestic power struggles and the perils of attraction to elusive men, Panchali brings a feminine sensibility to her male dominated world. From the story of her magical birth in the fire to her final moments as she brings an end to the war, see witness the insightful observations and changing colour of people. She is a brave enough to battle with

these obstacles. She says, "Sometimes, the greatest battles are fought within ourselves." Divakaruni's attempt to transforming a centuries old cultural icon into a personal modern story. She has crafted a thoroughly feminine portrayal given a stronger roll to the women in her story. The female characters present in 'The Palace of Illusions' aren't submissive or meek. Neither are they subservient. They are bold and are change makers. They are presented as an equal to the males in the society. Panchali and other female characters in this novel are neither submissive nor are subservient, but rather they are independent and determine to make choices for their lives. Panchali raises her voice for her freedom and rights. Divakaruni portrays Panchali as she is able to create a history that one remembers even years after which is contemporary whilst its timeless. Divakaruni has

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Social Stock Exchange

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Abstract:

Social finance is considered to be the mainstream problem in India for goods and services which targets the disadvantaged and poorer sections of the society. It is proposed by Indian finance ministry in the recent budget speech to create a separate system to for fund raising to help the disadvantaged people of society. Social stock exchange is a platform on which social enterprises, volunteer groups and welfare organizations will be listed so that they can raise capital. The proposal has attracted much attention, and social entrepreneurs, among others, have said that the move can have a revolutionary effect on how they tap investors for capital. With social finance, impact investors put their capital behind enterprises that profitably cater to underserved populations by expanding access to critical goods and services, such as healthcare, affordable housing, credit, and quality employment etc. A unified platform can bring in greater transparency for nonprofits, and help both individuals and the corporate sector evaluate organizations they would like to give money to. Such a platform can help with both discoveries of organizations and in impact evaluation, which is otherwise expensive. The fund channeling capability of social stock exchanges for the purpose of social upliftment of society will certainly be a game changer for those who have fire to do something for the society but lack resources. The present paper highlights the basic concepts of Social Stock Exchange and various terms associated with it, such as Social Enterprises and Impact Investment. It also analyses the proposal of Indian Government for setting Social Stock Exchange and how it will function.

Keywords:

Social Stock Social Enterprise Finance FPE Investment
Exchange
(SSEs)

Organization

Welfare

Philanthropy

NPO

History

Introduction:

India has determined to make social welfare and impact investing has taken a significant jump by introducing Social Stock Exchange. Honorable Finance Minister Smt. Nirmala Sitharaman as part of the Budget Speech for FY 2019-20 proposed the idea of an electronic fund-raising platform “Social Stock Exchange”, under the regulatory ambit of SEBI for listing social enterprises and voluntary organizations working for the realization of a social welfare objective so that they can raise capital as equity, debt or as units like a mutual fund. The SSE aims to integrate social impact with investment strategies, aligning India with global trends in Impact investing. The platform serves as a crucial bridge between social welfare organizations and a diverse pool of investors and donors.

Meaning of Social Stock Exchange:

Social Stock Exchange (SSE) is a separate segment of the existing Stock Exchange that can help Social Enterprises to raise funds from public through the stock exchange mechanism. SSE will act as a medium between Social Enterprises and fund

providers and that can help them to select those entities that are creating measurable social impact and reporting such impact. Certain type of Social Enterprises i.e. Not-for-profit organizations (NPOs) that meet the registration criteria can register on SSE and undertake to make continuous disclosures on their social impact. Such NPOs may or may not choose to raise funds through SSE, however, would continue to make disclosure including on social impact to stock exchanges.

Objectives of the Social Stock Exchange:

- Regulated platform that brings together social enterprises and donors
- Facilitate funding and growth of social enterprises
- Enabling mechanism to ensure robust standards of social impact and financial reporting

Role of the Social Stock Exchange:

The role of SSEs may be mainly categorized as:

1. Mobilization of funds for SEs

2. Promoting Capital Formation for SEs
3. Safety & Security of the fund raised and utilized.
4. Nation-wide presence of all the SEs with respect to capital formation
5. Funds for Development Purpose

Social Stock Exchanges – Global History:

Year	Name of SSE	Country
2003	BOVESPA SSE	Brazil
2006	SASIX	South Africa
2009	Euronext Lisbon	Portugal
2013	Social Venture Connection	Canada
2013	Impact Investment Exchange	Singapore
2013	UK SSE	UK
2019	Jamaica SSE	Jamaica

Social Stock Exchanges – Indian Scenario:

Honorable Finance Minister as part of the Budget Speech for FY 2019-20 proposed the idea of an electronic fund-raising platform – Social Stock Exchange – under the regulatory ambit of SEBI. The process took almost four years, initiated by the constitution of a working group in the domain, followed by a comprehensive report, based on which a technical group was established, and then the introduction of zero coupon zero principal instruments for the first time in history via a notification by the ministry of finance.

Immediately after, the Securities and Exchange Board of India (SEBI) took a stride ahead and made the distant dream of SSEs a reality by introducing a robust and thorough framework for them.

Subsequently, both BSE and NSE recently launched their SSE segments with a bunch of applications already on their tables, having a vision of making an impact in the social sector, where the donor, with full faith, may contribute, entrusting all he wants, smoothly to the NGO of his choice. This journey of creating a fiduciary relationship comes with

the stamp of the nation's one of the most prominent regulators, i.e., SEBI, and both the renowned stock exchanges.

With countries like the UK, Canada, Singapore, Brazil, and others that already have their SSEs established, the time for India has also come to wholeheartedly embrace this innovative model and bring the plans for socio-economic well-being and development to fruition, as it opens new avenues for social enterprises in the country.

Up to the end of the year 2023, 42 NGO registered with NSE and 37 NGO registered with BSE. The SSE has gaining a fast growth within a very short period of time.

Eligibility Criteria:

A. Predominance (Any one of the following)

- At least 67% of the immediately preceding 3-year average of revenues comes from providing eligible activities to members of the target population

Or

- At least 67% of the immediately preceding 3-year average of expenditures has been incurred for providing eligible activities to members of the target population

Or

- Members of the target population to whom the eligible activities have been provided constitute at least 67% of the immediately preceding 3-year average of the total customer base/beneficiaries

B. List of eligible activities for demonstrating primacy of Social Impact

- Eradicating hunger, poverty, malnutrition and inequality
- Promoting health care including mental healthcare, sanitation and making available safe drinking water
- Promoting education, employability and livelihoods
- Promoting gender equality, empowerment of women and LGBTQIA+ communities
- Ensuring environmental sustainability, addressing climate change including mitigation and adaptation, forest and wildlife conservation
- Protection of national heritage, art and culture
- Training to promote rural sports, nationally recognized sports, Paralympics sports and Olympic sports supporting incubators of Social Enterprises

- Supporting incubators of Social Enterprises
- Supporting other platforms that strengthen the non-profit ecosystem in fundraising and capacity building
- Promoting livelihoods for rural and urban poor including enhancing income of small and marginal farmers and workers in the non-farm sector
- Slum area development, affordable housing and other interventions to build sustainable and resilient cities
- Disaster management, including relief, rehabilitation and reconstruction activities
- Promotion of financial inclusion
- Facilitating access to land and property assets for disadvantaged communities
- Bridging the digital divide in internet and mobile phone access, addressing issues of misinformation and data protection
- Promoting welfare of migrants and displaced persons
- Any other area as identified by the Board or Government of India from time to time

C. Target Segment

Social Enterprise shall target underserved or less privileged population segments or regions recording lower performance in the development priorities of central or state governments

Entities Excluded

- Corporate foundations
- Political or religious organizations or activities
- Professional or trade associations
- Infrastructure, and housing companies, except affordable housing

The Mechanism of the Social Stock Exchange:

Origin and Functionality: The SSE was proposed to create a robust electronic platform for fundraising, acting as an interface between social enterprises and potential fund providers.

Regulatory Framework: Operating under the stringent guidelines of the Securities and Exchange Board of India (SEBI), the SSE ensures compliance and transparency.

Platforms: The initiative has been implemented as separate segments on the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE).

Instrument and Process to registered

Types	Non Profit Organizations (NPO)	For Profit Social Enterprises (FPE)
Registration	Mandatory	No registration
Types of securities to be issue	– Zero coupon zero principal bonds – Mutual funds – Development impact bonds	– Equity (main boars/ SME) – Equity (AIF/ Social impact fund) – Issuance of debt security

Benefits of Registration/Listing:

- **Improved market access** – SSE will facilitate a common and a structured meeting ground between Social Enterprises and investors/donors with inbuilt regulation for providing sanctity and accountability of finances.
- **Synergy between investors and investee in social aims** - In view of flexibility of investments and capital that would be available on an SSE, the canvas of choice would be much wider allowing investors and investees with similar missions and visions to connect seamlessly
- **Performance based philanthropy** - Performance of the enterprises listed on an SSE would be monitored thus it

will instill a culture of performance (Social return) driven philanthropy.

- **Minimal registration cost** – SSE saves cost for both issuer and investor/donor by charging minimal fees for registration and listing.
- **Additional avenue for Social Enterprises** - Central and State governments till date have the biggest onus of achieving sustainable development goals. SSE will provide an alternate avenue for raising funds thereby encouraging new and existing social enterprises.

Conclusion:

Social stock exchange is one of the most important areas for the developing country like India. The government, regulators and various committees has already played their role, and now the success of the SSE is

depend upon implementation of the rules and regulation. It is also important to educate to the various professionals, academicians and students for the long-time survival and development of the SSE. Social Stock Exchange will not only help the growing investment market but also a more regulated capital market in India. It will also help impact investment to become more accessible which will increase the flow of money into sustainable development.

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