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*भालचंद्र गांवकार*

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### **From the Editor's Desk....**

Education in the 21<sup>st</sup> century has witnessed dramatic changes. Students and Parents along with the teachers have become partners in the student's over all development. Although higher education and teachers faced challenges in the past, the most recent times Education has seen a paradigm shift from teacher oriented to student centered process where student is an active agent in the learning process. The emerging scientific research and the demands of the students that the university education be more relevant to contemporary events have left colleges and universities to create knowledge (research) and to apply knowledge (service)

Honorable Minister for HRD, Kapil Sibal is in the process of revamping educational system based on the three mantras: Expansion, Inclusion and Excellence. Achieving performance excellence is a challenge for educators. In their research article on "Quality and Performance in Higher Education Institution: A Case Study in Portugal", Pedru R. Bernardino & Riu Cunha Marques urge the institutions of learning to measure their own performance to increase the quality. According to them performance can be measured by four perspectives: customer, internal business processes, innovation and learning and finance.

Teaching and research are of paramount importance in achieving excellence. The demanding and increasingly competitive environment wherein globalization, internationalization and growing economic competition bring in public and private partnership (PPP) , Educational institutions are left with a challenge to meet their own core commitments (teaching and research) while adapting continuously to a series of new situations, such as maintaining standards of excellence etc.

The teaching staff at Rosary College is well within the ambit of meeting these new challenges with the infrastructure provided and research that goes on. 'GYANA' is the fruit of that mind set on a challenge. I am delighted that such knowledge and information has made 'GYANA' nourishing food for students, teachers and people at large. 'GYANA' contains the researched information

and knowledge contributed by our faculty. Its Rosary's medium of expressing its growth and excellence.

Rosary college is in it's teens, a young college with a young faculty. Our journal too is young, five years old and it promises bright future for students and researchers.

I congratulate the team and the contributors for their efforts and hard work in bringing the fifth issue of 'GYANA'.

I hope and wish that 'GYANA' will inspire many students, faculty to venture into research.

**Rev. Dr. Simão R. Diniz**  
**Principal**

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## MATHEMATICAL STUDY OF TRANSIENT PHEROMONE RELEASE IN AIR

Ms. Neeta Mazumdar  
Associate Professor  
Department of Commerce

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*Animals have evolved special devices and behavioral pattern for communicating with each other. The chemical substance secreted for signaling between animals is known as pheromone. The paper mainly deals with presentation of mathematical model of diffusion of chemical trail which the ant leaves as it moves across the ground and perception of molecules released by an animal which results in a more or less quick alternation of behavior in the receiver animal. The focus of this paper is to consider linear decay of the chemical trail secreted by harvester ant*

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**Introduction:** Animals have evolved special devices and behavioral pattern for communicating with each other. For communication, animals send stimuli to other animals. Communication can be defined as "the process which involves passage of information from one individual to another individual" Communication can be of two types: Interspecific interaction and Intraspecific interactions. Sensory organs of animals are involved in the process of communication and the same through the sense of chemicals is known as olfactory communication.

The chemical substance secreted for signaling between animals is known as pheromone. This is released into the environment by an animal or an external source and that causes a specific behavioral or physiological reaction in the receiving organism of the same species. Social insects, like ants, produce a chemical trail. They are trickled in the surrounding so as to communicate the message to other members of the society.

There are many models of release of pheromones depending on different situations, different media and different sources. The release may be instantaneous, periodic, continuous or any other type. The diffusion theory of insect pheromones was founded by Bossert (1968). Chemical communication

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in water has been studied by Koch A.L. et al (1969) for the case of migration of green turtles. Wilson (1975) described the alarm substance originating in the mandibular glands of the harvester ant *Pogonomyrmex Badius*. S.P. Bhargava (1987) employed Laplace transform to obtain the solution. He obtained an approximate solution for this case and certain other cases of a variable rate of release.

This paper mainly concerns with presentation of mathematical model of diffusion of chemical trail which the ant leaves as it moves across the ground and perception of molecules released by an animal which results in a more or less quick alternation of behavior in the receiver animal. The focus of this paper is to consider linear decay of the chemical trail secreted by harvester ant.

### Chemical Trails

The odour trail, laid in relatively calm air, is a common form of communication. The source is thus continuously emitting and moving through space (Orr 1970).the trail substance diffuses outward from the line of traveling such a manner that a cross section at a given point perpendicular to the line of travel form a semi circle, the radius of which increases through time to a maximum and then decreases to zero. This is the same pattern as would obtain ideally if the emitting source of animal were fixed in space and its pheromones were transported by steady winds (ibid.).

We have considered the diffusion of substance associated with chemical trail. Ants leave a trail of pheromones by releasing the substance as they move across the ground. It is assumed that the release of pheromones lasts for a sufficiently long time. The odour substance evaporates and a diffuse pheromone cloud extends along the ground and into the air .The trail serves to lead other workers to food. We have ignored effect of the wind and the turbulence; diffusivity is constant throughout the space and at any point is constant in any direction.  $u$  is defined to be the velocity of the ant and the origin is defined to coincide with the location of the insect. With reference to this, the coordinate system attached to the moving ant, the steady state distribution of the substance in the pheromone trail obeys the diffusion equation

$$u \frac{\partial S}{\partial x} = D \left( \frac{\partial^2 S}{\partial y^2} + \frac{\partial^2 S}{\partial z^2} \right) \quad (1)$$

Where diffusion in the direction of ant's locomotion (x-axis) is ignored, S is the concentration of pheromones in mole/cm<sup>3</sup>. If Q is the rate at which the ant emits its pheromones, the solution of the above equation is

$$S(x,y,z) = \frac{Q}{2\pi D_x} e^{-u(y^2+z^2)/4D_x} \quad (2)$$

Clearly this result assumes that the molecules are free to diffuse in all direction.

If we assume  $x/|u|=t$  in equation (1), the resultant equation becomes a two dimensional diffusion equation, solution of which is

$$S(x,t) = \frac{2Q}{4\pi Dt} e^{-r^2/4Dt} \quad (3)$$

The boundary of the trail can be defined by some threshold concentration c, thus the equation representing the boundary becomes the surface for which  $S(x, y, z) = c$ .

The point  $X_f$  at which the surface intersects the x-axis determines the maximum length of the trail.

From (2) we have,

$$X_f = \frac{Q}{2\pi c D} \quad (4)$$

The maximum trail radius in a plane perpendicular to x-axis,  $R_m$  is given by

$$R_m = \left( \frac{2Q}{e\pi c u} \right)^{1/2} \quad (5)$$

And it occurs at  $X = X_m = X_f/e$

The concentration  $c(r,t)$  of pheromone at the rate  $Q(t)$  mole/sec, at a distance r from the source at time t is given by

$$c(r,t) = \int \frac{2Q(t^*)}{4\pi D(t-t^*)^{3/2}} e^{-r^2/4D(t-t^*)} dt^* \quad (4)$$

If the rate of release  $Q(t^*) = Q_0(1 + \cos wt)$  is linear then,

$$c(r,t) = \frac{2Q_0}{(4\pi D)^{3/2}} \int_0^t \frac{(1 + \cos wt^*)}{(t-t^*)^{3/2}} e^{-r^2/4D(t-t^*)} dt^* \quad (5)$$



Applying Laplace transform to (5) we get,

$$Lc(r,t) = \frac{Q_0}{(4\pi D)^{3/2}} L \int_0^t \frac{(1 + \cos wt^*)}{(t-t^*)^{3/2}} e^{-r^2/4D(t-t^*)} dt^* \quad (6)$$

Applying Convolution theorem equation (6) becomes

$$LC(r,t) = \frac{Q_0}{(4\pi D)^{3/2}} CL(1 + \cos wt) \left( \frac{Le^{-r^2/4Dt}}{t^{3/2}} \right) \quad (7)$$

$$\therefore LC(r,t) = \frac{Q_0}{(4\pi D)^{3/2}} \left( \frac{1}{P} + \frac{P}{P^2 + w^2} \right) \frac{\sqrt{4\pi D}}{r} e^{-qr} \quad (8)$$

Where  $Lf(t) = \int_0^\infty e^{-Pt} f(t) dt$  and  $Q = \sqrt{P/D}$

Taking Inverse Laplace transform of (8) we get,

$$C(r,t) = \frac{Q_0}{(2\pi D_r)} \left\{ L^{-1} \left( \frac{e^{-Qr}}{P} \right) + L^{-1} \left( \frac{P}{P^2 + w^2} \right) e^{-Qr} \right\} \quad (9)$$

Using the tables of inverse Laplace Transform from [5] and [7], we get,

$$C(r,t) = \frac{Q_0}{(2\pi D_r)} \left\{ \operatorname{erfc} \left( \frac{-r}{2\sqrt{Dt}} \right) + e^{(-r^2 w / 2D)^{1/2}} \cos \left[ wt - r \left( \frac{w}{2D} \right)^{1/2} \right] - \frac{1}{r} \int_0^\infty e^{-Pr} \sin \left( \frac{r\sqrt{P}}{\sqrt{D}} \right) \frac{P}{P^2 + w^2} dP \right\} \quad (10)$$

Here  $\operatorname{erfc}(x)$  is called the complementary error function. If  $t$  is very large then by relation  $\operatorname{erfc}(\infty) = 0$ , the first term of R.H.S. becomes Unity.

Clearly  $e^{-Pr} \rightarrow 0$  as  $t \rightarrow \infty$  hence the last term vanishes.

$$\therefore C(r,t) = \frac{Q_0}{(2\pi D_r)} \left\{ (1 + e^{-r\sqrt{w/2D}}) \cos \left( wt - \frac{r\sqrt{w}}{\sqrt{2D}} \right) \right\} \quad (11)$$

Thus we get the theoretical expression for the concentration  $c(r,t)$  of the pheromone at a distance  $r$  from the source at time  $t$ . The rate of pheromone

release  $Q(t)$  can be employed to calculate the numerical values of the concentration using the mathematical tables for  $\text{erfc}(x)$  [7].

### Numerical results and Discussion

Table I gives the values of  $c(r,t)$  for the case of linear decay in pheromone release at distance  $r=2,3,4$  cms and  $t$  ranging from 2.5 to 50 seconds.

Figure I represent the data graphically.

To begin with, the concentration at a given distance increases steeply with time, reaches a maximum and then declines. This theoretical result is confirmed by physical concentration. The concentration at a given point should increase initially rather rapidly as it is zero at the time  $t=0$  and even though the chemical release from the source decays with passage of time, it would be reinforced to reach the peak after which the source would become too weak to sustain its growth.

Similarly if we take the velocity of the trail laying ant to be  $u=0.4$  cm/sec, it can be seen from (4) that  $Q/c=1.71$   $\text{cm}^2/\text{sec}$ . and from (3)  $D=0.00649$   $\text{cm}^2/\text{sec}$ . This value of  $D$  seems very small for the molecular diffusivity of the substance in air, this may be due to the fact that not all of the substance is initially in gaseous state, since the substance is quite volatile. However the model can still be acceptable with the value of  $D$  reduced by an appropriate factor to account for the evaporation time. The fade out time of the trail due to diffusion is about 100 seconds, i.e. 100 seconds after the last ant returns from the exhausted food source the trail disappears so that the use of unproductive old trail is avoided.

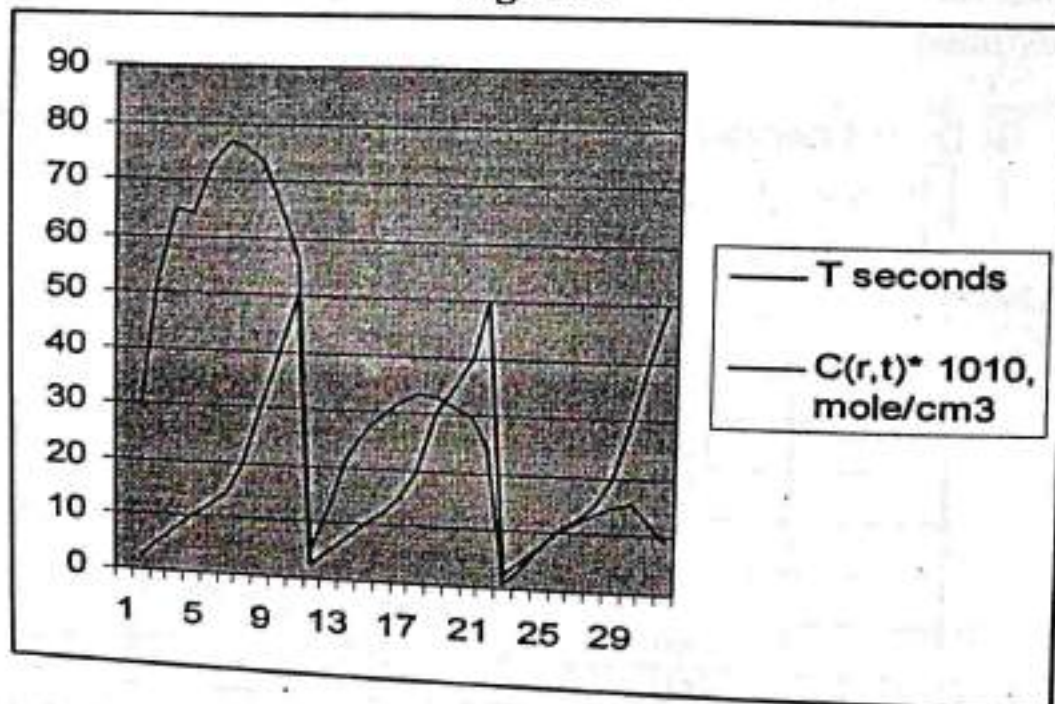
Table I

$D=0.5$   $\text{cm}^2/\text{sec}$ ,  $k=8 \times 10^{10}$ ,  $Q_0=10^{13}$  mole/ $\text{cm}^3$

R cms	T seconds	$C(r,t) \times 10^{10}$ , mole/ $\text{cm}^3$
R=2	2.5	30.479
	5	51.803
	7.5	64.930
	10	64.24
	12.5	72.845
	15	76.776
	20	75.997
	30	73.417
	40	65.3315
	50	56.47

R cms	T seconds	C(r,t)* 1010, mole/cm <sup>3</sup>
R=3	2.5	5.0933
	5	12.8297
	7.5	22.1458
	10	26.7708
	12.5	29.789
	15	31.774
	20	33.699
	30	33.057
	35	31.52
	40	29.51
	50	24.48
R=4	2.5	0.64896
	5	4.00275
	7.5	7.4546
	10	10.0977
	12.5	12.05626
	15	13.456
	20	14.9511
	30	15.557
	40	12.6362
	50	9.228

Figure I



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## EDUCATION POLICY AND THE INFRINGEMENT OF HUMAN RIGHT TO EDUCATION!

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*In Goa, collapsing the concepts of mother tongue and regional language has resulted in making the regional language the medium of instruction during early schooling. The script controversy surrounding the mother tongue has exacerbated the problem. The parents, therefore, prefer to educate their children in English medium schools and this pronounced preference has led to the mushrooming of Nurseries, Kindergartens and Primaries in English. The English medium institutions charge heavy fees thereby depriving poor parents of their human right to choose the medium of instruction desired by them for their children. Parents manifest a distinct preference for the language of status and economic potential for their children's early schooling but are severely constrained by financial difficulties. The medium of instruction policy, apparently meant to promote linguistic rights suppresses the human rights of the poor and the weaker sections of society. They are forced to opt for the regional language medium for their children's early schooling thereby not promoting equality but perpetuating social and economic inequalities.*

*The paper is primarily based on the primary data acquired through interviews with language protagonists, principals, educationists and activists. It provides detailed verbatim quotes of interviewees and analyses them. Secondary data available in newspapers, magazines, books and journals have also been made use of to enhance the explorative value of the paper.*

### **Introduction**

Primary education policy in Goa, from the time of liberation till 1990, did not discriminate on the basis of language. Primary education was provided in Marathi, English, Konkani and other languages in government primary level

schools. The private primary level schools were not provided any grants-in-aid but could adopt any medium of instruction in their institutions. In 1990, the medium of instruction policy was changed in that the government primary level schools shifted the medium of instruction to regional languages only. This meant a change in the medium of instruction in many government primary level schools which had English as a medium of instruction. Secondly, the policy affected the private primary level schools as grants-in-aid were tied to medium of instruction in the school. Denial of financial assistance from the government was acceptable as long as the management of the private primary level schools was not compelled to pay their staff, salaries on par with government scales. But the High Court ruling in November 1987 had already ruled that primary school teachers in private schools had to be paid on par with government primary school teachers. The consequence was a shift to regional language or the mother tongue medium in many private primary schools.

The motive behind the denial of grants to English medium primary level schools may not be as evident as the immediate cause of the introduction of the new policy. Writing in *Sod*, a Konkani Research Bulletin, Vaz (2006: 97) says, 'One fails to understand the rationale behind the imposition of either "Konkani" or "Marathi" as a mandatory "medium of instruction", in Government-funded schools in Goa - other than for purely selfish and self-serving political motives'. Fr. Pratap Naik, a Jesuit and Director of the Thomas Stephens Kendr, Porvorim, spoke on the motive behind the medium of instruction policy:

I feel this was a conspiracy ... they knew ... if grants were given to English medium schools, children would run to minority run schools and their schools will decline

Udhay Bhembre, an advocate by profession, an ex-MLA, and a Konkani language protagonist had different views on the issue:

The logic behind is that primary education should be in the mother tongue of the child and the government believed that English is nobody's mother tongue here in Goa ... the logic behind ... was to discourage imparting education through a foreign language ... it (English) is a foreign language.... (However) the government was not honest because Marathi is nobody's mother tongue ... but still for political reasons they gave some leverage to Marathi ...

Another Konkani language protagonist, a well-known dramatist, an ex-MLA and Speaker of the Goa Legislative Assembly, and ex-Headmaster and

someone who is still in the limelight due to his involvement in the Konkani language script controversy is Tomazinho Cardozo. He opined thus:  
... it was a political decision in order to protect the interests of Marathi ... our government changed mother tongue into regional language, thereby giving opportunity, side by side, to continue Marathi education as it was going on earlier.

An ex-professor of economics at the Chowgule College, Shyam Verenkar, who also occupied at different times the posts of the General Secretary as well as that of the President of the Konkani Bhasha Mandal (KBM), opined that the government changed the policy as it wanted to 'give them (people) not what they demanded but what was best for the society at least in the primary stage (of education)'. Bhiku Pai Angle, a Marathi protagonist as well as an educationist commented on the reasons prompting the government to deny grants to English. Citing the Constitution of India he said: 'education is the state subject and all children up to the age of 14 shall be given free education in the vernacular ... how does English come there?' A professor at the Goa University, Joe D'Souza, spoke about manipulation politics indulged in, by the then Education Minister Mrs. Shashikala Kakodkar. He said: 'her primary aim was to save the Marathi schools which were declining in strength'.

The interviewees in their responses attributed a few motives to the government for the introduction of the education policy in Goa in 1990. One respondent commended the action of the government encouraging mother tongue education and discouraging education in English, which, according to him, is a foreign language and nobody's mother tongue in Goa. He targeted Marathi and English stating that Marathi is nobody's mother tongue and English is a foreign language. It should be noted, however, that there are a few Goans who speak Marathi at home and it is the mother tongue of a considerable section of Goans who are migrants in Goa. His claim also ignored the fact that many Goan families speak English at home and that English is the official language of India along with Hindi and therefore cannot be considered any longer a foreign language. Such labelling seems to echo the nationalistic sentiments of people who use the terms 'nation' and 'state' as synonymous terms and subscribe to the 'one nation - one language' ideology.

The response that the government is in the better position to judge 'what is best' for the society and that it acted in the best interests of the Goans seems to be directed by monolingual norms typical of Western societies which Pattanayak (1988 cited in Canagarajah 2006: 155) argued against saying

'postcolonial communities have to deviate from such models to consider radically polylingual norms viable alternatives'. Yet another response viewed Goa in isolation and not as a part of the Union which has accorded English the official language status.

Other respondents condemned the policy as a conspiracy and a political decision to protect the interests of Marathi. There is no clear evidence to say whether the policy was a conspiracy, or not, to protect the interests of Marathi but there is statistical evidence that enrolment in Marathi schools was dwindling.

The introduction of the new education policy led to the collapsing of the concepts of mother tongue and regional language in Goa as far as medium of instruction at the primary level was concerned.

### **Mother Tongue and the Regional Language**

According to Rao (2000: 6), the National Policy on Education 1986 of the Government of India paved the way for broadly identifying one's mother tongue with the major regional language. Krishna (1991: 91) argues that mother tongue and regional language have become alternatives facilitating the states to introduce the regional language even in areas where the majority speaks a different tongue. If this argument is accepted then the situation boils down to teaching many children in the regional language, which could be a variant of the home language or an altogether different language. According to Khubchandani, the policies of the state governments, only paying lip service to the narrow interpretation of the term mother tongue, are all the while directing their resources to the development of the regional languages (fitting the broad definition of the term 'mother tongue), Hindi and English (*ibid.* 298-299).

Radharao Gracias, an advocate by profession and also a politician, was actively involved in the movement under the banner of ACMI (Action Committee for Medium of Instruction), which started an agitation when the English medium schools were denied grants-in-aid in the year 1990. The ACMI emphasised that the medium of instruction must be a choice of the parents and that the government should not force it upon them. The policy was introduced, says Radharao, with the ostensible reason to promote the mother tongue education but it has been promoting Marathi education. He says:

The government came with a bright or brilliant idea that all medium of instruction should be in the mother tongue ... in Goa everybody's



mother tongue is Konkani and yet more than fifty percent of the students are sent to Marathi schools ... if the child whose mother tongue is Konkani, is forced by the parents to learn in Marathi ... how does the policy help ... it has not served any purpose at all ...

Commenting on the almost fifty percent of children, who actually speak Konkani at home, but are studying in Marathi medium primary level schools in Goa, Bhembre said you cannot categorise their education as mother tongue education. To a question whether these children suffer academically/psychologically, he answered thus: 'I suffered ... it cannot be called mother tongue education ... you have to learn it...it is learning another language ... may be it is closer (to Konkani)'. Again, Verenkar, speaking about Marathi education in Goa, said: 'Marathi schools are not suitable to Goa ... I used to learn Marathi in the beginning ... we never used to understand ... never felt something familiar ... even though Marathi is much closer'.

Similarly, a considerable section of Goan children, speaking English at home are studying in Konkani medium schools. Bhembre reacts to such a situation thus: 'If both the parents speak to the child in English I would never say that the mother tongue of the child is Konkani, it is English ... such a child will suffer academically/pedagogically ... Definitely ...'. Celso Dias, Headmaster in a secondary school with experience in dual medium teaching in a primary school in Ambora, says that children do suffer if they exclusively speak English at home. Fr. Pratap argues that such children will have difficulties because 'home environment is totally English ... neighbourhood also may be English'.

Tomazinho argued thus:

Mother tongue is the language you speak ... people speak English at home ... so their mother tongue is English ... so therefore they are denied the opportunity to learn in their mother tongue ... This is one clear fact.. and this is happening more among the Catholics but there are Hindus also ... families who now speak English

Verenkar said that mother tongue education is: 'Not just what the mother speaks, it is the environmental language ... and if Konkani is the environmental language of Goa, then education should be in Konkani' ...

Madhavi Sardessai, an Associate Professor in Konkani at the Goa University, does not find anything wrong in teaching Konkani to children speaking English at home. To her 'education in the local medium and language of the

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environment ... is not artificial at all because every Goan who goes and buys fish in the market talks in Konkani ... so that medium is not an artificial medium'.

Radharao said that children speaking English at home but studying in Konkani do suffer academically and pedagogically but hastened to add that 'that it is for people in the field to conduct a survey and determine ... difficult for me to give a categorical answer'. However, he threw some light on the language behaviour among Catholics in Goa. Citing his own example he said:

For the Catholic community ... the middle class ... for all practical purposes English has become the mother tongue ... but we are shy to say that. .. Most of us prefer to say our mother tongue is Konkani and we say it in *English* ... This is the reality ... therefore even forcing them ... study in Konkani is again forcing them to study in a language which is no longer their mother tongue

Thus, a number of respondents concur that Marathi education for Konkani speaking children is not mother tongue education. Stating that 'it is nobody's mother tongue', that 'it is learning another language', that 'we never used to understand', the respondents question the efficaciousness of the Marathi medium in Goa. The evaluation of such education is crucial as almost 50 percent of children in Goa study through Marathi medium. It must be borne in mind that Marathi education in Goan Marathi schools is not mother tongue education, by any stretch of imagination, as many among them speak Konkani at home and does not understand Marathi.

One respondent chose to call Marathi education in Goa as education in the vernacular qualifying further that Konkani is a dialect of Marathi. It is hard to understand that even today after the Konkani language has been incorporated into the Eighth Schedule of the Constitution there should be some, not linguists, who still consider it a dialect.

As regards English speaking children studying in Konkani medium schools, the respondents opined that this type of children do suffer academically. It is natural, they said, as they are not familiar with Konkani, though, it is the local language. Some respondents argued for the medium of the environmental language, even if that is not the spoken language in the immediate family. It means that they want that the environmental language should be the medium of instruction even of children who are not familiar with the language. The question to ponder on is - what is being promoted? - The language and culture

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or children's education? Gupta (1997: 497) has argued that in some language situations, primary education in the mother tongue may not be desirable, since, often, it is language maintenance which is at the root of the promotion of mother tongue education. She believes that *'empowerment of individuals should have primacy over the development of an individual's mother tongue and even over the preservation of a language'* (Gupta 1997: 497) [emphasis in original]. As underscored by some, English has become the mother tongue for many Catholics and so Konkani medium education for these Catholics is not mother tongue education. One may call it regional or environmental language, which is certainly not as familiar to the child as their mother tongue (in these cases English) and therefore not as efficacious.

The mother tongue and the regional language promoted by the government employ the Devanagari script whereas a considerable section of Goans are not very comfortable with this script.

### **Devanagari or Roman Script**

A contentious issue that has emerged recently, and is still being hotly debated, is that of the script. Cardozo makes a very pertinent observation. He writes:

When Konknni was recognised by the Sahitya Akademi, New Delhi, it recognised **Konknni Language** without mentioning any script. When Konknni was included in the 8<sup>th</sup> schedule of the Constitution of India, it also mentions **Konknni language** and not any script in particular. The Constitution of Goa Konkani Akademi also refers to the development of **Konknni language** without specifying any script for Konknni. It is only the Goa Official Language Act, which states **Konkani language means Konkani in Devanagari script** (2006: 23).

He calls the addition of Devanagari script in the Official Language Act, an act of manipulation. Soon after the Official Language Act was passed, the enrolment in Konkani schools, which was a little more than two hundred in the year before the introduction of the policy, increased drastically, as the Diocesan Society of Education and the Archdiocesan Board of Education switched over to teach Konkani in Devanagari in their schools, instead of English. According to Cardozo, however, the Devanagari script and the dialect that is used in the textbooks followed in the primary create major hurdles for the children and the parents (Cardozo 2006: 24). He remarks further that 'Konknni in Devanagari script and in a particular dialect is

forcibly imposed on Christian managed schools' (*ibid.* 25), which make up for about 126 of the total 136 schools in Konkani medium.

As narrated to the researcher in the interview, Cardozo said: 'it is only the Catholics who are supporting Konkani ... if it is only the Catholics and not the Hindus ... why should they opt for Devanagari script, which is not their script? ... Why should they opt for that 'boli' (dialect) which is not theirs and not 'Romi', their own script'. Further he is convinced that if he has:

1) to keep Konkani language alive, Roman script and the dialect of Christians should be introduced and 2) to keep Goan identity alive Roman script is needed, otherwise Goan Catholics will go away from Konkani and they will be foreigners in their own land

Naik (*Herald*, Panjim, 9 August 2006: 12) writing on 'Myth and Reality of Roman Script' said:

It is true Catholics are studying Konkani in Devanagari script. This is because it is made compulsory. It is also true, that Catholic schools are teaching Konkani in Devanagari script, only because they don't want to loose the government grants and not because of any love for the Devanagari script. If the same Konkani was taught in the Roman script, Catholics would have opted for that Konkani. So would have the Catholic schools. Nineteen years have passed and this section of Goans has still not wilfully accepted the Devanagari script. They never will.

When I asked him whether he would prefer some schools to teach in Romi script, Fr. Pratap responded saying 'That's a parent's choice ... any medium should be of parents choice. It should not be imposed ... you give them various possibilities ... let them choose'.

Herculano Dourado, an ex-Minister opined that 'school students should be given a choice between Roman and Devanagari script to study Konkani since it's obvious that our primary schools are finding it difficult to get students in the Devanagari Konkani medium schools' (Antao 2006: 6-7, 11). Alexyz, the famous Goan cartoonist writing on the script controversy, said: 'The Konkani they have imposed at the primary level is a Konkani that is alien to the Catholic community simply because it is not the Konkani they speak. No wonder so many English primary schools have mushroomed in Goa ... ' (cited in *ibid.* 11). Similarly, Dias also felt that 'if it was Roman script there would have been better acceptance by the Catholics ... if it is made (i.e. Roman script is introduced) I would say ... it would arrest the rush to English schools'.

Radharao said: 'Roman script is not recognised ... you can't teach in a language which is not recognised (as official language) ... once both the scripts are recognised it would be up to the parents to decide ... which script the child should study in'

Thus, Devanagari script is seen, by the Roman Catholic intelligentsia, as placing major hurdles for the children and parents. It has never been wilfully accepted nor will be accepted in future by the Catholics. It makes it difficult for Catholic schools to attract students. It is alien to the Catholic community, which do not speak that dialect and is said to be one of the reasons for the mushrooming of English schools. The Roman script protagonists also believe that the choice of the medium of instruction, especially the script to be used, should ultimately be left up to the decision of the parents.

On the other hand, Pundalik Naik (cited in Antao 2006: 6-7, 11) a Konkani writer and presently the president of the Goa Konkani Academy said:

Only Devanagari script should be used in Konkani education because it is a natural and most systematic script of Konkani language and the same has been the tradition since 1962 ... there must be only one script if the language is to flourish in all spheres. Therefore, the only alternative is Devanagari script in the present and in the future.

The development of language seems to be the uppermost in the mind of Bhembre, also, when he says:

Konkani has suffered for a number of years because of multiplicity of scripts ... no language can make progress with multiple scripts ... because multiple scripts create islands ... they divide. there's a hurdle for communication, there's a hurdle for propagation of literature and it doesn't help standardisation at all... now Devanagari being the naturally suited script for Konkani, it has been considered as that one script to which all should converge ... and not by design but either because of circumstances or realisation we have gone in that direction.

Again, the development of the Konkani language seems to be the major concern of Ms. Sardessai. According to her, for the sake of Konkani, one script is the ideal option. Verenkar also argued similarly:

It (Roman script) is not necessary ... in education at least we should not bring in politics ... we want Konkani so that it unites Hindus, Christians and Muslims in Goa ... there may be some dialectal differences ... pronunciation may be different...our thinkers long back

in 1939 ... discussed and said Devanagari is the natural script for Konkani .... the sounds can be very easily expressed through the Devanagari script ... so Devanagari script appears to be the most appropriate script for Konkani ... children don't find it difficult...

Another language protagonist and Konkani writer, Ravindra Kelekar, in response to the question whether Konkani should be taught in Romi script in some schools condemned it as an absurdity. He said that it is:

As absurd as teaching Portuguese in Devanagari script, because it is not the script of Konkani. ., At that time (soon after liberation) to avoid this controversy we published primary education books in both the scripts ... but the government of India appointed a commission ... Jha commission ... which recommended that primary education should be in Konkani in Devanagari script.. .so the government accepted primary education in Konkani in Devanagari script...I called for a meeting of all my friends in Konkani Bhasha Mandal...Carmo da Silva was there ... Lucio da Veiga Coutinho was there ... Alvaro Renato de Mendes ... Vasco Rego, Antonio Pereira ... only Father (priest) who objected to Devanagari script was Anastasio Gomes ... (he wanted) Roman script because it was international script ... he said let us give an example for all other Indian languages ... that was too much of an ambition ... Lucio da Veiga Coutinho belonged to a family which was completely Portuguese ... He said let us change it ... we have to be one ... Hindus and Christians ... common language should be there ... that was their interpretation ... Roman script is a symbol of denationalisation ... we do want to keep any vestiges of denationalisation ...

The proponents of the Roman and the Devanagari script put forth different arguments. Devanagari script proponents consider Devanagari script, the natural script of Konkani through which the Konkani sounds can be written well. A script is only 'a set of symbols arbitrarily chosen to represent speech sounds' (Almeida 2006: 72) and Devanagari script was not expressly created to represent Konkani sounds. One finds it difficult therefore to accept that Devanagari script is a natural script of Konkani. Further, as Suniti Kumar Chatterji (cited in *ibid.* 2006: 71) appropriately writes 'Any alphabet can be written in any script and therefore it follows that any language can be written in any script, provided the alphabet has the necessary sounds. If it has not, such sounds may be added and visual symbols invented or adopted to represent them'. In the educational field it has been said that Konkani in Devanagari has been in use since liberation and is already followed in

Konkani schools, but it must be noted that the writing in Konkani in the Roman script has the longest tradition of about 500 years. According to Naik (2006b: 12)

For the last 500 years a large section of Goa's population has been using Roman script for literature, cultural, business, mass media and religious purposes. All these years this section is responsible to maintain the tradition of written Konkani. At present 30 percent of Goa's population uses Roman script. The *Tiatr*, *Khell Tiatr*, *Khell*, *Motets*, *Kantaram*, *Mando*, *Dekhnni*, *Ladin* and *Gaionam*, which are popular forms in Goa, are written in Roman script.

Even the father of Konkani renaissance fondly remembered as Varde Valaulikar or Shennoi Goenbab wrote thirteen books in Roman Konkani before he wrote his first book in Devanagari Konkani (Almeida 2006: 73). 'For the development of Konkani, for the sake of Konkani we must adopt Devanagari script' - this is the ideal espoused by the Devanagari protagonists. However, the danger that those who, as of now read Konkani in Roman script, may give up reading Konkani once and for all, if only Devanagari script is used to write Konkani, has not been visualized. Those espousing the cause of Devanagari script also claim that the students do not find it difficult to study Devanagari Konkani. However, many parents in the course of the interviews have stated that they find it difficult to teach their children in Konkani and therefore they find it a better option to send them to English schools. A proponent of Devanagari script also said that 'in education at least we should not bring in politics'. Konkani (in Devanagari script) unites Hindus, Catholics and Muslims in Goa. Konkani in Devanagari script is put forth as a basis for Goan unification, the price to be paid, however, seems to be the abandonment of the Roman script Konkani. Nairn (1997: 1 cited in Khandeparkar 2006: 51) writes: 'Nationalism is not the awakening of nations to self-consciousness: it invents nations where they do not exist'.

As Naik (2006b: 12) says, Devanagari script has united neither the entire Hindu community nor Hindus and Christians. Whilst condemning other's views as politically motivated, some Devanagari protagonists consider their views on the script to be used in Konkani education as non-political and non-ideological. However, they could also be perpetuating hegemonic ideologies camouflaged in commonsensical ideas and furthering the interests of the majority or elite of the society. Almeida (2006: 74) seems to suggest that the votaries of Devanagari soon after liberation dissuaded the Roman script writers and sympathisers from claiming any rights for Roman script, for the

benefit of the Konkani language. The reason for the acceptance of Devanagari script by many priests mentioned earlier could also be due to the 'alienation' factor which a section of Goan Catholic society was experiencing and yearned for 'a language link to 'genuine' Indian-ness, which seemed questionable' (Noronha 1999: 47) at that time. The Roman script protagonists speaking against the Devanagari script maintain that it creates difficulties for students, that it is not the language they speak, that it is the imposition of a particular dialect on the others, that it is highly Marathicised (Naik 2006b: 12), and that, it has led to the mushrooming of English schools.

The medium of education policy since 1961, the collapsing of the mother tongue and regional language as media of instruction with the new education policy and the controversy of the scripts leave parents with no other option but a marked preference for English medium.

### **A Pronounced Preference for English Medium**

Whether one considers the minority community, the Christians or the majority community, the Hindus, there is today a growing preference for English medium education at the primary level. Fr. Pratap spoke thus:

The minority community ... if there was a choice between English and Konkani ... they would have definitely gone for English ... especially the poorer lot ... there are not many English medium schools in Goa ... therefore parents out of sheer necessity ... they are sending to Konkani medium schools ... it is not out of conviction ... even in the majority community the picture is changing ... they send their children to English medium education but they prefer the child should also know a little Marathi ... as one subject ... Goa cannot give job opportunities for our people ... our people have to move outside Goa and to move outside Goa, English is necessary. ...I prefer that our education is in English ...

Speaking on the pronounced preference for English, Bhembre said:

It is a national phenomena not restricted to Goa alone. Unfortunately, people of this country are led to believe or believe that English is the language of the stomach and English is the language of making a living and therefore it is better to start right from the beginning in English. That seems to be the fashion or the logic and people are proceeding in that direction and that is the reason why English schools are coming up very fast. Even this tendency to start from Nursery is ... to give proficiency to the child in English right from Stage I...and that is how



English schools are growing ... these are misconceptions ... but this fashion has caught up.

Tomazinho spoke about the interaction between the religious communities and the language preference in education. He said:

Hindus will never ever leave Marathi because they consider it as their religious language ... ..Hindus are also migrating to English no doubt, but the percentage is less compared to Catholics because they, till now, feel that Marathi being their religious language they should study it ... Catholics ... those who can afford ... definitely send their children to English medium schools ... English is the language for survival and each and every parent in Goa, may be Hindu, Christian or Musalman want their children to be good enough in their life time and therefore they want to teach them English ...

Commenting on the preference of parents to send their children to English medium schools, Verenkar spoke of some 'demonstration effect' on parents:

Majority, nowadays, prefer (English) ... even illiterate, everyone, because they find that rich people, well-to-do people, upper class people's children go for English medium schools ....

D' Souza said that There is a pronounced preference (for English) ... and it is only through English that Goa will be empowered.

Radharao also commented on the preference for English. He said:

Everyone is shifting over to English because English is an international language ... English is the language of administration in the country... English is the language wherein the future lies .... the basic purpose behind denying English instruction is to keep the historically suppressed community backward so that they (upper castes and the new upper castes) can continue to exploit them ...

Sardessai spoke of the changing linguistic scenario in Goa saying: 'If government opens schools in English ... I think even these Hindus (from Bicholim area) will prefer English to Marathi ... because there is no choice in the villages everybody goes to Marathi medium schools ... because now everybody values English much more than Konkani or Marathi.

Even teachers indicate a marked preference for English medium during early schooling. A few statements cited below of teachers engaged in teaching at the early schooling level is a persuasive prove of the fact. Some of these

statements were: 'We use English to prepare them for V standard not to make them understand lessons' ... 'Sometimes English is used to make them understand ... sometimes to prepare them for life'

These and other responses of the teachers revealed how they resist and circumvent the medium of instruction policy in the classrooms defying monolingual policies. Teachers negotiate the policy decisions and perceptively use other codes or languages to facilitate the learning process. That is, the agency of teachers use more than one language during early schooling to assist the children in learning the school language as well as the content prescribed by the syllabus. The education policy was modified without incorporating the perspectives of the teachers. The discerning voices of the teachers at the grassroots remained indistinct and unheard. Today, many of the teachers are convinced that the regional languages are to be reserved for local domains of use and English for public domains of school and employment later. The above statements of the teachers reveal that English is used to prepare the children for secondary and higher education in English medium. It also points to the fact that some children are more comfortable with English either because they spoke it in their homes or because they were familiar with it in the pre-primary. In these schools, therefore, the teachers are exercising their agency and resisting the unfavourable policies of the management of the institution. Such covert resistance to the medium of instruction policy and the choice of English language to teach the children is an example of negotiation between the different languages, carried on by the teachers, in favour of the children at the level of early schooling. Canagarajah (2006:160) describes such resistance and negotiation as 'an example of language planning from below' wherein 'teachers are initiating covert language-acquisition and communicative practices that counteract dominant policies'. In a way, the teachers acting on behalf of the marginalised subjects are resisting the established policies, constructing alternative practices and are, thereby, initiating changes that would transform unequal relationships. Such linguistic behaviour of the teachers brings out the subtle tensions between policy and practice. Canagarajah (2006: 154) says that 'there is considerable policy formulation and institutionalisation of linguistic practices at the other end of the policy spectrum that is, local communities and contexts'. In fact the remarks of the teachers is a call to 'LPP (Language Planning and Policy) scholars to listen to what ethnography reveals about life at the grass-roots level - the indistinct voices and acts of individuals in whose name policies are formulated'.

Thus, the resistance and negotiation of teachers vis-à-vis the education policy

and the statements of the educationists, language protagonists and activists indicate that there is a pronounced preference for English medium schools at the primary level. It is contended by some that parents do not enjoy freedom to choose and that if there were a choice, the parents from the minority community, especially, and also from the majority community would have opted for English. According to the different responses even the members of the majority community, in cities as well as villages, are sending their children to English medium schools. People associate a good command over English with better jobs and better prospects in future and believe it is better to start learning it from the beginning. In fact the desire for English medium schools, it is believed, has percolated from the rich and upper caste and class to the lower sections of the society. This behaviour is also seen as an outcome of the faulty government policy giving importance to English for jobs in government and other sectors.

Thus, the responses of the interviewees suggest that the preference of the people at the primary level is for English medium. This preference seems to be an outcome of a conscious linguistic acquisition decision of the people. People willingly opt for English medium nursery, kindergarten and primary school.

### **Not Linguistic Genocide but Linguistic Suicide**

English primary schools have mushroomed in cities and villages, and they begin with English education from the pre-primary: Nursery and Kindergarten. Also a number of schools with mother tongue medium in the primary section have English as the medium of instruction in the pre-primary section. Bhembre reacting to this educational situation in Goa said thus:

'That's illogical...that's wrong ... perhaps that would create problems in the child's psyche... That's absolutely wrong ... To me the first step must start in the mother tongue and that should continue till the primary'

Tomazinho spoke on the issue saying:

... somehow or other these people are not understanding the impact of our policy on the minds of the children ..I am of the opinion if you are really promoting Konkani education ... have this (Nursery and Kindergarten) also in Konkani ... otherwise shift over to English ... and do everything in English'.

Dias was very critical of the managements which follow the policy of

conducting Nursery and Kindergarten in English and Primary in Konkani. He said that 'they want to get students ... to get them and retain them'.

The unique phenomenon in Goa, that is, conducting education in different media at different stages of education, viz., Nursery, Kindergarten and Primary, within the same institution has been perceived as illogical and wrong, as a waste of time, as an evidence of no proper policy, as short-sightedness of the educational planners creating problems in the child's psyche, as detrimental to the child and as confusing the child. The pronounced preference for English seems contrary to the notions of linguistic imperialism and language rights. Linguistic imperialism is an attempt to explain how the languages of the ex-colonials have been promoted in the ex-colonies and other countries, through their social, economic and educational domination and exploitation, all accomplished at the expense of the development of the indigenous languages. Phillipson (1992) used this conspiratorial theory of linguistic imperialism to explain the spread of English. This theory is countered by Fishman saying English in ex-colonies is 'no longer as much a reflection of externally imposed hegemony ... as it is a part of the everyday discourse of various ... autonomous societies, all of whom are essentially following their own 'common sense needs and desires' (Fishman 1996: 639 quoted in Spolsky 2004: 87). This means that the socio-economic forces or factors that assist in diffusing English in different ex-colonies are indigenous, not necessarily connected with the West. Linguistic imperialism theory is also refuted on the bases of the spread of English even in countries without any British or colonial past. (See Spolsky 2004: 87)

The idea of language rights or linguistic human rights was stimulated by the model of linguistic imperialism to arrest the growth of 'big' or 'killer' languages that are indulging in linguistic genocide. Not all scholars, however, prefer to use the term genocide and instead use suicide. Spolsky (2004: 216) argues thus: 'whatever blame may reasonably be attached to language policies and social, economic, religious and political forces, it seems that the loss of linguistic diversity results less from linguistic genocide than from linguistic suicide'.

Contrary to Phillipsons, de Swaan (2001 cited in Spolsky 2004: 88-89) speaks of the global language system wherein individual plurilingualism helps in connecting mutually unintelligible languages. He distinguishes between peripheral, central and super-central languages. Peripheral languages, used only for communication purposes locally, encompass most of the languages of

the world. About hundred languages occupy the central position and together they are used by about 95 percent of the world population. There are also many central language speakers who are plurilingually competent in one or the other of the peripheral languages. However, it is usually the case that the peripheral language speakers learn a central language, and the central language speakers learn the language that is placed at a higher hierarchical level, that is the super-central language. Some of the super-central languages are: Arabic, Chinese, English, French, German, Hindi, Japanese, Malay, Portuguese, Russian, Spanish and Swahili. He explains the dynamics of the global language system by using concepts from economics. He calls languages 'hypercollective goods, which are neither scarce nor are used up by use' (*ibid.*). He also considers them as networks as they provide connections to those who use them. For him, choosing a language is an investment, which is more valuable the more other people use it. As in e-mail networks, the more users of the language, the more an individual tends to benefit. English is a central language for many regional systems helping, for instance, 'Arabs to talk with Russians and francophones with Chinese' (*ibid.*). Rather than the conspiracy theory of Phillipson, this model provides a stronger explanation of the world language. English has developed into a global language as a result of 'local and individual language acquisition decisions, responding to changes in the complex ecology of the world's language system' (*ibid.*).

On one hand, there is a preference for English medium education, and on the other hand, is the new education policy with its denial of grants-in-aid to primary schools conducted in English medium. Such a denial does have drastic consequences, especially for the poor and the disadvantaged.

### **Education Policy and Infringement of Human Rights**

Human rights are to be understood in terms of basic needs of human beings. These basic needs are requirements which need to be fulfilled not merely for biological survival but also to ensure that everyone is enabled to have human living and live a reasonably human life in one's socio-economic and political environment or live with human dignity in modern society. Today, education is 'considered to be a basic need of human living and, therefore it is accepted as a human right' (Aikara 2004: 204). Moreover, in India, basic or elementary education has been transformed into a fundamental right of every child through the 86<sup>th</sup> constitutional amendment, enacted on 12 December 2002, explicitly recognizing education as a human right. Consequently, it is expected that elementary education will help children, especially, since they cannot decide

for themselves, acquire a few competencies of a certain level in the areas of language, mathematics and environmental studies. Aikara (2004: 224) cautions, 'institutionalization of human right to education' will be 'realized only when schooling of a reasonable quality is really accessible to every individual and the teaching learning process in the class room enables every individual to acquire a reasonable level of knowledge and skills identified as necessary for human living' in one's social context.

Goa, in the last decade or so, has witnessed the rise of a dual system of schooling. Firstly, the privately owned school system catering to those who can afford to pay high fees and donations. In this system all learning from the nursery to at least the fourth standard, if not to higher education, is in English. The elite, as well as the middle classes, making tremendous financial sacrifices, enrol their children in these schools. There is a rapid proliferation of private schools meant to cater for the demands of an emerging middle class. In a way it has led to commercialisation of education. On the other hand, the government schools, using the mother tongue or regional language as medium of education are the only alternative for the vast majority of masses incapable of admitting their children in the expensive, privately owned and unaided schools. The private, especially the private unaided and the government schools dichotomy reflects the rich and poor dichotomy in society. Poor parents are unable to enjoy the right to choose the school desired.

From 1995-96, English schools as well as enrolment in such schools have gone on increasing despite the heavy donations and high fees charged by these schools. The Goan linguistic scene is diglossic with English as the 'High' language and Konkani and Marathi as the 'Low' languages. Since liberation, English has been and is still used in education at the primary, secondary, higher secondary and higher education. This has resulted in the rise of a new brand of parents who have been born and brought up in English speaking homes. English is widely accepted in commerce, courts, law, industry, bureaucracy and education. The legislative Assembly proceedings and the day-to-day administration in the state take place in English. Further, Goa has been a migration-oriented society. Goans, especially the Christians, are forever seeking jobs abroad or at sea, necessitating the learning of English. As English is required to 'take off' on a professional flight, there is a pronounced preference and demand for English medium education in Goa, even among those who do not have enough money to admit their wards in English medium schools. But the economically weak parents, because of financial constraints,

are unable to enrol their children in English medium schools resulting in the shattering of their mobility aspirations.

The parents have realized the importance of English medium education for their children from the primary and pre-primary. However, the medium of education policy in force since 1990, denying grants to English medium primary schools, have placed many parents, especially the poor in a very difficult predicament. They earnestly desire English medium early schooling for their children but are unable to admit their wards in such schools for want of financial support since the English medium schools are available only at a price. Denying the parents the freedom of choice constitutes a major infringement and violation of human rights of these parents. Not only are many parents, especially the underprivileged, deprived of the human right of the freedom of choice of school for their children, their children also are deprived of acquiring the necessary competencies in the area of literacy, mathematics and environmental studies required to live their life in human dignity in their surroundings. The primary level schools in the regional language or mother tongue medium leaves them ill-equipped for transition to education in the English medium in the secondary. This is especially true of the students in the number of regional language schools in Goa which function with a single teacher<sup>1</sup> providing instruction to students of different grades simultaneously. In these institutions and many others conducting primary education in regional languages, the facilities existing are such that children do not get enough opportunities to acquire the minimum knowledge and skills they need to live really as human beings. The right to education in such institutions gets equated with provision of mere literacy. The years in school do not generate in the children in such institutions 'the capacity to be able to pursue studies for choosing a useful career and develop his full potential' which is imperative from the point of view of the human right to education (Menon 2001: 23). Simply enrolling a child, promoting her/him to the next class and not inculcating in him the necessary knowledge and skills does not amount to the fulfillment of the obligations involved. Such a scenario, despite constitutional provisions and continuous efforts of the civil society, is a blot on democracy as

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<sup>1</sup> It must be noted that in one of the eleven talukas of Goa, that is, in Bicholim, out of the total (approx.) ninety-one government primary level schools in Marathi and Konkani about forty-three are handled by a single teacher, wherein all the subjects are being taught by that sole teacher.

the enjoyment of most of the other rights are dependent on the proper articulation and adequate implementation of the human right to education.

Thus, there is much to be desired as far as the education policy is concerned. As such, the respondents were unanimous in condemning the education policy as a failure. The views of the language protagonists as well as those of the educationists regarding the changes that may be introduced in the education policy are briefly mentioned in the concluding section.

### **By Way of Conclusion**

Almost all respondents consider mother tongue to be the ideal language for early schooling but there are some who make a distinction between what is ideal and what is practical. They advocate English as the medium of instruction as that is the language of secondary, higher secondary and tertiary schooling and later life. They are not 'befogged with sentimentalism' emphasising the psychological, emotional and cultural benefits of mother tongue education and ignoring the economic interests of the parents regarding their children's future. Thus, according to them, Konkani or mother tongue should be studied only as a compulsory subject so as to consolidate the cultural roots of students. Those who do not make such a distinction feel that the mother tongue should be the medium of instruction, as the child will understand better in the mother tongue and experience a homely atmosphere in school. Still others, who would otherwise support the mother tongue education, question the use of a particular dialect and script in the name of mother tongue and, therefore, due to the lack of proper implementation of the pedagogical principle of teaching in mother tongue, support the use of English during early schooling. There are also who advocate the regional language. There are also those who feel that the shift from mother tongue to English medium is difficult for the children, especially from the lower classes of people who generally do not have any academic support at home as the parents are illiterate or semi-literate. Finally, one also finds dual medium education or, bilingual education of a limited extent, being advocated to facilitate the children to pick up English.

Language-in-education policy involves deliberate efforts made to influence people, especially children, with respect to the acquisition of their language codes. It usually works in a top-down fashion shaping the linguistic behaviour of people in accordance with the dictates of the policy-makers. However, researchers are also becoming increasingly sensitive to the fact that there is considerable policy formulation and institutionalization of linguistic practices



at the level of local communities and contexts. The policy has led to language protagonists, teachers and others to suggest and initiate contrary language-acquisition practices that counteract the dominant policy. The language-in-education policy needs further deliberation, especially since there is a preference towards English medium of instruction at early schooling. Though mother tongue education is ideally the best for early schooling, the complexity of the socio-linguistic context in Goa needs to be taken into consideration. The government has encouraged a high level of proficiency in English since the liberation of Goa. In this context the challenge for the educationists is to critique the current education policy, especially as it has serious repercussions on the human right to education which has been guaranteed by the Constitution of India in its section on fundamental rights. The denial of the freedom of choice of the medium of instruction for the parents and the failure of the education policy to impart quality education to all children is in contravention of the children's human right to education. Education policies need to be formulated based on the linguistic situation prevailing in the field not on ideological discourses trying to conform reality to them.

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**Note:**

The paper is extensively based on the data obtained during my PhD, awarded in 2007.

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## A STUDY OF OCCUPATIONAL STRESS AMONG MARRIED AND UNMARRIED WOMEN

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*&*

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*The present study explores the level of occupational stress among married and unmarried women. The study is based on a sample of forty women, twenty married and twenty unmarried. The subjects were administered the Occupational Stress Index devised by Dr. K. Shrivastav and Dr. A. P. Singh. The study points out that the level of occupational stress was higher among married women as compared to unmarried women.*

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### **Introduction**

Stress at work place is a relatively new phenomenon of modern lifestyles. The nature of work has gone through drastic changes over the last century and it is still changing at whirlwind speed. They have touched almost all professions, starting from an artist to a surgeon, or a commercial pilot to a sales executive.

Stress can be your friend or foe with both advantages and disadvantages to different occupations. Certain level of stress is required in order to increase the productivity, but at the same time, too much of stress affects the productivity. The stress at work is caused not only by work overload and time pressures, but also due to lack of rewards and praise and more importantly, by not providing individuals with the autonomy to do their jobs as they would like.

Occupational stress poses a threat to psychological and physical wellbeing of the individuals. Occupational stress is a chronic disease caused by conditions in the work place that negatively affect an individual's performance. In other words occupational stress results from demands placed upon the individual by his/her environment since work imposes many demands upon the individual.

In today's fast-paced world, women are experiencing more stress at every stage of their lives than ever before. Job pressures, family schedules, money

issues, careers and educational advancement and child and elder care concerns are also a few of the common stressors confronting women. She is no more women, she has to be a super women.

### **Objectives**

1. To determine whether the occupational stress level is more among married and unmarried women.
2. To measure occupational stress in terms of the various components of job stress.

### **Methodology**

**Sample:** The study comprised of 40 women who were sub divided into 2 groups. One group consisted of 20 married women and the other 20 unmarried women. The entire sample belonged to the age group of 25-40 years. The sample chosen were teachers, office assistants, services, auditors, doctors, nurses and clerks.

**Tools:** The occupational stress index devised by Dr. K. Shrivastav and Dr. A. P. Singh was used for the purpose of the study to measure the extent of stress which employees perceive arising from various conditions of their job. The scale consists of 46 items, each to be rated on a 12 point scale. The interpretation of scores was done in the following manner: 46-122 - Low stress, 123-155 - Moderate stress, 156-230 - High stress.

**Data collection procedure:** Rapport was established with the sample and then the occupational stress index was administered to them individually. Proper instructions were given to the individuals to avoid errors.

### **Data analysis**

The data were collected and scored according to the scoring procedure. The total score on the occupational stress index among married and unmarried women was found and its mean calculated (as seen in Table 1). Besides total and mean occupational stress corresponding to the 12 subscales among married and unmarried women was also computed. In addition percentage of married and unmarried women experiencing low, moderate and high level of occupational stress was obtained (Table 4).

### **Results and discussions**

Table 1 shows the total occupational stress scores among married and unmarried women along with its mean. Comparing the married and unmarried women with respect to the occupational stress experienced by them, it was

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found that the mean scores of the occupational stress among married women was greater than that of the unmarried women (2586>2494). Thus, indicating that the married women experienced a greater amount of occupational stress as compared to the unmarried women. This could be probably due to the fact that the married women have to constantly juggle between home, family and work life, thereby leading to stress among married women. On the other hand, unmarried woman may not experience higher levels of stress due to less home life duties.

On examining Table 2&3, data revealed that married women scored higher on all the sub-scales of occupational stress except for 3 i.e. unreasonable group and political pressure, under participation and unprofitability. This implies that with respect to the other stressors married women experienced greater stress as compared to the unmarried women. Since a married working woman occupies a variety of roles in different groups, the roles may place conflicting demands on her making her feel pressurised and stressed out. The percentage of married and unmarried women experiencing different levels of occupational stress is depicted in Table 4. Thus we see that although equal percentage of married and unmarried women experienced high occupational stress, a majority of unmarried women had low occupational stress in comparison to married women.

### **Conclusion**

The aim of the study was to determine whether the married and the unmarried women differed in the amount of occupational stress experienced by them.

The result of the present study showed that married women experienced greater stress in their occupation as compared to unmarried women. With regard to the various stressors leading to occupational stress, findings imply that on almost all the stressors married women experienced greater occupational stress than unmarried women.

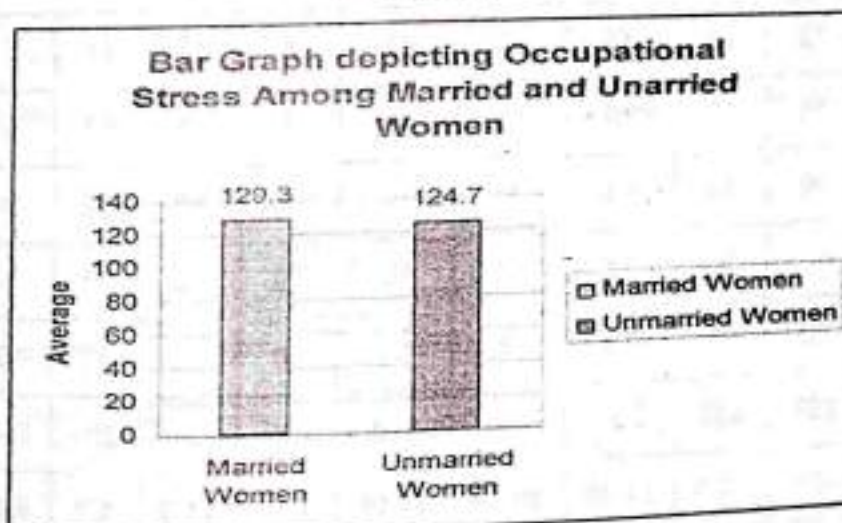
These results cannot be considered conclusive and thus cannot be generalised, due to the nature and size of the sample. The present study is only a preliminary exploration of the relationship between occupational stress and marital status in women.

Table 1

### Occupational Stress Scores among Married and Unmarried Women

Sr.No	Occupational Stress	
	Married Women	Unmarried Women
1	156	120
2	120	104
3	107	122
4	131	155
5	118	124
6	133	114
7	105	128
8	141	103
9	122	142
10	122	161
11	125	146
12	138	139
13	113	92
14	123	119
15	142	103
16	145	124
17	145	107
18	127	122
19	138	144
20	135	125
Total	2586	2494
Average	129.3	124.7

Graph: 1



**Table 2****Occupational Stress Scores Corresponding to the 12 Sub-Scales (Occupational Stressors) among Married Women**

Sr.No	1	2	3	4	5	6	7	8	9	10	11	12
1	26	12	17	12	12	12	7	15	12	10	12	9
2	14	17	10	11	6	10	8	11	10	10	10	4
3	22	8	11	15	9	9	10	12	10	11	8	6
4	16	12	12	8	12	8	13	12	10	10	12	6
5	19	8	10	10	10	10	9	12	10	6	12	4
6	18	12	12	15	11	9	12	9	8	9	11	7
7	11	10	8	4	6	12	9	10	9	13	11	3
8	20	9	12	13	11	14	10	10	13	12	11	6
9	17	9	14	12	10	9	10	13	10	8	8	5
10	14	10	16	12	8	12	10	10	8	8	8	6
11	23	8	15	11	12	8	6	9	8	9	12	4
12	21	9	11	10	11	18	13	11	8	10	12	4
13	6	8	14	10	6	15	10	12	8	10	10	4
14	17	10	9	7	9	13	13	9	10	11	12	3
15	19	9	16	16	13	10	12	9	10	8	11	9
16	21	12	21	15	12	11	7	13	11	7	10	5
17	22	10	15	16	13	8	10	13	13	8	9	8
18	15	10	10	12	9	11	10	12	13	9	11	5
19	19	15	14	12	11	10	10	12	13	8	12	5
20	17	12	11	10	10	14	10	12	10	10	13	6
Total	357	202	258	231	201	223	199	226	204	186	215	109
Average	17.85	10.1	12.6	11.55	10.05	11.15	9.95	11.3	1.2	9.3	10.75	5.45

Table 3

### Occupational Stress Scores Corresponding to the 12 Sub- Scales (Occupational Stressors) among Unmarried Women

Sr.No	1	2	3	4	5	6	7	8	9	10	11	12
1	14	9	13	14	12	11	9	11	7	6	9	5
2	14	8	11	9	10	8	8	10	8	6	9	5
3	14	11	11	15	8	13	6	17	5	9	10	3
4	18	14	18	16	10	15	11	10	9	5	10	9
5	14	10	15	12	12	12	6	10	8	7	10	8
6	13	8	14	12	14	11	5	9	6	7	7	8
7	21	10	13	10	10	13	9	12	10	5	11	4
8	16	7	10	8	9	12	7	12	6	4	7	5
9	21	10	19	15	9	10	10	10	12	6	13	7
10	22	16	15	15	7	16	12	14	16	11	11	6
11	25	10	14	15	9	12	9	14	11	6	11	10
12	23	12	16	16	9	10	7	14	10	7	17	7
13	8	6	9	7	13	8	7	9	7	5	6	7
14	19	9	13	15	7	12	8	11	6	4	10	5
15	12	6	6	10	6	14	9	11	7	8	9	5
16	21	8	12	12	11	10	8	9	9	4	11	7
17	10	7	8	10	12	12	10	9	8	3	10	8
18	18	8	15	14	13	8	6	6	9	6	13	6
19	18	16	17	14	5	16	10	0	17	5	12	4
20	20	10	15	11	12	14	10	7	13	7	14	3
<b>Total</b>	<b>341</b>	<b>195</b>	<b>252</b>	<b>235</b>	<b>198</b>	<b>236</b>	<b>167</b>	<b>215</b>	<b>184</b>	<b>121</b>	<b>210</b>	<b>120</b>
<b>Average</b>	<b>17.05</b>	<b>9.75</b>	<b>12.6</b>	<b>11.75</b>	<b>9.9</b>	<b>11.8</b>	<b>8.35</b>	<b>10.75</b>	<b>9.2</b>	<b>6.05</b>	<b>10.5</b>	<b>6</b>

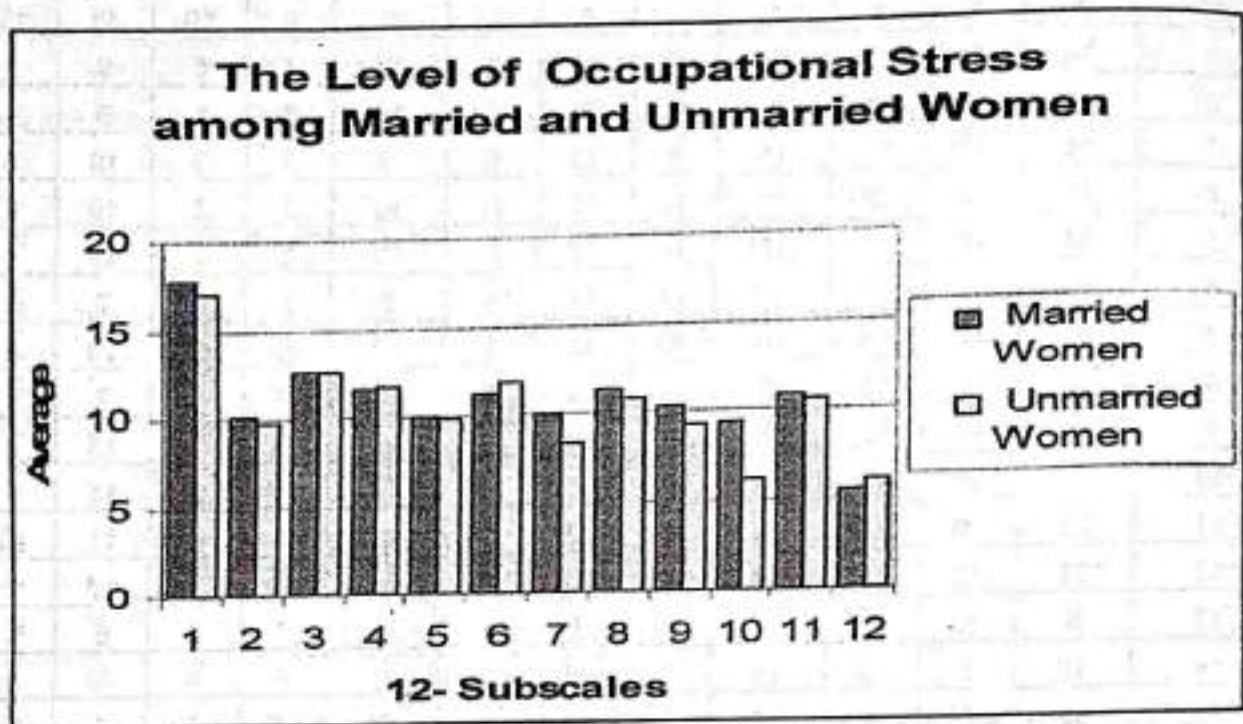
Table 4

### Percentage of Married and Unmarried Women experiencing different levels of Occupational Stress

	Occupational Stress		
	Low	Moderate	High
Married Women	35%	60%	5%
Unmarried Women	55%	40%	5%

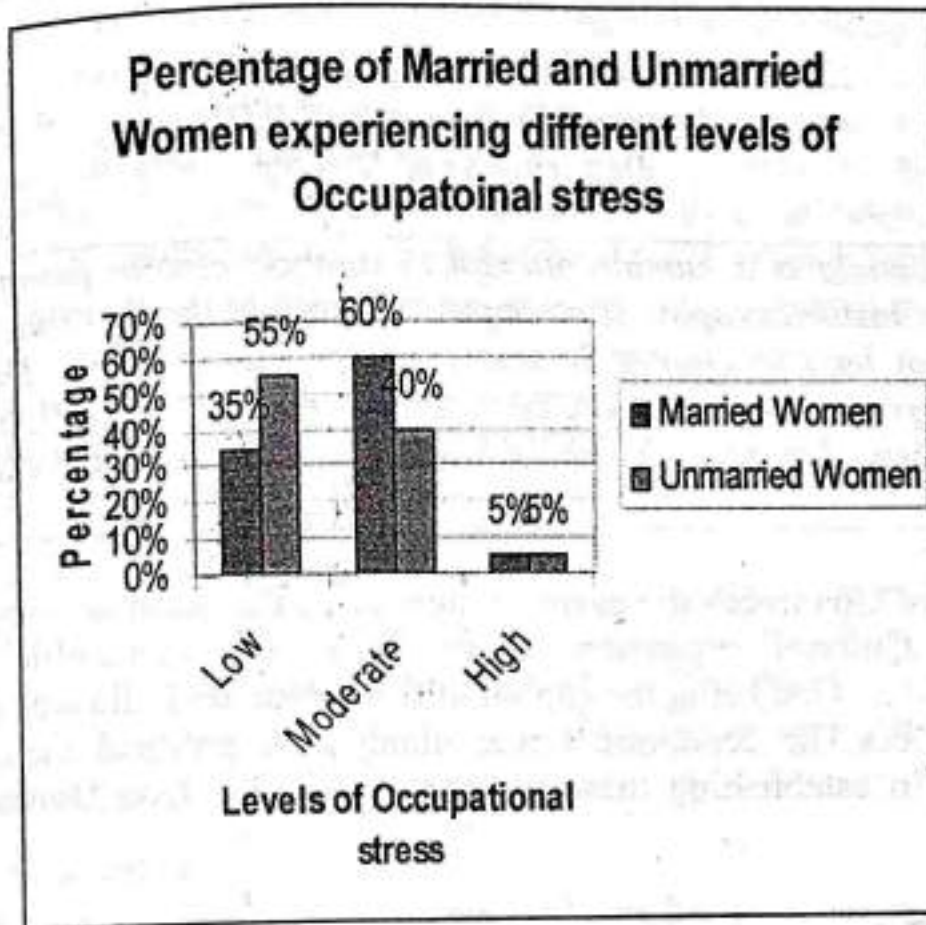


**Graph:2**



1. Role Overload
2. Role Ambiguity
3. Role Conflict
4. Unreasonable group and political pressure
5. Responsibility for persons
6. Under participation
7. Powerlessness
8. Poor Peer Relations
9. Intrinsic Impoverishment
10. Low Status
11. Strenuous working conditions
12. Unprofitability

Graph.3



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## GOA DOURADA TO GOA INDICA: IN PURSUIT OF GOAN IDENTITY

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*The article is a humble attempt to analyse certain features of Goan historiography. It attempts to highlight the fact that force cannot lead to change in one's culture and customs. Despite numerous onslaughts on culture, the natives as well as the converts showed their determination to maintain their cultural links.*

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The history of Goa traces the events which led to the occupation of Goa by the Portuguese. Cultural expansion results from both mercantile as well as religious factors. Goa being the capital of the Estado da India was not averse to these influences. The economic forces along with political factors played a crucial role in establishing these images of Goa i.e. Goa Dourada and Goa Dourada.

### **Introduction**

The history of Goa beginning with the advent of the Portuguese, who came with the sword in one hand and a cross in the other, is one of agony. The Portuguese entered Goa with a firm determination to convert the local people to Christianity. By conversion they meant not only the change of religion but they also directed their activities to serve a cultural conversion as well. The Inquisition of Goa from 1560-1812 compelled the natives to embrace Christianity and adhere to the norms set by the Portuguese. A systematic attempt was thus made to kill local talent and to deprive those adamant in their old faith of their livelihood.<sup>2</sup> The basic Indian culture of Goa survived the numerous onslaughts and inroads made by foreign powers. It was so firmly rooted in Goan life that it could resist the Portuguese influences successfully and survive the stormy blasts and violent gusts of the devastating changes of times.

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<sup>2</sup> T. R. De Souza, *Discoveries, Missionary Expansion and Asian Cultures*, p.139.

### **Conversion and Christianity**

The converts underwent an extreme cultural change. They were baptized with European Christian names, since no Hindu name was permitted among them. A new dress code for convert men and women came into effect. But, attitude, values, customs, language, beliefs and habits of a lifetime changed more slowly.<sup>3</sup> Some of these new features aimed at distinguishing and separating the Christians from the Hindus, for reasons of security of the state as well as of orthodoxy of the faith. Besides acquiring a new cultural and theological identity the neo-converts came under the purview of the Portuguese law, duties and privileges.

It needs to be admitted that there were class differences in the Goan society and these were very well exploited by the Portuguese.<sup>4</sup> Conversion to Christianity after the arrival of the Portuguese was seen by the marginalized social groups, forming the bulk of the converts in India, as an opportunity for social and economic change that was denied to them within the existing traditional social structure. Goa being the capital of the Estado da India needed a more efficient machinery for governance, and conversions could satisfy that need.<sup>5</sup>

### **Portuguese Goa - Goa Dourada**

Goa Dourada or Golden Goa, is the image of Goa portrayed by the Portuguese colonizers in their construction of the Portuguese empire.<sup>6</sup> The image of Golden Goa was reproduced in Goa especially within the Catholic communities in the Old Conquests region. These colonial images of Goa were boasted of by the Goan landed catholic elite. As they had access to Portuguese education, they were employed by the colonizers and hence became a part of the Portuguese bureaucracy.

The Portuguese administration lured the converts by offering them incentives in the colonial bureaucracy. The gaonkars representing the Comunidade took advantage of the opportunities and adopted European lifestyles. The village comprised of gaonkars, and the mundkars, who cultivated the rice fields. The village rice harvest, coconut and cashew fruits were distributed annually

<sup>3</sup> Delio de Mendonca, *Conversions and Citizenry*, p. 402.

<sup>4</sup> T. R. De Souza, *Goa to Me*, p.87.

<sup>5</sup> Delio de Mendonca, *op. cit.*, p.414.

<sup>6</sup> R.S. Trichur, *Politics of Goan Historiography in La Chronique des Levres* p. 638.

among the gaonkars. Assuredly, it is this image, that is richly documented in many traveller's description of life in these verdant districts of Konkan, as it is in household sketches and faded photographs depicting the Goan gentry at home.<sup>7</sup> The sussegad lifestyle of the bhatkar was due to the services provided by members of the lower strata of society. The bhatkar allowed the mundkar to stay on his land at his discretion and in return the mundkar provided labour demanded by the bhatkar<sup>8</sup>.

Due to the repressive measures pursued by the Portuguese, shortage in agricultural labour and lands uncultivated led to an economic crisis. The policy of 'assimilation' adopted by the Portuguese resulted in a section of the Christian community who received all sorts of benefits and they prospered economically.<sup>9</sup> By the middle of the 19<sup>th</sup> Century, Goan economy was in dire states, as the Portuguese grip over the maritime trade was being replaced with British monopoly on trade. This led to constant migration of Catholic Goans to Bombay, in order to seek employment. While some educated Catholic Brahmins did seek clerical employment, most of the migrants were sudhirs, who sought employment as cooks, butlers, musicians, etc.<sup>10</sup> The shortage in labor within the village communities was met by hindu laborers from the New Conquests.

#### **Luso – British treaty of 1878**

British India, through its vigorous policy of industrialization had completed a vast rail network by 1876, covering almost all the industrial and commercial centres of its empire. The British cast their covetous eyes on the port of Mormugao as an outlet for their goods from south central territories. In July 1875, Fredrick Campbell, offered the Governor Joao Tavares de Almeida, a proposal to build a railway line and extend the port of Mormugao partly subsidized by British finance.<sup>11</sup>

In 1877, the Portuguese negotiator, Duarte Nogueira Soares finally informed Sir Robert Morier, the British Ambassador in Lisbon, that Portugal was ready to accept to build the rail link from Mormugao to Hubli. The Luso-British Treaty of December 26, 1878 was signed in Lisbon. In the annals of Goa's

<sup>7</sup> *Caroline, Ifeka. Image of Goa in T. R. De Souza, Indo-Portuguese History, p.185.*

<sup>8</sup> *R.S. Trichur, op. cit., p.639.*

<sup>9</sup> *P.S. Angle, Goa Concepts and Misconcepts, p.63.*

<sup>10</sup> *R.S. Trichur, op. cit. p. 640.*

<sup>11</sup> *Luis de Assis Correia, Goa through the Mists of History, p.274.*

history April 21, 1881 is an important date, for on this day commenced the work of expansion and modernization of the port of Mormugao with a large complement of Chinese workers brought in from British India, to lay the first track of the Western India Portuguese Railway (WIPR) from Mormugao.<sup>12</sup>

The revenue input doubled but most of it was utilized for the lavish maintenance of bureaucrats. Goans also suffered humiliation from the British agents present in Goan territory. A new currency was introduced, which was a drain on the finances of the Portuguese government. Teresa Albuquerque opines that the treaty resulted in moral decadence of the Goans. The local industries like jaggery, liquor, vinegar and salt suffered a setback. The British control over trade, tariff and other commercial regulations which they introduced from time to time adversely affected Portuguese colonial and economic interests. Much of the trade was carried out by private merchants and they generally belonged to the Saraswat Brahmin community. In Goa, the Mhamai Brothers, Dhempes and others were prominent traders. Private trade was very prominent. Goa played the role of an entrepot port. The traders not only imported to meet local needs but also imported to re-export the merchandise for centers elsewhere in India and abroad. The colonial policies of the English in areas of trade and commerce adversely affected the Portuguese in Goa.

### Goa- Indica

Goa Indica is viewed as a nationalist response to the colonial construction of Goa Dourada, which emphasizes the Indian contribution of Goan identity.<sup>13</sup> It is an emotional explanation that Goans belonging to different religions are bound by one culture.

A majority of Goans share in a syncretic common culture within the Indian tradition and a belief system that is undefined, unlabelled.<sup>14</sup> The music and songs did not disappear in the cultural upheavals and still express the sentiments, the toil, tears and love of the son of the soil of the Konkan. The 'Mando' which began as a song of the elite class is a classic example. It is derived from the Sanskrit word 'manddala' meaning circular movement. The 'Mando' is followed by the quick lively movement the 'dulpod'. The political consciousness among the Goans is reflected in the 'mando' 'setembrache

<sup>12</sup> *Ibid.* p.275.

<sup>13</sup> R.S. Trichur, *op. cit.*, p.641.

<sup>14</sup> Robert Newman, *Of Umbrellas, Goddesses & Dreams*, p.93.

ekvisser' which highlights the 21<sup>st</sup> September elections being rigged during the Salazarist regime. The 'dulpod' 'Farar far' denotes the rebellions between the Ranés of Sattari and the Portuguese. 'Luizinha, mhojea Luizinha' conveys the lamentations this lady undergoes when her husband is posted at the island of Divar. Though the 'Mando' was an elite song, it gradually developed into a folk song expressing the feelings of the common people. The 'Mando' is sung with the accompaniment of a local percussion instrument which is typical of Goa alone, called the 'ghumat'.

'Ovis' were the existing Konkani verses which the missionaries used with biblical themes, when they began their evangelization in Goa. The Hindus sing 'ovis' while applying the coconut milk to the bride and groom at each one's places and while preparing samara curry for the wedding food.

The world of 'Goa Dourada' produced images that did not deal with the culture of the Goan majority. Literary works in Portuguese highlighted the delights of the countryside and rarely mentioned the agony of the poor brave peasants suppressed by the landowning system backed by the Portuguese. It attempts to disinherit the Indian Goan and makes him or her a European, who by virtue of birth would never measure up to the real one.<sup>15</sup> To the lusitanised Goan, Goa was the land of 'ladainha', 'intruz', slow traditional music and large rooms with glowing crystal chandeliers and velvet covered furniture. It was a common feature for the wealthy and landed gentry to extend their influence over the church. Bridal couples even went to the extent of announcing their arrival at, or departure from their parishes with the pealing of church bells, a privilege that was reserved to archbishops and viceroys.<sup>16</sup>

If we ponder on the factors chiefly determining this change, most possibly they were purely political, some social or economic, and only a few religious. The use of Roman script to write Konkani created bigger interaction between languages of the East and West.<sup>17</sup> The Portuguese language had its impact on Konkani spoken by both Christians and Non-Christians. Many who did not convert continued to receive from the Portuguese more honors, favors, and

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<sup>15</sup> Ibid. p.106.

<sup>16</sup> Mira Mascarenhas, *The Church in Eighteenth Century Goa*, in T. R. De Souza, *Essays in Goan History*. p.106.

<sup>17</sup> Fatima, *Gracias, The impact of Portuguese Culture on Goa*, in Charles Borges & Helmut Feidman (ed), "Goa and Portugal". P.45.

jobs than the converts themselves.<sup>18</sup> This is due to economic factors as trade was important for the Portuguese who were relying on British for the survival of their empire in India in the 19<sup>th</sup> century onwards.

T. B. Cunha refers to the denationalization of Goans which aggravated their economic dependence on foreign country. The Europeans transformed Goans into consumers of exotic goods and reluctance in patronizing local industry denoting a complete lack of national solidarity. The real identity of Goa is the Indian identity. Goa had existed as part of India before the Portuguese came.<sup>19</sup> So the Goans of today inevitably must adjust to the fact that Goa Dourada is a feature of Colonialism. The poet laureate, B. B. Borkar alias Bakibab, said "Whatever assaults and challenges it was forced to face, Goan culture steadfastly clung to its basic institutions. It is essentially Indian in its ideals, values, traditions, customs and dealings".

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<sup>18</sup> Delio de Mendonca, *op. cit.*, p.415.

<sup>19</sup> Arun, Sinha, *Goa Indica*, p.41.



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## RAS OMELETTE WALLAS OF MARGAO – A STUDY

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*Department of Commere*

*The paper highlights the prompt, efficient and well organized services provided by the Ras Omlette Wallas of Margao just as the Dabhawallas have gained a reputation for themselves for their humble and dedicated services in Mumbai.*

As Mumbai is renowned for its punctual, efficient and well organized Dabbawallas who provide food for different communities satisfying different tastes and preferences, the same way the Ras Omellete wallas are gaining popularity in Goa.

Ras Omellete gadda wallas are popular in South Goa especially in the commercial city, Margao, as it is the main centre for service and transport which gives a great opportunity to the Ras Omelette vendors to carry out the business with ease.

Ras Omellete wallas draw instant attention of the customers as their cooking is usually done in the open so that one can see exactly what is going on and how it is being done.

When one passes by these Ras Omelette Gaddas and experience the aroma around it, one just cannot resist the temptation of enjoying a small bite out there.

Ras Omelette business in Margao started in early 80's initially with a very few gaddas which increased with a rapid pace over a period of time. Presently, there are 65 legal gaddas functioning in and around Margao. Registration of Ras Omelette gaddas in Margao started only after 2003-2004 when the High Court directive was passed which stated that vendors will not be allowed to carry out business by the road side. In spite of the intense competition, Ras Omelette vendors have created a good reputation by providing quality products at reasonable prices and by giving personal attention to the customers.

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### **Objectives of the study**

1. To study the functioning of Ras Omelette vendors in Margao.
2. To study the methods and procedures of obtaining licenses for Ras Omelette business.
3. To ascertain the actual initial investment required to set up Ras Omelette business.
4. To study the production aspects of Ras Omelette business.
5. To study the marketing aspects of Ras Omelette business.
6. To study the employment potential of Ras Omelette business.
7. To study the financial aspects of Ras Omelette business.
8. To study the problems faced by the Ras Omelette vendors in Margao.

### **Methodology**

The study focuses on Ras Omelette vendors. Out of total 65 Ras Omelette vendors, a sample of 10 vendors representing various locations in Margao was selected. In order to pursue the study, secondary as well as primary data were collected. Secondary data were obtained from the internet, reference books and newspaper articles. A detailed questionnaire was prepared and data were collected by conducting a personal interview with the Ras Omelette vendors.

To collect information on registration and licensing procedure, personal interview was conducted with authorities of the Margao Municipal Council, Directorate of Food and Drugs, Panjim, and President of Gadda and Kiosk Association, Margao-Goa.

### **Limitations of the study**

1. There are 65 legal Ras Omelette vendors in Margao, but, the study is restricted to only 10 Ras Omelette vendors.
2. The study was restricted basically on production and marketing aspects. Other aspects were not covered in detail by the study.

### **Findings**

Ras Omelette business is purely a sole trading business. All Ras Omelette vendors have registered their gaddas with the Gadda and Kiosk Association to seek legal and procedural assistance. The Association provides the following assistance:

1. It helps Ras Omelette vendors in obtaining statutory permissions and licenses.
2. Guides vendors in dealing with memos, notices and reprimands from Government authorities.

3. Makes the vendors health conscious. Vendors have to obtain license from Margao Municipal Council and no objection certificate from the Directorate of Food and Drugs, Panjim. Margao Health Centre acts as a recommending authority to the Municipality.

#### **The fees for the licenses are as follows**

License fee of Rs.250/- is charged by the Municipality for one financial year and late fee of Rs.50/- if renewed after the expiry. An amount of Rs.10/- is paid as daily rental to the Municipality. A total of Rs.500/- as license fee is payable to the Directorate of Food and Drugs for two calendar years and late fee of Rs.200/- per month for the first year and half of it for the second year.

Production of items is handled by the family members or by employees. Production of items is done at home and frying and preparing omelettes are done at the gadda. Different types of utensils are used to produce various items. At home, gas cylinder is used as fuel by most of the vendors and kerosene stove on the gadda.

Marketing of Ras Omelette is done on personal basis by which the vendors are able to build good customer relations and are able to face market competition effectively.

Most vendors adopt the penetration pricing policy, wherein they charge a low price initially in order to create demand and increase their market share. An attempt is made to create popularity for the products. Some Ras Omelette vendors have formed cartels and charge the same rates. There is mutual understanding among them.

All vendors prefer to rely on word of mouth rather than advertising for promoting the products.

Customer Relationship Management acts as an excellent promotion strategy by which vendors can face the competition effectively. Ras Omelette vendors do not restrict themselves to the manufacture of Ras Omelette only but also offer various other allied products like, *mirchi, batatawada, samosa, capa, soup, mutton, chicken, bhaji*, but even soft drinks and cigarettes to attract their customers. Some vendors garnish omelettes in different ways which also acts as an additional promotional strategy.

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Customer relations are developed by giving personal attention to the customer needs and preference. Patience and politeness act as an important tool to develop and maintain good customer relations.

Some vendors even provide credit facilities to some of their regular customers. Suggestions of the customers are also noted to make them feel satisfied.

Profit margin in Ras Omelette business is high, as most of the vendors earn more than Rs.20,000/- profit per month. Sometimes due to fluctuation in the prices of raw material their margin is affected. Almost all vendors do not prefer to maintain any accounts as a result they do not get a clear picture of their profit and loss. Savings in the form of pigmy contribution is quite common among the vendors.

Ras Omelette business provides employment to the uneducated and unskilled people. The business can be established with a small investment compared to the other fast food units and restaurants. Ras Omelette business is a part time job and the vendor can do other job in leisure time.

**Some of the common problems faced by Ras Omelette vendors are as follows**

1. Rise in prices of raw materials. This puts pressure on their margin.
2. During monsoons, there is less demand and it becomes difficult to make temporary shelter for the gadda.
3. Some people think that it is unhygienic and do not prefer to visit them.
4. Restrictions imposed by the municipal authorities create problems in expansion of business.

#### **Suggestions**

1. Municipal Authorities should allow sitting arrangements for those gaddas which are not located by the roadside and can charge extra rent.
2. Government should provide incentives to unemployed youth to take up Ras Omelette business and also subsidies to the vendors to renovate their gaddas because some of the gaddas are not in good condition.
3. Regular inspection regarding cleanliness and hygiene should be carried out by the Government authorities.
4. Vendors should maintain some accounts so that they are able to keep track of their profit and losses.
5. Other promotional media like newspaper advertising, posters, etc., should be used by vendors.

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## UNDERSTANDING THE IMPORTANCE OF CASHEW AS A VALUE ADDED RESOURCE IN GOA

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*The paper attempts to know the different parts of a cashew tree and their importance in Goa; to study the uses of the different parts of the cashew tree which could be commercialize; to understand the medicinal potential and its relation to tribal and herbal medicinal uses; to find out the health advantages/benefits and to offer suggestions wherever possible.*

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### **Introduction**

The English name "cashew" is derived from the Portuguese "caju". Cashew cultivation in India dates back four centuries when it was introduced by the Portuguese some time during the 16th century. Cashew was introduced for soil conservation purposes, afforestation and development of wasteland. Cashew ranks third in the world's production of edible tree nuts. Cashews are traded as cashew kernels in several grades, based on the size, color and other quality parameters of cashew. Cashew kernels have the following characteristics - Nutritive (containing 45% fat and 20% protein), Antiseptic, Antibacterial, Anti-fungal, Anti-parasitic, Caustic (the oil between the outer and inner shell) and Purgative (roots). The cashew tree has been cultivated for food and medicine for 400 years. Cashews have served nutritional, medicinal and wartime needs. More recently, they have been used in the manufacture of adhesives, resins and natural insecticides. During World War II, the cashew tree became highly prized as the source of valuable oil drawn from the shell. Goa has more land under cashew than any other state. The average yield is around 1.5kg nuts per tree which is quite low as compared to other states.

The parts of the cashew tree which are of importance are:

### **Cashew Kernel**

Cashew Kernel is known for its delicious, pleasant taste and nutritive value. It is an ideal appetizing snack and a complete food in harmony with a modern diet.

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The kernels are rich in protein, calcium, phosphorus, unsaturated fatty acid, fat soluble vitamins (B1, B2, D, E and K), low in carbohydrates and saturated fatty acids plus high content of monounsaturated fats, copper and magnesium.

Cashew kernels are used mainly as a dessert, cocktail bite and also most popular in confectionery and bakery industries. It is consumed in three ways: directly by the consumer, as roasted and as salted nuts; For example finely chopped kernels are used in the production of sweets, ice creams, cakes and chocolates, both at home and industrially as paste to spread on bread.

Cashew proteins are complete with all essential and non-essential amino acids and can be considered equal to peanut and soybean for proteins, and to meat, milk or egg for protein substances. The residue from peeled kernels is used for producing a butter called cashew kernel butter.

The kernels supply about 6000 calories energy per kg as against 3600 by cereals, 1800 by meat and 650 by fresh fruits. The nut fats are very active and easily digestible, hence the nuts can be used by both adult and infants alike. The kernel peel having some adhering kernel particles serves as an excellent poultry feed. The various value-add on the basic cashew kernel are:

1. Premium Snacks: Natural, roasted or coated with spices, chocolate, yogurt or honey. Natural Diced Cashew - These are ideal for use in confectionery, bakery and cooking. The sizes vary from 2-8 mm. Dry Roasted Diced Cashew - Dry Roasting enhances the delicate flavor of cashew and makes it more suitable for ice cream, chocolate and candy. Oil Roasted Cashew - The biggest use of cashew is as oil - roasted snack They are a healthy and premium alternative to common snacks.
2. Salted Cashew and Sweetened Cashews
3. Distinctive garnish where cashew splits are embedded in pastry and many oriental sweets.
4. Tile Nutty ingredient in confectionery where the texture and flavor of dry-roasted cashew in ice creams and chocolates is unmistakable.
5. Curries where cashew flour and paste are used in most Asian sweets and gravies.



### **Cashew testa**

Cashew testa (skin of kernel) is a valuable byproduct of cashew industry which contains about 40% tannin. Large quantities of testa may become an auxiliary material for the manufacture of commercial tannin extract. The testa of the kernel is rich in tannins and hence mainly used in leather industry. It is also used as poultry feed.

### **Cashew kernel oil**

It is an edible oil and as nutritive as olive oil, soybean oil or wheat oil. The oil is sweetish, odorless light-yellow in color, rich in unsaturated fatty acids (80% oleic acid and 20%, lanoline acid) and used to produce kernel butter which is almost similar to peanut butter.

It is extracted from the kernel residues by cold pressure with an oil recovery of about 40 per cent. It can also be substituted for iodine. The kernel oil is reported to be superior to olive oil and almond oil.

### **Cashew Nut Shell Liquid (CNSL)**

The CNSL is highly caustic-brown in color and indelible and caustic. The CNSL content of the raw nut varies between 20 and 25 percent. The cashew nut shell contains about 35 percent of a viscous liquid called cashew nut shell liquid. It is used in colouring fish nets, painting furnitures, books and other stationery to prevent the attack of insects especially the silver fish. A by-product of the cashew industry, it is a versatile industrial raw material being used in preparation of resins, varnishes, paints, plastics, insecticides, brake linings, wood preservatives, etc, industrial and decorative laminates and rubber compounding resins, used as a preservative and water-proofing agent in insulating varnishes, in manufacture of typewriter rolls, in oil and acid-proof cements and tiles, in brake-linings as an excellent lubricant, in magneto armatures, in airplanes, and for termite proofing timbers.

There are more than 200 patents for its industrial application, in particular, its use as raw material for phenolic resins and friction powder for the automotive industry (brake linings and clutch disks). In drum-brake lining compounds, cashew resins are used as fillers, and may also be used as binders. In disc pads, the role of cashew resin is restricted to the use of friction dust. The advantage of the cashew resin compared with synthetic phenolic resins is that they are more economical and produce a softer material, which gives a quieter braking action. CNSL is also used in

moldings, acid-resistant paints, foundry resins, varnishes, enamels and black lacquers for decorating vases and as insecticides and fungicides. After extracting the CNSL, the cashew nut shells can be burned to provide heat. Together with the testa, it may be used either in the manufacture of dyestuff or to provide durability to hammocks and fishing lines.

### **Cashew apple**

Cashew apple is juicy and astringently acid. It is a fleshy, juicy, aromatic, sugary and edible mass, very rich in vitamin C (262 mg/100 ml of juice) and contains five times more vitamin C than an orange. It can be made suitable for consumption by removing the undesirable tannins and processing the apples. Value-added products, such as fruit juices, syrups, canned fruits, pickles, jams, jelly, chutneys, candy, and toffee, alcoholic drink/beverages like wine, spirit, alcohol and vinegar can be made from it. It is noted for its good digestibility and sometimes dried and used as animal feed. Cashew apple is used as a catalyst in the treatment of premature aging of the skin and to remineralize the skin, also an effective scalp conditioner and tonic. It is used to produce bio-ethanol and feni.

### **Leaves**

Leaves contain about 23 percent tannin which is used for dyeing fishing nets. Water from the bark and leaves boiled together is astringed and is used as a lotion and mouth wash to relieve toothache and sore gums. The tender cashew leaves and shoots are used as salads and flavouring fish dishes. They also have medicinal properties. It is also used for treating dysentery and piles. Older and dry leaves form a good mulch when burnt or decomposed, and serve as good manure. Cashew leaf or bark tea is still widely used throughout the tropics as an effective diarrhea and colic remedy, considered gentle enough for children. A leaf tea is prepared as a gargle for mouth ulcers, tonsillitis and throat problems and is used for washing wounds. Fibres from the leaves can be used to strengthen fishing lines and nets. In traditional preparation the natural rain forest remedy for diarrhea and dysentery is  $\frac{1}{2}$  cup of standard decoction of leaves and twigs, taken two or three times daily.

### **Bark**

Cashew bark contains a high percent of tannin (9-12) which is used in tanning industry in tanning leather, for preparing indelible marking and printings inks, as a preservative for fishing nets and varnish. The sap which comes from the incisions in the bark can be used in the manufacture of indelible marking ink. A yellow resinous gum is found on the bark in the tree and is similar to gum

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Arabic which is obnoxious to insects. A paste of bark ground in water is used in topical applications for the cure of ring worm; in this form it can however act as an irritant and should not be applied to sensitive skin or to children.

### **Stem**

The fleshy stem is the source of refreshing beverages. The stem yields amber coloured gum which is used for book binding as cardol and it has insect repellent properties. A type of varnish can be produced from the fleshy stem. The hard stem can also be used as firewood and charcoal. The wood – ash is rich in potassium and is used as manure to crop plants.

### **Wood**

The reddish –brown wood of cashew is semi hard and light which can be used for making tool handles, house posts, fencing poles, furniture, false ceilings, interior decorative items and even fishing boats. The pulp from the wood is used to fabricate corrugated and packing cases. The water- resistant wood is used for boats and ferries. In terms of wood quality, the cashew tree is known for producing wood with high levels of resin. The resin from the cashew wood is made into a varnish which is known to prevent deterioration, ants and other home-invading insects.

### **Root**

Cashew root infusion is said to be an excellent purgative.

### **Cashew gum**

It is used primarily in industrial application for binding books as additives, for envelopes, labels stamps and posters. It is also used as an additive in the manufacture of chewing gum because of its thickening power. It is used as a gelling agent in can food and jelly for fruit jam. Cashew gum has an unlimited application in a wide range of products in the cosmetic industry and is also used as a binder in pharmaceuticals and as a stabilizer and thickener in chocolate milk and in the manufacture of salad dressing.

Cashew gum is similar to gum Arabic and can be used as a substitute of liquid glue for paper in the pharmaceutical and cosmetic industries as agglutinant for capsules and pills and in the food industry as a stabilizer of juices it can also be utilized in the making of cashew wines. Cashew gum extraction represents one more source of revenue in addition to the cashew nut. The sticky exudates from this tree darken and thicken rapidly on exposure to air. When applied as a

varnish it provides remarkable protection as it is unchanged by acids alkalis or alcohols.

### **Medicinal uses**

Cashew apple liquor is used for the ailments of worms, sickness, cold body aches, fever or flu, tooth aches, fresh wounds and cuts, cramps due to chilly weather, muscular pain, irregular movement of bowels, low blood pressure, loss of sleep for aged people and diarrhea. The alcoholic produce feni has laxative properties. Cashew apple is used as a remedy for scurvy. Old cashew liquid in small doses cures stomachaches. The kernels possess aphrodisiac qualities. Oil obtained from the shell by maceration in spirits is applied to cure cracks on the sole of the feet. Root infusion is an excellent purgative. The juice is also used to treat tonsillitis dysentery and influenza. The apple is believed to have anti tumor properties Decoction of bark is used to treat diarrhea. Leaf decoction is gargled for a sore throat. The mature leaves are applied in cases of skin problems and inflammation like burns.

A decoction of the bark of cashew tree is use against diarrhea diabetes, syphilis, swelling and ulceration in the mouth. Cashew nut possesses astringent qualities that are now used in tropical creams for warts, moles and other skin growths. The caustic shell oil is used to treat skin infections, warts, intestinal worms, and parasitic larvae beneath the skin.

### **Health advantages**

Cashew is a versatile nut with many health advantages. It is a zero cholesterol nut with a unique combination of fat, proteins, carbohydrates, minerals and vitamins. Cashew contains 47 percent fat but 82 percent of this fat is unsaturated fatty acids. The unsaturated fat content of cashew not only eliminates the possibility of an increase of the cholesterol level in the blood but also balances or reduces the cholesterol level. Cashew also contains 21 percent proteins, 22 percent carbohydrates, right combination of amino acids minerals and vitamins and is nutritionally on par with milk, egg and meat without disadvantages of the food of animal origin. The soluble sugar in cashew is less than 1 percent therefore a person eating cashew does not have to worry about extra calories. Cashew nuts do not lead to obesity and diabetic patients can also take cashew kernels in moderation without any problem.

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## **Health Benefits**

Cashew is a good body builder and has no cholesterol. Cashew helps maintain healthy gums and teeth. Cashew is an energizing food and contains healthy monounsaturated fat that promotes good cardiovascular health, because monounsaturated fats reduce high triglyceride levels which are associated with increase risk for heart disease. Cashew is rich in antioxidants that help in the elimination of free radicals that may cause some cancer. Cashew nuts have a high energy density and high amount of dietary fiber, both have been attributed to a beneficial effect on weight management, but only when eaten in moderation. Cashew has high copper contents, is vital in energy production, greater flexibility in blood vessels, bones and joints. Cashew nut consumption helps the body utilize iron, eliminate free radicals, develop bone and connective tissue, and produce the skin and hair pigment melanin. In short, it is a good appetizer, an excellent nerve tonic, a steady stimulant and body builder.

Some other uses of cashew are: cashew trees are very effective at retaining soil and stopping erosion, especially in coastal areas. This was why the Portuguese introduced cashew trees along the coast. Cashew trees are still planted at shelter belts and windbreak. They stabilize sand dunes and protect the adjacent fertile agriculture land from drifting sand. More recently cashew has proven useful as a species of choice for deforestation in degraded areas.

Cashew is a good food source for wildlife, and supports and protects wildlife with their shade, their fruits, and their vertical and horizontal architecture. Even in large plantation cashews are still a major food for wildlife. One kg of raw nut is estimated to be equivalent to apple capable of producing 500-600 ml of ethanol of about 70 per cent purity, so cashew can also serve for bio-fuel development. In cashew processing factories over 95 percent of the workers are women from the lowest strata of society, mainly belonging to socially and economically backward communities. Thus, apart from its economic significance, cashew industry has the potential to play a leading role in social and financial uplift of rural poor. For this reason, cashew is generally described as 'poor man's crop' and 'rich man's food'.

## **Conclusion**

The role played by cashew towards the development of the economy worldwide should be given due recognition like any other cash crop. The uses should be given effective publicity to realize its importance, and newer ways to improve profitability and efficiency of cashew resource could be discovered. A few practical ways would be bringing more areas in to cultivation, especially

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areas that are marginal, abandoned, or degraded; planting as clumps and as border vegetation, spreading awareness about the various types of grafts of cashew that are available for commercial cultivation and processing the cashew apple into juice, dried fruit, wine, liquor and other products. The fruit could provide an excellent source of vitamins and minerals for many households. Income from the sale of juice could be significant given the large amount of fruit that is currently abandoned.

The production potential in most of the cases can be fully realized with adoption of plant protection measures against pests and increasing the ability of local producers and shellers to sort their nuts by standard grades. Cashew can grow on any surface even in cracks and rock surfaces. There have been successful experiments where some old mining dumps have been converted in to cashew plantations so the mining industry can follow this path and increase the production of cashew. So realizing the importance of the various uses of cashew can help make it a valuable value added resource in Goa.

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## **FASCINATING WORLD OF VIRTUAL REALISM** **...where imagination is the only limit...**

**Mr. Milton Pires**  
**Assistant professor**  
**Department of Computer Applications**

*God created the world and everything in it in six days. Divine as he is ... everything perfect and beautiful. Human as we are, an attempt to recreate a simple imitation of God's creation is still beyond our ability, not being able to decipher the secrets embodied by him in nature. Virtual reality is a concept of creating an artificial world in a way best modeled on nature based upon the finite knowledge we have gathered from it.*

### **Introduction**

A Person's creativity can be harnessed to yield productive outcome. The imagination wanders beyond limits and blooms into a gigantic idea. On one hand is the enthusiastic and creative mind of an individual and on the other hand is the restrictive and finite environment that many a times suppresses and bounds the creativity of the human mind. The never say die human spirit tries to overcome and conquer the challenges placed by nature. An attempt to converge great difficulties into a reality is by virtually simulating a desired environment in and around the restrictive one. Virtual reality is an environment created artificially with the use of software and hardware and presented to the user in a way that the user suspends beliefs and accepts it as a real environment. Capturing the human senses to adapt to the make believe world is a complex art which requires imagination, creativity and knowledge to work under restrictions placed by the natural environment. VR provides augmented Reality. It is a way for humans to visualize, manipulate and interact with the virtual environment created with computers and extremely complex data. The visualization part refers to the computer generating visual, auditory or other sensual outputs to the user of a world within the computer. The user can interact with the world and directly manipulate objects within the virtual world.

### **Why virtual reality?**

The use and applications of virtual reality in the real world is immense. Basically the use of virtual reality can be applied for two purposes firstly for



the simulation of a real environment for training and education and secondly for the development of an imagined environment for a game or interactive story. The study and observation of a system in its natural form can be quite a nightmare if it involves risk or danger to life. Many of such systems have been very narrowly and least studied and their secrets have not been harnessed. Such systems could possibly make an impact on humans if its potential can be tapped. This requires a complete understanding and knowledge of their inner workings. In the face of danger a system remains undiscovered. To overcome these limitations a virtual environment is created by considering all aspects of the existing environment in a way that it closely matches it. This virtually created environment is used as a field of study which can be analyzed and its behavior been documented. The virtual world helps in the study of the system minus its dangers and potential risks. As new data is available the virtual system perfected to match the reality. Virtual reality systems are presently used to train pilots for flight, preparing astronauts for space encounters, monitoring the strength of an overflowing dam before it is built, effect of an earthquake on a mega structures, etc. Apart from scientific applications virtual reality has captured the minds of several viewers in films, players in virtual games, and tourists in virtual tours.

Virtual reality finds applications in several arrears some of which are as listed below:-

### **Virtual Reality In Education**

VR places students inside of a simulated environment that looks and feels like the real world. Students interact in VR like they interact with the real world- objects can be picked up, turned around, examined from all angles. Without any risks of accidents and spillage chemical reactions and be initiated, and atoms be dissected with the naked eye.

### **Virtual Reality In Medical Sciences**

Virtual reality is finding its way into the training of health care professionals. Use ranges from anatomy instruction to surgery simulation. Surgeons are using very small instruments on cables to do surgery without cutting a major hole in their patients. The instruments have a small video camera at the business end that relay a 360 degree image. Using these images a virtual patient is created and effect of medicine experimented on it.

### **Virtual Reality In Scientific Research**

Major experiments and researches are conducted on robots in the virtual world. Robots equipped with telepresence systems have already changed the way deep sea and volcanic exploration is done. Telerobotics are used for space exploration.

### **Virtual Reality In Military Training**

New military warfare is tested in a simulated world. A fighter pilot is trained using a simulated fighter plane where he sees computer generated maps and data displays inside his fancy helmet visor or on cockpit displays.

### **Virtual Reality In Entertainment**

In the world of entertainment and gaming, virtual reality is going so far as to show two young people participating in virtual reality simultaneously from their separate personal computers (while not knowing the other was also participating in it) in which the two engage in a steamy makeout session, sky-dive, and embark on a motorcycle journey together.

Currently in its infancy the world of virtual reality is a mustard seed that sprouted and will go a long way to become a tree that will bear sweet fruits.

### **Types of Virtual Reality Systems**

Based on the mode of how Virtual Reality systems interface humans, they can be classified as follows:-

#### ***Window on World Systems (WoW)***

Some systems use a conventional computer monitor to display the visual world. This sometimes called Desktop Virtual Reality or a Window on a World (WoW). One must look at a display screen as a window through which one beholds a virtual world. The challenge to computer graphics is to make the picture in the window look real, sound real and the objects act real.

#### ***Video Mapping***

A variation of the WoW approach merges a video input of the user's silhouette with a 2D computer graphic. The user watches a monitor that shows his body's interaction with the world. This completes the graphic with animated effects.

#### ***Immersive Systems***

The ultimate VR systems completely immerse the user's personal viewpoint inside the virtual world. These "immersive" VR systems are often equipped with a Head Mounted Display (HMD). This is a helmet or a face mask that

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holds the visual and auditory displays. The helmet may be free ranging, tethered, or it might be attached to some sort of a boom armature. A nice variation of the immersive systems use multiple large projection displays to create a 'Cave' or room in which the viewer(s) stand.

### ***Telepresence***

Telepresence is a variation on visualizing complete computer generated worlds. This technology links remote sensors in the real world with the senses of a human operator. The remote sensors might be located on a robot. The instruments have a small video camera at the business end. Robots equipped with telepresence systems have already changed the way deep sea and volcanic exploration is done.

### ***Mixed Reality***

Merging the Telepresence and Virtual Reality systems gives the Mixed Reality or Seamless Simulation systems. Here the computer generated inputs are merged with telepresence inputs and/or the users view of the real world.

### ***Technology at play***

Modern technology at its best provides several tools that aid in simulating an environment. The available data is used to recreate a simulated environment. Many computer controlled devices are available for creation of a realistic experience of the virtual world.

### ***Image Generators***

One of the most time consuming tasks in a VR system is the generation of images. Image generation is directly dependent on the type of graphics hardware available. Images captured from the real environment have to be placed appropriately in virtual world. If actual site images are not available then they have to be created based upon the data that is available. The 3D image rendering is very essential to get virtual world as close as possible to the real world.

### ***Manipulation and Control Devices***

One key element for interaction with a virtual world, is a means of tracking the position of a real world object, such as a head or hand. There are numerous methods for position tracking and control. Ideally a technology should provide 3 measures for position (X, Y, Z) and 3 measures of orientation (roll, pitch, yaw). There are a number of 3 and 6 dimensional mice/trackball/joystick

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devices being introduced. One common VR device is the instrumented glove that contains sensors that create an image of objects touched by the glove.

### ***Stereo Vision***

Stereo vision is often included in a VR system. This is accomplished by creating two different images of the world, one for each eye. The images are computed with the viewpoints offset by the equivalent distance between the eyes. There are a large number of technologies for presenting these two images. The images can be placed side-by-side and the viewer asked (or assisted) to cross their eyes. The images can be projected through differently polarized filters, with corresponding filters placed in front of the eyes.

### ***Head Mounted Display (HMD)***

One hardware device closely associated with VR is the Head Mounted Device (HMD). These use some sort of helmet or goggles to place small video displays in front of each eye, with special optics to focus and stretch the perceived field of view. Most HMDs use two displays and can provide stereoscopic imaging. Others use a single larger display to provide higher resolution, but without the stereoscopic vision.

### ***Force and Touch (Haptic) Rendering***

Devices attempt to capture the sense of touch and apply the same force onto objects in the virtual world. The amount of force applied onto objects is very essential since reaction must be stimulated in the virtual world depending on the amount of force applied.

### ***Motion Rendering***

Motion capturing is an important task in virtual realism. Several tools are available that capture motion effect and directly expressed into the virtual world.

### ***Acoustics mapping software***

Sound is very essential as it appeals the hearing sense. Images in the absence of sound are dumb and hardly create any effect. Sound adds a very lively touch to a virtual world. Sound has to be played in the virtual world exactly as it can be heard in the real world. It is very essential that a proper mapping be made between sound and images in the virtual world.

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## **Why Virtual Reality is possible today**

### ***Improved CPU performance***

The availability of high end computer systems with powerful processing capabilities like parallel instruction processing, multimedia rendering has made it possible to process and execute programs in a way they allow for quick simulation of the virtual world.

### ***3-D graphics accelerators***

High end 3D graphics hardware has improved considerably and supports various forms of multimedia representations. Quality being an important factor, multimedia has improved the way in which the virtual world can replicate the natural environment.

### ***HMD & technology price/performance***

The cost of the head mounted display systems has reduced considerably. With increase in processing power the price/performance ratio has reduced considerably there by making HMD use in VR systems justified.

### ***Industry & Consumer markets***

With commercial concerns ready to venture into the unexplored areas, there is a huge market for systems that are tested and certified. Virtual Reality has a great role to play in the development and promotion of newer products. Organizations are willing to invest in research of newer models and products better than their competitors. Governments and other agencies have been showing strong support for research oriented study and practices.

## **Conclusion**

As the world of virtual realism develops and evolves into a complete well defined field of study new horizons become visible and broader spectrums available for use. What seem to be dreams today can be materialized tomorrow or at least made to appear realistic with technology and concepts of virtual realism. If a virtual reality enthusiast speaks to you about a spacewalk, trip to the moon, jump in a active volcano, dive in an ocean trench, flight in the sky without wings, don't laugh it off! Because what seems a dream today will soon be an exciting reality ... at least a virtual one! Just look at things around you, and dream... because no dream is bigger than the possibilities of virtual realism where imagination is the only limit.

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# GRAPHICAL REPRESENTATION OF DISASSOCIATION BETWEEN ITEMS IN MARKET BASKET ANALYSIS

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*A lot of work has been done in the area of finding association between items in transactional databases. This article proposes a graphical representation of disassociation between the items in the transactional dataset.*

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## Introduction

Data mining, also known as knowledge discovery in databases, aims at the discovery of useful information from large collections of data (M. Chen, J. Han and P. Yu. Data Mining; R. Agrawal, T. Imielinski, and A. Swami 1993; R. Srikant and R. Agrawal. 1997). The discovered knowledge can be rules describing the properties of the data, frequently occurring patterns, clustering of objects in the database, and so on, which can be used to support various intelligent activities, such as decision making, planning, and problem solving. Frequent itemset mining involves finding frequent itemsets and association between these frequent itemsets from a transactional dataset. This article proposes a graphical representation of disassociation between the various items present in the transactional dataset. Such a representational structure can be used for further analysis without having to refer to the original dataset again.

## Frequent Item Set Mining

The data mining model adopted in this article for association rules is the support confidence framework established by Agrawal et al[1]. Let  $I = \{i_1, i_2, \dots, i_N\}$  be a set of  $N$  distinct literals called items, and  $D$  a set of transactions over  $I$ . Each transaction contains a set of items  $i_1, i_2, \dots, i_k \in I$ . Each transaction has an associated unique identifier called  $TID$ . An association rule is an implication of the form  $A \rightarrow B$ , where  $A$  and  $B$  are subsets of  $I$ , and  $A \cap B = \emptyset$ .  $A$  is called the antecedent of the rule, and  $B$  is called the consequent. A set of items is called an item set. Each item set has an associated statistical measure called support. An item set is a set of at least one item.

$support(item\ set) = number(item\ set) / number\ of\ all\ transactions$   
where,  $number(item\ set)$  is the number of transactions that support the item set.

A single item set can be a subset of many transactions. Such item sets are called as frequent item sets. Frequent item sets is the one which has all its items to be present in large amount of transactions. Finding such frequent item sets can be very useful. Frequent item sets have very high support.

The problem association mining is to generate all rules  $A \rightarrow B$  that have both support and confidence greater than or equal to some user specified thresholds, called minimum support (*minsup*) and minimum confidence (*minconf*), respectively. For regular associations:

$$\text{support}(A \cup B) \geq \text{minsup}, \quad \text{and} \quad \text{confidence}(A \rightarrow B) = \frac{\text{support}(A \cup B)}{\text{support}(A)} \geq \text{minconf}.$$

Association analysis can be decomposed into the following two sub problems.

1. Generating all item sets that have support greater than or equal to the user-specified minimum support.
2. Generate all rules that have their minimum confidence in the following naïve way: For every large item set  $X$  and any  $B \subset X$ , let  $A = X - B$ . If the rule  $A \rightarrow B$  has the minimum confidence (i.e.  $\text{support}(X)/\text{support}(A) \geq \text{minconf}$ ), then it is a valid rule.

Support and confidence are two measures which describe the usefulness of a rule. Rules with support greater than some desired support and confidence greater than some desired confidence are called frequent rules. These values are called minimum support and minimum confidence respectively. Support and confidence values lie between 0 and 1.

These rules, with support greater than minimum support and confidence greater than minimum confidence, are called patterns of interest. These patterns can be used to predict future trends in the items.

### Disassociation Graph

Let  $I = \{i_1, i_2, \dots, i_N\}$  be a set of  $N$  distinct literals called items, and  $D$  a set of transactions over  $I$ . Dissimilarity between items  $i_a$  and  $i_b$  is calculated as  $\text{diss}(i_a, i_b) = (N - \text{sim}(i_a, i_b)) / N$ .



TID	Itemset
T1	I1,I2,I3
T2	I1,I2
T3	I2
T4	I1,I2
T5	I1,I3

Fig1; A transactional Dataset

For the dataset in fig.1, dissimilarity between the items  $I1$  and  $I2$  is calculated as  $diss(I1,I2) = (N - sim(I1,I2)) / N$ , where  $N=5$  and  $sim(I1,I2)=3$ . Thus  $diss(I1,I2)=0.4$ . Similarly,  $diss(I2,I3)=0.8$  and  $diss(I1,I3)=0.6$ .

Disassociation Graph is a graph having its vertices as items and edges representing the dissimilarity value between the items represented by the vertices. It is constructed by considering one edge at a time.

A disassociation graph for the above dataset has three vertices and three edges. The set of vertices is  $\{I1, I2, I3\}$  and the set of edges is  $\{<I1,I2>, <I2,I3>, <I1,I3>\}$ . Every edge in a disassociation graph has a weight, which is dissimilarity value between the vertices of that edge, associated with it. The disassociation graph for the above dataset in fig.1 is given below.

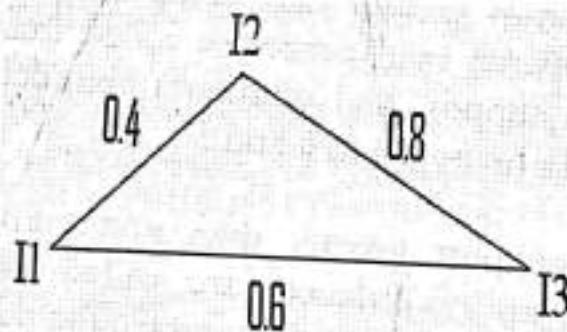


Fig 2: Dissociation Graph for dataset in Fig1

### Conclusion

Most of the work in market basket analysis has focused upon finding heavy associations between frequent items in a dataset. Through this article we have proposed a representation of disassociation between items as a weighted graph. Further analysis of parameters of this graph will lead to discovery of interesting knowledge patterns without having to refer to the original database.

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In this study an attempt has been made to understand the meaning of an advertisement, advertisement and company behavior. The paper also tries to find out the factors which are used by various products through advertisements. It is based on survey studies which consist of interviews with people belonging to different age groups. The study helps us to know how the companies react to different advertisements. A number of forty respondents were taken to represent the whole village. Due to lack of time, my finding may not be accurate and may be subjectively opinioned. One of the limitations follow from the fact that all the consumers may have not given suitable information.

The American Marketing Association (AMA) has defined advertising as follows: "Any paid form of communication by which products and services by an identified sponsor".

# IMPACT OF ADVERTISEMENT ON CONSUMPTION

**Mr. John Xavier D'souza**  
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*Department of Economics*

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*The purpose of the study was to find out whether consumer behavior is influenced by advertisements, to find out what role advertisements play in real life and also to find out consumers awareness regarding different media through which products are advertised. The article also attempts to find out peoples' preferences regarding different advertisements and tries to suggest the role which advertisements are actually supposed to perform in real life.*

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## **Introduction**

In this study an attempt has been made to understand the meaning of advertisements, consumption and consumer behavior. The paper also tries to find out the incentives provided by various producers through advertisements. It is based on sample studies which consist of interviews with people belonging to different age groups. The study helps us to know how the consumers react to different advertisements. A sample of forty respondents was taken to represent Navelim village. Due to lack of time, my finding may not be accurate and may not be universally applicable. One of the limitations follow from the fact that all the consumers may, have not given authentic information.

## **Advertising**

According to justice P.B.Sawant "the right to freedom of speech and expression also includes the right to educate, to inform and to entertain and also the right to be educated, informed and entertained"<sup>1</sup>

The American Marketing Association (AMA) had defined advertising as follows "Any paid form of non-personal/presentation of ideas, goods and services by an identified sponsor"

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<sup>1</sup> "Broadcast Regulation and Public Right to Know"  
EPW March 3-2007

It is important at the outset to recognize that many advertisers use advertisements for many purposes with many different possible effects. Their intentions can range from altering behavior to affecting the way people think about a particular social or economic position. The result of their efforts can range from enormously influencing people to a waste of the advertisers' money. Advertising deals with communication of messages from person or a group to another. It is primarily a means by which sellers communicate about the goods and services with the prospective buyers. As such it is the basic tool of marketing- a method for stimulating demand in the process of distribution.

### **Functions of Advertising**

1. Advertising informs the buyers about the existence of the product.
2. Advertising offers an incentive to buy by making several direct offers like price-offer or exchange offer.
3. Advertising motivates us to try a new product and once tried, reminds us about its benefits so that we can buy it time and again.
4. Advertising helps us to choose out of several brands available.

### **Advertising Strategy**

One important aspect of advertising is the advertising strategy. Advertising strategy basically is a blend of the advertising message, i.e. the message regarding the product which you are going to convey to the people and the communication media. "Media performs the function of informing citizens and the wider community about the various facts of their lives and the times they live in"<sup>2</sup>

### **Types of Advertising**

There are different types of media which can be used for advertising for eg. Print media, Electronic media, Outdoor media, ATM advertising, SMS advertising etc. Other Print media: Specialized industrial directories, stock exchange directories, telephone directory and professional journals etc.

### **Advantages of Advertising**

The advantages of advertising are as follows:

1. Advertising educates consumers with the information they need to make purchase decisions.

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<sup>2</sup>"Broadcast Regulation and Public Right to know"  
EPW March 3-2007

2. Consumers become more educated regarding the features, benefits, function, and value of products.
3. The amount of time an individual must spend to search for desired products and services is reduced because of advertising.
4. The information contained in an advertisement can help in reducing the cost of search.
5. Political candidates and proponents of political causes use advertising to inform voters. Similarly, various philanthropic organizations use advertising to inform people of organizational activities and to generate donations.
6. Advertising provides a spur to business and increases the turnover tremendously. This is advantageous in two ways. On one side, the selling costs including the costs of advertising get spread over a larger volume of sales. While on the other hand a higher turnover necessitates higher volume or production thus lowering the average cost of production per unit.
7. By advertising his goods, a manufacturer may seek to establish direct contacts with the consumers. In this process, the number of middlemen, whose profits increase the price and reduce the manufacturer's margin of profits, may be considerably reduced.
8. The retail prices are generally fixed and advertised. Thus advertising offers a definite positive assurance to the consumer that he will not be overcharged for the advertised product.
9. Advertising serves as an aid to increase sales.

#### **Limitations of Advertising**

1. Critics of advertisements say that it helps in shuffling of demand from one brand to another, but it does not increase the total demand.
2. It is also claimed that individuals' wants and aspirations may be distorted by advertising and by portraying products as symbols of status, success and happiness.
3. Advertisers often portray their target customer in advertisements with the hope that individuals will relate to the advertisement and attend to its message. Critics say that this practice yields a very negative effect, it perpetuates stereotypes. For eg: women are still predominantly cast as homemakers, or as objects of desire despite the fact that women now hold top management positions and head households.
4. The basic criticism of advertising here is that it frequently carries little, if any, actual product information. All information in an advertisement is biased, limited and inherently deceptive.
5. Some advertisements exaggerate the merits. They make tall claims for their products for example a company may advertise that its soap powder may

enable a housewife to wash two dozen clothes with a table spoon of soap powder. But the housewives may find that they can wash only half a dozen clothes with two table spoon of soap powder. Exaggeration is a common type of untruth indulged in by many companies.

6. Many manufactures or trading concerns misuse the testimonials, which are given to them by individuals with a high reputation or power. Pictures and letters of celebrities cricket players, film stars, etc. are included in advertisements and people are easily misled by these advertisements. These testimonials may describe the merits of the commodity which the commodity may actually lack.

### **Consumption**

The consumer is the base of all production and marketing activities, he is the cause and the purpose of all business activities. A consumer includes anyone who consumes goods or services at the end of the chain of production. All of us are consumers as we purchase goods and services required for meeting our needs and wants. Consumption refers to current household expenditure on final goods and services. A study done by P. Bala krishnan on trends in savings investment and consumption has found that "in the overall consumption since the year 1999-2000 onwards to 2005-2006 there has been a decrease in the consumption of food"<sup>3</sup>. "The consumption patterns also differ among developed and developing countries. According to H. Youn Kim" in less developed countries a relatively larger proportion of income is spent on food consumption than in industrialized countries"<sup>4</sup>

Thus, one can generalize that along with advertisements the level of economic development achieved by a particular nation, also plays a vital role in determining the effect of advertisement on consumption.

The consumption process can be sub divided into 4 stages:

1. Need Recognition
2. Information search and alternative evaluation
3. Purchase
4. Post purchase use and evaluation

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<sup>3</sup> Trends in Saving, Investment and Consumption  
EPW May 5- 2007

<sup>4</sup> Journal of Development Economics  
"Estimating Consumer demand in Korea"

### ***Need Recognition***

The consumption process begins when people perceive a need. A need arises when one's desired state of affairs differs from one's actual state of affairs. Needs are accompanied by mental discomfort or anxiety that motivates action; the severity of this discomfort can be widely variable depending on the need. For eg. The need that arises when one runs out of tooth paste would involve very mild discomfort for most people, whereas the need that accompanies the breakdown of one's automobile on a dark and deserted highway can approach true desperation. The fact is that a variety of needs can be fulfilled through consumption.

### ***Information search and alternative evaluation***

Given that a consumer has recognized a need, it is often not obvious what would be the best way to satisfy that need. Need recognition sets a process that may involve an extensive information search and careful evaluation of alternatives prior to purchase of course. During this search and evaluation there are numerous opportunities for the advertisers to influence the final decision.

Once a need has been recognized, information for the decision is acquired. The consumer's first option for the information is to draw on personal experience. The second option involves visiting retail stores to examine the alternatives, seeking input from friends and relatives about their experiences with the product.

### ***Purchase***

At this third stage, purchase occurs. The consumer has made a decision, and a purchase is made. What happens after the purchase is very important to advertisers.

### ***Post purchase use and Evaluation***

The goal for marketers and advertisers must not be simply to generate a sale; it must be to create, satisfied and ultimately loyal customers. Consumer's evaluations of products in use become a major determinant of which brands will be in the consideration set the next time around.

Customer satisfaction derives from a favorable post purchase experience. It may develop after a single use, but more likely it will require sustained use. This post purchase period represents a great opportunity for the advertisers to have the undivided attention of the consumer and to provide information and advice about product use that will increase customer satisfaction.

## **Importance of Consumer Behavior in Advertising**

According to V.K.R.V. Rao "The consumer choice of ends in any society and particularly in the capitalistic society of today is based so much on convention, class standards and culture complexes that his freedom of choice is more a figure of speech than an actual fact. Moreover it is a well-known adage of adventurous business economics that supply creates demand, and this is especially so when the supply of a particular commodity is accompanied by a judiciously-planned and adequately financed advertisement campaign".<sup>5</sup>

**Proper Media Mix** Consumer behavior has always played a vital role in advertising. An advertiser or an advertising agency, to be successful in achieving its objectives, must carefully consider behavioral patterns of the consumers. The study of consumer behavior enables selection of proper media mix in order to cover various market segments. It helps the advertisers to understand which product/service can satisfy the unfulfilled needs.

**Socio psychological Art** Advertising is a socio psychological art because it studies the entire human behavior. The advertiser and an advertising agency study the psychology behind human behavior to facilitate satisfaction of wants. Advertising is not tailor-made for an individual, but it is directed towards masses.

**Supremacy of Consumers** The consumer is said to be sovereign. He can only be persuaded to consume such goods and services that fit into his life style. He welcomes changes, provided it is favorable to him. Consumer cooperation can be obtained only when it gives benefits to him.

**Importance of Self Image** Consumers develop behavior patterns that are in keeping with their self image. Goods and services that maintain self image are widely consumed. Advertisers provide a marketing mix that satisfies the self image because it is a good motivating factor.

**Personality of Consumers** Personality traits include flexibility, dominance, patience, responsibility etc. Personality of a consumer distinguishes him from others, the way he perceives, acts upon and interacts with the environment. Personality traits remain consistent. The personality of a consumer makes him

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<sup>5</sup> Journal of Development Economics  
"Estimating Consumer demand in Korea"



respond in the similar way to similar factors of motivation. Consumers having similar personalities tend to purchase and consume similar products and services.

**Adaptability of Consumers** Consumer behavior is directly or indirectly influenced by advertisements. One of the objectives of advertising is to create an image of the product and its manufacturer. Advertising brings to the notice of the consumers the new uses of the existing product or introduces a new product. Such advertising makes the selling job easier. Moreover, consumers view favorably such products that are widely and regularly advertised.

**Analysis**

In the subsequent section case studies are presented in the form of analysis of 40 consumers.

**Brand and Off Brand**

A branded product is one that is manufactured by a reputed company for e.g. ADDIDAS Company producing sports wears. An Off Branded product is one produced by the local producers.

**Table 1**

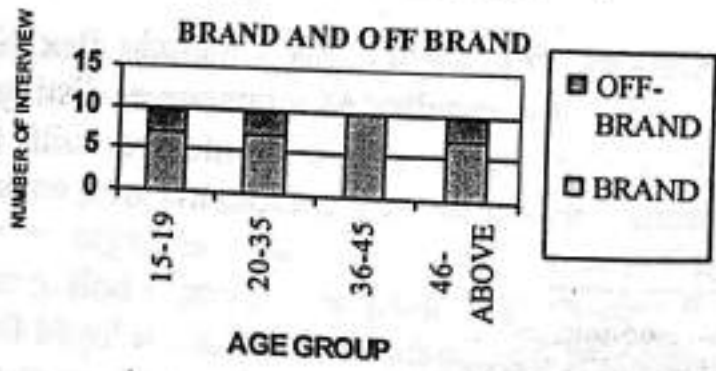
	15-19	20-35	36-45	46-Above
Brand	7	7	10	7
Off-Brand	3	3	0	3

As seen in the above table each group consist of 10 respondents (5 males, 5females)

In the 1<sup>st</sup>, 2<sup>nd</sup> and 4<sup>th</sup> age group i.e. (15-19, 20-35 and 46& above) seven respondents opted for branded products and 3 for off branded products.

In the 3<sup>rd</sup> age group i.e. 36-45 all the ten respondents have chosen branded products. Graphically this is explained as follows.

**CHART 1**



With the help of the questionnaire it was found that majority of the consumers consider buying branded products. They prefer branded products as these products have longer durability and are of better quality. Branded products are advertised on a large scale in such a way that it provides many offers. Few people have opted for the off brand product. This is because some of them cannot afford to buy the branded products as the prices of branded products are very high. Off brand products are cheaper compared to branded products. One of the reason for this may be that the branded products are advertised and hence it leads to a hike in their prices. As such some people think that they could purchase more items with the same amount that they would spend on purchasing one branded product.

Thus, from the above analysis it can be seen that 77.5 percent of the respondents in my area of study (Navelim) use branded products and 22.5 percent of the people use non-branded products.

### ***Banning & Unbanning of Vulgar Advertisements***

Advertisers/producers of many reputed companies have discovered women as a focal point for their considerable marketing and advertising efforts.

**Table 2**

Age	Banning	Unbanning
15-19	8	2
20-35	9	1
36-45	10	-
46-Above	10	-
Total	37	3
Percentage	92.5%	7.5%

Table 2 shows the number of respondents who were in favor of banning and unbanning of vulgar advertisements. Each age group consisted of ten respondents. In the age group of 15-19, two respondents favored advertising depicting men and women in vulgar scenes and said that they did not mind if such advertisements are shown. Whereas eight respondents said that such advertisements should be banned.

In the second age group i.e. 20-35 only one person favored such advertising and the remaining nine were against it. In the 3<sup>rd</sup> and the 4<sup>th</sup> age group i.e. the

age group of 36-45 and 46 & above, all the twenty respondents (ten from each group) stated that they wanted such kind of advertisements to be banned. The above can be explained with the help of a pie diagram.

**CHART 2**

**BANNING AND UNBANNING OF VULGAR ADVERTISEMENT**

UNBANNING  
8%



BANNING

From this analysis it is clear that 7.5 percent of the people had no objection regarding showing of advertisements wherein men and women have been exposed. But a majority of the respondents i.e. 92.5 percent of the people felt that these types of advertisements should be banned because these advertisements portray a wrong picture in the minds of young generation. Besides, this the self respect of women goes down as they are looked at as objects of desire.

**Media Exposed**

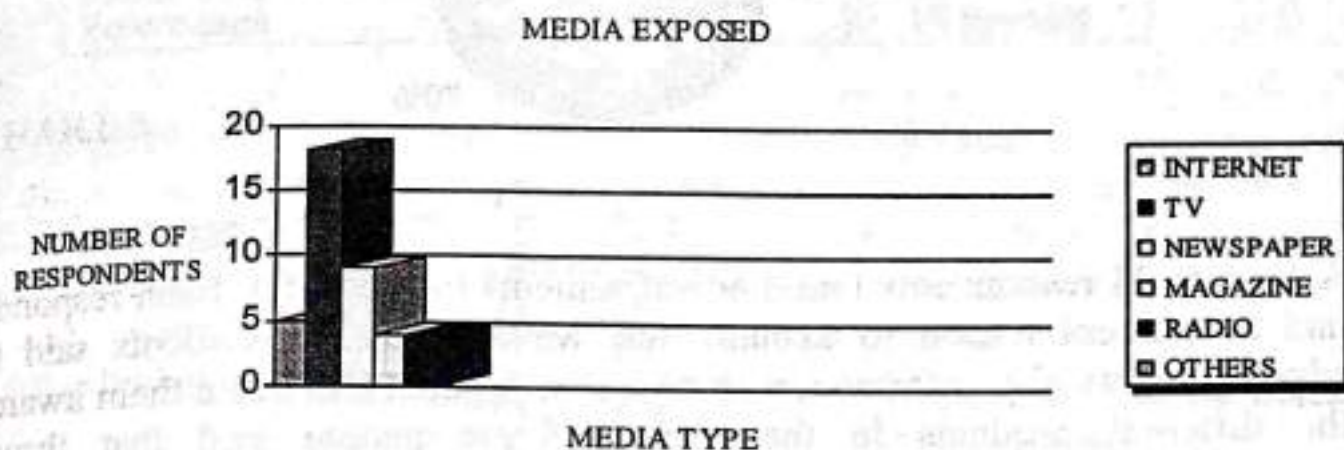
Different people are exposed to advertisement in different media. For e.g. Newspapers, TV, Billboards, Magazines, Radio, Neon Signs, Skywriting, Balloon, Internet, etc. From the above some common ones like TV, radio, Newspaper, Internet and magazines were chosen to throw light on the topic under study.

**Table 3**

	Age Groups				Total
	15-19	20-35	36-45	46-Above	
Internet	2	1	1	1	5
TV	5	5	4	4	18
Newspaper	2	2	2	3	9
Magazine	1	1	1	1	4
Radio	-	1	2	1	4
Others	-	-	-	-	-
					40

From the above table it can be observed that eighteen people feel that advertisements on TV are more appealing and attractive, which makes it a majority. After TV the next medium which influences people to a great extent is the newspapers. Only five respondents were exposed to advertisements on the internet. Few people i.e 4 respondents each were exposed to advertisements on the radio and magazines.

**CHART 3**



The Y axis measures number of respondents and the X axis shows the various modes of advertisements. With the help of the chart it can be seen that majority of the respondents is influenced by advertisements on the TV and the minority is influenced by other modes. Thus it can be concluded that advertisements on TV are the most appealing.

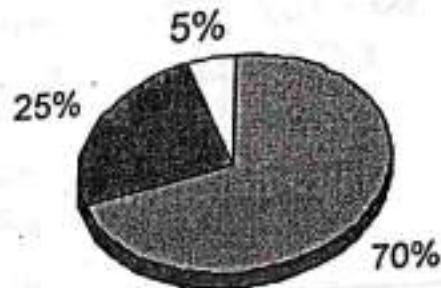
The type of media used to advertise also plays a crucial role in attracting consumers. "A company and the society within which it operates are both organic structures. Both are continually changing, evolving, developing".<sup>6</sup> Here the company can be referred to as the media. It is quiet clear in the Chart 3 that a maximum number of individuals are influenced by TV and newspaper. Twenty five years ago the choice would have been more biased towards radio. This is since the society is evolving. It will not be a surprise if after some years you find internet dominating the global advertisement arena.

<sup>6</sup> Indian Journal of Industrial Relations  
 "The Role of the company in socialist society", T.C. Wilkinson

### *Advertisements Useful of Waste*

Different people have different views. Some people found advertisements useful and others felt that it was a waste.

**CHART 4**



A total of 28 respondents found advertisements to be useful. Each respondent had a different reason to explain this. Most of the respondents said that advertisements give information about a new product and make them aware of the different products in the market. Some people said that through advertisements they become aware about discounts and offers concerning the product. People feel that advertisements are useful because they make them aware of various substitutes available.

Ten respondents said that advertisements are a waste. According to them, the producers were wasting their money in advertisements which would have been utilized elsewhere. In certain rural areas people are not exposed to television similarly many people are also illiterate. Hence TV, Magazine, Newspaper advertisements cannot reach the entire population.

But however there were only two respondents who were in favour of both. They said no doubt most of the advertisements are unreal but they do educate and help the people to some extent.

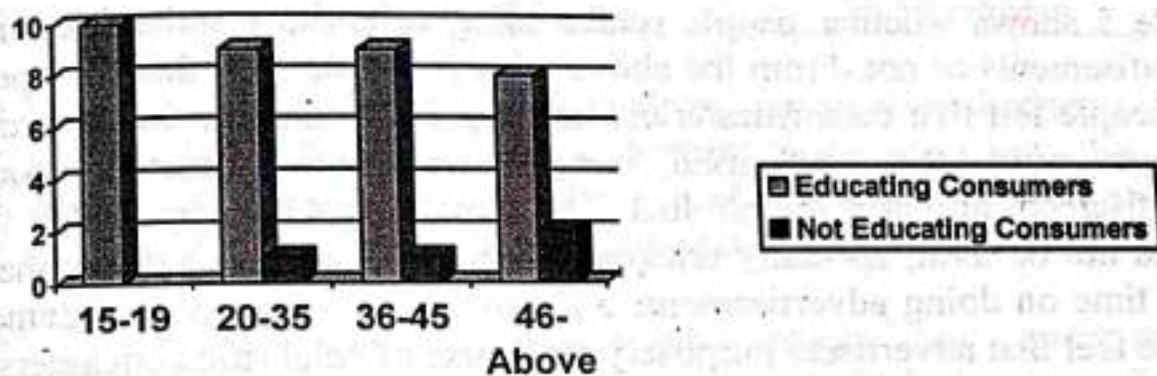
### *Educating the Consumers*

Table 4 shows whether people find advertisements educative or not. A total of 90 percent of the people said that advertisements help in educating the consumers while 10 percent denied that advertisements help in educating the consumers. This is because many people feel that most of the advertisements have a negative impact especially on the minds of young generation.

**Table 4**

Age	Educating Consumers	
	YES	NO
15-19	10	-
20-35	9	1
36-46	9	1
46-Above	8	2
Total	36	4
Percentage	90 percent	10 percent

**CHART 5**



In the above chart, the x-axis shows the different age groups and y-axis shows the number of respondents. People who said that advertisements educate them is shown by the shaded bar; the green bar depicts those respondents who felt that advertisements do not educate them.

From the above table and chart it can be seen that in the age group of 15-19 all the ten respondents said that advertisements educate. In the age group of 20-35 and 36-45, nine respondents felt that advertisements do educate, while one respondent felt that it is a waste. Lastly in the age group of 46 & above, eight respondents felt it is useful and two felt it was a waste.

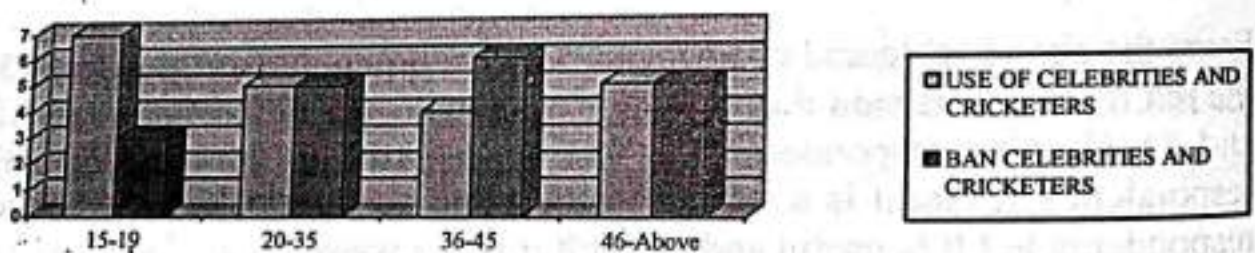
## Use of Celebrities and Cricketers

**Table 5**

Age	Use Of Celebrities / Cricketers	
	YES	NO.
15-19	7	3
20-35	5	5
36-45	4	6
46-Above	5	5
Total	21	19
Percentage	52.50 percent	47.50 percent

Table 5 shows whether people prefer using celebrities and cricketers in the advertisements or not. From the above table it can be seen that 52.5 percent of the people felt that celebrities/cricketers should be used in the advertisements because when they are used, people are more attracted towards an advertisement and also the product. The remaining 47.5 percent felt that they should not be used, specially cricketers because people stated that they waste more time on doing advertisements and concentrate less on their game. Some people feel that advertisers purposely make use of celebrities/cricketers as they know that it induces people specially children to buy products even through the products are not worth using. This can be understood better with the help of a graph.

**CHART 6**



The y-axis measures the number of respondents and the x-axis shows whether people prefer using celebrities/cricketers in advertisements or not in different age groups.

In the age group of 15-19, seven respondents did not mind the use of celebrities/cricketers but three were not in favor of the same. In the 20-35 and

46 & above age group, five favored the use of cricketers/celebrities and five respondents did not. In the 3<sup>rd</sup> group i.e. 36-45, four did not mind using celebrities/cricketers while six respondents felt that they should not be used.

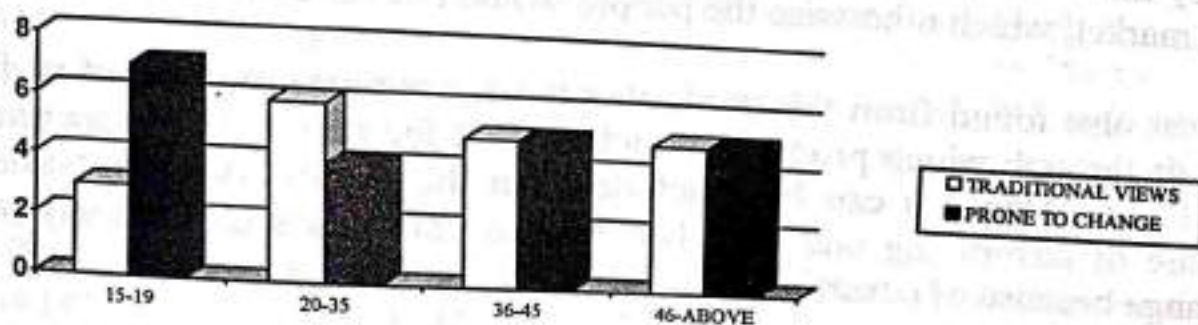
**Consumption Pattern Prone to Change or Traditional Views**  
**Table 6**

Age	Traditional Views	Prone To Change
15-19	3	7
20-35	6	4
36-45	5	5
46-Above	5	5
Total	19	21
Percentage	47.50 percent	52.50 percent

Consumption pattern of people definitely changes due to advertisements. On the basis of the study it was found that 47.5 percent people stick to traditional views i.e. they prefer using things as in the past. Even though the present advertisements offer many benefits, people do not change their views.

On the other hand there are many people who change their consumption pattern along with changing advertisements. About 52.5 percent of the respondents said that their views are prone to change due to advertisements. This is explained in the following graph:-

**CHART 7**



In the above bar graph there are bars of two different colors, (black and white). The black bar indicates those who stick to traditional views and the shaded blue bar depicts those whose views are prone to change due to advertisements.



In the age group of 15-19, seven people said that there would be alterations in their consumption pattern due to advertisements depending on the benefits of the product. Only three people said that they would stick to traditional views. In the second age group, the respondents did not change their views and four respondents said that they would change their consumption pattern due to advertisements. In the last two age groups i.e. 36-45 and above there were five respondents from both the groups who said that they would stick to traditional views and five respondents who said that they would change their consumption pattern due to advertisements.

### **Conclusion**

The study of 'Impact of Advertisements on Consumption' in the village of Navelim has brought to the forefront a wide range of information. Findings of the study revealed that advertisements to a large extent do affect the consumption pattern of the people. These advertisements seduce people into buying products which are sometimes not even really required by them. Not only children but even adults are convinced by the advertisements to consume the products which are advertised.

On the other hand one of the fact found was that there were quite a few people whose consumption pattern was not affected by advertisements. Some respondents even criticized the advertisers for advertising fake and duplicate products thereby misleading consumers through deceptive advertising.

It was found that advertisements play a very important role in our society. They make the people aware of the different products which are available in the market, which otherwise the people would not have been aware of.

It was also found from this study that the consumers are exposed to different media through which products are advertised, for example, Newspapers, T.V., Radio etc. Hence it can be concluded that the people living in Navelim are aware of advertising and their behavior as consumers is definitely prone to change because of advertising.

### Suggestions for Improvement

1. It is important for advertisers to allocate resources in educative advertisements like family planning, education which will be beneficial to the people.
2. Advertisements that are shown should be authentic. The people should also be made aware of the side effects or weakness of the products if any.
3. Quality of domestic product should be improved. Proper advertising media should be used which reaches all the people irrespective of rich and poor. So that they may increase the consumption and the domestic producers may gain. The result will be that the domestic producers will be in a better position to increase investment which will lead to increase in employment and also the income of the people.
4. Advertisements used in various types of media should not use pictures which are related to specific religion.
5. Vulgar scenes depicting men/women should be banned.
6. It is essential to provide adequate information through advertisements on health and hygiene. The people should be made aware of the harmful diseases like AIDS, Cancer, etc and the precautions which they can take against them, through advertisements.
7. The consumer forums and NGO's should play an active role in creating awareness among the consumers regarding deceptive and misleading advertisements.

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## **INDUSTRIAL SICKNESS IN ST. JOSE DE AREAL INDUSTRIAL ESTATE**

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*The industrial sector is gripped with the phenomenon of sickness, a malady which is engulfing a large variety of industries belonging to large, medium and small-scale sectors year after year. It is observed that a unit does not fall sick all of a sudden but gradually, in stages. Various agencies play a very important role in the revival of sick units.*

*The study of Industrial Sickness enables to find out various causes of industrial sickness in small scale industrial units. There are number of SSI unit in the Margao Industrial Estate of which some are sick. The present study is directed to bring out some corrective measures so as to avoid organizational failure or postpone so that the large amount of loss can be avoided and also to suggest suitable remedial measures for curtailing sickness among the non-sick units and rehabilitation of the potentially viable sick units.*

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In most of the countries, developed and developing, industrialization is accepted as the appropriate strategy for achieving rapid economic development. While the former type of countries wants industrialization to achieve higher rate of growth, the latter type of countries want industrialization both for higher rate of growth and attainment of self-reliance. The developing countries particularly stress small scale industries to increase employment opportunities for the labour force.

Realizing the importance of industrialization as a means to achieve rapid economic growth, a number of measures both at the national and state level have been taken during the last fifty years of planning to help develop the industrial sector in the country. The industrial policy statement, the progressive allocations made in different year plans, the creation of different promoting and supporting organizations providing finance and other facilities, etc., reflect the spirit and effort of the Government towards creating a favourable industrial

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climate in the country. The plan outlays for the industrial sector have increased from Rs. 797 crores in the First Five Year plan to Rs. 12550 crores in the Tenth Five Year plan. More so, in view of the existence of a number of diverse problems like vast population, large scale unemployment and underemployment and scarcity of capital resources, the Government has always provided some special facilities through different policies and programmes for the growth and development of small-scale industries. In the Industrial Policy Statements of 1948, 1956, 1977, and 1980 enough emphasis has been given to help develop small-scale industries. Besides, in consonance with these industrial policies a lot of fiscal measures in the form of tax relief, creation of industrial estates, provision of subsidized loan, and reservation of products have been adopted as a promotional measure for the growth of small-scale sector. In order to equip the small-scale units with modern and up-to-date technology, the investment limit of this sector has been continuously enhanced from Rs. 5 lakhs in 1956 to Rs.50 lakhs at present.

The public expenditure for this sector has increased from Rs.42 crores in the First Five Year Plan to Rs. 80 crores in the Tenth Five Year Plan. The Government has made specific efforts to help to promote small-scale industries so that they can withstand the competition of large-scale units. As a result of different policies of economic liberalization and massive increase in the investment, the industrial sector has achieved rapid growth in the country.

But such phenomenal achievement in the industrial sector has not come about through a continuous and smooth process of development. On the contrary the industrial sector has witnessed an uneven growth during the last fifty years of planning. A review of industrial growth in the eighties shows that the industrial production after a period of steady growth of around 8 % has decelerated because of cumulative effect of a large number of factors like shortage of raw-materials and other inputs, infrastructural difficulties, inadequate demand for products manufactured, obsolete machinery and technology and consequent high costs.

To make matters worse, with the unsteady growth, the industrial sector is gripped with the phenomenon of sickness, a malady which is engulfing a large variety of industries belonging to large, medium and small-scale sectors year after year. It is fact that the concept of industrial sickness lacks clarity of definition, different studies define the term of industrial sickness differently.

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## **The Sick Industrial Companies (special provision) Act 1985**

This Act identifies sickness in terms of cash losses for two consecutive financial years and accumulated losses equaling or exceeding the net worth of the company at the end of the second financial year.

### **Stages of Sickness in an Industrial Unit**

It is observed that a unit does not fall sick all of a sudden but gradually, in stages. Indian researchers and authors have also identified various stages of sickness in industrial units. For example, Bidani and Mitra have identified the following four stages of sickness before a healthy unit finally fails and closes down.

#### **Healthy Unit**

A healthy unit is one where all the systems and sub-systems, and all the functional areas like finance, production, marketing and personnel, are performing efficiently. That is, when a unit is earning sufficient profit, when its current ratio is more than one, when its tangible net worth is positive, and when its debt equity ratio is reasonable, it may be termed as healthy. Further, a healthy unit must also be capable of, withstanding the ever-changing external environment, as the anti-bodies in a healthy human being fight with the viral or bacterial infections.

#### **Tending towards Sickness**

When certain aberrations start taking place in any of the functional areas of a unit, due to some internal problems or external (environmental) constraints, it may be said to be tending towards sickness. The indicators of this stage may be the decline in the profit of last year as compared to the previous year and the estimated losses in the current year. At this stage, both the banker and the borrower would do well to carefully diagnose and analyze the various causes of the initial ailments and to take the necessary preventive measures so that the unit may be saved from falling sick.

#### **Incipient Sickness**

If the initial aberrations are not arrested in time, the position may deteriorate further and the actual sickness may set in. This stage may be termed as the incipient sickness stage of the unit, which may be determined by the following factors:

- (a) The unit had incurred a cash loss during the last year and was expected to incur a cash loss even in the current year.

- (b) Though the current ratio of the unit was more than one as at the end of its last financial year, it was expected to deteriorate to less than one during the current financial year.
- (c) The tangible net worth (TNW) of the unit was expected to contract during the current financial year.
- (d) The debt-equity ratio of the unit was expected to deteriorate during the current financial year. The bank officers may be able to detect the incipient sickness in a unit in time through an effective system of supervision and follow-up of the advances. After having done so, they should promptly review the overall position of the unit, identify the area of deficiency, and initiate the necessary corrective steps, in full cooperation with the entrepreneurs, with a view to prevent the unit from falling sick.

### **Sickness**

If the necessary corrective measures are not taken promptly at the incipient stage or are inadequate, the factors may continue to adversely affect the functional areas, gradually worsening the overall position of the unit, which may ultimately fall sick. At this stage, the bank officers are expected to urgently undertake the detailed viability study of the sick unit. If the unit is considered viable, they should promptly formulate and implement a comprehensive rehabilitation programme with the close cooperation of the entrepreneurs, with a view to bring the unit back to health. Timely action is of essence in such matters because an undue delay may turn even a viable unit into a terminally sick unit. If the unit is, however, found to be non-viable for rehabilitation by the bank, the advance should be called up without delay so as to contain the losses of the bank and the borrowers.

### **Closure of the Units**

If there is gradual deterioration in health or normal functioning of the unit, due to inaction or delayed action, it culminates in the closure of the unit.

### **An Overview of Margao Industrial Estate**

(St. Jose De Areal Industrial Estate )

Margao Industrial Estate was established in the year 1967. The entire land admeasures 1,99010 sq.mts. The Goa Industrial Development Corporation (GIDC) has constructed 98 sheds in the industrial estate. The break-up is

B3	(170 sq.mts. )	-	05
A1	(457 sq.mts. )	-	12
A2	(250 sq.mts. )	-	15

A3	(150 sq.mts. )	-	12
D1	(400 sq.mts. )	-	03
D2	(250 sq.mts. )	-	32
D3	(160 sq.mts. )	-	19

All the above sheds have been already allotted to the different entrepreneurs. Besides the above sheds the number of developed plots is twenty one. All these plots have been allotted to the entrepreneurs for industrial development. The total number of industrial units in this estate is 126 of which ninety five are functioning and thirty one are closed. It has generated employment to approximately 800 people.

#### ***Infrastructure at Margao Industrial Estate***

An overhead reservoir of 150 cu.m.capacity, a pump house and distribution pipelines, constitute the water supply system of the estate. Power to the estate comes from the Sheldem, Quepem power station located about 10 km from the estate. Street lights have been provided along the well-asphalted roads laid in the estate.

#### ***Facilities and amenities***

An administrative cum service block has been constructed in the estate to house the field office of Goa Daman & Diu Industrial Development Corporation (GDDIDC), a post office, a bank branch, a telephone exchange, health centre, canteen etc. Different types of trees have been planted in the estate to make it look aesthetically pleasing and environmentally friendly. The estate does not have raw material service centre.

***Transport and communication*** The estate is well connected by a road. Taxis, rickshaws and motor bikes are available in the estate. There is a post office in the estate and also a telephone exchange.

#### ***Banking and medical facilities***

A co-operative bank has its branch in the estate. Medical facilities have been provided through health centers. In addition to this, a number of private medical practitioners have their dispensaries and clinics in and around the estate.



Table showing the list of industrial units in the Margao Industrial Estate, Nessai, Goa.

SR. NO.	PLOT/ SHED NO.	NAME OF THE UNIT	PRODUCTS
1	A1-20	M/s. Acme Airfrost Ind. Pvt. Ltd.	Servicing, repairing, painting, assembly of refrigerators, airconditioners etc.
2	A2-6	M/s. Ambica Industries	PVC footwear
3	A2-5	M/s. Avon Confectionary Pvt. Ltd.	Confectionary items
4	A2-2	M/s. Anand Distilleries	Foreign liquor
5	A2-1	M/s. Naveen Distilleries	Foreign liquor
6	D2-31	M/s. Borkar Colour Packs Pvt. Ltd.	Printed corrugated cartoons
7	A1-6	M/s. Borkar Industries	Printing
8	D3-10	M/s. Borkar Packaging Pvt.Ltd.	Corrugated boxes
9	D3-11	M/s. Borkar Packaging Pvt.Ltd.	Corrugated boxes
10	D1-1	M/s. Borkar Printers	Printing
11	D2-8	M/s. Borkar Printers	Printing
12	P-16A	M/s. Cairo Engineering	Engg. Works
13	P-16	M/s. Cairo Ice Plant	Ice
14	A3-15	M/s. Chem tec Industries Pvt.Ltd.	Varnish & frech polish
15	A2-15	M/s. Crown Engineering	Mfg. Diesel Enginee
16	D3-6	M/s. Datson Engineers	Aluminium moulds
17	D3-5	M/s. Datson Inds.	Fabrication/assembling of motor vehicle
18	P-35	M/s. Durga Platics	Caps for collapsible tubes
19	D3-16	M/s. Engineers Industrial	Feb & Mfg. Of nuts & bolts
20	D3-3	M/s. Eskay Packaging	Aluminium collapsible tubes
21	P-11(B)	M/s. Gabsons Cement Product	Cement Products
22	P-11	M/s. Mhatre Industries	Fabrication
23	P-2	M/s. Goa Mould Craft	Steel moulds
24	D3-12-A	M/s. Goa Press Tools	Cutting tools
25	D2-23	M/s. Industrial Comp.& Spares	Delco print motor
26	A3-17	M/s. Jordan Dental Cream Products Ltd.,	Tooth Brushes
27	D2-29	M/s. Jyoti Food Products	Food products
28	A2-7	M/s. Rehana Packaging	Corrugated boxes.
29	A1-10A	M/s Schiffer & Menezes Dental Care	Moulding plastic company
30	D3-18	M/s Merchants de Goa	Tooth Brushes & steel furniture
31	A3-4	M/s. Eskay Packaging	Aluminium sheets
32	A3-18	M/s Noorani Enterprises	Scrap
33	B3-4	M/s City Metal Works & coats	Powder coating

SR. NO.	PLOT/ SHED NO.	NAME OF THE UNIT	PRODUCTS
34	B3-3	M/s R.K. Engineering	Str. Fabri & Auto bldg
35	D2-28	M/s Konkan Tyres & treads	Tyre retreading
36	D3-17	M/s Kamaxi Industries	Alluminium
37	P-3	M/s Kenson Engineers	Engg. Items
38	D3-1	M/s Monak Packaging	Colgate Tubes
39	D3-2	M/s Monak Packaging	Colgate Tubes
40	D2-26	M/s Shree Ashapura Steel Furniture	Steel cupboard & Tables
41	D2-20 & 21	M/s Excel Aluminium	Aluminium Fabrication
42	33A	M/s Reliable infocom	Telecom Infrastructure ( tower)
43	B-1	M/s M.S.P.L.	Oxygen
44	D-11	M/s Ruphin Enterprises	Cushions
45	D-10	M/s Packaging Technics	Mono Cartoons
46	D-12	M/s Surya Udyog	Leaves spring, U-bolt center & kclam
47	D5-1	M/s Tirupati Automotives	Bus Body bldg, Repairing and painting
48	D-10	M/s Royal Enterprises	Plastic Bottle and Plastic waste
49	C-3	M/s Vidya Industries	Lead Crystal mfg unit
50	UB6	M/s Sitara Bottle washing	Bottle washing
51	D-13	M/s Daniel Engineering industries	M.S. Grills , rolling shutter
52	D2-25	M/s. Louis care	Perfumed Hair Oil, Brillian tines
53	P-10	M/s. Machinery Crafts	Wire drawings machines
54	P-12	M/s. Mahalaxmi Ice & Cold Storage	Ice blocks
55	B3-1 & 2	M/s. Fastening Devices	Industrial Fasteners
56	A1-1	M/s. Naik Fishnet Industries	Fishnets
57	A2-4	M/s. Naik Industries	Precession instruments / fishnet
58	P-1	M/s. Naveen Distillery	I.M.F.L.
59	P-13&14	M/s. Nilmac Packaging	Alluminium collapsible tubes
60	P-33	M/s. P. K. Tiles	Flooring tiles
61	D-20	M/s. Shantadurga foods	Coconut powder, Mango pulp, Mango jam
62	D-5	M/s. Ganesh Packaging	Corrugated boxes
63	D-4	M/s. Durga Packers	Corrugated boxes & grey board partition
64	D-14	M/s. Dairy Designers	Dairy products
65	D-1 & 2	M/s. Gomantak Trading Co.	Gas agency
66	D-16 & 17	M/s. Wonder Foods	Ice-cream
67	D-6	M/s. Aurora Electric company	LPG Storage

SR. NO.	PLOT/ SHED NO.	NAME OF THE UNIT	PRODUCTS
			Engg. Unit
68	A1-4	M/s. Pioneer Tin Works	Plastic items
69	A2-13	M/s. Bipson Plastic	Television
70	D2-20, 21	M/s. Possible Electronic Pvt. Ltd.	Printing circuit boards
71	D3-15	M/s. Purvatron Industries	Printing
72	D2-11	M/s. Raiturkar Print Pack	Tips & ball pen
73	D3-7	M/s. Rex Instrument Pvt. Ltd.	Industrial Diamond tools
74	A3-6	M/s. Rivon Engg. Co.	Industrial diamond tools
75	P-9	M/s. Rivon Engg. Co.	PVC electrical conducts
76	D3-19	M/s. S. S. Enterprises	Corrugated items & allied products
77	D1-3	M/s paper Pack	Printing of books, banners, posters, etc.
78	P-4	M/s. Sanartan Bharateeya Sanskruti Sanstha	Fish canning
79	P-8	M/s. Seahath Canning Company	Printed cartoons, labels, etc.
80	D2-27	M/s. Searock Printers Pvt. Ltd.	Engg. Works
81	P-15	M/s. Servex Auto Electricals	Corrugated boxes
82	A2-8	M/s. Star Pack	Remolding of tyres
83	A1-3	M/s. Stardom Tyres	Indian made foreign liquor
84	P-A1	M/s. Swan Distilleries Pvt. Ltd.	Engineering items
85	D2-30	M/s. Trident Tool Industries	Tooling dyes, pump imperials
86	D2-9	M/s. Turbocam India Pvt Ltd.	CNC Machined Components, motors, starters etc.
87	D2-5	M/s. Turbocam	Turbo Machinery components
88	A1-22	M/s. Macbrout Engineering	Chemicals
89	A3-16	M/s. Vikuvima Chemicals	Ready mixed concrete
90	B-3 & 4	M/s. Aakash Mfg Co. Pvt. Ltd.	Wire drawings machines
91	A2-10	M/s. S.Chems & Allied Products Pvt. Ltd.	Plastic Items
92	D2-12	M/s. Gajanam Plastic Inds.	Control Panel, District board
93	D2-22	M/s. Pooja Industries	Printing circuit board
94	D3-15	M/s. Purvotron Industries	Rubber molded items
95	A2-12	M/s. Varda Enterprises	

SR. NO.	PLOT/ SHED NO.	NAME OF THE UNIT	PRODUCTS
1	D-18 & 19	M/s. Ambica Industries	
2	P-28	M/s. Ameya Ice Factory	Electrical appliances
3	D3-14	M/s. Aswan Industries	Ice & cold storage
4	D2-25	M/s. Intrax Systems Pvt Ltd	Engineering Job Work
5	D2-19	M/s. Bharat Rubbers	Electrical Testing
6	D2-2	M/s. Bhise Enterprises	Tread rubber
7	B5	M/s. Novacem Pavex & allied Products	Wooden furniture
8	D3-4	M/s. Engineers Industrial	Inter locking pavers & allied products
9	A1-11 & 12	M/s. Goldstar Electronics Pvt. Ltd.	Electrical, Electronic, Equipment
10	A1-10 B	M/s. Jordan Dental Care Products	Monochrome receiver, audio tape receiver
11	D2-3 & 4	M/s. Kamat Sythetics	Tooth brushes
12	A1-5	M/s. Kare Industries	PVC shoes
13	A3-19 & 20	M/s. Karpe Classics	Automobile spares
14	D3-3	M/s. Kunde Polymers	Mfg. photo printing & screen printing
15	D2-15	M/s. Pneumatic Tools Mfg.	Plastic Bags
16	D3-9	M/s. Premier Food Industry	Pneumatic Tools'
17	D2-27	M/s. Vinka Industries	Squash & syrup
18	D3-12	M/s. Prita creation	Industrial Diamond Tools
19	D2-10	M/s. Modern Packaging Inds.	Mono Filaments
20	A2-14	M/s. Gomantak Magnetic wires	Corrugated boxes
21	D2-1	M/s. Datta Gawandalkar & Sons	Copper wire winding
22	D2-6	M/s. Flexi Pack .	Plastic molded items
23	D2-24	M/s. Ghugare Industries	Corrugated boxes
24	A3-5	M/s. Graphic Art	Alluminium household utensils
25	D2-32	M/s. Indo Pack	PP Cap & Packing Material
26	A2-5	M/s. Mamta packers	Corrugated boxes
27	D2-7	M/s. Goa plastic pipes	Corrugated boxes
28	D2-13	M/s. Narayan Plastic	PVC PIPES
29	A1-2	M/s. Naik Zip Fastners	Plastic
30	P-1	M/s. Samudra Ropes Pvt. Ltd.	Zip fastners
31	P-A1	M/s. Blue Ocean	Nylon ropes
			IMFL

Source: Records of the office of GDDIDC, Nessai, Goa.

### Analysis and Interpretation of Data

Industrialization does not automatically lead to rapid economic development. By simply increasing the number of modern industrial units through increasing the share of investment in the industrial sector, the economy may fail to register high growth rate if the industries show poor performance and there is

large scale sickness. The production system in industry is an organic process. The successful performance of industries is linked with several factors such as adequate and timely supply of raw materials, existence of good market, availability of good managerial and skilled personnel, adequate availability of power and other basic infrastructural facilities such as goods, transport and communications, adequate flow of working capital and above all government policies. The deficiency in any one of these factors may lead to poor performance of industries and it may cause sickness of a particular group of industries or individuals units in various industries depending on the degree of influence of factors. In this paper an attempt is made to study the problems of sickness and the factors affecting such sickness among different categories of industrial units on the basis of field level primary study of Margao Industrial Estate, Nessai, Margao, Goa.

The table below shows the number of different categories of units with employment and number of sick units, existing in the industrial estate. Among 126 units in the state, the average employment generated per unit is 6.38 persons. This shows that the estate is dominated by the amalgamation of a large number of SSI units.

**Table 5.1**

**Category-wise distribution of SSI units in Margao Industrial Estate**

Sr No	Category	Tot. No. of Units	No. of sick	% of sick	Total Emp	Avg emp per Unit
1	Food and Allied	12 (9.52)	1	8.33	90	7.5
2	Chemicals and	7 (5.55)	1	14.28	30	4.28
3	Electricals and	9 (7.14)	4	44.44	45	5
4	Engg. And Metals	36 (28.57)	9	25	221	6.14
5	Packing	26 (20.63)	4	15.38	194	7.46
6	Rubber and Plastics	24 (19.04)	8	33.33	179	7.45
7	Blocks	4 (3.17)	nil	nil	15	3.75
8	Miscellaneous Manufacturing and Servicing	8 (6.34)	1	12.5	30	3.75
	<b>Total</b>	<b>126 (100)</b>	<b>28</b>	<b>22.22</b>	<b>804</b>	<b>6.38</b>

It is important to mention that Industrial Sickness is not an overnight occurrence but it is a gradual process taking 5-7 years to corrode the health of unit. Sickness also cannot be attributed to a single factor alone. In fact it is the ultimate result of a cumulative effect of many factors which may be closely

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inter-related or even independent of each other which are broadly classified into internal and external causes of Industrial Sickness.

The analysis of the field data collected reveals that out of total 126 units twenty eight units are found sick. Our findings suggest that in most of the cases small scale units fall prey to sickness due to internal and external causes like infrastructure bottleneck, ineffective planning, industrial and fiscal policies of the government, shortage of raw material and working capital, marketing problems, delay in payments, lack of technology, labour troubles, mismanagement etc.

However in order to have realistic and logical analysis of the factors affecting sickness and as a supplement to the findings of the questionnaire, informal discussions were held with a few entrepreneurs and workers. From such observations it was found that the factors like improper project planning and formulation, entry of unmotivated and inefficient entrepreneurs, lack of demand for the product, infra-structural bottlenecks and marketing problems are the main factors responsible for bringing sickness to the industrial units from the very first day of their commercial production at Margao Industrial Estate.

In the category of food and allied, finance is the major internal cause of Industrial sickness like inappropriate financial structure, inefficient working capital management, absence of financial planning and budgeting, improper utilization of funds etc.

The researcher feels that the entrepreneur should give more weightage for effective financial planning, proper budgeting etc. This can be done by appointing financial experts or by consulting financial advisors. The researcher also feels that the working capital has to be managed properly, even other funds has to be utilized in an optimum manner so that undue wastage is avoided. The researcher feels that such SSI units may be provided adequate financial assistance so that they may operate their functions smoothly.

In the category of chemicals and allied, the major reasons for industrial sickness is marketing problems like inaccurate demand forecasting, lack of market research, inappropriate sales promotion, liberal licensing of projects in particular industry, excessive taxation policy of Government etc.

The researcher feels that marketing has always been one of the major challenges for the small sector. Such SSI units cannot afford to spend large amounts on advertising and product promotion. In the new environment, with more competition from larger firms as well as from imported products, small entrepreneurs will find the going even more difficult. So they may have to either confine themselves to small local markets or tie up with larger firms to market their products. Even there is a need for proper demand forecasting, appropriate sales promotion, proper market research etc to overcome the problem of marketing.

In the case of electrical and electronic category, out of four units, one unit has been analyzed. The major reasons for industrial sickness in this category is finance like inappropriate financial structure, inefficient working capital management, improper utilization of funds, credit restraints, delay in disbursement of loans etc. and as seen in table, in the case of engineering and metal category, there were nine units, out of which one unit was analyzed, the major reasons for industrial sickness in this category is finance like inefficient working capital management, lack of funds, absence of costing and pricing, improper utilization of funds, credit restraints, delay in disbursement of loans, unfavorable investment climate etc.

For both the above category the researcher again feels that the entrepreneur should give more weightage for effective financial planning, by appointing financial experts or by consulting financial advisors. The researcher also feels that the working capital has to be managed properly, even funds has to be utilized in an optimum manner so that undue wastage is avoided. The researcher feels that banks and financial institutions may provide adequate financial assistance so that they may operate their functions smoothly. Even the proper system and procedure of accounting and an effective system of performance monitoring and control are necessary to assess and maintain the financial health of a unit.

In the case of packaging and paper, there were four units, of which one unit was analyzed. The major reasons for industrial sickness in this category is personnel problems like bad labour relations, absence of manpower planning, inappropriate wage and salary administration, lack of behavioral approach, non availability of skilled manpower, wage disparity in similar industry, labour unrest, inter union rivalry etc. The researcher feels that the following suggestions can be of a great help to overcome personnel problems such as: -proper manpower planning, payment of fair wages,

- providing better working conditions and working environment,
- developing cordial relations with the labour force,
- employing skilled manpower,
- providing job security,
- allowing workers to participate in management process,
- recognizing employee feelings,
- following proper personnel policy with regard to promotion, transfer etc.

In the case of rubber and plastic, there were seven units of which one unit was analyzed. The major reasons for industrial sickness in this category is marketing problems like inaccurate demand forecasting, lack of market research, inappropriate sales promotion, absence of product planning, excessive taxation policy of Government, market recession etc. The researcher feels that the following suggestions can be of a great help to overcome marketing problems such as:

- doing proper demand forecasting and product planning
- adopting a suitable distribution and promotion policy,
- doing market research and development,
- providing better and widespread after sales service,
- offering increased guarantee period.

### **Remedial Measures**

Sickness in industry, especially in the small-scale sector in particular is a cause for great concern. The banks, financial institutions and the Government may address readdressal strategies for these sick units. Revival of sick units may be taken on a priority basis. Various remedial measures for overcoming industrial sickness are:

1. Early detection of sickness, it was generally felt, could go a long way in initiating remedial measures for restoring potential sick units to health. Need was stressed for the establishment of a proper management information system for providing early warning signals from within.
2. Financial institutions and banks may initiate necessary corrective action for sick or prone to sick units based on diagnostic studies. In case of growing sickness, they may also consider assumption of management responsibility where they are confident of restoring a unit to health.
3. Wherever possible, attempts may be made to restore sick units to financial health. However, where the judgment is that a sick unit cannot be retrieved, it may be allowed to wound up. The disinvestment of a sick unit, if desired by an industrial group, for handling it over to someone else with the requisite experience of running such a unit may be allowed expeditiously



so that it can be restored to health before the situation gets out of control. Excessive concern over unemployment resulting from the closure of the unit is unwarranted. This can be taken care of through other measures, such as setting up of a national fund for the purpose and strengthening of the facilities for retraining of workers. One of the main reasons for industrial sickness now-a-days is low labour productivity. Unfortunately, this aspect has received little attention in dealing with the problem of industrial sickness. As everyone knows, workers are the worst victims of industrial sickness. It becomes all the more important, therefore, that in the interest of the workers themselves every effort should be made to avoid sickness. For this Government may issue directive that increase in wages must be linked with productivity etc. such an approach is the only solution to involve workmen to participate directly and actively for prevention of industrial sickness.

4. The Board for Financial and Industrial Reconstruction may play the role of a single window clearing agency.
5. Similarly, the proposal visualizing that the management of the unit that has lost net worth entirely will not be allowed to manage that unit anymore, needs to be reconsidered. Before branding the management as a bad one, all the aspects of the case ought to be examined.
6. The proposal that management which is responsible for mismanagement may not be allowed assistance from financial institutions, needs rethinking.
7. It is important that in any scheme of reconstruction of a sick unit, all the stakeholders bear sacrifices on equitable and just basis.
8. Debt-equity ratio needs to be realistic. Fiscal policy too, needs rationalization.
9. Incentives should be provided to professional managers helping in reviving sick units.
10. Treatment of capital-intensive units prone to sickness has to be on a different footing than tackling of sickness in industry in general.
11. The process of financial assistance should be made easy and the corruption should be checked.
12. Merger and Amalgamation for Revival of Sick Units.

Merger and amalgamation are two distinct terms but often used interchangeably to describe the combination of two companies. A merger is combination of two companies where only one survives. An amalgamation involves combination of two or more companies whereby an entirely new company is formed. When two companies of the same size combine, the usual

mode is amalgamation. When two companies of different size combine, usually merger is preferred.

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## SHOULD WE ALL PAY TAX TO SAVE THE WORLD'S RAINFORESTS?

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*The paper is an attempt to create attention and awareness toward policies that make sense and are applicable to indigenous people. It highlights the need for forest conservation. The objectives of the paper are: 1) To increase the knowledge and understanding of indigenous peoples on REDD and how this links to their traditional forest management practices and their rights to control, manage and own their forests; 2) To strengthen and support indigenous peoples' effective participation and influence in designing, implementing, monitoring and evaluating REDD processes (at local, national, regional and global levels); 3) It aims to create awareness of the implications of REDD financing mechanisms with regard to the interests of the forest dependent poor.*

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The destruction of the rainforests is one of the most crucial environmental issues of our time. It is also one of the most misunderstood and neglected. There has been so much propaganda and publicity attached to this crisis that "Save the Rainforests" is becoming almost as cliché as "Save the Whales." Why do we not take this problem more seriously? Is it because we, simply do not understand the devastating, long-term consequences that continued deforestation of the rainforests would have? Is it because our own government is involved in the deforestation, either directly or by financing its development? Or is it because we live in a society of excessive consumption, oblivious to the problems that do not directly affect us in some tangible way? The facts are out there, and the results of continued deforestation of rainforests are very real and becoming more evident everyday. It is a tremendous global concern, one that we can only resolve by popping our protective bubble of ignorance and taking action.

We have to find a way to make the forests worth more alive than dead. This was Prince Charles' argument at the European Parliament in 2008. Forest

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owners and forest – rich countries can make quick profits by burning the residue to make farms and plantations.

We have to pay forest owners (and forest - rich countries) more to keep their forests than we pay to destroy them. The alternative is that the forests will go, and there are many good reasons not to let that happen.

“Forests are like giant utilities providing ecosystem services to the world that we all benefit from but we do not pay for.” That is the way the U.K. based nonprofit Global Canopy Programme put it.

Rainforests are the Earth's oldest living ecosystems. They cover only about 6 percent of the Earth's land mass, yet they are home to more than half the plant and animal species in the world

Forests and tropical rainforests in particular are essential parts of the earth's climate system, as they absorb the sun's heat and release immense volumes of water vapour to form clouds and rainfall elsewhere. They are hotspots for biodiversity, and are huge reservoirs of carbon. What one sees today is massive global picture of deforestation. There are thousands and thousands of small operators hacking away at forests to profit from their bounty.

Deforestation is occurring at a rapid pace as the demand for housing and goods increases with world population growth, which is expected to climb 50 percent between 1999 and 2040, according to the U.S. Census Bureau. Moreover, as appetites for food and biofuels—made with palm, corn, and other plants—rise, more land is needed to accommodate agriculture. About 32 million acres of forest are destroyed per year. That's equivalent to about 50 football fields a minute. And the rate is expected to increase as demand grows.

Without forests, the world as we know it would cease to exist. Climate change has added new impetus to forest conservation efforts as we increasingly appreciate how efficiently forests sequester carbon dioxide, a greenhouse gas that contributes to global warming. In fact, deforestation is calculated to be the second-biggest man-made contributor to global carbon emissions after the burning of fossil fuels for energy use, according to the United Nations Environment Programme). This is because when forests are cleared, the carbon stored inside the trees is released, either immediately or over time; in addition, what had been a natural resource for capturing carbon—the trees themselves—disappears. Moreover, many people clear land by fire, which releases still more

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noxious gases. But there is an innovative and growing worldwide movement to get people to stop chopping down trees. The answer: Simply pay them not to do it.

Deforestation currently contributes some 17.5 per cent of human greenhouse gas emissions considerably more than the entire transport sector at some 13 per cent.

Where will the money come from? An answer, of sorts, emerged from the U.K.-based nonprofit Global Canopy Programme. Global Canopy advocates a "cap and trade" program that hinges on ecosystem valuation. Simply put, a forest's importance to the ecosystem would be valued in the form of credits. These credits could then be traded on markets. Forest owners would be given credits for the amount of carbon that they sequester, and those credits could be sold to those who are producing carbon in excess of a specified cap. The economic pressure of having to buy credits could effectively mitigate that "footprint" we hear so much about and arguably balance things out.

The United Nations has initiated a similar offset program called REDD (which stands for reducing emissions from deforestation and forest degradation). REDD will work in one of two ways: either with forest owners' earning credits that they can sell, as with Global Canopy, or by developed countries' contributing to a fund that would in turn pay developing countries to keep their forests intact. The fund would act as a de facto arbiter of the developed world's carbon emissions, allowing offending countries to offset their pollution through such payments.

The idea was introduced for inclusion in the Kyoto Protocol but was eliminated from the final provisions because of political concerns. Brazil, for example, formally opposed it, saying that accepting funds from industrial nations to reduce deforestation could limit the country's future development options. Its sovereignty would be jeopardized, the argument went, because it would be controlled by the prices set by large carbon emitters—such as the United States, China, and the United Kingdom—who might contribute to the fund, in effect paying Brazil not to develop its forests.

This will help to allow carbon credits from 'reduced emissions from forest destruction and degradation' (REDD) into Kyoto Protocol's carbon trading mechanisms. This way, reduced emissions from deforestation in Indonesia, say, could be offset against a developed country's failure to meet its emissions

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reduction target at home. If every hectare of preserved forest saves 200 tons of carbon and each ton of carbon is worth \$10, then Indonesia could gain around \$2 billion each year.

Since Kyoto, however, Brazil and other countries with large forest reserves, such as Indonesia and Malaysia, are warming to the idea of REDD. "Rather than seeing it as inhibiting their economic development, they are seeing the potential for big credits in their forests," REDD would bring much bigger resources to the table than have ever been contemplated in global conservation, and that is opening the eyes of government ministers who had previously opposed such ideas.

But there are serious flaws in this approach. One problem is that to avoid climate chaos we need drastic cuts in emissions from both forest destruction and from industrial sources. It's not enough to do one at the expense of the other.

Another is that REDD pays countries that reduce their emissions from deforestation relative to a historic baseline. Result: you reward high rates of deforestation, and penalize the countries that have most successfully conserved forests. The perverse incentives this approach creates are likely to overwhelm any conceivable benefit.

There is another way of using carbon market finance to support forest conservation: to sell emission permits, and then use the money to tackle all the problems of climate change. US President Barack Obama plans to do something like this in the US (United States), with an emphasis on clean energy. And as the EU (European Union) move towards 100 per cent auctioning of its carbon dioxide 'allowances' under its emissions trading system, there are growing demands to spend the money on climate solutions.

This needs to be advocated on a national basis. For in a country like India under the proposed Kyoto 2 system, some 200 crores per year would be spent on conserving forests out of a total of about 1 million raised from the sale of emissions permits. This would pay forested parts of country a 'rent' based on forest area and the carbon their forest embody, support forestry departments, and compensate for the 'opportunity cost' of not destroying their forest for more profitable land uses. Government would be paid for adhering to the terms of this plan.

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A total of 200 crores a year is a lot to pay. But it is surely a wise investment relative to the 235 - 500 crores our country spends on fossil fuel subsidies, or the 1 million dedicated to military expenditure.

Moreover, leases are now being contemplated so landowners retain land titles and receive "rent" payments (rather than selling their land to the fund). Not a bad way for a poor farmer to profit from his land.

REDD is one way to do it and may hopefully spark more widespread attention, laws, and policies that will further promulgate forest conservation. It gives credit where credit is due and pays out the ultimate dividend to us all.

What is needed is a control over purchasing more than two vehicles in a family or house. Its simply because, more than two vehicles means more space for mobility and this in turn will result in expansion of roads, new construction of roads and thus clearing the forest / deforestation. More vehicles will emit carbon dioxide. So, just as we have in India a measure to control population "Hum Do Humare Do" we can apply this same concept to vehicles.

One need to think of the many benefits of conserving the worth's forests, and the disaster of their annihilation – the price is surely one well worth paying.

Unlike money, more wilderness cannot be borrowed; once it's gone it's gone - **there is no way of bailing out rainforests**

To put it simply, we need to break the cycle of laziness and get pro-active. It is not enough to simply be aware anymore. The roots of this crisis are not "out there" in the rainforest, but embedded in the way we live. They lie in the way we as humans have excessively and unsustainably consumed the Earth's natural resources. The world's economic systems have failed to set a proper value on the environment and we continue to misuse and exploit it. We must find sustainable ways to live if biological diversity, and ultimately the rainforests, are to be conserved.

Simply banning the timber trade or establishing reserves will not be enough to salvage the world's remaining tropical rainforests. In order for the forests to be preserved, the underlying social, economic, and political reasons for deforestation must be recognized and addressed. Once the issues are brought into the light, the decision can be made about what should be done. If it is decided that rainforests must be saved, then the creation of multi-use reserves

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that promote sustainable development and education of local peoples would be a good place to start. Currently about 6 percent of the world's remaining forests are protected, meaning that over 90 percent are still open for the taking. However, even this 6 percent is not safe if the proper steps towards sustainable development are not taken. Where possible, reforestation and restoration projects should be encouraged if humanity hopes to emerge from the current environmental situation without serious, long-term consequences.

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## THE NATURE AND FUNCTIONS OF LANGUAGE

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*While speaking makes us human, writing makes us civilized. Language is the universal and biologically specific activity of human beings. It is a system that can be expressed in many ways – by the marks on paper that we call writing, by hand signals and gestures as in sign language, by coloured lights or moving flags as in semaphore, and by electronic clicks as in telegraphy. Therefore, delving into the nature and make-up of language will throw light on our understanding of what language is all about. The striking features of language will highlight the world of difference that exists between animal and human communication. The sources or theories of language will satisfy our curiosity to discover the origins of language. And the functions of language will bear witness to the resourcefulness of language.*

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### Introduction

Language is human speech, either spoken or written. It is the most common, effective, dynamic and imaginative means of communication. It allows people to talk to one another and to write their thoughts and ideas. The word language comes from the Latin word 'lingua' which means tongue.

Wherever there is a human society, there is language. Most forms of human activity depend on the co-operation of two or more people. A common language enables human beings to work together in an infinite variety of ways. Without language for communication, there would be little or no science, religion, commerce, government, art, literature and philosophy.

According to linguists, there are about six thousand languages spoken in the world today and more than two hundred languages with a million or more speakers.

### The makeup of language:

All languages have certain things in common.

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### ***A sound pattern***

It is a group of sounds that the human speech organs can utter. Most languages have from twenty to sixty of these sounds.

### ***Words***

Words are sounds or sound-patterns that have a meaning. Words may stand for objects, actions or abstract ideas and thoughts.

### ***Grammatical structure***

It is the manner in which words are combined to form larger meaningful units such as sentences. Linguists commonly identify two aspects of grammatical structure, called syntax and morphology. Syntax is the arrangement of words in a particular order. Morphology shows the function of a word in a group.

### **Some definitions of language:**

Since there is no comprehensive definition of language, it would be worthwhile to look at some of the commonly quoted definitions.

The Collins Cobuild Dictionary defines language as a system of communication which consists of a set of sounds and written symbols which are used by the people of a particular country or region for talking or writing.

For Aristotle, language is the representation of the experience of the mind.

E. Sapir defines language as a purely human and non-instinctive method of communicating ideas, emotions and desires by use of a system of voluntarily produced symbols.

Henry Sweet defines language as the expression of ideas by means of speech sounds combined into words.

Hall defines language as an institution whereby humans communicate and interact with one another by means of habitually used oral, auditory and arbitrary symbols.

Bloch and Taylor define language as a system of arbitrary vocal symbols, by means of which a social group co-operates.

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For N. Chomsky, when we study human language, we are approaching what some might call "human essence", the distinctive qualities of mind that are, so far as we know, unique to man.

### **Features or characteristics of language**

The following features of language show that there are significant differences between animal communication and human language.

#### ***Duality of patterning***

Language displays two levels of patterning, namely patterns of sounds and patterns of words. All human languages have a small, limited set of speech sounds - i.e. vowels and consonants. The distinctive speech sounds are called phonemes. We cannot use isolated phonemes for communication, because phonemes are by themselves meaningless. But we can assemble and re-assemble phonemes into words. Hence, our capacity to produce vocabulary is unlimited. Animal communication, however, consists of meaningful cries which cannot be analysed into words.

#### ***Displacement***

Human beings can talk about experiences without actually living them and of objects and events not physically present at the time and place of speaking because the use of human language is not directly controlled by stimulus. This property is called displacement. In case of animals, there is a direct relationship between the stimulus and response and they can respond only to their immediate environment. In contrast to the other animals, humans have a sense of the past and the future.

#### ***Arbitrariness***

It means that there is no inherent connection between sounds and symbols. For example, the animal known as 'dog' in English is 'kut'ta in Hindi, 'perro' in Spanish and 'hund' in German. Therefore, the relation between a word and its meaning is a matter of convention. Language thus can be called a system of conventional symbols with which a meaning is associated. Onomatopoeic words like splash, bang, cuckoo, ring, etc. are exceptions since these words seem to resemble sounds.

#### ***Creativity or open-mindedness***

Language can be used very creatively because there are various ways of combining the units of language. Using a few principles of construction, human beings can create a large number of constructions with no limit to the

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length of any one sentence. The ability to say things that have never been said before, including the possibility to express invented things or lies, is also a peculiar feature of human language.

### ***Dynamism or Flexibility or Adaptability or Modifiability***

Language is dynamic and not stable. It goes on changing at all levels – the level of sounds, words, word-meanings and sentences. Each generation modifies and changes its language in its process to adapt to changing needs and demands of the people who use it.

### ***Culture – preserving and culture – transmitting***

Language in comparison to painting, music and architecture, is the most dynamic form in which culture is preserved and transmitted to future generations.

### ***Borrowing, Compounding, Blending, Clipping and Conversion***

Human language is capable of borrowing words from other languages. Eg. Words like 'post mortem', 'modus operandi'.... have been borrowed from Latin into the English language. Language compounds or joins words to form a new word. Eg. Guest-house, bus-stand, war-ship... It blends words. Eg. Motel, Telecast... It clips words. Eg. Prof, min, max, flu, lab, plane, maths... It is capable of conversion too. Eg. To grease one's palms, to butter the superior...

### ***Sources or theories of the origins of language***

We simply do not know how language originated. But we do know that spoken language developed well before written language. Yet, when we uncover traces of human life on earth dating back to half a million years, we never find any direct evidence relating to the speech of our distant ancestors. Therefore, we speak of various theories of the origins of language.

#### ***The Divine source***

According to one view, God created Adam and 'whatever Adam called every living creature, that was the name thereof' (Gen 2:19). Following a Hindu tradition, language came from the goddess Sarasvati, wife of Brahma, creator of the universe. In most religions there appears to be a divine source that provides humans with language. Limitation: In an attempt to re-discover this original, divine language, a few experiments had been carried out with rather conflicting results. In most experiments children living in isolation without access to human speech in their early years, grew up with no language at all.

### *The natural sounds source*

#### *Bow-wow theory*

Primitive words could have been imitations of the natural sounds which early men and women heard around them. When an object flew by, making a caw-caw- sound, the early human imitated the sound and used it to refer to the object associated with the sound. The fact, that all modern languages have some words with pronunciations which seem to 'echo' naturally occurring sounds, could be used to support this theory. In English, we have words like cuckoo, splash, bang, boom, rattle, buzz, hiss, screech, etc that are very close to the sounds they echo. This type of view has been called the 'bow-wow' theory of language origin. Limitation: It is hard to see how most of the soundless, not to mention abstract, entities in our world could be referred to, in a language that simply echoed natural sounds.

#### *Yo-heave-ho theory*

According to this theory, the sounds of a person involved in physical effort could be the source of our language, especially when that physical effort involved several people and had to be co-coordinated. So, a group of early humans might have developed a set of grunts and groans and swear words which they used when lifting and carting trunks of trees or lifeless elephants. This theory places the development of human language in some social context. Limitation: Apes and monkeys have grunts and social calls, but they do not seem to have developed the capacity for speech.

#### *The oral - gesture source*

This theory suggests that there is a link between physical gestures and orally-produced sounds. Originally a set of physical gestures was developed as a means of communication. Then, a set of oral gestures specifically involving the mouth developed in which the movements of the tongue, lips and so on were recognized according to patterns of movement similar to physical gestures. Limitation: A large number of linguistic messages would defy transmission through this type of gesturing e.g. try to communicate using only gesture the following message to another member of your species - "My uncle thinks that he's invisible."

#### *Physiological adaptation*

This theory dwells on some of the physical aspects of human beings which are not shared with other creatures. These physical features are good clues that a creature possessing such features probably has the capacity for speech. Human teeth are upright and roughly even in height. Therefore, humans can easily

make sounds such as f, v, and th. Human lips which have an intricate muscle interlacing can easily make sounds like p, b, and w. The human mouth is small and can be opened and closed quickly, and contains a very flexible tongue which can be used to shape a wide variety of sounds. The human pharynx or the voice box differs significantly in position than that of monkeys. The pharynx, above the vocal chords acts as a resonator for any sounds produced via the larynx. The human brain has two hemispheres. Those functions which are analytic, such as tool-using and language, are largely confined to the left hemispheres of the brain for most humans.

#### The other minor sources or theories:

- (1) Pooh-pooh theory: Language began with interjections.
- (2) Ding-dong theory: There is a mysterious correspondence between sounds and meanings.
- (3) Sing-song or la-la theory: Language comes from play, sing-song, laughter, cooing and emotional mutterings.
- (4) Contact or 'Hey you' theory: Language comes from human contact.
- (5) Eureka theory: Language was consciously invented.
- (6) Ta-ta theory: Language comes from bodily movements.

#### **Functions of language:**

The most important function of language is to communicate, whether with others by talking and writing or with ourselves by thinking.

#### **Communication:**

We can speak of seven communication functions of language:

*Instrumental language* is used to get what we want, to satisfy our needs or desires. It may take the form of polite requests or persuasion.

*Regulatory language* is used to control the behaviour of others or getting them to do what we want them to do.

*Interactional language* is used to establish and define social relationships, and to work joyfully and co-operatively with others.

*Personal language* is used to express individuality and personality. We establish our own identities, build self-esteem and confidence through it.

*Imaginative language* is used to create a world of one's own, to express fantasy through drama, play, poetry or stories.

*Heuristic language* is used to explore the environment, to investigate and to acquire knowledge and understanding.

*Informative language* is used to communicate information, to report facts or conclusions, and to synthesize material and draw inferences.

### ***Emotional expression***

Language is a means of getting rid of our nervous energy when we are under stress. We also use it to give vent to our anger and frustration. We use it for many emotive utterances of a positive kind when we react to some beautiful art and scenery, fear or affection. Eg. My gosh!, what a sight!, wow!, ouch!.....

### ***Tracing the history of language and linguistic changes***

Language is used to give us the history of that particular language showing how it evolved and how it acquired its present form and shape. It also traces the linguistic changes at three levels namely semantic change, morphological change and syntactic change.

### ***Use in all human activities***

Language is used to express various thoughts and ideas in a variety of human activities such as religion, marketing, medicine, cuisine, biology, physics, sports, entertainment, media, literature, law, politics, etc.

### **Conclusion**

Our language is intimately bound up with our humanity. To be human is to use language, and to talk is to be a person. The gift of language is the single human trait that marks us all genetically, setting us apart from the rest of life. We engage in it communally, compulsively and automatically. We cannot be human without language and if we were to be separated from it, our minds would die.

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make sounds such as f, v, and th. Human lips which have an intricate muscle interlacing can easily make sounds like p, b, and w. The human mouth is small and can be opened and closed quickly, and contains a very flexible tongue which can be used to shape a wide variety of sounds. The human pharynx or the voice box differs significantly in position than that of monkeys. The pharynx, above the vocal chords acts as a resonator for any sounds produced via the larynx. The human brain has two hemispheres. Those functions which are analytic, such as tool-using and language, are largely confined to the left hemispheres of the brain for most humans.

#### The other minor sources or theories:

- (1) Pooh-pooh theory: Language began with interjections.
- (2) Ding-dong theory: There is a mysterious correspondence between sounds and meanings.
- (3) Sing-song or la-la theory: Language comes from play, sing-song, laughter, cooing and emotional mutterings.
- (4) Contact or 'Hey you' theory: Language comes from human contact.
- (5) Eureka theory: Language was consciously invented.
- (6) Ta-ta theory: Language comes from bodily movements.

#### **Functions of language:**

The most important function of language is to communicate, whether with others by talking and writing or with ourselves by thinking.

#### **Communication:**

We can speak of seven communication functions of language:

*Instrumental language* is used to get what we want, to satisfy our needs or desires. It may take the form of polite requests or persuasion.

*Regulatory language* is used to control the behaviour of others or getting them to do what we want them to do.

*Interactional language* is used to establish and define social relationships, and to work joyfully and co-operatively with others.

*Personal language* is used to express individuality and personality. We establish our own identities, build self-esteem and confidence through it.

*Imaginative language* is used to create a world of one's own, to express fantasy through drama, play, poetry or stories.

*Heuristic language* is used to explore the environment, to investigate and to acquire knowledge and understanding.

*Informative language* is used to communicate information, to report facts or conclusions, and to synthesize material and draw inferences.



### ***Emotional expression***

Language is a means of getting rid of our nervous energy when we are under stress. We also use it to give vent to our anger and frustration. We use it for many emotive utterances of a positive kind when we react to some beautiful art and scenery, fear or affection. Eg. My gosh!, what a sight!, wow!, ouch!.....

### ***Tracing the history of language and linguistic changes***

Language is used to give us the history of that particular language showing how it evolved and how it acquired its present form and shape. It also traces the linguistic changes at three levels namely semantic change, morphological change and syntactic change.

### ***Use in all human activities***

Language is used to express various thoughts and ideas in a variety of human activities such as religion, marketing, medicine, cuisine, biology, physics, sports, entertainment, media, literature, law, politics, etc.

### **Conclusion**

Our language is intimately bound up with our humanity. To be human is to use language, and to talk is to be a person. The gift of language is the single human trait that marks us all genetically, setting us apart from the rest of life. We engage in it communally, compulsively and automatically. We cannot be human without language and if we were to be separated from it, our minds would die.

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## कोंकणी कवितेंतले नवे प्रवाह

- भालचंद्र गांवकार

कोंकणीतली पुराय कविता आर्विल्ली अशें मानचें पडटा . हेर भासांनी जशे कवितेचे वेगवेगळे काळ दाखोवपाक मेळटात तशे ते कोंकणी कवितेचे दाखोवपाक मेळनांत . कित्याकतर कोंकणी कवितेची सुरवातूच उसरां जाली . ह्या निबंदांत हांवें बाकिबाब बोरकार ते परेश कामत मेरेन कवी घेतल्यात . कोंकणीत कवी खूब आसात पूण सगल्यांनीच नवे प्रवाह तयार करूंक नांत . मनोहरराय सरदेसाय, र . वि . पंडीत, पांडुरंग भांगी ह्या कवींची वाट मुखावेल्या जायत्या कवींनी चिरिल्ली आमकां पळोवपाक मेळटा .

आर्विल्ले कोंकणी कवितेची सुरवात बयाभाव हाणे केली . त्या काळावेले समाजीक विशय ताचे कवितेंत दिसतात . 1946 वर्सा राम मनोहर लोहीया गोंयांत आयलो आनी ताणे गोंयच्या स्वतंत्रतायेची कीट पेटयली . तें पळोवन गोंयच्या कांय कवींक स्फुर्त आयली आनी ताणी गोंयचे स्वतंत्रतायेची ओड आपणाले कवितेंतल्यान उक्ती केली

“सात लाख गोंयकार आमी  
युग नवें फुलयतले  
अंदल्यात मंत्र जिर्वीं  
ते फाल्यां उलयतले”

(सात लाख गोंयकार आमी- पांयजणां )

ही कविता आसा बाकिबाब बोरकाराची . बाकिबाब बोरकार मराठी काव्यांत एक अजंवर कवी . पूण कोंकणीतल्यो कांय कविता सोडल्यो जाल्यार ताणे नवें कांय घडयलें ना . ताच्यो 'पवित्र हो मंगळार', 'सात लाख गोंयकार आमी', 'भारताच्या ध्वजा म्हज्या' सारख्यो चडश्यो कविता प्रासंगिक . 'आयलां तें स्वातंत्र्य न्हय' हे कवितेंत कवी म्हणटा

“प्राणाक क्षय, बुद्धीक भंय, फाल्यांक जंय कालचीच वंय  
आयलां थंय तें स्वातंत्र्य न्हय . . . स्वातंत्र्य न्हय”

(आयलां तें स्वातंत्र्य न्हय- सासाय)

जे प्रवाह मराठी कवितेंत चलताले तेच वाकिवावान कोंकणीत हाडपाचो यल केलो . लावणी, पोवाडे, गीतनाट्य, अभंग हे प्रकार वाकिवावान कोंकणीत हाडले . कोंकणी भाशेंत लेगीत देखणी, मांडे, दुल्पदां, ओवयो सारखे प्रकार आसतना वाकिवावान तांचेकडेन आडनदर केली .

1955 वर्सा सावन मनोहरराय सरदेसाय कोंकणी कविता वरोवपाक लागलो आनी कोंकणी कवितेन आपली कूस परतिली . सादी-सोपी लोकांच्या जिबेवयली कोंकणी भास ताणे कवितेखातीर आपणायली आनी पयलेच फावट लोकांक कोंकणी कविता आपली कशी दिसपाक लागली . 'गोंयचो मोग', 'स्वतंत्रतायेची ओड' आनी 'सैमाची सोबितकाय' हे ताचे कवितेचे कांय विशय . ताची कवितेची भास सोपी आशिल्ल्यान वाचतल्याक आनी आयकुप्याक ताची कविता रोकडीच कळटा . तागेल्यो कविता लोकांच्या तोंडार घोळटात .

“म्हजें गोंय गोरवांचें  
पाचव्याचार चरवाचें  
एका दुदा थेंब्याखातीर  
म्हजें गोंय वसवसता

(म्हजें गोंय - गोंया तुज्या मोगाखातीर)

गोंयच्या सैमाची सोबीत वर्णनां मनोहरराय सरदेसायाचे कवितेंत आमकां पळोंवक मेळटात .

“गोंय म्हजें होंकल कशी  
पाचव्या चुडयान भल्लेली  
गोंय म्हजें रात निळी  
नखेत्रांनी फुल्लेली”

(गोंय म्हजें -जायात जागे)

कोंकणी भाशेची तांक ताणे पुराय संवसाराक दाखोवन दिली . ताणे आपली स्वताची शब्दकळा निर्माण केली . कवितेच्या मळार ताणे वेगवेगळे प्रयोग केले . जपानांतल्या 'हायकू' भशेन ताणे 'चारोळयो' हो प्रकार कोंकणींत घडयलो . तीन आनी चार वर्ळांच्यो ह्यो कविता थोड्याच उतरांनी जायतें कितें सांगून वतात देखीक

“जित्यांक रावपाक  
कितले हाल  
मेल्ल्यांक मात  
ताजमहाल”

( 'पिसोळीं' -115)

मनोहरराय सरदेसायान कोंकणी कवितेंत जायते प्रवाह निर्माण केले . ताचे कवितेचो प्रभाव उपरांतचे पिळगेचेर खूब प्रमाणांत पडिल्लो पळोंवक मेळटा . ताणे निर्मिल्लो चारोळयो हो प्रकार उपरांतच्या चडश्या कवींनी हाताळ्ळा .

1961 वर्सा गोंय स्वतंत्र जालें आनी कोंकणी कवितेक मेकळेसाणेन उस्वास घेवपाची संद मेळ्ळी . र . वि . पंडीतान कोंकणी कवितेक नवे मोडण दिलें . आशय, विशय आनी आकारान कोंकणी कविता चड मेकळी जाली . तळा-गाळांतल्या लोकांचे बोली भाशेक कवितेंत सुवात फावो जाली . ओज, आवेश, किंवाटो, तिडक, उपहास हे गुण ताचे कवितेंत पळोंवक मेळटात . वैयक्तिक भावनेपरस सामाजिक भावनेची तिका चड ओड . ताणे खऱ्या अर्थान सामाजिक आशयाची कविता घडयली . कोंकणी समाजाची दुर्दशा तागेल्या कवितेंतल्यान प्रगट जाल्या . खारव्यांच्या बोलीभाशेचो सोबीत रितीन उपेग पंडीतान आपणाले कवितेंत केला .

“नदरेंतुल्या पागेरानु  
पागितां मासोळी  
सायबा भुलोयन मासोळी  
पोवळयांच्या कंवळया वोंठार  
नाचोयत पिसोळीं  
सायबा हांसोयत पिसोळीं”

(दर्या सुंदरी)

'हांव गावडो' हे कवितेंतल्यान ताणे समाजांतल्या गावडयाचें प्रतिनिधित्व केलां . 'भाटकाराचो सत्यनारायण' कवितेंतल्यान ताणे भाटकार आनी देमू ह्या कुळवाडयाचें चित्रण केलां . ज्या घटकांक कोंकणी कवितेंत सुवात मेळूंक नाशिल्ली तांका ताणे कोंकणी कवितेंतल्यान संवसारा मुखार हाडल्यात .

पांडुरंग भांगीची कविता हेर सगल्या कवींपरस वेगळे प्रकृतीची . आपणाली कविता रचता आसतना तो ती अंतर्मुख जावन रचता . भायल्या संवसारापरस भितरल्या संवसाराचेर तागेली नदर चड . कवितेची भास घोंटिल्ली . खंयच उतराचो पाल्हाळ ना . कवितेंतलें दर एक उतर पारखून आनी जोखून वरयल्लें . .

“घोंटिल्ल्या मळवाचेर  
कांतयल्ली बावली  
केन्नातरी शेंडिल्ली  
म्हजीच ती सावळी”

(सावळी- दिश्टावो)

कवी माधव बोरकार हांचे कवितेची प्रकृती पांडुरंग भांगीचे कवितेभशेन . तो आपणाली कविता रचता आसतना आपूण अंतर्मुख जाता आनी वाचप्यांकूय अंतर्मुख करता . तागेली कविता खुबशी अमूर्त स्वरूपाची . ती थोडयाच उतरांनी जाय तें सांगता .

“दीस देठांतल्यान झडटा

अळंग फूल कसो

काळखान भरता रितो

तुडूंब दिकांचो पोसो”

(पोसो- पर्जळाचें दार)

कवी माधव बोरकार आपणाले अणभव मांडटा आसताना स्वताकडेनूच उलयल्ले भशेन दिसता . तशें करता आसतना भायल्या संवसाराचो बोवाळ कवीक आयकूंक येना . तो आपली कविता आपलेच भीतर सोदता . तरीय ती कविता कवीची एकटयाची उरना . संवसारांतल्या दरेका मनशाक ती आपली अशी दिसता . माधव बोरकारान कोंकणी कवितेक नवी खोलाय आनी नदर दिल्या हातूंत इल्लोय दुबाव ना .

मंगळुरांत कानडी लिपयेंत चा . फा . दि कोश्ता आनी जे . वि . मोरायस हाणी तितलीच ताकदीची कविता रचली . मंगळुरांतले प्रस्न गोंयचेपरस वेगळे देखून थंयची कविताय वेगळेभशेची जाल्या . चा . फा . दि कोश्ताच्यो कविता वाचतना उतरांचे आनी चित्रांचे नवे सृश्टींत प्रवेश केल्लेभशेन दिसता . अर्थावांगडाच ती स्वर लय ताल घेवन जल्माक येता . उतरांच्या स्वरांतल्यान आपशींच अर्थ उमाळो उक्तो जावप हें बऱ्या काव्याचें लक्षण . चा . फा . चे कवितेंत कोंकणी भाशेची गिरेस्तकाय सुंदरताय आनी अपुपाय पळोवपासारखी

“हाड चेडवा बुडकुलो लकय तळयांत

तुजें म्हजें उतर जालां काजच्या मळयांत

पादरी चीट वाचीना वडील माटव रचीना

म्हज्या तुज्या वऱ्या फाल्यां सोयऱ्यां सावळी येची ना

पादरी सोयरे व्हावून वचों व्हाळच्या व्हाळयांत

हाड चेडवा बुडकुलो लकय तळयांत”

(हाड चेडवा बुडकुलो- सोश्याचे कान)

समाजांतल्या चालीरितीं आड कवीन वंड केलां . तें आमकां हे कवितेंत पळोवंक मेळटा .  
कोंकणी कवितेक नवी वाट दाखोवपाचें बळगें तातूंत निश्चित आसा .

कवी नागेश करमली हाचो अणभव वेगळो . जंय अन्याय दिसता थंय तो तिडकता .  
फटकिरेंपण, बगलांट, जुलुम, जबरदस्ती, वरेंपण ह्या सगल्याचो किंवाटो तागेल्या कवितेंत  
दिसता . तरणेपणांतूच गोंयच्या सुटके झुजांत उडी घेतिल्ल्यान ताच्या वांटयाक वेगळे अणभव  
आयले . त्या अणभवांचे पडबिंब आमकां तांचे कवितेंत पळोवंक मेळटा .

“म्हज्या उस्वासांचें

कळींवर

सुक्या रगताचेर

तळसता

हुमकळटया हावेसाचेर

कूड म्हजी

उत्फरक्यांचे गोळ घेता!”

(गोळ - सांवार)

मनीस जनावरांपाश्ट जीण जियेतना कवीन पळयलां . तांची समाजीक, आर्थिक स्थिती  
आनी तांचेर जावपी अन्याय कवीन पळयला . मान-अवमान, प्रतिष्ठा-अप्रतिष्ठा कितें तें कवीन  
पळोवन घेतलां . होच कवी नागेश करमलीचे कवितेचो गाभो . जी समाजीक जाणविकाय नागेश  
करमलीचे कवितेंत दिसता ती अडेची न्हय जाल्यार ती नीज अणभवांनी प्रगट जाल्या .

कवी रमेश वेळुस्काराची कविता वेगळे तरेची . सैम, लोकवेद, श्रृंगार आनी आंतरीक  
उमाळे हांचो अपूप मेळ रमेश वेळुस्काराचे कवितेंत पळोवंक मेळटा . तेच भशेन प्रतिमांचोय  
उत्तुंग आविश्कार तागेले कवितेंत पळोवंक मेळटा . देखीक

“हळडुवीच पिंगशी कशी

पिंगश्या सावळयांची ती

दनपार

-----  
कणकणांत सांस्पुपी

मदेल्ल्या दिसावरी सुस्त

अपरंपार तोंडाची

ती दनपार हिप्पीण”

(हिप्पीण- मोरपाखां)

ह्या कवीक उतरांचे सुमाराभायर पिशें . ताचे कवितेंतलीं उतरां संगीतांतल्यां कुशीक काडपाक मेळनांत . कित्याक तर बराबर संगीत घेवनूच तीं जल्माक येतात . हाका लागून पांयांक घुंगरां बांदून धूंद नाचपी नर्तकेवरी तागेली कविता सोबता . 'सावुलगोरी' ही तागेली एक अप्रतिम कविता . तांतूत तो म्हणटा-

“तय चंद्रीमशी  
झिरझिर सावुलगोरी  
आंगार पानां मनविळख्यांची  
संगति धूंद आमोरी  
सावुलगोरी”

(सावुलगोरी -७- सावुलगोरी)

पुंडलीक नायक हाणे आपणाले साहित्यीक जिणेची सुरवात कवितेंतल्यान केली . समाजांतल्या चेपिल्ल्या मनशाचे उत्फर्के तागेल्या कवितेंतल्यान उक्ते जाल्यात . 'म्हजो बांगर बैल' ही तागेली गाजिल्ली कविता . ते कवितेंतल्यान ताणे तळागाळांतल्या गोंयच्या तरनाटयांचो धेंक बैलाच्या प्रतिकांतल्यान प्रगट केला . तो म्हणटा . .

“बैल फुडल्या पाडव्या येवंचोना  
पुजेखातीर तिश्टचोना  
जाय तसो जाय तेन्ना येतलो  
शिंगा दाखोवन पुजून घेतलो”

(म्हजो बांगर बैल- गा आमी राखणे)

आनीक एके कवितेंत तो म्हणटा-

“आमी कोण  
हाची जाप तुमकां काळूच दितलो  
अशें आमी म्हणचेनांत  
ती आमीच दितले

(आमी कोण - गा आमी राखणे)

पुंडलीक नायक हाणे सुरू केल्लो कोंकणी कवितेचो प्रवाह मुखार कोणेंच चलयलो ना . ती खासा पुंडलीक नायकाची कविता . ती ताकाच जमपाची .

प्रकाश पाडगांवकारान शरीकरणाक लागून इवाडिल्ल्या वास्को शाराचें कुशिल्लें, हळशिकावणें आंग दाखोवन सामाजिक आनी बदलिल्ल्या स्थितीचें एक वास्तव चित्रण करपाचो यत्न केला . तो म्हणटा-

“वास्को : विशाल झोपडपट्टेवरी एक शार  
कुसव्यांत गिरेस्तकायेची खाण भरिल्ली आसतनाय  
नागडें उगडे पोजडें  
आंगार अडेचीं पोवनां अळंकार चडयल्ल्या  
कलवंतावरी दिसपी”

(वास्कोयान)

'हांव मनीस अश्वत्थामो' ह्या कविताझेऴ्यांत ताणे आमचो मनीस महाभारतांतल्या अश्वत्थामावरी कसलो ना कसलो घाव घेवन जियेता तें मिथकाच्या रूपान दाखयलां . तो म्हणटा

“हांव अश्वत्थामो  
म्हाकाच खबर ना म्हजे जिणेचो हेतू  
भोवतां युगां युगां उपेक्षित काचाबुल  
दोळ्यांतल्यान रकयत रखरख  
रेंवाट काळाच्या मागविल्यान  
अनंत काळाच्यो वेदना घेवन  
निर्शेणीच्या घायाचें तेल सोदीत”

(हांव मनीस अश्वत्थामो- हांव मनीस अश्वत्थामो)

1980 उपरांत कोंकणी कविता वेगळे तरेचें मोडण घेतना आमकां पळोवपाक मेळटा . कोंकणी कवितेचे वेगवेगळे प्रवाह नव्या कवींनी तयार केल्यात . त्या कवींमदीं काशिनाथ शांबा लोलयेकार, अरूण साखरदांडे, निलवा खांडेकार, परेश कामत, शशिकांत पुनाजी हांचो मुखेलपणान आस्पाव जाता . काशिनाथ शांबा लोलयेकार हाणे नवे जाणीवेच्यो कविता बरयल्यात . तागेली कविता पलायनवादी . जेन्ना मनीस समाजाक फुडो करपाक भिता तेन्ना तो विकृत जाता आनी तसोच वागता . अशा मनशाच्यो भावना तागेल्या कवितेंतल्यान व्यक्त जाल्यात . तो म्हण्टा-



“हांव भायर सरलों देवाचे कुडींतसून  
दिवलेचेर सिगार पेटोवन दत्तात्रयाचेर धुंवर सोडून  
उपरांत हांव भायर सरलों घर सोडून”

(कविता:1984)

देव ही एक कल्पना आसा . वास्तव जिणेंत देवामदीं कसलीच शक्त ना . देखुनूच कवी देवाचे दिवलेचेर सिगार पेटयता आनी दत्तात्रयाचेर धुंवर सोडटा . दत्तात्रय हो देवांचो प्रतिनिधी . सगल्या देवांचीं रूपां आमकां दत्तात्रया मदीं पळोवपाक मेळटात . कवी आनीक एके कवितेंत म्हण्टा-

“हांव काडून घेतां रसिकवाचप्यांची कवचकुंडलां

आनी शिखंडीच्या आड उबो रावन

हांव बाण सोडटां समीक्षकांचेर

अॅटमबॉबचो स्फोट जावन हांव मरतां

पूण ह्या स्फोटांतसुनूच तर म्हजी कविता जल्म घेता”

(अॅटमबॉबच्या स्फोटाची कविता )

सुदेश लोटलीकार हाची कविता कोंकणी कवितेक अनोळखी आशिल्ल्या वेगळ्या वाटेन चलत रावल्या . निज प्रतिभेच्या सामर्थ्यान उपाट अर्थ आशयाची ही कविता . कविच्या काळजांतल्यान स्फुरिल्ले, खोल आशयाचें वेगळेंपण घेवन आयिल्ले सादया पूण अर्थपूर्ण शब्दांचे अळंकार ती आपल्या आंगापांगार व्हड अभिमानान मिरयता . तागेली कविता केन्ना केन्ना आपशींच अमूर्ताकडेन झोंपय घेता .

“कविताविविता जाय कोणां

तांदूळ मेळ्ळ्यार पुरो

खंयचे रान खंयचो सैम

लाकडां मेळ्ळ्यार पुरो”

(एक चालू कविता -पैस )

निलबा खांडेकार हाणे चलत आयिल्ले कोंकणी कवितेची फास्की मोडपाचो यत्न केला . क्रांतीकारी विचार मांडून दुसऱ्याच्या मनांत क्रांती जल्माक हाडपी ताची कविता . हे कवितेचें खाशेलपण म्हळ्यार तातूंत जाल्लो सर्रास मिथकांचो वापर

“हांवे पळयला एक हात सोब्रेटिसाचो  
विखाचो पेलो तोंडात रखयतना  
हांवे पळयला एक हात एकलव्याचो  
आंगठयावांगडा एक धनुर्धर सोंपतना  
आनी आचार्याच्या नदरेंत  
एक म्हागुरू कोसळटना”

कोंकणी कवितेक एक नवी दिका दाखोवपाची ताकत निलबाचे कवितेंत आसा.  
परेश नरेंद्र कामत हाणे कवितेक नवी उबारी दिल्या . तागेली कविता पळोवपाक अमूर्त  
स्वरूपाची दिसली तरीय तातुंतल्यान शृंगार, वात्सल्य, सैम आनी मनशाचें नातें ठळकपणान  
दिसता .

“कुसांकुसांनी ल्हव जावन पिसाभशेन तूं  
वेच्चून आंगभर म्हज्या भोंवतना  
तुगेल्या स्वासांचे लयींत ; थयथय रानांतल्यान  
पोर कसो नाचत मनभर  
काया पिंजरत पिंजरत येता पावस”

(तुजे मेरेर- अळंग)

कोंकणी कविता आयज खंयच फाटीं ना . संवसारीक कवितेवांगडा सर्त करीइतलें बळगें  
तिचेमदीं निश्चित आसा . नवे नवे प्रवाह कोंकणी कवितेंत पळोवपाक मेळटात . ती अशीच  
चलत रावतली हातूंत कसलोच दुबाव ना .

**संदर्भग्रंथ**

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