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From the Editor's Desk... ..

In this everygrowing and everchanging economy and society, education plays a pivotal role in altering human perspective and transforming the traditional mindset of society. Colleges are centers of knowledge generation, innovation storage and dissemination. In this pertinent task in transforming knowledge, it is imperative to develop research culture in the Institution of higher education. The need for conducting research and applying its findings for solving problems of poverty violence, diseases and other inequalities prevailing in society are of a great concern.

In India the field of higher education operates through over 20,676 colleges affiliated to over 454 Universities having over 11.5 million students and faculty engaged in varied strands of teaching, extension and research. There are over 10,000 candidates annually securing Ph.D from the Indian Universities but the quality of Ph.D thesis show a declining trend.

The research is a process to study the phenomenon for discovering of insight and knowledge. Therefore, quality research should be undertaken not only in the field of Science and Medicine, but also in subjects like Commerce, Economics, Psychology, Philosophy, Social work, Management, Fine Arts, Public Administration, Religious study as well. Research study should not only stress on rigorous scientific procedure but also adhere to ethically accepted norms and professional codes on conduct.

It is heartening to know that our country is nourishing and promoting research culture in the best possible ways. The Government has earmarked researched fellowship to the tune of ₹747 crores under current XI Plan period. The special grant of ₹1500 crores has been earmarked for research fellowship to tap the national talent for research and innovation.

The latent talent of our students are great potential assets which need to be tapped for all round development of society. In view of this, University Grants Commission (UGC) has been regularly initiating a number of schemes/programmes, providing financial assistance in form of fellowship and scholarships for the benefit of students.

Considering the importance of research in Institutions of higher education, Rosary College dedicated the current academic year for research. Faculty members were encouraged and motivated to undertake research that could eventually lead to the award of doctorate degree. A number of deliberations

were held about research and methodology. The current issue of GYANA is a fruit of minds ignited towards search for new knowledge. The insight, knowledge and information that is generated by the faculty is enormous and praise worthy. The contents of GYANA – our interdisciplinary journal are relevant, scientific and socially beneficial.

I am delighted that such insight, knowledge and information made available in GYANA has made it a formidable journal providing nourishing intellectual food for students, faculty and society at large.

GYANA provides well researched insight and knowledge on relevant topics contributed by our faculty. It's Rosary's way of expressing, it's sustenance, growth and excellence.

I congratulate Dr. Afonso Botelho, Associate Professor in Sociology, his team and the contributors for their efforts and hard work in bringing out the VI issue of GYANA.

I hope and wish that GYANA will inspire and ignite many many minds.

Rev. Dr. Simão R. Diniz
Principal

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EDUCATION VACCINE: THE PRICELESS OPTION TOWARDS HIV PREVENTION

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The growing incidence of HIV/AIDS in India/Goa amongst the younger population has been a matter of concern, especially considering its numerous, often irreversible, fallouts. The present article based on empirical findings attempts to find whether 'sex education' [SE] or 'adolescence life skills' [ALS] as a compulsory module has any relevance, in (present) times of numerous exposures and increasing socio-cultural 'liberation', especially in the context of HIV prevention. Though SE was often advocated due to abysmal awareness levels, there has always been the controversy engulfing the issue in India with regards to its actual implementation. The present article objectively makes a case for compulsory module on ALS/SE - at least for undergraduate students - by unraveling the present day awareness levels among college students on basic issues related to HIV/AIDS and the sources of their information. The findings affirm the relevance of ALS/SE to provide correct information, reduce dependence on dubious sources, assist youth to deal appropriately with various exposures, and to tackle the spread of HIV/AIDS itself.

Introduction

Crime against women, child molestation, sexual abuse, paedophilia, teenage pregnancies, abortions, suicides, casual/commercial sex, increase in HIV cases et al, are but a few issues haunting us in present times - sometimes even standing starkly-out as headlines in the media. Why do such ugly, unwanted, avoidable, and/or beastly things happen? Is it that we have forgotten to live as we are supposed to: as rational, precious, God-fearing human beings? Or is it short memory, convenience, short-term care-a-damn attitude or empty bravado? Or could it be instead lack of awareness of consequences? Cannot misadventure and indiscretion leave us, our loved ones and/or others with a lifetime to regret but with

no available way of getting over the fallouts, as often happens, for example in case of HIV/AIDS?

Ever since the Centre proposed to introduce in 2007 a compulsory module on 'Sex Education' [SE] or 'Adolescence Life Skills' [ALS] as it was then also called, there have been numerous debates on its merits; with controversy always shadowing the issue. Do we really need ALS/SE in a formal setting? Could ALS/SE contribute positively, for example by reducing the incidence of HIV/AIDS in India/Goa; or instead, could it promote promiscuity and experimentation among youth and thus become counter-productive to the apparently noble objective of empowering youth into wholesome beings?

This article attempts to address the merits of ALS/SE as a compulsory module of higher education based on findings of a study conducted on under-graduate [UG] college students in Goa. The study, which pertained to finding the status of awareness on human sexuality and HIV/AIDS, was essential since the aim was to objectively evaluate the need for ALS/SE based on the ground reality facing youth in present times. Any 'evaluatory' exercise of ALS/SE could be appreciated better if the same is related to a critical issue, like for instance HIV/AIDS - and this is what has been done herein.

Just about four years back, India was claimed as the country with the dubious record of having the maximum number of HIV-positive people. Presently, as a consequence of having the figures of those infected slashed by almost half due to the adoption of different modes of estimation, the rank has come to three - still a dangerous and unenviable high, one which we could certainly do without. The figure of infected persons in India which was estimated at about 5.7 million or 0.9 percent of the population earlier, is as per the newer modes of estimation, within a range of 2.5 - 3.2 million or about 0.36 percent of the population (The Economic Times 07/07/2007). In Goa, according to the Goa State Aids Control Society [GSACS] there are presently an estimated 16,000 HIV-positive cases (<http://goasacs.nic.in/hivaidsingoa2009.pdf>), with an average of almost three cases being detected per day at the Integrated Counselling and Testing Centres [ICTCs] itself, with sexual mode of transmission accounting for as high as even 96 percent of the cases.

Most people living with HIV/AIDS are in the prime productive and reproductive age group of 15-44 years. About half of all HIV infections occur among young people below 24 years, indicating the inherent vulnerability of youth in most cultures, a fact which is constant even though

there are or may be different contexts within each culture (WCC 2002: 15). Young people are vulnerable because of risky sexual behaviour, substance use and lack of access to HIV information and prevention services. As per McKee et al (2004: 111), young people often do not believe that they themselves could be vulnerable to HIV - unlike adults they more readily put themselves at risk at contracting HIV (UNAIDS 1999); with many, even despite knowing at times about HIV and ways of prevention, think that their friends are vulnerable but not themselves (Maswanya et al 1999). Lack of appropriate awareness vis-à-vis HIV is well documented globally as well as in India, with the Behavioural Surveillance Survey [BSS] and National Family Health Survey [NFHS-3] being two important sources.

Objectives of the study

- To objectively study the merits of having a separate/compulsory module on ALS/SE.
- To find the human sexuality and HIV/AIDS awareness status of college students in Goa and whether they are adequately equipped on basic issues.
- To find whether the present education/curriculum/initiatives in times of technological advancements, media pressure and exposures have been adequate to prepare the students on HIV/AIDS and related issues.

Methodology

The study was conducted on over 350 final year randomly selected UG students across Goa. The findings reported herein pertain primarily to 211 students who were administered structured questionnaires.¹ While 69.19 percent of the sample respondents were girls² and 30.81 percent boys; 22.3 percent were from urban areas, with 77.7 percent being from rural. The study completed in 2009 was on final year students since: a) the aim was to study awareness among those on the verge of leaving college portals possibly never to seek admission for further higher studies - and hence with no further opportunities in a formal setting to get scientific information related to human sexuality and HIV/AIDS; b) it would strengthen the simple argument that if college students are under-equipped on the matter despite much more exposure, poorer would be the status of those dropping-out from formal education earlier; c) it would throw light on the adequacy of the various existing initiatives in equipping students on the matter.

A study like the present one considering its broad design highlights not only on the need for ALS/SE as a separate and compulsory paper in

colleges but possibly also earlier. This is so because 'AIDS education' is usually not offered in schools – and even if done occasionally, it is for those aged [about] 15 years and above. However, 42 percent of the boys and 69 percent of girls aged 15-17 are not in school (HRLN 2008: 88). According to a study which covered 593 districts in India, most of the literate youth had not studied beyond standard VII (Mukherji 2008: 5). In Goa, amongst the top three most literate states in India, of the batch that enrolls in Standard I, an average of 4000 students drop-out before completing their schooling with only around 20 percent of those enrolled in Standard I making it to Standard X (Malkarnekar 2008: 3).

Sample profile

A brief profile of the sample elements can be found in Tables 1-4, with Table 4 providing details of ownership of 'present day gadgets' [necessities?!] of the sample students themselves. Incidentally, while only 8.53 percent did not possess any of the items namely cell-phones, motor-bikes and personal computers [PC], over 68 percent had either all or at least two. These items are those which are personally owned or/and exclusively used by the students. Items which may be present in the household but shared/used by others have not been considered.

Table 1: Nature of job of household head of sample respondents (%)

Daily wage earners	6.3
Low category salary earners	8.7
High category salary earners	9.2
Professionals	5.8
Business / Self employed	21.4
Seamen	7.8
Unemployed	0.5
Retired	2.9
Others, including housewives	37.4

Table 2: Sample distribution based on monthly household income

Monthly Household Income (in Rs.)	Boys	Girls	Total	Percentage
Below 5000=00	10	42	52	24.64
5001=00 to 10,000=00	19	40	59	27.96
10,001=00 to 15,000=00	16	24	40	18.96
15,001=00 to 20,000=00	05	10	15	07.11
20,001=00 to 25,000=00	04	12	16	07.58
Above 25,000=00	11	18	29	13.74
Total	65	146	211	100

Table 3: Household ownership of listed things

	Personal ownership/ exclusive use	Do not own/no exclusive use
Bike	98 [46.45%]	113 [53.55%]
Cell-phone	148 [70.14%]	63 [29.86%]
PC	158 [74.88%]	53 [25.12%]

Table 4: Personal ownership/exclusive use of listed things by sample population

	Own	Do not own
Refrigerator	187 [88.63%]	24 [11.37%]
AC	26 [12.32%]	185 [87.68%]
Car	68 [32.23%]	143 [67.77%]
Two-wheeler	180 [85.31%]	31 [14.69%]
Own house/flat	180 [85.31%]	31 [14.69%]
TV with cable	151 [71.56%]	60 [28.44%]
Telephone (landline)	160 [75.83%]	51 [24.17%]

Limitations

- Considering the sample size and the fact that students from all academic backgrounds including professional and technical courses were not part of the study, the findings may not be useful to draw inferences/generalizations for the entire student community of Goa.
- Although assurance was provided to students on the confidentiality and privacy front, there is the possibility that a few respondents may not have revealed the factual/true position vis-à-vis certain personal/sensitive questions/items in the questionnaire.

Study findings

Majority of the respondents (85.78 percent) claimed knowledge of issues related to human sexuality. Interestingly though, over 87 percent stated that their parents had not done the 'teaching', with over 42 percent mentioning that their teachers did not contribute towards the same either. A sizeable number of over 40 percent [each] revealed that their sources of information, at least partly, were peers/friends and way-side books/magazines. Likewise, 27 percent and 11.37 percent revealed that they got their information from television and 'others' respectively.

Although the majority initially claimed awareness vis-à-vis human sexuality, 54.5 percent subsequently revealed that they actually did not know sufficiently enough. Incidentally, a number of those who stated that they were adequately aware, were not so in reality with many having erroneous and potentially harmful information. Shocking but true, majority of the respondents did not know what 'HIV' stood for, though responses were comparatively better with regards to 'AIDS'. Three-fourths of the sample correctly indicated that HIV and AIDS are not one and the same; with the remaining either saying that they are, or having no answer. Interestingly, of those who gave the correct response, 10 percent erroneously indicated that it was AIDS which came first followed by HIV!

That HIV infection was caused by a virus and that there was no cure for it was correctly answered by three-fourths (each) of the sample, with the remaining incorrectly stating that HIV was caused by bacteria or 'other causes', and that there was a total cure available in the form of vaccines and/or medicines. Likewise the sample was not fully aware of pre- and post-natal transmission of HIV from mother-to-child. While 11 percent stated that pre-natal transmission was not possible, about 53 percent likewise stated so about post-natal transmission.

That abstinence from sexual intercourse was the 'safest' way of avoiding HIV via the sexual route was reported by only 21.33 percent of the total sample, with 22 percent of the girls not being aware of any mode of protection. Related to the same issue, personal interactions corroborated newspaper reports on the immense and blatant reliance even in Goa on the part of youth on the 'emergency contraceptive pills' like i-pill which, at least at the time of the present study were available easily over-the-counter (Beig 2008: 1).

Bizarrely though one may say, leaving aside the fact that practically all respondents were ignorant on most counts vis-à-vis the adverse fallouts of the 'easy' tablets, a fact highlighted by other reports as well (ibid; Chitlangia 2008: 11), a number of respondents shockingly stated that the same were useful to protect one from HIV and STDs as well!

Responses to ways of acquiring HIV provided unexpected results. While 69 percent indicated that 'donating' blood was a way how one can get HIV, 21.9 percent revealed that mosquito bites could do so. A relatively large figure of 17.6 percent indicated that simple kissing or hugging could transmit HIV. Whether using somebody else's needles/syringes or getting blood infused can pass on HIV, 8.6 percent each erroneously said 'no'. Likewise, 6.7, 5.2 and 4.3 percent respectively incorrectly stated that using

toilet seats, working with infected colleagues and sharing of glasses/cups/plates of an infected person could contribute towards getting HIV.

To a related question pertaining to 'high risk behaviour' vis-à-vis contraction of HIV infection, responses were again unexpected for final-year students. For instance, while 15.2 percent felt that having sex with 'commercial sex workers' [CSWs] is not dangerous, a whopping figure of 72.4 percent felt likewise about men-having-sex-with-men [MSM]. Likewise, 36.2 percent and 12.4 percent erroneously felt that having a cocktail of drugs/sex and having sexual intercourse with multiple partners respectively are not high risk behaviors. Incidentally, while 45.2 percent indicated that unchanged razors used by barbers can be a 'high risk' for HIV transmission, 54.8 percent indicated that it was not.

Responses were also poor with regards to body fluids and whether they contain the HIV virus. For instance, while around 51 percent revealed that there is no presence of the virus in semen, 29.3 percent each stated likewise with reference to vaginal fluids and breast milk of infected nursing mothers. Although a small figure, yet an unexpected figure since the study pertained to final year students, almost 9 percent indicated that blood does not contain the dreaded virus. With regards to sweat and saliva, 17.8 and 42.2 percent respectively indicated that the virus was present in the same.

With regards to tests available for detecting HIV, only 8.53 percent of the respondents had an appropriate answer wherein at least one test was mentioned. Of the remaining, while 14.69 percent provided incorrect answers, 76.78 percent gave blank responses - an indicator of lack of awareness as was confirmed by the numerous face-to-face interactions.

An overwhelming majority of 84.83 percent respondents claimed total ignorance to the meaning of 'window period'. Of the remaining few who claimed knowledge, 31 percent had an incorrect answer. A matter of grave concern was the fact that to a related question 14 percent erroneously stated it was absolutely safe to have sexual intercourse with anyone who has an HIV-negative certificate.

That the basic awareness of students is not adequate with regards to HIV/AIDS can also be seen by the high number of incorrect responses (66.35 percent) given to the question whether an HIV-positive individual always has AIDS alongside. Likewise, to the question pertaining to the time-frame within which a person who has contracted HIV will die, 28 percent gave incorrect responses [amongst who 3 percent stated they would certainly die within 2 years, with another 8 percent and 15 percent stating 2-5 years and 5-8 years respectively].

Case for ALS/SE

The study, only a few findings of which have been provided above, has revealed that all is not well on the awareness front. It appears that the present system of education/curriculum has been highly inadequate on the matter. The findings are indicators that if final-year UG students, despite supposedly having had access and exposure to a number of college-level initiatives vis-à-vis human sexuality and HIV/AIDS are un\under-equipped, the status of youth not seeking college education due to the high drop-out rate would indeed be far worse. In a way one of the targets of the 'much-earlier-completed' National AIDS Control Programme-II [NACP-II] (1999-2006) which was to increase the awareness among youth and others in the reproductive age group to 90 percent (Joshi 2000: 32) has clearly not achieved its ambitious target despite lapse of additional years since.

The present study has shown that lack of awareness was not only a thing of the past as was reported by numerous studies like Abraham and Kumar (1999);

and Sinha (1995) but that it prevails even now. It can unequivocally be stated that there is a greater need to have adequate awareness in present times due to prevailing liberal lifestyles and exposures. An earlier study had shown that 57 percent college male students in Goa having their own personal computers used the same for pornography (Falleiro 2008: 14). As Abraham and Kumar (1999: 146) state, with traditional norms and the role of the family losing their importance in governing young people's sexual behaviour in India, school-based [and certainly college-based] sexuality programmes are needed that will provide students with accurate information about pregnancy, STDs et al. Failing to give sufficient information will not only make students vulnerable to STDs, pregnancies, suicides, child abuse, mental breakdown, abortions, birth of 'orphans' and HIV/AIDS; but it will make them depend on dubious sources of information like cheap magazines/videos, internet, television or peers - as the present study and numerous earlier ones like Patil et al (2002) have shown.

There has been an innate apprehension though in some to the benefits of ALS/SE as was expressed in many Indian states, ever since the Centre proposed to introduce the same as a compulsory module. This apprehension which got translated into an all-out opposition to ALS/SE may not augur well for present times with much exposure to pornography on the internet or via "cheap" DVDs/VCDs. A report by the US National

Study Commission on Pornography reported the extent of exposure to pornography among school students. Of those who admitted seeing hardcore pornography two-third males and 40 percent females tried some of the behaviour, with 25 percent males and 15 percent females admitting doing some of the things within a few days of exposure (Apte 2008: 124).

Agreed, there is the fear that ALS/SE may lead to sexual experimentation besides emboldening and equipping youth to be 'carefully more indulgent'. However, underestimating youth, especially keeping in mind their involvement in prostitution, rising number of pregnancies and abortions can be to our own peril. NFHS-3 has shown that most women in India have had sexual intercourse even before they reached the age of 18. It also revealed that 8 percent of the women interviewed had sexual intercourse before the age of 15 (Sivanandan 2008: 7). In Delhi, a survey conducted on school and college students showed that over 10 percent admitted having sexual intercourse, among who 25 percent of the boys had sex before the age of 13, with 57 percent having multiple partners - out of whom 75 percent never used condoms

(Singh 2007: 8). Likewise, in a shocking revelation Times of India [13/09/2007: 9] based on findings of a poll among youth aged 15-19 years across 10 metros, headlined that '50% lose virginity during college'. The present study revealed that while 9 percent of the sample respondents had sexual intercourse, over 27 percent knew of other colleagues involved. Additionally, while 13 percent stated that they would go ahead with sex if one partner insists, another 9 percent revealed that if they like their partner they would agree to do so before marriage rather than go without the person, with 10 percent stating that they would agree if their partner assures that everything will be okay.

Seeing the ground reality as seen above, it can be concluded that outright rejection of ALS/SE - at least for college students - as a compulsory component can do more harm than good. Denial of the existence of risk behaviour in particular among young people facilitates the spread of HIV and other STDs in them (Verma and Roy 2002: 83). Certainly the content matter and level of exposure vis-à-vis the syllabus can be monitored to suit the age and socio-cultural background of the students. It needs to be reiterated that the focus of an appropriately designed ALS/SE module is not to train youth on safe promiscuity/sex and to promote use of condoms, but instead to teach and discuss effectively the reproductive system, human relationships and religious prescriptions; besides the virtues of love, human dignity, chastity, abstinence from sex outside marriage, respect, responsibility and fidelity. SE helps a person develop

into a healthy, normal individual who can use his or her instinct without being obsessed by it (Sinha 1995: 7).

D.B. Rao (2000: 553) highlights that AIDS education involving SE in educational institutions does not lead to increase in sexual activity among youth but on the contrary it contributes to postponement of sexual activity initiation itself. Laura Keenan (2008: 12) reiterates the same that open and participatory SE empowers the young to say 'no', rather than promoting promiscuity. According to a WHO research, the proportion of Ugandan males and females aged 15-24 reporting premarital sex, decreased from 60 and 53 percent, to 23 and 16 percent respectively, between 1989 and 1995 after the introduction of the 'Life Skills' programme [ibid]. The series of surveys conducted by the Family Planning Association of India [FPAI] among college students in Madras had likewise found that sexual activities did not increase by SE (Rajamanickam 2006: 70). WHO (1995: 36), based on WHO/UNESCO

pilot projects on school-based HIV/AIDS education, reiterated among other things that SE - does not encourage sexual experimentation; does not lead to increased sexual activity; increases the adoption of safe practices among sexually active young people; often leads to the delaying of sexual activity or to decrease in sexual activity. WHO also indicated that while SE is more effective if given prior to the onset of sexual activity, young people who have had AIDS education in school express fewer discriminatory attitudes towards people with HIV/AIDS, and have more accurate knowledge of STD and HIV/AIDS, and their prevention.

Conclusion

Considering the inadequate awareness that is currently prevailing, there is an urgent need for revamping the educational system and introducing a compulsory module on ALS/SE at least in UG colleges³ irrespective of its nomenclature just like the initiative that was taken to introduce the compulsory module on 'Environmental Education/Studies'. Incidentally, the present study has brought to light the fact that majority of the students (87.68 percent) want ALS/SE as a separate paper/subject to be handled year-round for the greater good - present and future. The desire for SE is growing due to reasons like rapid spread of HIV/AIDS, early maturation age, and increased exposure among youth with more opportunities for interaction among boys and girls (Kher 2008: 3). The International Institute of Population Sciences [IIPS] survey reported that students consider teachers to be the best people to impart SE (ibid). Indeed, it is time we realize, differences of opinion notwithstanding, that the advantages of

ALS/SE far outweigh possible weaknesses. Unfortunately at present a number of initiatives/programmes towards imparting awareness are superficial and namesake, with programmes often being rushed through without any mechanism for monitoring efficacy and/or for students to get their doubts/questions adequately addressed. It is often inappropriately assumed and/or taken for granted that college-going youth know everything - this despite the fact that no scientific information was ever given to them on a regular basis in a formal setting.

Sincere and sustained awareness-cum-education programmes are globally recognised as amongst the more effective ways of preventing the spread of HIV/AIDS. ALS/SE thus assumes greater significance. Tackling HIV/AIDS after getting infected is a costly affair in all respects. According to World Bank reports, \$1 invested in prevention is equal to about \$67 saved on care and support (HRLN 2008: 34). It is time we control HIV/AIDS at practically no cost in relative terms by emphasizing on the adage that 'prevention is better than cure' - and the best way is through empowerment of youth through appropriate awareness via ALS/SE. 'Education vaccine' can indeed be the cheapest and yet the priceless option, or protective barrier, for preventing the spread of HIV/AIDS (Pradhan et al 2006: 99). Incidentally, awareness and education can also help destroy myths and misconceptions associated with HIV/AIDS which lead to unnecessary and unjust discrimination.

In a high per capita, highly literate, tourism dependent State like Goa where various exposures - fueled by newer gadgets, internet and the ever-bold 'free' media - keep bombarding youth on a regular basis, not providing for a balanced amount of ALS/SE in a formal setting can be only to our loss. Lest we forget, Goa is gradually becoming infamous as a sex-cum-drug haven, with examples of Scarlett Keelings' et al being but a tip of the iceberg of chaos, destruction, addiction, immorality...and HIV/AIDS. Goan youth, in order to get the resources to imitate others' exorbitant lifestyles and/or to maintain their own disproportionate ones are increasingly falling into the irreversible death-trap of drugs/sex and blackmail. While a scientifically prepared ALS/SE module, keeping in mind the local socio-cultural and religious values, can provide the direction to vulnerable youth with regards to human sexuality/HIV basics, ethics, morality, appropriateness of norms, trust, fidelity, discipline et al; ignoring the same by literally keeping the minds of the students in the unknown darkness of no/wrong-information could only provide an illusory gain of preventing youth from greater promiscuity.

Notes

1. The rest were involved in face-to-face interactions to gather information for corroborative purposes only.
2. Females generally outnumber males in UG courses in Goa.
3. If there is the apprehension of it 'spoiling' children if provided earlier.

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ACCURACY ISSUES IN SLIDING TIME WINDOW

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Data streams always pose a challenge to the existing data mining algorithms. To make the task easier Sliding Windows are used. This article presents accuracy issues in data stream mining using Sliding Windows.

Introduction

In recent years, so-called data streams have attracted considerable attention in different fields of computer science such database systems, data mining, or distributed systems. As the notion suggests, a data stream can roughly be thought of as an ordered sequence of data items, where the input arrives more or less continuously as time progresses (Babcock et al 2002 and Das et al 2003). There are various applications in which streams of this type are produced such as network monitoring, telecommunication systems, customer click streams, stock markets, or any type of multi-sensor system. Many algorithms have been developed to mine stand alone data sets, but, these algorithms are incapable to process huge data streams. Sliding windows is a powerful tool that can be used in data stream mining.

Data stream model

A data stream system may constantly produce huge amounts of data (Babcock et al 2002). Regarding, aspects of data storage, management and processing, the continuous arrival of data items in multiple, rapid, time-variant, and potentially unbounded streams raises new challenges and research problems. Indeed, it is usually not feasible to simply store the arriving data in a traditional database management system in order

to perform operations on that data later on. Rather, stream data must generally be processed in an online manner in order to guarantee that results are up-to-date and that queries can be answered with small time delay. The development of corresponding stream processing system is a topic of active research [ibid. and Beringer).

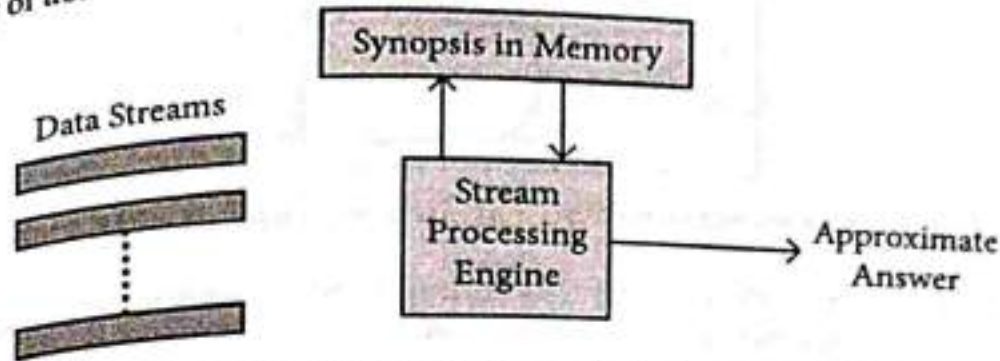


Fig. 1. Basic structure of a data stream model

The data stream model assumes that input data are not available for random access from disk or memory, such as relations in standard relational databases, but rather arrive in the form the standard relation model in the following ways (Babcock et al 2002 and Beringer)

- The elements of a stream arrive incrementally in an "online" manner. That is, the stream is "active" in the sense that the incoming items trigger operations on the data rather than being sent on request.
- The order in which elements of a stream arrive are not under the control of the system.
- Data streams are of potentially unbounded size.
- Data stream elements that have been processed are either discarded or archived. They cannot be retrieved easily unless being stored in memory, which is typically small relative to the size of the stream. Stored information about past data is often referred to as synopsis.
- Due to limited resources (memory) and strict time constraints, the computation of exact results will usually not be possible. Therefore, the processing of stream data does commonly produce approximate results (Considine et al).

Sliding time window

As the entire data stream cannot be stored in the memory, a time window is used. A time window is a subsequence of a complete data stream. The most common type of window is a so-called sliding window that is of fixed length and comprises the w most recent observations (Fig.2).

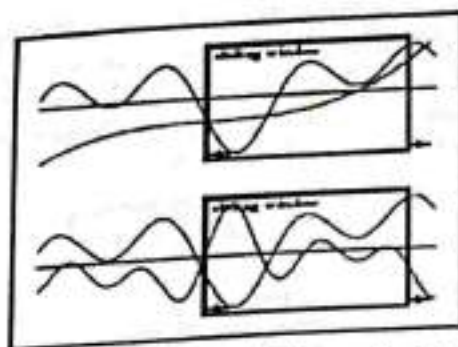


Fig. 2. Data streams within a sliding window of fixed size.

When considering data streams in a sliding window of length w , a stream can formally be written as a w -dimensional vector $X = (x_0, x_1, \dots, x_{w-1})$, where a single observation x_1 is simply a data element of the stream.

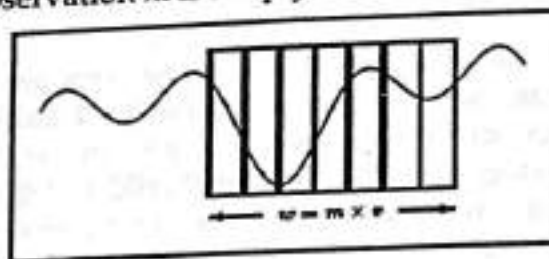


Fig. 3. A window of length w is divided into m blocks of size v .

Data streams are then updated in a "block-wise" manner each time v new items have been observed ($1 \leq v \leq w$). The number of necessary updates is reduced by a factor of v . The delay is at most one block size, this disadvantage is limited at least for small enough blocks. Apart from that, a small number of observations can change a stream but slightly, hence the clustering structure in the "data stream space" will usually not change abruptly.

An update of the stream X , in this connection also referred to as X_{old} , is then accomplished by the following shift operation:

$X_{old} : B_1 | B_2 | B_3 | \dots | B_{m-1} | B_m$

$X_{new} : B_2 | B_3 | \dots | B_{m-1} | B_m | B_{m+1}$

where B_{m+1} denotes the entering block. Size of the block may vary from 1 to w , which is the size of the sliding time window. Lower values of block size result in increase in the number of updates to the sliding time window.

Before the entry of a new block in sliding time window, a data mining algorithm is executed on the data available in the sliding time window.

The results of every such execution are stored in the local memory as synopsis, which is used later to predict and generate results for the entire stream or larger sections of the stream.

Since the end results are generated from the synopsis stored in the memory the results are approximate with chances of error.

Accuracy of Patterns in using Sliding Window

The main limitation of any algorithm in data stream mining is the huge size, the rate at which elements are generated, and the small size of processing memory. These properties of a stream make it difficult to perform any kind of analysis on data stream. Sliding window allows us to store a part of stream, perform analysis over the part, and store the results generated for overall analysis to predict patterns representing global data stream knowledge. The size of sliding window affects the accuracy of the overall results for a data stream. If the sliding window size is too small then the overall results will have more errors. So the choice left is to have Sliding Windows with more size. The restrictions on memory size do not allow us to have such big Sliding Windows. So deciding the actual size of Sliding Window to perform data mining on a data stream is problem that can be solved using optimization techniques or operation's research.

Conclusion

Even though Sliding Windows are used to solve data mining tasks on data streams, deciding the actual size of a Sliding Window is a problem of concerned. The optimal size of a Sliding Window surely proves to be a benefit to data mining operations on data streams. AN optimal Sliding Window size improves the accuracy of the overall results generated for a data stream.

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राजेन्द्र वासुदेव देशप्रभू हांचो शब्दकोशाचो वावर

भालचंद्र गांवकार
ऑसोसियट प्राध्यापक
कोंकणी विभाग

प्रास्ताविक

हो लेख बरोवपाक म्हाका श्रीपाद रघुनाथ देसाय हांचो 'कोंकणी शब्दकोश' (चार खंड)चो खूब उपेग जाला. श्रीपाद देसाय हाणें हे शब्दकोश तयार करतना कितलें संशोधन केल्लें तें आमकां हाचेवयल्यान कळून येता. आयज जे कोण पुर्विल्ल्या साहित्याचेर आनी गजालींचेर संशोधन करपाक सोदतात तांकां हे गजालीचो खूब उपयोग जातलो. देखून चारूय खंडाचो उपयोग करून हावेन हो लेख तयार केला. तो वाचून ते विशीं जाणा जावन घेवपाचो खूब गरजेचें आसा.

भारतांतल्या चालू भासांच्या शब्दकोशांमदीं कोंकणी भाशेचो पुर्तूगेज अर्थाचो शब्दकोश सगळ्यांत पयलीं १५६७ सालाआदीं गोयांत रायतूरचे सेमिनारींत कांय पाद्रींनीं रचलो. ह्या कोशांत पंद्रा हजार कोंकणी उतरांचो अर्थ आनी चार हजार कोंकणी वाक्याचो संग्रह मेळटा. १९७३ सालांत पुर्तूगालांत ह्या कोशाच्या हातबरपाच्यो प्रती छापून काडिल्ल्यान हो शब्दकोश म्हळ्यार एक व्हड वावर जावन गेलो हें आतां कळटा. रोमी लिपींत कोंकणीं मजकूर शुध्द बरोवंचेखातीर पंचवीस लोमी अक्षरां आनी सतरा खुणो वापरून सोळाव्या शेंकड्यांतली कोंकणीं भास ताणीं अज्रंवर केली. त्या कोशांतली कांय उतरां आनी वाक्यां ह्या कोशांत घेवपाचो मोह आवरून आवरना, इतलो तो कोशग्रंथ महान जावन आसा. हो कोश रचप्यांनीं आपलीं नांवां नोंदली नात. कोशाचे हातबरप घडकरून एकाच मनशाचें आसुंये. हे हातबरप सुंदर अक्षरांत निगूत बरयल्लें मेळटा. त्या वरपाचे एक नमुनो वाचप्यांखातीर हांगा दिला.

पुर्तूगेज लोक गोयांत आयल्याबराबर ताणीं रोमी लिपींत कोंकणी साहित्य बरोवन तीं हातबरपां पुर्तूगालाक धाडलीं. हें साहित्य शुध्द कोकणींत बरोवंचेखातीर ताणी पंचवीस रोमी मुळाक्षरांचे मजतीक छत्तीस शुणो घेवन मोठे हिकमतीन तें काम केलें. ही मोड पंद्राव्या आनी सोळाव्या शेकड्यांत कोकणीं लोकांचे जिवेर घोळटालीं.

पुर्तूगेज लोक गोयांत येवचें पयलीं कोंकणांत कदंब, शिलाहार, विजयनगर आनी आदिलशाही मुसलमानी राजवटीखाला गोयांतले लोक हळकन्नड आनी देवनगरी लिपयांनी बरोवपाचो वेव्हार करताले. बारदेस, साष्टी आनी तिसवाडी तालुक्यात हळकन्नड लिपयेंत सगळें बरप जातालें. हे लिपयेक कांदेवी अशें म्हणटाले. १६०७ सालांत फ्रेय आमामदोर देसांत आन ह्या पाद्रीन सांक्तोरुम म्हळ्यार संतांची चरित्रां हें कोंकणी पुस्तक सगळें हळकन्नड लिपींत बरयल्लें म्हणपाचें गजाननबाब घांटकार सांगतात.

पुर्तूगेज सरकारान कोंकणी भाशेचेर आनी हळकन्नड लिपीचेर बंधन घालें. आनी रोमी लिपींत सोळाव्या आनी सतराव्या शेकड्यांत पाद्री मिशनयांनी कोकणींत आनी कोंकणी मिस्त्रीत मराठीत धर्मिक साहित्य रचलें. १९७० सालांत गोयांत आइल्या फादर स्टीफन ह्या आयरीश जेजुइट पाद्रीन भारतीय भासो खोलायेन शिकून घेतल्यो; आनी चौदाव्या-पंद्राव्या शेकड्यांतले मराठी भाशेचें आनी सोळाव्या शेकड्यांतले कोंकणी मोडीचें मिस्त्रण करुन १६१६ सालांत धा हजार ओवयांचे क्रिस्त पुराण रचलें. कोंकणी भाशेच्या अभ्यासकांनी हें भक्तिकाव्य मुजरत वाचूंक जाय, म्हणटकच तांकां सोळाव्या शेकड्यांतली कोंकणी उतरावळ आनी भाशेची मोड हांचो वळख जातली.

क्रिस्तपुराणाचे प्रस्तावनेंत फादर स्टीफन बरयता: “पण सुध मराठी मधिमा लोकांसि नकळे देखुनु, ह्या पुराणाचा फळु बहुतां जनांसि होऊंसि काए केलें, मागिल्या कवेस्वरांचिये रितुप्रमाणें आणिएकें सोंपीं ब्राह्मणांचे भासेची फतरें ठाई ठाई मिसरित करुनु कवित्व सोपे केले”. ही ब्राह्मणांची भास म्हळ्यार कोकणी भास. ग्रंथीक मराठी भाशेंत फादर स्टीफनान सुमाराभायर कोंकणी उतरां आनी वाक्यप्रयोग वापरुन धा हजार ओवयांचे अभिनव कोंकणी-मराठी क्रिस्तपुराण रचलें. रोमी लिपयेंत हें पुराण बरयतना स्टीफनान रोमी मजतीक मराठी-कोंकणी उच्चार स्पष्ट जावंचेखातीर आनीक खुणो घेतल्यो नात. हाका लागून क्रिस्तपुराणाचें देवनगरीतलें लिप्यंतर आजून निर्दोष जावंक पावना.

कोंकणी आनी पोत्री मराठी भाशेची संयकळ नाशिल्ल्या वाचप्यांक क्रिस्तपुराण वाचून धड अर्थ लागना. देखीकः

“हे भुमिकेसी कांटक होंती । निवली कणेरी निपजती ।

भाजीपाल्यांची वनस्पती । सेविसिल तूं ।।५।।

आणी त्यांचें सत्व जरि । टळावें होतें तरि ।

पुरुसा आदीं बापुडी नारि । कांटाळों दिधली ।।६६।।

(क्रिस्तपुराण, पुस्तक पयलें, पांचवो अवस्वर)

असल्या ओवयांचो अर्थ कोंकणी भास नकळ जाल्ल्याक लांगूक सतराव्या शेकड्यांतल्या क्रिस्तपुराणासारक्या ग्रंथांतल्या उतरांचो आनी वाक्यप्रयोगांचे अर्थ दिवपाचो प्रयत्न ह्या कोशांत केला.

रोमी लिपींत क्रिस्तांवांनी रचिल्ल्या मोलादीक कोंकणी वाङ्मयाचें देवनगरींत लिप्यंतर करपाचो एक व्हड वावर कोंकणी भाशेच्या वरप्यांची वाट पळेता. ‘वन-वाळ्यांचो मळो’ ह्या पुस्तकाच्या थोड्या पानांचे अशें देवनगरींत लिप्यंतर करून डॉ. विठ्ठलबाब प्रभु देसाय हाणी एक मोठी देख घालून दिल्या. ह्या पुस्तकांत सतराव्या शेकड्यांतले सुंदर कोंकणी मोडीचो दिष्टावो जाता.

पुर्तूगेज लोकांनी गोयकारांक क्रिस्तांव केले आनी पुर्तूगेज भास शिकयली. कोंकणी भाशेचेर बंदी घाली. मदींमदीं कांय पाद्री रोमी लिपींत लुडवी कोंकणी बरोवंक लागले. कोंकणी भाशेंतले ह, ख, घ, ड, च, छ, झ, ट, ठ, ड, ढ, ण, ध, फ, भ, ष, ल बी उच्चार पुर्तू गेजींत नात. ताणी शंकरार ‘शेंकोर’ केलो आनी पुंडलिकाक ‘पुंदोलीक’ केलो, खांटेची ‘फोंत’ आनी दिसताचें ‘मिसता’ जालें. पाखल्या सायबांसारकी कोंकणी भास उलोवपांत क्रिस्तांवानीं भूशण मानलें. हिंदू कोंकण्यांचेर मराठी आनी कानडी भासांच्या अभ्यासाचो परिणाम जालो. तांचो कोंकणी हेळो आनी उतरावळ मराठी आनी कानडी मोडीचो जाली. भारत स्वतंत्र जाल्यासावन वेगळ्या वेगळ्या धर्माच्या आनी जातींच्या लोकांची एका मेकांलागची घसळ वाडली. ही मेळामेळ दिसानदीस वाडून सगळे कोंकणे लोक कांय काळान आगळी उणी एका हेळ्याची शुध्द कोंकणी उलयतले हातून दुबाव ना.

१५६६ सालापयलींच्या कोंकणी पुर्तूगेज कोशाउपरांत सतराव्या ते एकुणिसाव्या शेंकड्यामेरेन आनीक कोंकणी-पुर्तूगेज शब्दकोश जाले. पाद्रि दियाग रिबेरो हाणे सतराव्या शेंकड्यांत कोंकणी-पुर्तूगेज आनी पुर्तूगेज-कोंकणी अशे दोन शब्दकोश रचले. पाद्रि मिगेल द आल्मैदीन एक शब्दकोश रचलो. रोम शारांतल्या व्हॅटिकन ग्रंथालयांत आनी लिजबनच्या सरकारी ग्रंथालयांत दोन मोठे कोंकणी-पुर्तूगेज शब्दकोश पावले. एके वाटेन करकार लोकांक दवकायताले की तीन वर्सा भितर कोंकणी भास उलोवची बंद करुंक जाय. सगळ्यांनी पुर्तूगेज उलोवंक जाय ना जाल्यार ख्यास्त भोगतेली. दुसरे वट्यां पाद्री लोक कोंकणी भाशेंत व्याकरणां, शब्दकोश, पुराणां, चरित्रां रोमी लिपींत वरयत रावले. ते ख्यास्त लावपी काडोन गेले! ती मोलादीक वरपां आनी आमची कोंकणी भास उल्ली!

कूज रिब्यार ह्या पुर्तूगेज सरकाराच्या विद्वान सेक्रेतारान कोंकण्यांच १८६० त साद घालो. “उठात, जागे जायात, तुमची कोंकणी भास वयर काडात”. दक्षिण कोंकणांत पाद्रि माकेय जीणभर कोंकणी भाशेती सेवा करीत रावलो. गोयांत आसगांवकार मोंसिंजोर रुदोल्फ सेवास्तियांवशणै दाल्गाद हाणे १८९३ सालांत पंद्रा हजार कोंकणी उतरांचो कोंकणी-पुर्तूगेज शब्दकोश रचून उजवाडायलो. तीनशीं वर्सा रोमन लिपयेच्या चोवीस अक्षरांनी पाद्री लोक कोंकणी भास वरयताले. तांच्या ह्या वावराक लागून कोंकणी भाशेचें जावपाचें तेंच जालें! एकुणिसाव्या शेंकड्यांत कोंकणी भाशेंत मोलादीक साहित्य जावंक पावलें ना. कारण ह्या काळांत कोंकणी भास पुर्तूगेज मोडीन वरयताले !

आज देवनगरी लिपींत छापिल्लें पयलें वयलें कोंकणी साहित्य मेळटा तें म्हळ्यार १८९३ त छापिल्लो दाल्गादाचो कोश. ताचे मागीर दाल्गादान १९०५ सालांत पुर्तूगेज-कोंकणी कोश रचून उजवाडायलो. रामायणांतलो जनकराजा मिथिला नगरी जळटासतना आपलो अर्दो पांय जळ्ळो तरी तत्वज्ञानीक चर्चा करतालो. गोड्या मुताचे पिडेक लागून दाल्गादाचो पयलीं एक पांय आनी कांय वर्सांनीं दुसरो पांय कापून उडवंचो पडलो. तरीय दाल्गादान तेवीस ग्रंथ वरयले. तांतले धा ग्रंथ दोनूय पांय कापतकीर वरयल्यात! त्याभायर दाल्गादाक मुखडो आनी कमरेचीं दुखणीं जातीं वर्सा पिड्टालीं!

मोंसिंजोर दाल्गादाच्या दोन कोंकणी शब्दकोशांविरयत कोंकणी भाशेचे आनीक सात-आठ कोश रोमी लिपींत जाले. कोंकणी उतरांचे पुर्तूगेज अर्थ आशिल्ले वा पुर्तूगेज

उतरांचे कोंकणी अर्थ दिवपी अशे ते कोश गेल्या चारशीं वर्सांत रोमी लिपींत जालें. ह्या शेंकड्यांत देवनागरी लिपींत शणै गोंयबाबांची वरपावळ जाली. आनी प्रो. रामचंद्र शंकर नायक हाणीं देवनागरी लिपींत कोंकणी कोश रचूंक घेतलो. हो कोश पूर्ण जांवचे पयलीं रामचंद्रबाब भायर पडले. आनी तांचो कोश सांदीक पडलो. कोंकणी भाशेच्या कोशाची गरज सगळ्यांक जायताली. श्री सीताराम प्रकाशनान अशे परिस्थितींत कोंकणी शब्दकोश रच्यो म्हणून फुडाकार घेतलो.

देवनागरी लिपींत संस्कृत भाशेतलें बरप पुराय उच्चारानुसार जाता. जशें वरयतात तसो उच्चार करतात. बंगाली भास देवनागरीचेच एके मोडीन वरयतात. पूण तांचे उलवप आनी बरवप सारकें जायना. 'सरस्वती' वरयतात आनी शॉरॉशशॅति असो उच्चार करतात. 'हिओवार' वरयतात तर 'हवार' अशें वाचतात. मराठींत 'कर्तो' अशें बरोवन 'कर्तो' अशें म्हूण वांचतात. 'वस्तो' म्हणटात आनी 'बसता' वरयतात. गुजराथी भाशेंत 'रा' आनी 'स' ह्या दोनय अक्षरांचो उच्चार 'स' असोच करतात. कोंकणी भाशेचेंय अशेंच घडलां. देवनागरी लिपींत वरयल्लो शुध्द कोंकणी पयलोवयलो मजकूर दाल्गादाच्या कोंकणी-पुर्तुगेज शब्दकोशांत मेळटा. कोंकणी भाशेंत 'ए' आणि 'ओ' ह्या अक्षरांचे उक्ते आणि धांकते अशे दोन दोन उच्चार जातात. म्हणून आनीक दोन नवीं अक्षरां वापरुंची म्हणपाचो विचार दाल्गादान केलो ना. 'कोण' आनी 'कोणे' ह्या दोनय उतरांतलो को एकसारकोच वरयलो.

दाल्गादाफाटल्यान शणै गोंयबाबांनी आपली वरपावळ देवनागरींत उजवाडायली. त्या वेळार तीन उच्चारांचे 'अ' खुणो जोडून छापले. तरीय मुळ कोंकणी उतरांचे 'ए' आनी 'ओ' ह्या दोन अक्षरांचे धांकते आनी उक्ते उच्चार स्पष्ट छापले नात. फक्कत इंग्लिश-पुर्तुगेज उतरां देवनागरींत छापतासतन पयल्या आनी दुसऱ्या स्वरांचेर अर्धचंद्र दिवन 'ए' आनी 'ओ' चे उक्ते उच्चार दाखयले. ना म्हळ्यार 'साद' ह्या ति-म्हेनाळ्याच्या पयल्या आंकांत गोमंतक छापखान्यान हे उच्चार वेगवेगळे छापले. तरीय ती पध्दत चालू उरली ना. अजूनमेरेन "खाकीच्या कोराची हॅट घालून यो" अशें वरयतात. आनी "खाकीच्या कोराची हॅट घालून यॉ" अशें वाचतात. उच्चारानुसार देवनागरींत कोंकणी वरयताले जाल्यार दक्षीण कोंकणांतल्या आ,ई,ऊ,ए आनी ओ ह्या स्वरांच्या प्लूत उच्चाराखातीर नवीन अक्षरां आनी खुणो वापरुमच्यो पडटाल्यो. गोयांत उलयतात तशें उच्चारानुसार

वरयताले जाल्यार, "नाल्लाचो वाँडो बांयत पडलो जाल्यार तूं खंय न्हंयेत सोदुंक धांवताय? असोच वरयत आयल्यात.

'ए' आनी 'ओ' चे उकते उच्चार ह्या कोशांत वेगळ्या अक्षरांनी वा खुणांनी दाखोवंक नात. ही उणाय सोडली जाल्यार, इंग्लिश आनी पुर्तुगेज उतरांचे उकते 'ए' आनी 'आ' उच्चार बरे भाशेन दाखयल्यात. उकते "ए" चो उच्चार ॲ, ॲँ असो अर्धचंद्रान दाखयला. उकत्या ओचो उच्चार ॲँ, ॲँँ असो दाखयला. च, चा, चु, चू, चै, चॉ, चौ, चं, ज, जा, जु, जू, जे, जै, जो, जॉ, जं, झ आनी झं अक्षरांचे उच्चार ताळवे आनी दोनये अशे दोन तरांनी जातात. चि, ची, चे, चै, छ ह्या अक्षराची बाराखडी जि, जी, जे ह्या अक्षरांचे उच्चार ताळवेच जातात. 'झ' आनी 'झं' ही अक्षरां सेडून झच्या बाराखडेच्या सगळ्या अक्षरांचे उच्चार दांत्ये जातात. हो मेद दाखोवपाची व्यवस्था आजून कोंकणी वरप्यांनी करुंक नां. हीय उणाय ह्या कोशांत उल्ल्या. 'ॲँ' आनी 'ॲँँ' हे दोन स्वर धरुन कोंकणी भाशेंत उच्चारांत येतात ते सोळा स्वर ह्या कोशांत वापल्ल्यात. मात्र पोत्री उतरां वरयतना 'ॲँ' आनी 'ॲँँ' स्पष्ट करुंक नांत.

छत्तीस कोंकणी व्यंजनां ह्या कोशांत आयल्यांत. क, ख, ग, घ, ङ, च, छ, ज, झ, ञ, ट, ठ, ढ, ण, त, थ, द, ध, न, व, फ, ब, भ, म, य, र, ल, व, श, ष, स, ह, ळ, क्ष आनी झ.

हांतली ङ आनी ज हीं व्यंजना भौ थोड्या उतरांनी येतात. व हें व्यंजन संस्कृत भाशेंतल्यान आयिल्लीं उतरां वरोवंक वापरतात. क्ष आनी झ हीं. जोडाक्षरां आसात. पूण उतराचे सुरवातीक क्ख वा द्द अशीं जोडाक्षरां वरोवंच्या जाग्यार वरप्यांक आनी वाचप्यांक क्ष आनी झ हीं अक्षरां चड मानवतात. म्हणून तीं चालू दवल्ल्यांत.

अशे तरेन छत्तीस व्यंजनांचे वर्णमाळेंत ॲँ आनी ॲँँ मेळून सोळा स्वरांच्यो खुणो जोडून ५७६ व्यंजनां ह्या कोशांत आयल्यांत. त्याभायर स्वराभायर व्यंजन जाखवपोक ही खूण, रेफ वा रफार मेळून दोन खुणो; अशे ५७८ वर्ण आनी सोळा स्वर मेळून ५९४ वर्ण ह्या कोशांत वापल्ल्यात. उच्चारानुसारी कोंकणी वरयतले जाल्यार च, जच आनी झ ह्या तीन व्यंजनांचे ताळवे आनी दांत्ये उच्चार स्पष्ट दाखयतले जाल्यार च, चा, चु, चू, चौ, चो, चं, ज, जा, जु, जू, जै, जॉ, जो, जं, झ आनी झं ह्या एकुणीस अक्षरांचे उच्चार ताळवें आनी दांत्ये जातात म्हणून एकुणीस अक्षरां नवीन तरेन वरोवंची पडटालीं. त्या

भायर दक्षीण कोंकणात आ, ई, ऊ, ए आनी ओ ह्या स्वरांचे प्लूत उच्चार करतात. ते स्पष्ट बरोवंक गेल्यार १८० नवीं अक्षरां वाडटलीं लिपींत बदल केल्लो वाचप्यांक मानवता अशें नां. बदल करची गरज पडली तर ते सवकासायेन करचे म्हणून हें काम फुडाराक दवल्लां.

भाशेच्या सगळ्या उतरांची व्युत्पत्ती सारक्याच निश्चितपणान केणाच्यान सांगू नज. भारताचो वर्सोसंकीर्ण इतिहास स्पष्ट जावचो उल्ला. सगळीं उतरां कशीं बदलत गेलीं हें सांगप हो एक वादाचो विषय जाता. कापूर हें उतर अरबीतल्यान भारतांत येवन मागीर संस्कृत भाशेंत गेलें. एके भाशेंतल्या हजारांनी उतरांची व्युत्पत्ती सोदून दिवप हें सवकासायेन करपांचे काम आसता. ह्या कोशांत हें काम पुराय विवचूक जालां अशें म्हणू नज. व्युत्पत्ती ही जायत्या उतरांच्या बाबतींत वादग्रस्त आसता. देखीक; मुंड ह्या उतराचो अर्थ एक पुराण काळांतली भारतांतली वंश-जात. मुंड ह्या उतराचो संस्कृत भाशेंतलो अर्थ कापिल्लें शीर वा तकली. आनी मुंडकार ह्या उतराचो अर्थ कोंकणीत खंडेली वा कूळ असो कसो जायत? हाचे उरफाटें मूण म्हळ्यार कंत्राट आनी मुणकार म्हळ्यार कूळ असो शब्द घेवचो पडटलो. कोंकणांत मुंडकार म्हणून जात नाच. मुणकार हो धंद्याचो वाचक शब्द आसा. सुदीर मुणकार आसतात. तशे वामणय मुणकार आसतात.

कांय उतरां दोन चार भासांतल्यान वापरिल्लीं घेतल्यांत. देखीक:- जनेल हें जान्वेल म्हणून लातीं भाशेंत मेळटा आनी झ्यानेल हें पुतुर्गेज उतर वा जनल हे तामीळ उतर आसा. अशें अवस्थेंत कोंकणींत हे उतर पुतुर्गेजींतल्यान आयलां अशें दिलां. संस्कृतांतल्यान कर्म ह्या उतराची कोंकणीत काम आनी कर्म अशीं रुपां वापरतात. तांची व्युत्पत्ती संस्कृत म्हणून दिल्या. डोळो वा दीळो ह्या उतराची व्युत्पत्ती संस्कृत वा कानडी अशी दोनूय भासांतल्यान लांव येता. अम्मा हें उतर कोंकणी, कानडी, तेलगू, तामीळ, माल्याळी ह्या भासांत वापरतात. आई, ताई हीं उतरां द्राविडी वळणार्चीं. आका ह्या उतराची व्युत्पत्ती कानडी संस्कृत अशी दोडची दिवं येता. व्युत्पत्ती ह्या विषयाचेर कोंकणीत वेगळो ग्रंथ जांवक जाय. ह्या कोशापुरते उलोवंचे जाल्यार हाचेपयलीं मो. दाल्गादशणैन दिल्ल्या कोंकणी उतरांचें व्युत्पत्तेचो विचार करुन, गरज आसा थंय सुदारपाचो यत्न केला. देखीक: नरम हें उतर फारशींतल्यान आयलां आनी नरमाय,

नरमप आनी तरमावप हीं उतरां मराठीतल्यान आयलीं अशें दाल्गाद म्हणटात. हें बरोबर दिसना. हीं. चारय उतरां फारशी व्युत्पत्तीचीं हें कबूल करचें पडटा. नवे हें उतर संस्कृतांतल्यान आयलां आनी णव ह्या अर्थाचें नव हें उतर मराठीतल्यान आयलां अशें दाल्गाद सांगतात हें सारखें दिसना. नव, नवम, नम हीं सगळीं कोंकणी उतरां संस्कृतांतल्यान कोंकणींत आयल्यात. तीं उतरां गुजराती, हिंदी वी भासांतय आसात. त्या सगळ्या भासांत तीं संस्कृतांतल्यानच आयल्यांत. दामगो भात, दातें, जात चौदा वी उतरां मराठीतल्यान आयल्यांत म्हणपाचें दाल्गादांचे विधान चूक आसा. तीं उतरां चक्क संस्कृतांतल्यानच आयल्यांत. दामगो हें. उतर शुध्द कोंकणी. तें प्राकृतांतल्यान आयलां. व्युत्पत्तींत चुको मेळ्ळ्यो तर वाचप्यांनी आमकां कळोवंचे उपकार करचे. आमी भौन भौन विचार करू जोड - उतरांतले एक उतर एके भाखेतलें तर दिसरें उतर दुसरे भाशेंतलें उरता. अशा वेळार त्या उतरांची क्रमान व्युत्पत्ती दिल्या. देखः अवकलसून्य(असं), कपडोलत्तो (संफा). शून्य आनी कपडो हांची व्युत्पत्ती संस्कृत भाशेतल्यान, तर अवकल हें उतर अरबी आनी लत्तो हें उतर फारशी.

भारतांतल्या साबार भासांचेर संस्कृत, प्राकृत, अरबी, फारशी आनी इंग्लीश ह्या भासांची छाप पडल्या. कोंकणी भाशेचेरय या भासांचे छाप बसल्यात. त्याभायर चारशीं वर्सा हे भाशेचेर पुर्तुगेज भास, तांचीच शैली आनी क्रिस्ती विचारावळ हांची छाप पडल्या. गेल्या तीस वर्सांत हे भाशेचेर हिंदी आनी इंग्लीश भासांचो जायतो परिणाम वाडत आसा. चार वर्सा कोंकणी भुरगो सांगता “हांव नर्सरी स्कुलांत शिकता”, तो गाणें म्हणटा. “मेहबूवा ऐ मेहबूवा”! जाझ आनी सॉफ्ट म्युझीक हांतलो भेद पंद्रा वर्साचो भुरगो सांगता. श्लोक, अभंग कविता, स्त्रोत्र वी वस्तू पुडल्यान आनी तोपयेन आपले बरोबर व्हेल्यो. ह्या कोशांत जायती इंग्लीश उतरा आयल्यांत. अॅडमिरल, एअर व्हायस मार्शल, स्क्वॉड्रन लीडर, प्रोनिसिलीन, कार्डियोग्राम असलीं ह्या उतरां भारतांतले सगळे भाशी लोक सर्रास वापरतात. अजून ह्या उतरांक सरकारानय पर्यायी उतरां वापरूंक नात. एका पानार आयकर अधिकारी आनी इन्कमटॅक्स ऑफिसर अशीं उतरां आमी वापरतात. हिंदी भाषी लोक इंग्लीश उतरां चड वापरतात. कारणांवरग वापरतात. त्या मानान कोंकणी लोकांमदीं इंग्लीश-पुर्तुगेज उतरां वापरांत आयलीं. तरी कमी प्रमाणात आसतात. हीं सगळी उतरां कोंकणी म्हणून कोंकणी कोशांत घेतल्यारवगर इलाज ना. शब्दकोश हो समाजाचे जिणेचे पडविंव उरता. कोंकणी शब्दकोश हो अठरापगर कोंकणी

जिणेचें चित्रांग आसा हे वचपी वळखतलेच. हॉस्पिटल आनी ऑपरेशन ह्या उतरांवांगडा अॅलोपाथी, केमिस्ट, पॅकींग, अॅक्यूपंचर हींय उतरां कोंकणी जालीं. सेनापती हें उतर पोत्रें जालें. कमांडर आनी कमोडोर ह्या उतरांचे दीस आल्यात. कांय काळान हींय उतरां बदलून तांच्या जाग्यार वेगळीं उतरां हातूंत दुबाव ना.

ह्या कोंशांत आयिल्ल्या उतरांत नामाचीं एकवचनी पुल्लिंगी रुपां घेतल्यांत आडवादान एकाद्रें उतर भौवचनी वा दुसऱ्या लिंगांत दिलां. आतामेरेन चारशीं वर्सांभितर रचिल्या आठ-धा कोशांभितर चौथे विभक्तेचीं धातुसार्धीत रुपां कोंकणी कोशकारांनी अर्थाखातीर घेतल्यांत. दिवंक, करुंक, आपोवंक, हाडूंक, मारुंक अशीं क्रियापदाचीं धातुसाधितां घेतल्यांत हें सल न्हय. ह्या कोशांत घेवप, करप, दिवप, वसप, उठप, मारप अशीं धातुसाधीत नामां उरतात. आजकाल ह्या रुपांतच भौकरुन क्रियापदाची हीं रुपां पयले विभक्तेचीं सारकी धातरुपां अर्थ दिवंचे खातीर घेतल्यांत. अर्थ सांगपाची जायत्या भासांनी पध्दती पडल्या.

वर्सभर एका मनशान वावर केल्यार कोंकणी भाशेची पंद्रावीस हजार उतरां होंयटयेत येवन पडटात. हातेवेल्यान ही भास कितली विकसीत जाल्या, हे भाशेचें वळगें केदें म्हणपाचें कळटा. आनीक वर्सभर उतरां पुजांवचो वावर चालू दवल्ल्यार तीस हजार उतरांचो कोश तयार जायत.

शब्दकोशाचे रचणुकेसंबंदान पोत्र्या काळांत वडिलांनी कडक नेम घालून दवल्ले. “शब्दकोश हें राष्ट्रीय पुस्तक उरता. म्हणून तातूंत संहित शब्द दिव नयेत. नामरुपां आनी धातुरुपां दिवं नयेत. ग्रंथ-नांवां, थोर पुरुषांची नांवां, प्रसिद्ध स्थळांची नांवा, पुराणांतल्या पुरुषांची आनी स्थळांची नांवा दिवं नयेत. वनस्पती, द्रव्या, नुसतें, फातरांची नांवा भाषाकोशांत दिवं नयेंत. वेव्हारीक नांवां तितलीं दिवंची.... वाच्यार्थाभायर लक्ष्यार्थ आनी व्यंज्यार्थ कोशांत दिवं नयेत... उतरांचो उपयोग दाखोवंक कोशांत वाक्या दिवंची न्हय. परधर्मियानी, परदेशस्यांनीं, पतितांनी आपले भाशेंतले वा परभाशेंतले अप्रभ्रष्ट शब्द कोशांत दिवं नयेत”. श्री वि. का. राजवाडे हाणी हे नेम घाले. हे नेम घालप समा न्हय. १५६६ सालापयलीं रचिल्ल्या पयल्या कोंकणी-पुर्तुगेज कोशांतली उतरां आनी वाक्यां ह्या कोशांत मुजरत साबार घाल्यांत. तांकां लागून सोळाव्या शेकड्यांत आपल्या

कोंकणी पुर्वजांची भाशेची मोड, ताच्यो येवजण्यो कळून येतात. आमी वापरतात तांतली खंची उतरां कितली पोत्रीं आसात, कांय म्हणी कितल्यो प्राचीन आसात, कांय उतरां कशीं बदल्यांत अशी आयती माहिती मेळटा. “इदुली वादुली, कांसरान पेटिली, आंकवाक घोंसिली, पापियांनी”. इतली अलंकारीक ओवी सोळाव्या शेंकड्यांतल्यान ह्या कोशांत मुजरत घेवंक जाय, ह्याविशीं कोंकणी वाचप्यांत दुमत जांवचे ना. चारशीं वर्सापयलींचो कोंकणी कोश म्हळ्यार रत्नांची खण, तांतलीं शेकड्यांनी उतरां आनी वाक्यां ह्या कोशांत आवर्जून घेतल्यांत.

कोंकणी भाशेच्या शुध्द लेखनाचो एक नेम असो आसा की उतरांचे निमाणें अक्षर आकारांत म्हणून हस्य आयलें जाल्यार ताचे आदलें अक्षर दीर्घ उरता. देख: रुप, चूत, शीर, वीण बी. ह्या नेमाक संस्कृत भाशेंतल्यान आइल्या खूब उतरांचो आडवाद उरता. देख: शिव, गुण, कुश, कुळ, गुरु, दिक, बुध, युग, विख, गुम. असल्या कांय उतरांचे बरप कोंकणी बरप्यांनी सुदरिल्लें आसा. देख: मुनि चें मुनी, कवी चें कवी, पति चें पती, विधि चें विधी, सुइ चें सुय अशो सुधारणां जाल्यांत. अशे परिस्थितींत आडवादाची उतरां खूब नासची. म्हणून गुण, कुळ बी उतरां, गूण, कूल अशीं ह्या कोशांत घेतल्यांत. कोशकाराक भाशेच्या वापरातल्या उतरांत फरक वा सुधारणां करपाचो अधिकार नासता. म्हणून आनीक कसल्याच उतरांत कांय फरक करूंक नात. वापरांत आसात तशीं उतरां घेतल्यांत. दाल्गादान शंबर वर्साफाटीं जीं उतरां वापल्लीं तांतल्या कांय उतरांचे उच्चार काळगतीन लोकांच्या उलोवपांत आनी बरपांत बदल्ले.

मोसिंजोर दाल्गादान कोंकणी-पुर्तुगेज शब्दकोश रचलो तेन्ना १८९३ सालांत पेडणें म्हालांत श्रीमंत वासुदेव रघुनाश प्रभु देसाय देशप्रभु पयले बारांव आसले. ताणी कोंकणी-पुर्तुगेज शब्दकोश उजवाडावंक दाल्गादाक कोशाचें प्रस्तावनेत बरयलां. “पेडणेच्या त्याच बारांवाच्या घरांत कोंकणी उतरांचो कोंकणीत अर्थ दिवपी पयलो-वयलो शब्दकोश घडचो हो एक अपूर्व योगायोग आसा”.

शणै गोंयबाबांनी मुंबयच्या गोवा हिंदू असोसिएशनांत एका दसयाच्या दिसा केल्ल्या भाशणांत सांगिल्लें, “संवसारातल्या हिताची कसलीय व्हडली करणी करूंक आपूण जल्मलां, आनी त्याखातीर, सगळो संवसार आपणा एकल्याचेर आधारून आसाच अशेच भावनेन जण एकल्यान वावरूंक लागचें. म्हणटकूच, संवसाराच्या सुखांत तो

इल्ली तरी भर घालतलो आनी आपणाल्या जल्माचें सार्थक करतलो, हातूंत दुवाव ना". भौमान्य वालावलिकारांची उतरा भौन भौन म्हजे तकलेंत घोळटात. ह्या कोशाचो वावर करपाक म्हाका ह्या उतरांनीं उर्बा दिली. कोंकणी समाज म्हज्या वावराची वाट पळेता, ही कल्पना अपार सुखदिणी आसा, हें सांगचे लागना. आजवेर जाणी कसलेंय भाशेचो शब्दकोश करूंक घेतलो तांतां त्या वावरांत वर्साचीं वर्सां वावरत रावंचे पडलें. खूब त्रास काडचे पडले. हें आमी इतिहासांत वाचतात.

संदर्भ ग्रंथ

देसाय श्रीपाद रघुनाथ

- 'कोंकणी शब्दकोश-पयलो भाग-खंड १; श्री सीताराम प्रकाशन, पेडणे गोय.

देसाय श्रीपाद रघुनाथ

- 'कोंकणी शब्दकोश-दुसरो भाग-खंड २; श्री सीताराम प्रकाशन, पेडणे गोय.

देसाय श्रीपाद रघुनाथ

- 'कोंकणी शब्दकोश-तिसरो भाग-खंड ३; श्री सीताराम प्रकाशन, पेडणे गोय.

देसाय श्रीपाद रघुनाथ

- 'कोंकणी शब्दकोश-चवथो भाग-खंड ४; श्री सीताराम प्रकाशन, पेडणे गोय.



CLOUD COMPUTING

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This paper gives an overview of cloud computing, the different types of cloud computing services and the deployment models used. Cloud Computing is a style of computing where dynamically scalable and often visualized resources are provided as a service over the internet. These services can be consumed by any user over a standard HTTP medium. The user does not need to have the knowledge, expertise or control over the technology infrastructure in the "cloud" that supports them.

Cloud computing is the current buzz word today and several IT firms like Fujitsu, Dell, Hewlett Packard, IBM, VMware, NetApp and Microsoft are actively involved in cloud computing.

What is Cloud Computing?

Cloud computing is a general term for anything that involves delivering hosted services over the Internet. It is Internet-based computing, whereby shared resources, software, and information are provided to computers and other devices on demand, as with the electricity grid.

Cloud computing is a natural evolution of the widespread adoption of virtualization, service-oriented architecture and utility computing. It describes a new supplement, consumption, and delivery model for IT services based on the Internet, and typically involves over-the-Internet provision of dynamically scalable and often virtualized resources. It is a byproduct and consequence of the ease-of-access to remote computing sites provided by the Internet. This frequently takes the form of web-based tools or applications that users can access and use through a web browser, as if it were a program installed locally on their own computer. Typical

cloud computing providers deliver common business applications online that are accessed from another Web service or software like a Web browser, while the software and data are stored on servers.

The name cloud computing was inspired by the cloud symbol that is often used to represent the Internet in flowcharts and diagrams. A cloud service has three distinct characteristics that differentiate it from traditional hosting. It is sold on demand, typically by the minute or the hour; it is elastic, a user can have as much or as little of a service as they want at any given time; and the service is fully managed by the provider. The consumer needs only a personal computer and Internet access.

Cloud computing services are broadly divided into three categories: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS).

Infrastructure-as-a-Service (IaaS)

Infrastructure-as-a-Service provides virtual server instances with unique IP addresses and blocks of storage on demand. Customers use the provider's application program interface (API) to start, stop, access and configure their virtual servers and storage. IaaS offers CPU, memory, storage, networking and security as a package. IaaS is the virtual machine in the sky. In general, with IaaS, you choose from a range of operating systems, a size for your hardware that is the number of CPUs and CPU power, and an amount of storage. In the enterprise, cloud computing allows a company to pay for only as much capacity as is needed, and bring more online as soon as required. Because this pay-for-what-you-use model resembles the way electricity, fuel and water are consumed; it is sometimes referred to as utility computing. There are a number of successful IaaS providers: Amazon, Joyent, GoGrid and FlexiScale. While Amazon is the best known of the providers, Joyent is also huge hosting many Facebook applications and they host the social network LinkedIn, among others. The benefits of IaaS, in addition to the ability to scale, are the costs to get started and the ability to pay only for what you use. For a startup or small business, one of the most difficult things to do is keep capital expenditures under control. By moving their infrastructure to the cloud, they have the ability to scale

as if they own the hardware and data center (which is not realistic with a traditional hosting provider) and keeps the upfront costs to a minimum.

Platform-as-a-service (PaaS)

Platform-as-a-service (PaaS) in the cloud is defined as a set of software and product development tools hosted on the provider's infrastructure. Developers create applications on the provider's platform over the Internet. PaaS providers may use APIs, website portals or gateway software installed on the customer's computer. PaaS offerings facilitate deployment of applications without the cost and complexity of buying and managing the underlying hardware and software and provisioning hosting capabilities, providing all of the facilities required to support the complete life cycle of building and delivering web applications and services entirely available from the Internet. PaaS offerings may include facilities for application design, application development, testing, deployment and hosting as well as application services such as team collaboration, web service integration, database integration, security, scalability, storage, application versioning, application instrumentation and developer community facilitation. These services may be provisioned as an integrated solution over the web. PaaS offerings typically provide some level of support to ease the creation of user interfaces, either based on standards such as HTML and JavaScript or other Rich Internet Application technologies like Adobe Flex, Flash and AIR. Rich, interactive, multi-user environments and scenarios can be defined, tried out by users, with tools that make it easy to log out features that annoy or frustrate either novices or experts. Creation tools allow interfaces to be defined for different user profiles by function or expertise. PaaS offers improved user experience by incorporating channels for end user's feedback throughout creation, design, development, testing, roll-out, that is the entire life-cycle of the application. Different PaaS offerings provide different combinations of services to support the application development life-cycle. Comprehensive PaaS should provide all service options in an integrated development environment within the actual target delivery platform, with source code control, version control, dynamic (interactive) multiple user testing, roll out and roll back with the ability to audit and track who made what changes and when to accomplish what purpose.

Force.com and GoogleApps are examples of PaaS. Developers need to know that some providers will not allow software created by their customers to be moved off the provider's platform. Also some PaaS offerings lack development, debugging and test capabilities, and provide only hosting-level services such as security and on-demand scalability.

Software as a Service (or SaaS)

Software as a service (or SaaS) is a way of delivering applications over the Internet-as a service. Instead of installing and maintaining software, you simply access it via the Internet, freeing yourself from complex software and hardware management. SaaS applications are sometimes called Web-based software, on-demand software, or hosted software. Whatever the name, SaaS applications run on SaaS provider's servers. The provider manages access to the application, including security, availability, and performance. SaaS customers have no hardware or software to buy, install, maintain, or update. Access to applications is easy - all you need is an Internet connection. This type of cloud computing delivers a single application through the browser to thousands of customers using a multitenant architecture. On the customer side, it means no upfront investment in servers or software licensing; on the provider side, with just one app to maintain, costs are low compared to conventional hosting.

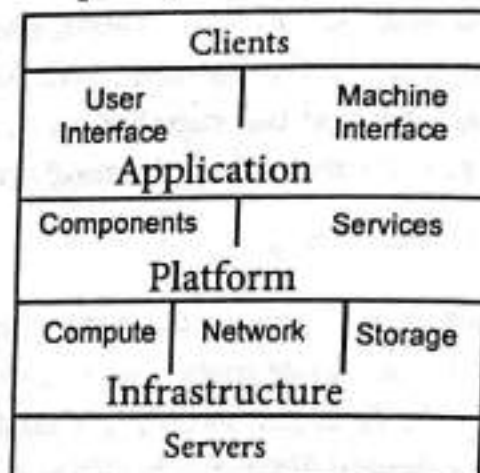
The two major categories of SaaS are:

Line-of-business services, offered to enterprises and organizations of all sizes. Line-of-business services are often large, customizable business solutions aimed at facilitating business processes such as finances, supply-chain management, and customer relations. These services are typically sold to customers on a subscription-basis.

Consumer-oriented services, offered to the general public. Consumer-oriented services are sometimes sold on a subscription-basis, but are often provided to consumers at no cost, and are supported by advertising.

Examples of SaaS are Salesforce.com providing CRM solutions and some desktop applications like Google Apps, NetSuite and Zoho Office.

Cloud Computing Service Architecture



Cloud computing stack

The two most significant components of cloud computing architecture are known as the front end and the back end.

Front end

Front end refers to the interface through which a user can use some kind of services. It is the part seen by the client that is the computer user. This includes the client's network (or computer) and the applications used to access the cloud via a user interface such as a web browser. All the cloud computing systems do not give the same interface to users. Web services like electronic mail programs control some existing web browsers such as Firefox, Microsoft's Internet Explorer or Safari.

Back end

Back end refers to the physical peripherals. In cloud computing back end is the 'cloud' itself which may consist of various computer systems, data storage systems and servers. Group of these clouds make a whole cloud computing system. Theoretically, any cloud computing system can include practically any type of computer machine program that can be imagined by a human being, such as from video games to data processing, software development to entertainment. Usually, every application would have its individual dedicated server for services.

Deployment models used in cloud computing

Public Cloud

Public cloud or External cloud describes cloud computing in the traditional main stream sense, whereby resources are dynamically provisioned on a fine-grained, self-service basis over the Internet, via web applications/web services, from an off-site third-party provider who bills on a fine-grained utility computing basis.

Community Cloud

A Community cloud may be established where several organizations have similar requirements and seek to share infrastructure so as to realize some of the benefits of cloud computing. With the costs spread over fewer users than a public cloud (but more than a single tenant) this option is more expensive but may offer a higher level of privacy, security and/or policy compliance. Examples of community cloud include Google's "Gov Cloud".

Private Clouds

Private clouds are built exclusively for individual enterprises. They allow firms to host applications in the cloud, while addressing concerns regarding data security and control. There are two variations of private clouds:

On-premise private cloud

Also known as an "internal cloud", this model is hosted within an organization's own data center. It provides a more standardized process and protection, but is often limited in size and scalability. This model is best for applications that require complete control and configurability of the infrastructure and security.

Externally hosted private cloud

With this model, a third-party provider is responsible for hosting the cloud infrastructure. The service provider facilitates an exclusive cloud environment with full guarantee of privacy. This format is recommended for organizations that prefer not to use a public cloud infrastructure due to the risks associated with the sharing of physical resources.

Hybrid Clouds

Hybrid clouds combine the advantages of both the public and private cloud models. In a hybrid cloud, a firm can leverage third-party cloud providers in either a full or partial manner, increasing the flexibility of computing. The hybrid cloud environment is also capable of providing an on-demand, externally provisioned scalability. Augmenting a traditional private cloud with the resources of a public cloud can be a solution used to manage unexpected surges in workload.

Features

Agility improves with users' ability to rapidly and inexpensively re-provision technological infrastructure resources.

API accessibility to software that enables machines to interact with cloud software in the same way the user interface facilitates interaction between humans and computers.

Device and location independence enables users to access systems using a web browser regardless of their location or what device they are using (e.g., PC, mobile). As infrastructure is off-site (typically provided by a third-party) and accessed via the Internet, users can connect from anywhere.

Reliability is improved if multiple redundant sites are used, which makes well designed cloud computing suitable for business continuity and disaster recovery.

Maintenance of cloud computing applications is easier, since they don't have to be installed on each user's computer. They are easier to support and to improve since the changes reach the clients instantly.

Metering means that cloud computing resources usage should be measurable and should be metered per client and application on a daily, weekly, monthly, and yearly basis.

Benefits

Cost-Savings

There is no question that migrating to a cloud-computing model can render significant cost savings for an investment firm. Rather than purchasing costly infrastructure and building out their own communications room, firms can outsource that infrastructure to a third-party and manage all of

their data and applications from a simple Web address on the Internet. Start-up firms can particularly benefit from this model, as they typically do not have a surplus of upfront capital to invest in their own infrastructures or IT staffs.

Scalable and Flexible

One of the greatest benefits to cloud computing is that firms only need to pay for the resources and capabilities they need. In a traditional infrastructure model, firms must invest in advanced servers and storage devices that generally come at fixed costs. Cloud computing is uniquely flexible and scalable, operating on a utility basis and allowing firms to pay as they go and only for the resources they will use. Because cloud computing is a virtualized solution, there are other distinct advantages not offered by traditional server models. Space, storage and RAM are quick and easy to add. There is no need to wait for quotes to be drafted and equipment to be ordered and shipped. Instead of taking days, a firm's needs can be fulfilled in a matter of hours.

Multi-tenancy

Cloud computing also supports multi-tenancy, which allows for increased utilization and efficiency. While some may express concern as regards to a multi-tenant cloud infrastructure, a properly configured cloud will utilize software segregation at the storage, switch, server and firewall levels to ensure all data are secure and fully segmented.

Green Benefits

Cloud computing – using the Internet as a gateway to technology – has a significant environmental benefit. The resources and energy needed to maintain and manage a traditional communications room are considerable. Power, cooling and basic energy supply equipment must be at peak performance at all times in order to facilitate maximum uptime for hedge funds and investment firms. With cloud computing, firms do not need to host internal equipment, thereby saving on energy costs. Additionally, third-party providers often have custom data centers specifically designed for better energy efficiency.

Problems with Cloud Computing

Though from operation and maintenance point-of-view cloud computing is a great cost-effective IT solution for business of any magnitude, it has some major concerns-technical developments, security and privacy. Since cloud computing is relatively a new technology in comparison to other existing computing solutions, it still has lots of scope of becoming a mature system as a reliable and cost-effective computing technology.

Since due to outsourcing all the important data resides in a third party premise, there is always a concern about the trust-worthiness of the cloud service providers. Any security and privacy violation can be fatal- keeping this in mind many business owners are still to be convinced about the security and privacy issues of cloud computing.

More sensitive data are banking and Governmental data. There are chances of classified document of any Government agency getting leaked or user's credit card information falling into the hands of cyber criminals. As soon as cloud privacy issues are more and more organized and strict rules and governance for cloud operation are in place, more and more business will feel safe to opt for cloud computing.

Conclusion

The main advantage of using cloud computing facility is that customers do not have to pay for infrastructure installation and maintenance cost. Users of cloud computing have to pay the service charges according to their usage of computing power and other networking resources. Moreover, they do not have to worry about software updates, installation, email servers, anti-viruses, backups, web servers and both physical and logical security of their data. Thus, cloud computing can help users/organizations to focus more on their core business competency. Hence, this low-cost computing power is gaining popularity among businessmen, especially medium and small size, and governmental organizations, as people are releasing the power of cloud environments. Also, if Cloud Computing and SaaS become fully functional it might probably solve some of the major concerns of the software industry, which is illegal piracy of software.

In spite of the several advantages, there have been criticisms that consuming and exposing all software services over the HTTP network would enable the organization IT infrastructure to fully depend on the Internet medium, compromising on security and privacy of their data.

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PRAGMATICS OF ADVERTISING

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Communication is a very important function of language. The language in use changes according to the purpose or the intention of the speaker as well as the context of the situation. The advertising media is one of the most important examples to show how the use of language is influenced by a product, and its target audience. This paper tries to elucidate the same.

Pragmatics of Advertising

An important, influential social institution and a dynamic form of public or mass communication are "advertisements". Everyday and for most part of our lives we see and hear many advertisements. Since communication is more a process than a product, as a medium of expression it is an effective stimulant to accomplish set goals in the world of advertisements.

Advertisers have to be alert about what the consumers are really looking for. They need to catch the pulse of the public and therefore devise advertisements from the consumer's point of view. In short, how meticulously an advertisement message is transported or translated depends mainly on the creative skill of the advertisers. Creativity, effective media planning, persuasion and attention arresting in the advertising world, are complementary activities, highly obligatory for effective advertising. All these ingredients can be effectively enhanced through the language of advertising. The language of advertising primarily deals with the grammar of persuasion which encompasses the varied persuasive strategies. In the following section some of these persuasive

strategies which advertisers employ to woo the viewers, with reference to TV advertising are explored.

The grammar of persuasion

By and large, though compact, brazen and precise, the language of advertisement is a 'loaded language' with a primary goal of catching the attention, stimulating the imagination of the consumers and directing them favorably towards the product or service. By the term 'loaded' we understand the deployment of unusual stylish words, bizarre and controversial statements, catchy phrases, rhetorics and so forth. Hence the whole business of advertisement as we see it is a judicious play of words. To be more precise then, it can be said that advertisements are notoriously known to tamper with the grammar of language. This takes place at various levels: at the level of words, at the grammatical level and at the discourse level.

Linguistic Devices

The language of advertising is persuasive in tone and texture. The tone and texture could be explained by studying certain linguistic devices like the magic of words, neologism, orthography, morphology, compounding, imperative and comparative statements. Words are the dynamic force which influence, affect and bring about a metamorphosis in the beliefs, attitudes and lifestyles of people. Although language does carry a persuasive impact on the consumer, one cannot assert that the use of specific words leads to the effectiveness of a message. It is the presentation of these words in an innovative way that produces the perlocutionary effect.

Neologisms

Besides adjectives and adverbs which form the key parts of speech of advertising language, neologisms or the coining of new words and expressions is another recent strategy. A cursory glance through any set of advertisements will reveal to us that many new adjectives, adverbs, nouns and verbs have been coined. This strategy of a coinage and transfer of grammatical functions serve the persuasive purpose. The word *fundoo* is a new and recent coinage. Other recent examples are *freshitarian* in the Samsung refrigerator ad, *temptational* and *peelability*.

Morphology

At the morphological level various processes of word formation are at work. Prefixes and suffixes are used for intensifying either adjectives or verbs. The most popular prefixes used as intensifiers are the words 'super' and 'extra'. Hence we have 'superfine', 'super wash', 'super quality', 'super shakti', and 'extra-suraksha', 'Extra-fortified', or 'extra-iron', 'extra white' and so on. One of the frequently used, and colloquially most productive adjective suffix in advertisements, is the suffix 'y'. It is used liberally not only in ordinary words like happy, greedy, etc but also provides a sensuous description in the advertising world. Some of the appellations used for various food and cosmetic products are: *chunky, cracky, milky, creamy, crispy, juicy, minty, lemony, spicy, chocolaty* and so on.

Compounding

Phrases are sometimes made by joining adjective with noun or adjective with adjective or adjective with infinitive or past participle. Such a process of word formation which consists of two or more items joined together is called 'compounding'. Some of the most commonly and frequently employed compounds are *radiantly-glowing, naturally-blushed, ultra-glow, fresh-look, easy-to-cook, ready-to-use, extra-large, double-action* and many more. Sometimes special kinds of words are used, related to some products for example, *goodnight* (mosquito mats), *aquafresh* (water), *lux-soft, tomchi, lilifresh, nature-fresh*.

Besides the lexical manipulation of words advertisements also resort to certain syntactic distortions related to group and clausal characteristics. A few examples are *double-action toothpaste, new advanced surf, utterly-butterly delicious amul*. Though grammar does permit any length of phrase construction, yet the above type are deviations from the standard form of English.

Imperative Clauses

The chief function of imperatives is to strike a chord in the reader's mind, by the impersonal recoverable use of the second person pronoun 'you'. This 'you' refers to anyone who reads the advertisement. Other imperatives which are normally used are *get, ask for, choose, trust, have, try, enjoy, taste,*

stop, etc. To cite a few examples:

It might haunt you ever after (onida colour television)

Don't say *Wah Ustad! Say Wah Taj* (Taj Mahal tea)

Don't compromise the life of your engine (castrol)

Rhyming/Rhythm

Rhythm and rhyming is very important to advertisers. These strategies allow people to remember things more easily, and can convey or evoke all sorts of emotions. Many advertisements read or sound like poetry, even though they may not rhyme. Certain television jingles with rhythm are often cheerful and stirring. Phrases tied together by rhythmical patterns can be very effectively used in slogans. It has been found that copywriters make use of rhyme most often in the captions which have to serve the persuasive function. To cite some examples of television commercials with rhyming jingles:

1. See it
Hear it
Feel it (Sony T.V.)
2. Not just Thunderous
But Wonderous (Videocon)

Code Mixing

Code mixing can be defined as a concept wherein the utterances contain lexical items of various languages. In this context it is the amalgamation of two languages- Hindi and English. It implies the use of the secondary code at the level of words and phrases. Code mixing has three important functions to perform- register identification, style identification and elucidation and interpretation. Words from the secondary code are foregrounded when they are embedded into the primary code. Advertisers have used this knack to make the messages more persuasive. Let us look at some examples of code mixing which advertisers have employed:

- 1) *Sprite bujhaye only pyaas*
Baki all bakwas
- 2) *Yeh dil maange more - Pepsi*
- 3) *Life baan jaye gi cool*
Dandruff jaoge bhool - Head and shoulder shampoo

Catchy words and Phrases

A successful advertisement can not only improve the market of a product but can also start a whole new trend in the society. And perhaps the most effective way of nailing a thought right through the viewer's mind is to create a 'hit catchline'. If we consider the various catchlines that have come up in the advertisement world, few similarities are bound to be noticed. Unique but simple sentence formation seems to be of prime importance. The advertiser's aim is to spread the word and for that they must employ words which are attractive and easily comprehensible by the common man. Here is a list of some of the popular catchlines and words.

1. 'Have a break, have a Kit-kat' strikes the right cord in the overstressed urban life.
2. Dalda Active 'Khana bane swadisht', and Amul 'utterly butterly delicious' butter, actually stimulate the culinary tastebuds.
3. Amul Milk 'the taste of India' and the 'Pure and Safe' mineral water of Bisleri assure quality and an affinity for Indian products.

Rhetorical Devices

Some of the rhetorical devices used are as follows:

Metaphor

A metaphor suggests an implied meaning and is a very frequent device used. It helps to convey the proper emotive associations for the product. For example, in the Kawasaki Bajaj motorbike advertisement which says 'Tame the chitah' the motorbike is indirectly compared to the 'chitah.'

Alliteration

The major aim of the advisers in employing the alliterative devices is to create a musical effect which would help implant the slogan in the readers memory. For example, the advertisements like 'Nima Rose, Nima Rose, Rose, Rose, Nima Rose, Meri big Super Shakti, meri big suraksha, have a musical impact through the strategy of repetition.

Personification

This device attributes human qualities to lifeless objects. Aerial detergent claims that the use of it will rejuvenate clothes like a doctor giving new life to a patient- it says 'Aerial kapdon mein laye nai jan'.

Hyperbole

Hyperbole is a strategy of exaggeration, which consists in adding superlatives. Advertisements present peculiar captions to try and make the advertisement catchy, for example 'Britannia khao World Cup jao' or 'Britannia khao cricketer ban jao'.

Summing up then, it can be said that just as clothes make a man, it is the language and quality of advertisements that make or break a product. Advertisements rely a great deal on linguistic gimmicks for their success. Clichéd songs are repeatedly used. Puns on words amuse and stimulate the listeners. Thus, the advertising media is one of the most interesting examples to show how the use of language is influenced by a product, and its target audience.

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THE FIRST CIVIL DISOBEDIENCE MOVEMENT - 18TH JUNE 1946

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The Portuguese had set foot on this tiny state of Goa in the year 1510. In the subsequent 450 years of rule the social, political, economic, religious and cultural structure of Goan society was transformed. This oppressive Portuguese rule resulted in a number of resistance movements. However, it was the dictatorship of Salazar and the curtailment of liberties that led to a great movement referred to as the First Civil Disobedience Movement, that is, the 18 June 1946 Movement. This paper is an attempt to look into the circumstances leading up to the movement and the role of Dr. Lohia in this movement.

Introduction

The small and picturesque state of Goa with its swaying palm trees, long stretches of golden sandy beaches, hospitable people and susegad laid back lifestyle, has attracted hoards of invaders since time immemorial. The Portuguese were the last in the long line of invaders who had established their sway over this tiny state/land. Under the Portuguese, Goa was transformed into a political, diplomatic and administrative city centre. It was the capital of their 'Estado de India'. The Portuguese for their own interests radically changed the social, political, economic, religious and cultural structure of the Goan society.

Religious Policy

The Religious Policy of the Portuguese that of forcible conversion of the locals greatly offended the people. Ecclesiastical Councils convened in Goa periodically from 1567 onwards perpetuated a number of atrocities on the already oppressed Hindu and Muslim brethren. Some examples of these Draconian measures were: all heathen temples in Portuguese controlled

territories were to be abolished; all non Christian priests, teachers, holy men were to be banned from preaching and expelled; Hindus and those belonging to other non Christian faiths were to be banned from visiting their respective places of worship; non-Christian marriage ceremonies, festivals and other functions were prohibited; all non-Christian orphans were placed in the foster care of Christian parents. In short the Portuguese through their repressive measures neutralized the Christian principles of love, brotherhood compassion, and service to humanity.

Economic Policy

Economically Goa had become an excellent market for the Portuguese for the purchase of gold, spices, precious stones, muslins, brocades, etc. Trade from these goods fetched huge profits for the Portuguese. They took from Goa raw material and dumped finished goods in the market, which struck a severe blow to the traditional arts, crafts and industries of the region.

General Policy

The Portuguese colonial masters subjected the people of Goa to a policy of racial discrimination. The social stratification of the people revealed the colour bar practiced by the colonial masters. The darker the colour of one's skin, the lower was the position accorded in society. This racial discrimination was evident in politics where Goans were never treated on par with the *Reinois* and *Casados*. Experience, talent counted for nought for the higher placed appointments since they were generally reserved for Portuguese. Even in the administration of justice separate laws existed for the locals and Portuguese masters. In the field of education also racial discrimination was perceived. For instance at the college of St. Paul, run by the Jesuits, Indian and Portuguese students (boys) were placed in separate quarters. In the different social welfare institutions like the *Santa Casa de Misericordea*, in the *Confrarias*, in the hospitals, in the prisons there was racial discrimination.

In the field of religion contrary to the tenets of Christianity i.e. equality, liberty and universal brotherhood the Portuguese clergy subjected the Goan priests a lot of injustices and disabilities vis-à-vis the European priests. Living in such stifling conditions naturally resulted in protests, priestly as well as secular e.g. Pinto Revolt, Cuncolim Revolt, etc. The revolts/protests were an expression of the nature of dissatisfaction that was eating up every prominent native Goan leader. The 16, 17, 18 and 19 centuries saw a lot of movements coming up in protest against the Portuguese colonial masters – an indication that the Goans were not going to take discrimination as well as persecution of any sort lying down.

But it was the Dictatorship of Salazar and the subsequent denial of Civil Liberties that proved to be the final nail in the coffin.

Dictatorship of Dr. Antonio de Olivera Salazar

In 1926 when Salazar was invited by the then President of Portugal, General Carmona to become the Finance Minister, the country's economy was in dire straits. It was under Salazar's able leadership that the national economy was stabilized. This extraordinary success as finance minister paved the way for his becoming the next Premier of Portugal.

Although playing a prominent role in the government since 1926, it was in the year 1932 that Dr. Salazar took over as Prime Minister of Portugal. Salazar developed the '*Estado Novo*' (literally meaning New State). The basis of his regime was a platform of stability. His early reforms allowed financial stability and therefore economic growth. After the chaotic years of the Republic (1910-1926) when not even public order was achieved this looked like an impressive breakthrough to most of the population. Salazar achieved then his height in popularity in Portugal. But for the people in the colonies the situation was entirely different.

In May 1930 the Colonial Act had been passed, according to which all the Portuguese overseas possessions came under the direct control of the Government in Lisbon. Decisions on general policy were made by the Lisbon Government. Goa being a Portuguese colony was directly affected by this '*Acto Colonial*'. This act categorized the people of Goa into '*Assimilados*' and '*Indigenas*', denied them the right to send representatives to the Portuguese Parliament, deprived them of promotions, racially discriminated against them at all levels and even restricted their movement within the country. In 1933 Salazar introduced a new constitution for Portugal which gave him wide powers, establishing an authoritarian government that would last for four decades. This new constitution set the stage for Salazar's dictatorial regime which spread its tentacles to all Portuguese possessions. The repercussions were seen in Goa as well. Salazar's dictatorship believed in the cult of the gun. He believed that since the 15th century Portugal was multicultural, multiracial and if it lost its overseas possessions it would spell the end of the Portuguese nation. Thus he wanted to keep these possessions at any cost.

Curtailment of Liberties

In Goa, Salazar's dictatorship inaugurated an era of curtailment of the most basic rights and privileges of the people.

Censorship of the Press

Censorship of the Press was introduced by the Decree of 3rd December, 1934. A "*Commissao de Censura*" was set up which carefully scrutinized the subject matter of every daily, weekly, monthly and even drama scripts. Education Department Inspectors censored the History, English, Geography School text books under the guidance of the Director of Public instruction. The Press was also spoon-fed manipulative propaganda and was expected to sing praises of the dictator.

The Election system was also a farce under the dictatorship. Only one political party was allowed to function in Goa, that is, the Government sponsored '*Uniao Nacional*' or National Union. Other parties founded were termed as subversive. People were hardly given any choice in choosing their parliamentary representatives in the election. As the list of candidates was prepared in advance, these could be termed as Pseudo Elections.

The Democratic institutions

The democratic institutions existed in name only e.g. The Legislative Council, '*Conselho Legislativo*' was presided over by the Governor General who could veto any decision made by this council. The Executive Council also had the Governor General at the helm of affairs who had under him a slew of officials who all acted as watchdogs for Salazar's colonialism. The Judiciary appeared to be independent on paper but was really answerable to the Executive.

Police Vigilance

Police vigilance was also very tight. The PIDE (*Policia Interna Defesa Estado*) was set up by Salazar for the political security of the state and thereby facilitated the continuance of his rule without any opposition. The PIDE thus maintained a '*Lista Negra*' black list of all the suspect Goan nationalists called jaihindistas, individual files were prepared listing all their activities. Even the native police was being watched to avoid any collusion and understanding with any foreign country.

Right of Assembly

The basic right of assembly was denied and three days prior permission had to be obtained for any meeting which could also be rejected. The meeting called by Lohia was direct violation of this order. Legal, social, sports organizations were forbidden from meeting. All signboards outside houses, schools, institutions, shops, if they were in the local languages,

had to be repainted. Another chapter in Censorship of press was that newspapers coming from British India were heavily censored so as to keep the people in the dark about the nationalist movement because at that time the nationalist movement in India was picking up steam under Gandhiji's leadership. The right to speak in public, to defy the Portuguese government and speak ill of it was forbidden. Non-Goans were deprived to chair any function of any type in Goa) another violation by Lohia) There was a strict ban on publishing the Indian national anthems or song.

Any breach of violation of Government orders by the people invited ruthless suppression of the people. The stringent restrictions imposed on Civil liberties set the stage for the First Civil Disobedience Movement (1946 Movement as it is also sometimes alluded to) which broke out in 1946. To quote Prof. B. Sheikh Ali "the accumulated explosives of suppressed aspirations of centuries were ignited" for, according to him, the Goan struggle for freedom started on the very day Afonso de Albuquerque set foot in Goa in 1510.

Role of Dr. Lohia

For any movement to be successful it requires great leadership. The 18th June 1946 movement took off due to the efforts of the great national leader Dr. Ram Manohar Lohia.

Background

Ram Manohar Lohia was born on 23rd March, 1910 in Akbarpur village of Faizabad district of Uttar Pradesh. The only son of Hiralal and Chandri, he was greatly influenced by his father Hiralal, a staunch nationalist and Indian National Congress Party Worker. Hiralal instilled in the mind of his young son a string sense of nationalism, ardent love for Indian culture, sympathy for the poor and needy and a hatred for savage customs, traditions and blind faith.

Even as a young school boy, Dr. Lohia had an affinity for politics e.g. when the national leader Lokmanya Tilak passed away in 1920 he organized a students' procession to mourn his death. During the Non-Cooperation Movement, he gave up his studies for a year. In 1928 he led students in an agitation against the Simon Commission.

For his higher studies, Ram Manohar Lohia proceeded to Germany in 1929. There he was witness to the rise of Hitler and Nazism. He was very disturbed by the indifferent attitude of Britain and France towards the Nazis and also the support of capitalist countries to the Nazis. Perhaps

being witness to these atrocities on personal freedom in Germany made him question the denial of civil liberties under Salazar's dictatorship in Goa (later).

While in Europe he was also greatly attracted towards the Civil Disobedience Movement launched in India by Gandhi (in fact throughout this political career he was a staunch supporter of Gandhian principles). After obtaining his PhD Degree from Berlin University in 1932, Lohia, now with the epitaph Dr. added to his name returned to India in 1933. On his return he immediately channelised his socialist, anti-imperialist, anti-capitalist feelings into the Indian freedom struggle.

He was given charge of manning the foreign affairs unit of the Indian National Congress in 1936 which he did very well for the next two years. Being a fiery nationalist he opposed tooth and nail the efforts of the British Government to involve India in the Second World War and courted arrest many times.

During the 1942 Quit India Movement he along with Sadiq Ali and Sucheta Kripalani had established a Clandestine Central Directorate as well as radio stations to provide guidance to the agitation as well as encourage all the revolutionaries to fight the oppressive British rule. His active involvement in the revolutionary freedom movement led to his arrest in Bombay in May 1944. Dr. Lohia was sent to the Lahore jail where he was persecuted for four months.

The Goa Connection

The Goa Connection perhaps his destiny was inextricably linked with Goa. Dr. Ram Manohar Lohia's association with Goa could be traced back to his classmate in Germany, a Goan Julião Menezes by name, hailing from Assolna. In fact, in 1938 he had sent a letter to Juliao bemoaning the stifling conditions in Goa and saying something had to be done and soon.

His incarceration in the Lahore jail had taken a toll on his health. This prompted his classmate and friend Dr. Julião Menezes to invite him down to his residence in Assolna for a well deserved rest.

Dr. Lohia reached Goa on 10 June 1946 not realizing the important role he was going to play in the freedom struggle of Goa. The news of his arrival and stay at Dr. Menezes residence at Assolna spread very quickly and people rushed to meet him. There they narrated to him their unbearable conditions under the dictatorship of Salazar. This fired the imagination of

Dr. Lohia who now was infused with the desire to do something for Goa which he believed was 'a part of India'. After speaking to some of the young Goan nationalists he decided to launch a direct action plan which he felt was the best to rouse national consciousness of the Goan people. The day fixed for direct action was 18 June 1946. Shri Purushottam Kakodkar was selected to be in charge of the action.

On 15 June while he was in Margao, some leading political leaders asked him to address some nationalists in Panaji. Thus on 16 June a meeting was arranged in Panaji at the home of a Mrs. Shah. Here as well he spoke about how the Goans had to come out and openly oppose the ban on civil liberties.

On the morning of 18 June, Dr. Lohia issued a press statement wherein he gave details about the action to be taken. The first thing he wanted the people of Goa to do was to oppose and abolish the infamous law banning assembly organization and publication. At around 4.15 p.m. of the same day Dr. Lohia arrived at the Margao Municipal Grounds, to put this first plan in action. Here, he was to address a public meeting. As he and Julião alighted from the Victoria, Captain Furtunato Miranda the administrator asked them to go back. They refused and forcibly moved forward towards the milling crowd. The Captain also pointed a revolver at those who tried to garland Dr. Lohia. The great leader ordered the Captain to calm down and proceeded to the meeting spot and began addressing the meeting. At this stage, the Police Commissioner arrested Dr. Lohia and took him to the Margao Police Station. Here he was interrogated. A huge crowd men, women, young boys and girls who had gathered for the meeting now rushed to the police station clamouring for Dr. Lohia's release. The authorities panicked and foolishly asked Dr. Lohia himself to pacify the people. However, he used this opportunity to continue his incomplete speech. Even the pouring rain did not dampen the peoples spirit.

In his speech while praising the beautiful land of Goa he also bemoaned the horrible dictatorship which had forced the people in soulless culture. He asked the Goans to put aside all their differences of religion, caste, creed and work together in defying openly the laws of the dictatorship. He in his speech had also suggested some measures to bring about the country's development. By and large, however, his address was of a patriotic nature. Following the arrest of Dr. Lohia, many people came forward to break the law and court arrest. Large contingents of women were also present at the rally and were shouting slogans like 'Jai Hind' and 'Dr. Lohia Zindabad'. The police attacked the demonstrators and a brave girl Vatsala Kirtany was arrested. Her arrest led to a demonstration of about 40-60 women

who marched to the station demanding her release. The Portuguese police faced with the wrath of the women had to release Ms. Kirtani. Perhaps the 18th June 1946 movement was the first confrontation the Goan women had with the Portuguese police in the liberation movement. In the demonstrations, rallies, protest marches, prabhatferis that followed, a number of women took active part and fought side by side with their male counterparts - Pramila Zambaulikar, Mrs. Jagatlal Shah, Bertha Menezes Braganca, Shashikala Bandodkar, Ratan Khaunte (9 years of age), Lalita Kantak, Shrm. Krishna Hegde, Vitha Hegde to name a few.

To go back to the day of Dr. Lohia's address, on the night of 18 June, he was shifted to the Public Headquarters in Panjim. The very next day, that is, on the 19 June on hearing of his arrest many towns and villages observed hartals. People gathered at the police headquarters demanding his release. Processions were taken out in different places including Margao.

The police, to avoid trouble, brought Dr. Lohia out of lockup and took him to Anmod border with the intention of releasing him. But finding the road to Castlerock blocked and having no other choice, they brought him back to Panjim late on the night of 19 June. He was finally taken to Collem and released. However, his speech and the fire he had ignited, through the launch of the movement, continued to burn for the next few months. Rallies and demonstrations took place in Margao and Panjim. On 21 June there was a public meeting at Margao; on 22 June there was a procession of Satyagrahis starting from Tilak Maidan. A rally on 30 June at Margao was addressed by Bertha Menezes. In the month of July a number of prabhatferis were organized. There was also a spurt of underground literary activities with some women leading the way e.g. Carlista Araujo, Bertha Menezes, etc.

Meanwhile on 8 July 1946, Dr. Lohia issued a press statement from Bombay asking the youth and people of Goa to continue with the struggle for civil liberties and overthrow of Portuguese rule. He pledged his unstinting support.

On 18 September, Dr. Lohia announced his plans for a second visit. He was opposed to the farce the Portuguese called elections as well as the military tax. However, he was not allowed to enter Goa because he was arrested at Collem itself. On the 29 of September 1946, the large crowds waiting for him at stations all along the way upto Margao were disappointed.

Dr. Lohia was then incarcerated in Aguada jail where his conditions were deplorable and there was no legal reason for his detention. In the first week of October protest meetings were held at Quepem, Ponda, Bicholim, Margao and Canacona. Meanwhile the news of his arrest reached Pandit Nehru who requested the British Counsel in Goa to look into the matter. The British intervention unnerved the Portuguese who immediately deported Dr. Lohia from Goa with a ban on re-entry for the next five years. But Lohia did not give up so easily. He went to Belgaum to gather freedom fighters and launch a proper satyagraha movement. It was agreed that committees, each containing ten persons, offering Satyagraha at regular intervals, would be formed. The first batch was held on 18 October (Margao) 1946, 28 October (Sanquelim), and 7 November (Cuncolim). In all eight consecutive satyagrahas were held upto 28 December 1946. Defying a ban on his re-entry into Goa, he entered the Goan territory. Public meetings were held in many places in Goa and outside and the liberation movement was officially underway. From about the middle of June 1947 the movement, which upto now was concentrating on civil liberties, underwent a change with political parties now changing their tune to asking the Portuguese to quit Goa. In keeping with the INC, the National Congress (Goa) had been founded in Londa (headquarters at Belgaum, President – Laxmikant Bhembre). This National Congress began with the President addressing a meeting of 3,000 to 4,000 people on 18 September 1946 (a defiance of the ban on civil liberties). The police stopped the meeting but in almost every town of Goa such meetings took place. Thus, a meeting was held under the auspices of the National Congress Goa to celebrate the first anniversary of the struggle on 18 June 1947. A Goan political conference representing all Goan political parties was held in Bombay on 21 and 22 June 1947. On 3 August 1947, Dr. Lohia had made a speech at a public meeting under the auspices of the National Congress (Goa) asking the people to continue to fight for their freedom irrespective of what was happening in British India (on the verge of independence). Earlier on 9 February 1947, at a NCG meeting he appealed to the Goans to organize an army of 5,000 satyagrahis to defy the Portuguese Government. He wanted the youth of Goa to take up the responsibility, destroy all differences between Goans and outsiders and stand on their feet. He wanted the Goans to stand on their feet but pledged to follow up on the programme.

To conclude, it could be said that Dr. Ram Manohar Lohia lighted a torch which showed the Gans a way out of the darkness they were living in. The subsequent satyagraha movements as well as the other attempts to

gain complete independence were indicating of the fact that the people of Goa were not going to let the torch ignited by Dr. Lohia be extinguished at any cost.

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KONK/LISH KONK(ANI)/(ENG)LISH (ATTITUDE OF GOAN YOUTH TOWARDS MOTHER TONGUE)

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The paper aims at understanding the peculiar linguistic situation in Goa wherein a number of people of Goa feels ashamed to speak in their mother tongue. Their loyalty to the mother tongue is unquestionable otherwise but speaking it in public brings them a sense of shame. The paper attempts to explore the reasons to explain the atypical behaviour of the Konkani lovers.

Introduction

'I love my mother tongue but I am not free to speak it'. Konkani is the official language of Goa, yet many Goans especially the youth feel ashamed of speaking it. There is no rule which restricts Goans from speaking Konkani but the situation is such that some Goans are made to feel inferior about themselves.

Goans proudly say that Konkani is their language, but today few respect this language. Konkani the mother tongue of Goa had to face many difficulties from the beginning. During the Portuguese regime in Goa, Konkani was not given any importance. Portuguese mandated the use of Portuguese language not just for official purposes but even for everyday conversations including speaking at home or in the bazaars. The elite of Goan society used it only to converse with their servants. They felt ashamed to make use of it in public places.

Goa was liberated on 19 December 1961, after almost 450 years of Portuguese rule. Goa achieved freedom and became a part of the motherland India. Though 47 years have passed, still there is a perception amongst people that many Goans still hesitate to speak Konkani publicly.

When one speaks about language, a lot of things come to the mind - especially in which language one should communicate. In a place like

Goa, people speak many languages, as it is a multicultural state. Though the official language of Goa is Konkani, there seem to be more speakers in the public domain. English has become a trend among youngsters, children and even among old people.

Objectives of the study

This study will explore how and why youth feel reluctant to speak Konkani and favour English. In addition, the study looks at how shame is associated with pride and how it contributes to making youth look down upon their mother tongue.

Methodology

The study relies on qualitative methodology, in particular, with in-depth interviews and observations. It focuses on youth between the age group of 17 to 24 years from various colleges across Goa and in particular the student of Goa University.

The purpose of the interview is to probe the interviewees about the phenomena of interest under consideration.

Observation method was used as genuine responses cannot be gathered only through interviews. For example, shame is an emotion and not an article that can be shown.

In addition, in depth interviews were utilized as they do not follow any particular framework. It does help the investigator to understand the emotions by virtue of the questions that arise with every response of the subject.

Importance of Language

Language forms a very important part of human life. It is a means of expression, interaction and communication. It lives in the subconsciousness of an individual and act as a link between its speakers as well as makes possible understandings.

Language is a social product, a kind of social activity. It is neither an innate quality nor a creation of an individual apart from the society. It is true that language does not exist in a vacuum. The individual is responsible for the creation and development of language. Language binds people in various forms of association like family state and nation. Malinowski suggests, language is 'the necessary means of communication, it is the one indispensable instrument for creating the ties of the moment without which unified social action is impossible'. (Snehamoy 1990:18)

Language is an integral part of our identity. 'It is said that when the languages were created, language identified the people – who, we are, where we came from, and where we are going' (Watahomigie 1998 : 6 as quoted by McCarty, Romero and Zepeda 2006 : 28). Our accent and our speech generally show what part of the country we come from and what sort of background we have. We may also give some indication of certain of our ideas and attitude (Trudgill 1974:14). In many cases, the language one speaks is taken to be an indivisible part of one's culture. Every society has a language in the form of mother tongue or regional language that marks their identity. Mother tongue is a language of our comfort; it is one's native language, a language learned by children or a person, which passes from one generation to other. Watahomigie refers to the native language as a gift. "When you are given a gift-especially one that is alive – it must be cherished, nurtured and treated with respect to honour the giver (*ibid.*: 29).

The kind of language we speak defines our mindset and identity. In recent years, the spread of English language is threatening to jeopardize and indigenous languages. The most prestigious and frequently used language all over the world is English which is overtaking all the other languages especially the native languages or mother tongues. As English is widely spoken, it has often been referred to as a "global language", the lingua franca of the modern era. While English is not an official language in many countries, it is currently the language most often taught as a second language around the world. Some linguists believe that it is no longer the exclusive cultural sign of "native English speakers", but is rather a language that is absorbing aspects of cultures worldwide as it continues to grow. The people view English, as a language of opportunity and social mobility.

Goa is one of such states where in English is more frequently used. English has taken prominent place in our life to the extent that people feel ashamed to speak in their own language.

A sense of shame in language

Shame is more of the dejection-based emotion involving feeling of helplessness, depression, and a desire to hide or more out of the others view. Shame makes your weaknesses visible to other people. In shame we judge ourselves to others opinion (Ferguson et al 1991: 828).

Shame arises when there is threat to social bond (Schiff 2000:92). It figures in most social interaction because although members may only occasionally feel shame, they are constantly anticipating it. (*ibid.*: 97)

Shame has an important role to play in language. Parents encourage their children to speak in English denying the mother tongue, its due in an attempt to protect children from the shame they went through for lack of acquaintance with English. As a result, children grow up carrying a burden of feeling of rejection and inadequacy with reference to their language.

Self-perceived social status are considered crucial factors in language maintenance or language shift, the role of shame as one of factors resulting in giving up one's language.

Findings

Language forms a part of ones identity. When we speak of language, we think of mother tongue. Mother tongue is the language of our comfort. While trying to find the impression of youth on their language, they all feel proud of their language. The mother tongue of Goa is Konkani as it is spoken and understood by majority of people. But now as the time is changing people choose not to speak Konkani and speak more of English. This research revolves around finding out the situations which make people shift to English.

When one respondent was asked about the language of his comfort, he said, "I feel most comfortable in speaking Konkani. I am better able to express myself in this language as it is my mother tongue." Another respondent replied, "I feel comfortable in speaking Konkani. I do not hesitate to speak it. It is the language I speak with my friends, family and all near and dear ones".

An attempt was made to find out where Konkani is used by observing various situations. Day-to-day activities were observed. Right from the breakfast table in morning to going to the bed at night, Konkani is spoken in majority of households. Konkani is spoken in sharing the most personal matters to someone dear. A child tells his mother that he is hungry in Konkani. In the morning when one goes to shop, to buy milk and break, he/she speaks Konkani, then in bus, market, bus stops, canteen, everywhere one hears Konkani.

But nowadays people are shifting more and more towards English. For example, whilst traveling in the bus, this researcher was sitting on the second last seat. Behind there were three boys. They were chatting in Konkani. This process of speaking in Konkani was going on for quite some time until the bus halted on one bus stop and a girl got into it. There was a sudden shift in their language from Konkani to English. Something made them shift their language from Konkani to English.

From the above incident, one can see the attitude of youth towards Konkani. The boys had calculated that speaking English would impress the girl. This is one of many incidents which show that Konkani has remained as a language spoken within ones home and not in public places.

This researcher knows a girl who never used to speak Konkani. Even when forced to speak it with close friends, she had a different unnatural accent. She was giving an impression that either she had avoided learning to speak the language or was reluctant to speak it. She was trying to impress her friends and all those around her by speaking English. She told this researcher that she spoke English in her house also. The fact was never doubted until one of the researcher's university hostel friends, who was this girl's neighbour revealed that she used Konkani as a medium of expression at home. The girl knew Konkani well but was ashamed of speaking it in public. After three years, the researcher realized that she had calculated that not knowing Konkani would create a good impression. She wanted to raise her status or standard by speaking English.

One can also observe that in hostel, there are many girls from different states who are very comfortable in their language and they speak in their language. However, it is found that most of the Goans in spite of staying in Goa speak in English to other Goans.

One observation that merits attention here is that Goa is more westernized than other Indian states and Goans have taken more readily to English language. People of other states are seen to be comfortable in their own mother tongue but Goans try their level best to appear westernized and speak English in public places.

Many respondents believe that Konkani language is the identity of Goa but, the modern influence of English media, technology and schooling are taking their toll in all spheres of life. When there is a dominance of other language the chances for the replacement of mother tongue starts.

Everybody likes Konkani but all hesitate to speak it. English has acquired a prominent place in Goa's life and it cannot be just eradicated from their mind. English has become a trend especially among youth. Important reason why people favor English is the job opportunities, which they get if they are qualified in English.

It is all about the power, which English has acquired that stops people from speaking in Konkani. There is no rule that you should stop speaking in Konkani but life situation is such that it makes one feel inferior to speak Konkani. If one wants to speak it, also it will not allow one as the fear is always inside some Goans.

English has been seen as a standard language. People feel that by speaking English, they look cool and smart it raises their status in society or with peers that is why they speak in English.

The reason people hesitate to speak in Konkani is, they are ashamed. They consider Konkani as something odd, which will decrease their status among other. So they switch to English, which give them pride. If one carefully observes, pride and shame go together. As Cooley said, "Shame and pride both arose from self monitoring" (Scheff 2000: 87). People feel that they will get pride or status if they speak English and thus will be able to hide their shame.

Shame grows along with us. The more conscious one becomes or more educated one becomes, the more fear of shame comes in one's mind.

It was also seen that people from various religious backgrounds differed in matters of language. Some Hindu respondents said that Catholics like to imitate others. They consider themselves as foreigners and not Goans. They say Catholics like to show off. In front of others they appear differently, but at home, they speak in Konkani. In addition to this, most of the Goans migrate outside Goa, especially in catholic community people prefer to go abroad on ships and for this they require English. Furthermore, because most of the Catholics were denationalized during the Portuguese era they continue to be more western.

Shame is also associated with dialect. In Konkani, there are many dialects. Among these, there is superior or inferior dialect, which makes people not to speak in their dialect. But one of the respondents said that there is no superior or inferior dialect but when it comes to standardization of language the dialect which Hindus speak is considered superior.

Apart from shame as a factor for the negligence of Konkani we see that Konkani is in relegated to the background also because our educational institutions emphasize the usage of English in all its correspondences. In schools, students were fined if they spoke in Konkani. This made them feel that Konkani is inferior to English and thus they refused to speak in Konkani. It is being conditioned in their minds that English is a msut and it is okay not to speak Konkani.

This factor is very acute because the consequential fall out has been that all section across the state of Goa – public and private spheres – are compelled to use English rather than Konkani. The extent of the negligence of Konkani can be seen on the signboards and information bulletins for public utilities, which are engraved in English.

The youth in its addiction to technology, is easily drawn to English. Secondly, English has become a language of the elite. The obsession of the youngsters to identify themselves therefore naturally draws them to adapt English in public life. Other factors that might contribute to the problem can also be peer pressure and compulsion to use English in schools and colleges.

Some of the subjects also brought forward the point that reading indigenous literature does not earn one a good stature among the youth as reading English. Online reading habits have also contributed to the spread of English among this class.

The result of majority of young people taking to English results in shame and under-confidence in those who are not acquainted with the language. In their goal of learning good English, the non-speakers then stop using their own mother tongue as a medium of communication and replace it by English in public life. This is another of many lethal blows to Konkani in public.

Conclusion

Konkani has to be preserved in day today life. One should not hesitate to speak in it. Whatever dialect it is, one should be confident of one's language. If one starts thinking that 'my dialect is not good' or 'your dialect is not good' one day all will loose our identities.

It was also found that people who do not know English also try to speak it. Whether it is broken English or something else, they speak with their children in this language. As a result, children do not speak proper Konkani or proper English. After some years a new language will come into existence that will be a mixture of many languages and different dialects. This new language will be called as 'hybrid language'. So should one celebrate 'Konklish' this 'hybrid language'?

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MANUFACTURING OF ADHESIVE PRODUCTS AT KUNDAIM INDUSTRIAL ESTATE

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In this study the main purpose was to investigate how CG-PPI (Crompton Greaves Limited and the Polymer Product Ireland Adhesive Products Limited) manufactures adhesive tapes and labels. This is a brief of how tapes are manufactured for electrical purpose and commercial labels used on various products such as, Bisleri, Coca-Cola, etc.

Introduction

The company Crompton Greaves-Polymer Product of Ireland (CG-PPI) Adhesive Products Limited is a joint venture between Crompton Greaves Limited and the Polymer Product Ireland Adhesive Products Limited, Republic of Ireland. The company was incorporated on 4 November 1988 and went into commercial production in August 1991 to manufacture special purpose self-adhesive tapes for the electrical, electronics and specialty applications including precision die cut components. The factory is located at 215, Kundaim Industrial Estate, Kundaim, Goa and India and is built on 17853 squares meters of land and has a built up area of 3600 square meters. Crompton Greaves limited is the largest electrical engineering company in the private sector, manufacturing a wide range of electrical equipment consumer products and telecommunication equipment. PPI Adhesive Products Limited, Ireland are the world leaders in specialty self adhesive tapes to produce an extensive and sophisticated range of technical products for a wide range of applications in many sectors including electrical, electronics, audio video, magnetic media, aero space and photography. Today CG-PPI manufactures a wide variety of adhesive tapes namely polyamide, fluoro polymer, polyester, specialty industrial splicing tapes, glass cloth fabric tapes, metal foil tapes, tapes for

audio/video splicing, specialty laminates, fabric tapes, tapes for picture tube and other industries.

Objectives

The objectives of this study are listed below:

- 1) To study the different types of tapes and labels produced by company.
- 2) To study the manufacturing process of these tapes and labels.

Research Methodology

The methodology adopted involved the collection of data through primary and secondary sources.

Primary data

Original data was collected by visiting the factory concerning, the manufacturing of adhesive products at the Kundaim Industrial Estate. This data include information about the companies' history, location and manufacturing process which was obtained through a questionnaire. The factory officials were also interviewed directly and clarifications were sought over the phone.

Secondary data

Secondary data were collected by doing reference work in the college library. The data include information from the Encyclopedia, articles from books those down loaded from the internet.

Adhesives

Meaning of adhesives

Adhesives are substances that ensure a long-lasting bonding between various elements. Today, there are adhesives that eliminate the need to lick stamps and envelopes. There are masking and carton-sealing tapes. Other simple adhesives include adhesive shelf liner paper and adhesive bath tub accessories. Arts and crafts projects – such as bonding lace, rhinestones and trims as embellishments to clothing, wood or home décor items require adhesives. Even hair spray is an adhesive. Adhesives are used on many products. Solutions that stick are important. There are pressure-sensitive adhesives used in such products as labels and tags. There is wax adhesives used in book binding and packaging. There is also an adhesive product called Permaflex, similar to liquid rubber, which is an ultra adhesive paint-like coating. It is UV resistant and can also be used for waterproofing. But stick ability is not the only thing to consider when buying adhesives. One needs to pay attention to whether the adhesive is quick drying, dries clear,

is washable, will not stain fabrics, will not shrink, and whether it is easy to spread but not too runny. It should also be non-toxic; as children use glue in making crafts projects and gifts. Besides tapes and glue, there are several types of adhesives including acrylic, latex, silicone and urethane. Some are water based, others are solvent based. Green building in homes and buildings is a growing trend and there are adhesives that are also environmentally friendly.

Meaning of tapes

Tape is a woven fabric made from threads of different colours used in electronic parts. Tapes are woven like other woven fabric. Tape consists of vertical threads which make up a wrap. This is used for different kinds of tapes according to their class, temperature, etc. The materials used in tapes are of different kinds, colour, shape, size and the colours used are Red, White, Green, Yellow, etc. Each tape performs different tasks.

Meaning of labels

Label is a small slip placed on or near any thing to denote its nature, contents, ownership, destination, etc. The function of standardization is made perfect and known to the users through labels. Packages have a place where the labels could be affixed. It is a medium through which the manufacturer gives necessary information to the user or consumer. It is defined as a part of a product, which carries verbal information about the product to the seller.

Label is a tag attached to a product whereas labeling is an activity of preparing an appropriate tag or label to a product. The main objective is to transmit valuable information to the consumers. A label is a tag, which furnishes the consumers with valuable information regarding the product. It is very much essential to know the meaning of label. Label may contain the following: Name of the product and manufacturer, Place of manufacture, Date of manufacture, Batch number, Trademark Price of the product, Precautions to be taken.

Types of tapes

Polyester tapes

Polyesters are strong, tough materials that are manufactured in a variety of colors, shapes, and sizes. They are made from a chemical substance. Polyesters are manufactured in three basic forms - fibres, films and plastics. Self-adhesives polyester film based tapes encompass a wide field of electrical products in insulation classes B, in the manufacture

of capacitors and transformers for sealing the inner coil and for final wrapping available in variety of colors and widths. For core and layer insulation of transformers, CG-PPI 1026, 1016 and 1028 are available with partial adhesive coating and fringing as per customers specification.

Uses

1) *Polyester (1010)* - This is used as electrolyte resistant sealing tape for capacitor coils, resistant against glycols. 2) *Polyester (1014)* - This tape has high clarity. 3) *Polyester (1016)* - This is oil resistant tape suitable for oil filled transformers and is resistant against most transformer oils including chlorinated. 4) *Polyester (1026)* - this tape is used as an outer wrap for cast resin, plastic film capacitor and printable tape. 5) *Polyester (1027)* - this tape is double sided and is used for core insulation. 6) *Polyester (1028)* - it is used as outer wrap for cast resin, capacitor printable tape. 7) *Polyester (1028-S)* - this is a solvent resistance tape used for transformers and coils.

Polyamide/ Fluro-Polymer Tape

This is a large, long, chainlike molecule formed by the chemical linking of many smaller units called monomers.

Nomex / Kapton / Teflon are class H material in combination with special adhesive is an excellent insulator. Nomex adhesive tape with synthetic rubber and acrylic adhesive are ideally suited for general transformer manufacturing industries. Kapton adhesive tape with acrylic and silicone are ideally suited for insulation at very high temperature and for high stress condition in traction machine manufacturing. Teflon adhesive tape has heat bond-ability, good flexibility, good resistance to chemical, excellent releasing properties and short term heat resistance up to 275°C. Teflon adhesive tapes find its use in traction motor manufacturing.

Uses

1) *Nomex polyamide paper (6510)* -Synthetic rubber adhesive which is used gives good adhesion to adhesive repellent surfaces. 2) *Nomex polyamide paper -(6512)* It is a special synthetic resin adhesive and has oil resistant property and easy release version is also available. 3) *Kapton polyamide film (7010)*- This is used as insulation tape for very high temperature and is also used as a radiation resistant tape. 4) *Kapton # polyamide film (7011)* -This tape leaves behind a non conducting ash when burnt as flammability takes three seconds maximum. It complies with flammability requirement when test performed in accordance with UL 510. It is also used for masking by electronic industry for wave soldering of components. 5) *Teflon (751)* -This tape is suitable for high temperature stress, good flexibility and excellent resistance to chemicals. 6) *Silicone Elastomer (7500)*- It is used

as self amalgamating silicone rubber tape resistant to organic solvents, oils, moisture and strong acids or alkalis anti-tracking properties highly conformable tape.

Specialty/Industrial/Splicing Tapes

If adhesive tapes for specialty industrial application include tapes for capacitors, industrial masking and studio splicing applications. Splicing tapes are tailor made to meet the needs of splicing in various films and paper / foil converting industry, for attaching the start of roll to bobbin or core, splicing of roll in paper industry and splicing of silicones papers.

Uses

1) *Polyester (5011)* - Electrolyte resistance sealing tape for internal capacitors coils and chloride free tape. It is also available with 30 micron polypropylene film. 2) *Impregnated Crepe Paper (6410)* - It is used as masking tape for field and core coils. 3) *Polyester (ET 022)* - It is specially suitable for splicing silicone paper used in leather cloth manufacture. 4) *Polyester (ET 023)* - It is ideally suitable for paint masking applications. 5) *Polyester (ET 027)* - It is used as double sided paper masking tape. 6) *Special Fleece (ET 028-S)* - This is also used as double sided paper splicing tape.

Glass Fabric

Glass fabric tapes are made up of closely woven glass fibers with rubber, acrylic or silicone adhesive. These tapes have high mechanical properties, abrasion resistance and excellent electrical properties. Adhesive is designed for low corrosion factor in tapes. Ideally suited for electrical insulation of transformers, traction machines, auto electrical coil, bobbin wrap and coil finish application.

Uses

1) *Glass Cloth (8411)* - This tape is used to resist the temperature and has good impregnability for motors and transformers. 2) *Glass Cloth (8410)* - This tear and temperature resistant tape is used for wrapping at high temperature. 3) *Special Glass Cloth (8415)* - This tear and temperature resistant tape having good impregnability is used for traction machine. 4) *Special Glass Cloth (8416)* - This is a double sided tape used to resist high temperature. 5) *Impregnated Glass Cloth (8417)* - This impregnated tape has insulating varnish used for printing and has good outdoor properties. 6) *Silica Cloth (8418)* - This is a fabric resistant tape used to protect cables against molten metal spillage.

Metal Foil Tape

Metal foil tapes are conductors and heat reflective. Thus they can be used for high temperature application. Aluminum glass clothes laminate of copper and aluminum with polyester film can be provided to design electro magnetic compatible products.

Uses

1) *Soft Aluminium Foil (ET 900)* -It is used for heat conducting. 2) *Soft Aluminium Foil (ET 902)* -This tape is used for shielding. 3) *Aluminium Foil and Glass Cloth (985)* -This tape is used for thermal spray masking. 4) *Soft Aluminium Foil (ET 900LL)* -This tape is used for refrigerator coils. 5) *Soft Aluminium Foil (ET 900HT)* - This odourless is used as high adhesive strength.

6) *Soft Copper Foil (9110)* -This tape is used with Polyester; Kapton for lamination, punching and die cut forms. 7) *Soft Copper Foil (9115)* -This is used for conducting adhesive.

Fabric Tapes

Low tension electrical insulation fabric tapes are based on cotton and rayon with good electrical properties, for general purpose insulation. Cotton fabric tapes are available with moisture resistant coating as well as with nondrying type adhesive. Acetate silk fabric based tapes, due to its flexibility, counteract unevenness of winding on coils.

Uses

1) *Cotton (CG-302)* - This friction tape is resistant to heat. 2) *Special Cotton (CG-301)* - This tape has water proof resistance. 3) *Cotton (ET-300)* - This is a general insulation tape. 4) *Rayon (ET-351)* -This tape is also a general insulation tape.

Self Adhesive Tape for TV Picture Tube Industry

This specialty adhesives tape with glass fibre backing and polyester or heat sealable polyethylene with glass fibre backing, find its application in fixing of surround metal frame to CPT, through shrink band application for implosion protection. In smaller size CRTs (cathode ray tube) the metal frame or nylon strapping are secured by a double sided tape around glass shell, CG-PPI (Crompton Greaves Polymer Product of Ireland) offers other speciality products for picture tube industry like die cut glass cloth, cotton fabric tapes, speciality double sided tapes for holding of rubber wedges.

Uses

1) *Polyester + Glass fabric (RD008)* - This tape has high tensile strength which is ideal for shrink band application. 2) *Polyethylene + Glass fabric (RD 008)* - This tape has good tensile strength and on the top side of the tape heat seal coating. Cotton fabric (861) This tape is ideally suited for small CRT's, strap banding application. 3) *Glass fabric (8610)* - This tape has high tensile strength, high implosion protection, ideal for rim banding application. 4) *Leno gauge glass cloth (RD008B)* - The top side of this tape has hot melt adhesive coated which is ideal for cold banding operation. 5) *Polyester + leno gauge glass fabric (RD008L)* - This tape is ideal for high heat shrink band operation. 6) *Polyester + glass fabric (RD007O)* - This tape has moderate tensile strength for shrink band application. 7) *Thick melting cloth (RD007T)* - This adhesive tape has special fabric used for banding application of color picture tube.

Tapes for shoe industry

Self adhesive find its use in reinforcing shoe uppers Selection of the proper tapes determines the quality of finished leather products. These tapes find its used in securing back seam, for reinforcing leather, stabilizing the upper edges and cut out portions. Tapes can be stitched through. These tapes are designed to work on flattening and strap fitting machines.

Specialty laminates

The laminates are triplex composites of Nomex or non-woven polyester fleece with polyester films of various thicknesses. The majority application areas are their use as slot liner, slot closure, coil separator within slots or overhang shapes.

Custom combinations with glass fabric calendered or uncalendered Nomex, Kapton, Copper, and Aluminium can be designed.

Uses

- 1) *Nomex + Polyester + Nomex (NPN353)* - This tape has stiff varnish compatible insulator.
- 2) *Fleece + Polyester + Fleece (FPF222)* - This tape has good varnish impregnation and flexible laminate.

Tapes for audio / video splicing

Special characteristics of CG-PPI splicing tapes: Very high adhesive and strengths with no gapping. No seeping or oozing of adhesive under winding pressure.

Uses

1) Polyester (ET 013AV) - This is a general splicing tape. 2) Polyester (3603-S) - This is a low pull off strength splicing tape for audio cassettes. 3) Polyester (800-S) - This is a low pull off strength splicing tape for carbon backed video tapes.

Types of Labels

PVC labels

PVC labels can be used as brand labels. It can also be used for identification or as an instruction label in the industry.

VARIANTS:

- Lacquerable PV
- Transparent PVC
- Cast PVC

The label is used on mopeds manufactured only by the Kinetic Company.

Aluminium foil labels

These labels can be used on motors, engines, etc. This label replaces the RIVETTED Metal plate label.

VARIANTS:

- Aluminium foil 2/3/4/5
- Gold and silver foil

The label is used to show signals for a particular purpose as ordered by the customer.

Fabric Labels

These labels are ideal as dispatch labels and has very strong adhesive which ensures the labels do not to peel off.

VARIANTS:

- Satin white and Gold
- Glass cloth
- Acetate Rayon
- Cotton and Rayon

Tamper evident labels

These types of labels can be used as a deterrent to prevent tampering of equipment. It is used on telephone sets, computers (including motherboards) and has critical high value equipment. Like for example Godrej, Beetel, etc. This type of label is used only on the back side of the telephone manufactured by the BSNL Company.

Metallized polyester labels

These kinds of labels are used as the best and excellent type of labels for branding consumer durable, like fax, refrigerators, telephones, etc. It can also be used as instruction labels.

VARIANTS: - Transparent Polyester
 - Gold or Silver Metallized Polyester.

This label is used by companies to stick on fax machines, ovens, etc.

Dome labels

These labels are ideal for branding and can be used as brand labels on any equipment/consumer durable.

VARIANTS: -PVC Dome
 -Metallized Polyester Dome

This label is used only by the Whirlpool Company, especially on the refrigerators manufactured by Whirlpool itself.

Write and project labels

These labels are used as calibration labels. These labels have got a top transparent flap which can be used to protect the printed variable data from damage. These labels are manufactured in order to protect the information printed on the label and prevent it from getting damage

Adhesive Tapes for the Electrical Industry

CG-PPI (Crompton Greaves - Polymer Product of Ireland) self adhesive tapes for electrical insulation encompass all insulation class from Y to H that is 95 degree C-180 degree C. Considering the manufacturing process the following points are important:

- Nature of the object requiring insulation and being processed.
- Insulation requirement and operation temperature.
- Resistance against heat and cold.
- Resistance against impregnating resins, cast resins, transformer oils, solvents, chemicals, etc during and after processing.
- Mechanical properties like conformability, tensile strength, tear resistance. These properties are important when taping operations are done by high-speed automatic machines.
- Adhesive properties like adhesion and tack depending on permanency of adherence required on the material surface and importance of tack.

Complimentary to the varied supporting base materials, the company manufactures different non-corrosive adhesive coatings to suit specific application needs:

Synthetic Rubber	Thermosetting (ts)	Precured thermosetting (pts)
Synthetic Resin	Heat resistant (hr)	Thermosetting (ts) Precured thermosetting (pts)
Silicone	Heat resistant (hr)	Thermosetting (ts)
Heat Sealing	Thermoplastic	Duroplastic

- **Synthetic Rubber Adhesives** have been designed to have initial adhesion and on curing have increased solvent resistance.
- **Synthetic Resin Adhesives** have increased good resistance to solvents, impregnating resins and after full curing this resistance is greatly increased. Synthetic resin adhesives are compounded with various resins and curing agents, due to which solvent and oil resistance is achieved.
- **Silicone adhesives** are based on polysiloxane resins and have excellent chemical and solvent resistance. Design of silicone adhesive is to take care of harsh environment and high temperature upto 250 degree Celsius.
- **Silicone Adhesive** leaves behind a non-conductive ash when burnt.
- **Heat sealing adhesives**, thermoplastic as well as duroplastic can be activated by solvents or by heat. They give strong adhesion under pressure.
- **Thermosetting adhesives** cure when subjected to heat and provide excellent, impregnating resins and cast resins.
- **Precured thermosetting adhesives** have a good resistance to solvents, impregnating resins and cast resins and this resistance is greatly increased after full curing.
- **Heat resistant adhesives** are thermoplastic with good tack and limited resistance to heat and solvents.

Recommended curing cycle

Thermosetting adhesives	1 hour 150 degree C	2 hours 130 degree C	-
Precured Thermosetting adhesives	1 hour 150 degree C	2 hours 130 degree C	4 hours 100 degree C

Manufacturing of adhesive products

Meaning of manufacturing

In the process of production or manufacturing for the output certain standards or specifications are always predetermined. There exists certain system / method. By employing such a system one is able to facilitate the provision of goods and services in terms of predetermined standards of quality, quantity, time and cost. It is not important where the location is. The location may be an office, a manufacturing centre or factory.

The term output encompasses raw-material, different components and even paper work. The process of transformation can be a singular one. It may be even multidimensional. Input may be finished products, assembled components and completed paper work or serviced customers. In every business there are two sides of the same coin. On one hand there is production and on the other hand there is marketing. The process of production embraces manufacturing of a finished product as well as rendering requisite services. The concept of marketing is no more restricted to sales activity.

The management of a manufacturing firm today presents a greater challenge than ever before. Top managers of companies are present with an endless stream of problems that arise from continuing inflation, the energy crisis, high taxes, government regulations, shortage of capital, worker dissatisfaction, dealing with productivity and intense foreign competition.

The word manufacture comes from the Latin word *manus* (hand) and *facere* (to make). But, today, manufacturing means making articles by machinery as well as by hand. Manufacturing plants have great importance to the welfare of their communities.

Until the early 1990's the greatest manufacturing centres were in Western Europe. The United States became the leading manufacturing nation during the World War I (1914-1918) and since then it has ranked as the greatest producer of manufactured goods.

The main steps in manufacturing include design and engineering, purchasing, making products and finally distribution and sales.

Flow Chart of Tapes and Labels

(i) Flow Chart of Tapes



There are different types of processes in tapes, which are as follows:

First the film is brought which is called as the base material. This film is checked in the well-equipped laboratory of the company on elongation tester, Dielectric strength tester, rolling ball track-tester, and weatherometer to check that film is in a good condition because these tapes are used in different electrical parts to suit a particular product.

In the second process, the film is coated with adhesive like polyester, Teflon, Nomex, etc. The different types of raw- material used for different tapes after coating is tested again in the laboratory.

In the third process that is, after coating the base material with adhesive, the jumbo roll is made. The huge roll is made up of different materials and cut the tapes according to the customer's specification.

In the fourth process, slitting is done in various sizes according to the customers specification and the roll of the tape is formed and unnecessary wastage is taken out with the blades and is tested again in the laboratory.

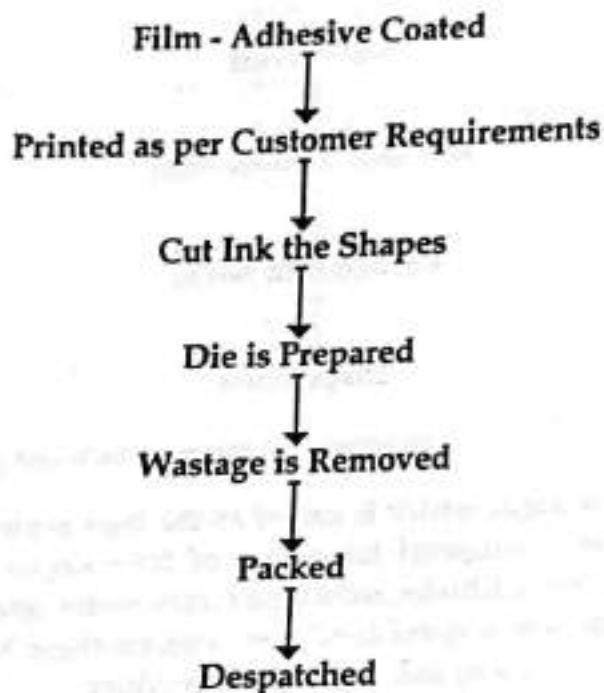
Then the product is packed in individual boxes and each kind of tape in each box is tested again and then it is dispatched.

The company does not manufacture extra products because the maximum guarantees and warranty for the product is given only for 6 months. The

company also does not store the product for a long period of time because it destroys the adhesives.

The processes are therefore divided into different departments: The coating department, testing department, slitting department, and printing department, etc. So the workers are divided in groups in each department according to their skills.

(ii) Flow Chart of Labels



The above mentioned is the manufacturing process for labels carried out by the CG-PPI.

In the first step a film (i.e. base raw material) is taken and is coated by the adhesive. After coating with adhesive, printing is done either on the aluminum foil, metallized polyester, satin cloth, chromo art paper, etc as per the customer, requirements.

Then the materials are cut inked according to the shapes suggested by customers. After shaping a die is prepared. Soon after dyeing the material, the unnecessary material is removed. Suppose if the label is shaped as a circle, then material out of the circle is called as waste material which is removed during this step. And the label so manufactured in this process is then packed in plastic bags and the packaging material that is required to pack the labels is sourced from India itself.

Conclusion

The company CG-PPI is situated at the Kundaim Industrial Estate and the company manufactures adhesive products and different kinds of tapes and labels.

In order to carry out its manufacturing activities the company makes use of huge machines. The company adopted the advanced technology in order to provide better services to their customers.

The company is large in size because of its large-scale production activities. The company produces the following tapes: Polyester film based tapes, Glass fibre tapes, Fabric tapes, Specialty industrial splicing tapes, Metal Foil tapes and Self adhesive tapes, etc.

The company manufactures the labels as per the orders placed by its customers. The company has many customers as it manufactures specialty labels as well as regular labels.

Specialty labels refer to those labels where the company receives order from well reputed, good brand image companies.

This does not mean that others who place orders with this company are ordinary and of no reputation. To have their own brand image and their own reputation, the company manufactures a wide variety of labels. These labels manufactured are of different shapes, different sizes, varieties and of particular designs. All this depends only on the client's orders received by the company.

The company in order to produce these labels makes use of many things such as various equipments, employees, machinery, other necessary devices, tools, vehicles, and all. Without all the above mentioned things the manufacturing activities of the company would have not been possible.

The company carries out its manufacturing activities with the help of its employees. The total number of employees employed in this manufacturing unit is about 100 in number. Out of the 100 employees 28 of them are officials and the rest are categorized as general. 50 employees are skilled. The company also has female employees working in the unit. But the male employees are more in number.

The company does not take the responsibility of transporting the goods after manufacturing the finished product because it is the customers of the company who sends their transport in order to collect their final product.

The company has got many known and reputed customers. Both incase of tapes and as well as labels. The credit goes to the company itself because it offers better quality products to the customers and also because it maintains a good relationship with its customers.

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GREEN MARKETING IN SALCETE TALUKA: AN OVERVIEW

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With an increase in green consumerism, and with corporate environmentalism fast catching up the world over, companies have started making use of green marketing strategies and techniques. In Goa, too, environmentalism has started gaining ground. Both government and non-government organizations have launched green campaigns to combat the ever increasing problems of pollution and fast depletion of natural resources. The present paper gives an overview of problems hindering the truer adoption of the green marketing concept and, therefore, also suggest, making Goan consumers and organizational buyers ecologically more conscious in the future.

Introduction

Green Marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

For green marketing to be effective, you have to do three things; be genuine, educate your customers, and give them the opportunity to participate.

- 1) Being genuine means that a) you are actually doing what you claim to be doing in your green marketing campaign and b) the rest of your business policies are consistent with whatever you are doing that is environment friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.
- 2) Educating your customers is not just a matter of letting people know that whatever you are doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it is a case of "So what?" and your green marketing campaign goes nowhere.

- 3) Giving your customers an opportunity to participate means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.

A number of factors have caused business firms to behave more responsibly towards the natural environment. Perhaps foremost among these is the possibility of capitalizing on opportunities from the sale of environmental services and/or "earth-friendly" products. Environmental awareness has increased dramatically, particularly since the organized environmental movement emerged in the late 1960s. Issues ranging from global warming to animal rights to species preservation to the protection of wetlands are now prominent in the media and in the minds of consumers. "Green" consumers have thus arisen with preferences for products made from recycled materials or products whose use entails reduced environmental impact. Often such products command premium prices, and therefore the task of marketers has become all the more crucial.

Objectives of the study

- To discuss the growth of green marketing
- To identify the number of problems hindering the truer adoption of the green marketing concept.
- To provide suggestions for making Goan consumers and organizational buyers ecologically more conscious in the future.

Data Collection and Methodology

The study of Green marketing in Salcete taluka was based on a survey conducted through personal interviews by means of a questionnaire. Various business entrepreneurs and knowledgeable personnel were contacted to test the questionnaire. This questionnaire was used to collect data with the help of a sample of 100 randomly selected business entrepreneurs, hotel owners and some eco friendly consumers.

Reasons for GREEN MARKETING in Goa

Green marketing is based on the premise that businesses have a responsibility to satisfy human needs and desires while preserving the integrity of the natural environment. Most of the companies are venturing into green marketing because of the following reasons.

Opportunity

In Goa, around 55% of the consumers prefer environmental-friendly products, and around 28% may be considered as health conscious.

Therefore, green marketers have diverse and fairly sizeable segments to cater to. Energy-saving LG consumers durables, ganpati idols made of paper and clay are examples of green marketing. Goa also has green buildings which are efficient in their use of energy, water and construction materials, and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal.

Social Responsibility

Many companies have started realizing that they must behave in an environment-friendly fashion. They believe in achieving both environmental objectives as well as profit related objectives. Various companies such as Cipla Pharmaceutical plant, Zuari Agro Chemicals Ltd, Borkar Packaging Ltd, etc, have invested in various environment protecting activities.

Governmental Pressure

Various regulations are framed by the governments to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and byproducts. These reduce the industry's production and consumers' consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags in some areas, prohibition of smoking in public areas, minimal use of CFC in consumer devices etc.

Competitive Pressure

Many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow suit.

Cost Reduction

Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material. For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

Analysis and Interpretation

Table 1 : Responses of the Business Entrepreneurs

Reasons for Green Marketing in Goa	Number of respondents	Percentage
Opportunity	32	32%
Social Responsibility	39	39%
Governmental Pressure	14	14%
Competitive Pressure	11	11%
Cost Reduction	04	04%
Total	100	100%

Source: Primary source

Table 1 reveals that 32% of the business entrepreneurs feel that green marketing gives them opportunity to provide eco friendly products to green consumers, 39% follow green marketing concept because they feel it is their social responsibility not to harm the environment, 14% follow green marketing concept only because of government pressure, 11% follow green marketing concept because of the competition from other firms and 4% prefer green marketing because it leads to substantial cost savings.

Benefits of Green Marketing

The modern consumers are becoming more and more conscious about the environment and are also becoming socially responsible. About 80% Goan consumers prefer an eco-friendly Ganesh idol as it protects Mother Earth from toxic pollutants like Plaster of Paris (PoP), which takes longer to dissolve and in the process of dissolution releases toxic elements into the water body that leads to the destruction of marine life. People who drink this water experience a wide range of health problems like infections of the lungs intestinal water borne diseases and diseases of the skin.

Some of the advantages of green marketing are:

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies to market their products and services keeping the environment aspects in mind.
- It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

Problems with the Application of Green Marketing Concept

Green marketing is an all embracing concept and involves market analysis to identify the market for green ideas and products, studying consumers' green attitudes and behaviors, stratifying the green market into different segments based on consumers' greenness, and developing green positioning strategies and marketing mix programmes. However, it is easier said than done.

Firstly, there is difficulty in establishing policies at the corporate level that address all the environmental issues. Even if an organization is able to adopt a green policy, it is invariably expensive as it might involve modifying the entire marketing process. Notwithstanding the fact whether one is a leader or a follower, a higher risk is associated in the tapping of the green market and employing green marketing strategies as a competitive tool. Even a follower reacting to competitive pressures can make the same mistake as the leader has done. Moreover, there is uncertainty involved as the environmentally responsible action of today might turn out to be harmful in the future. A firm faces the risk of coming back to square one and starting over, once again, the entire greening process. The other problem with green marketing is that too many environmental claims make consumers confused over claims and terminology such as eco-safe, environment friendly, recycled, recyclable and biodegradable.

A major factor inhibiting the wide scale application and role of green marketing is the failure among business firms to fully understand and embrace the green marketing concept. Many a times the firm has resorted to green marketing practices merely as a tactic to promote its commercial interests. Based on the motive for going green and the postures business firms adopt, an interesting typology of half-hearted green marketing practices has come into the green marketing literature.

Some of the major types of less than true green marketing strategies that are inimical to the long term growth and wider application of the green marketing concept are briefly discussed here below

Green Spinning

Instead of environmentally improving the product, some business firms try responding to environmental challenges and pressures by presenting their own version of environmental "facts" through their public relation efforts. Such practices and tactics add to the already existing stock of confusion in the market and substantially lower down the credibility of environmental claims made by other genuinely green firms.

Green Selling

Companies continue to produce virtually the same product, but they add some "new" environmental benefits in their promotion campaigns to take advantage of increasing consumer interest in the environment. When practiced in this form, green marketing efforts on the part of the companies remain concerned only with promotional activity, with little or no effort being made to develop products which are truly green.

Green Harvesting

Greening sometimes leads to a decrease in product cost. This tempts many companies to go green and harvest the market. Products are produced at lower costs, but sold at a premium to earn extra profits. However, these companies retreat and show reluctance when a further move towards sustainability means increased product and marketing costs for them.

Enviropreneur Marketing

An Enviropreneur is defined as an "environmentally committed individual, section or company that seeks to bring to market innovative new green products" Though the enviropreneurs' time and money spent on developing green products are laudable, there is no guarantee that such products when launched into the market would succeed commercially. As is often the case, these products turn out to be great failures primarily due to the preoccupation of their inventors with the engineering and technological aspects of the new product's development process. Such companies get overly concerned with developing products that are environmentally safe, but pay scant attention to undertaking consumer research and understanding the needs and wants of their prospective buyers. Such companies, therefore, end up producing what is most environments friendly rather than producing environmental products that customers actually want.

Compliance Marketing

This type of green marketing strategy is practiced by companies whose only environmental initiatives are the ones imposed on them by regulations. These companies comply with environmental laws just to promote their products in the market. They are not genuinely keen on green issues. They go in for green production and marketing only when pressurized to do so, while at the same time lobbying actively to ensure that no new legislations are enacted in the future.

Green Washing

A lot of companies see new environmental awareness as an opportunity for short-term profits rather than as a market opportunity. Little wonder they adopt or make false or misleading environmental claims which create consumer distrust in green marketing efforts.

Future of Green Marketing in Goa: Tasks Ahead

It is clear that environmentalism has gained importance in Goa. Various environment protection campaigns initiated in the past, enactment of several environmental legislations, judiciary activism in protecting environment, launching of green labeling scheme (ECOMARK) and ecological marketing initiatives made by business firms all these eloquently speak of the growing environmental concern in the state. Intensification of such campaigns and efforts is likely to gain further momentum in the coming years in Goa.

Growing population, fast depletion of resources, lack of environment friendly technical know-how, changing consumption patterns, and pressure on the policy makers to hasten the pace of industrialization in view of the need to raise the standards of living and provide employment to the masses pose serious environmental challenges. A lot needs to be done before any further deterioration and degradation of the environment can be checked. Laws have been enacted, but strict enforcement is missing. The Ecomark scheme has failed. Hardly any company has gone for it. Despite the poor response from business firms, the government has done almost nothing to make the scheme popular. Environmental campaigns have been initiated, but the attitudinal changes and ecological behavior on the part of consumers and industry are, as yet, far below expectations. One major reason underlying the limited effectiveness of the environmental legislations and campaigns in inducing eco-friendly behavior is their failure to imbibe necessary attitudinal changes among the public and business firms. While the environmental legislations have primarily relied on punishment based strategies, environmental campaigns have been largely relying on the use of green advertisements. Neither of them have been effectively marketed to the people through the use of the green marketing concept and tools such as market segmentation, targeting and positioning, and employing an integrated mix of four green marketing tools, viz., green product, green pricing, green promotion and green distribution.

Much headway on the environmental front is possible if the necessary attitudinal changes are brought about at the grass root level. But this is possible only when authentic information will be available as to what inhibits people and business firms from going green, and what can possibly motivate them to adopt eco-friendly behavior.

In contrast to the experience of the developed countries where consumers themselves have been a leading force behind the emergence and growth of environmentalism, it is government organizations, legislations and NGOs which have been instrumental in spearheading the green movement in a developing country like India. But there is a limit to which government and non-government organizations and environmental legislations alone can combat environmental problems. The success of any such movement greatly hinges on the acceptance of green ideas and products by consumers. Unless the consumers themselves turn green and start demanding green products, business firms will not have much incentive to go green. Since the consumers can be at different levels of environmental awareness and involvement, a standardized green marketing campaign is unlikely to produce results.

Suggestions to Hotels

- Conserve water by using low-flow showerheads and less water consuming flushes in toilets.
- Put a note in the toilet encouraging the guests to use the flush sparingly.
- Avoid pre-filling water glasses at the hotel's restaurant and avoid using saucers. This again saves lots of water and detergent.
- For room service, serve water in bulk instead of in one time use bottles.
- Use china ware instead of disposable cups and plates - this prevents the use of hundreds of kilos of plastic. If disposables are unavoidable, use bio-degradable products instead.
- Use refillable hair and skin-care dispensers.
- Have a recycle program and put recycling baskets in all the guest rooms.
- Compost your biodegradable waste.
- Use recycled paper and chlorine-free paper products.
- Keep a chemical-free area by using non-toxic cleaners, sanitizers, paints and pesticides throughout the hotel.
- Have solar water-heating system for pools and hot tubs, solar lamps for the garden and as emergency lights. The kitchen can adopt solar cookers.

- Use cloth napkins instead of paper and coasters instead of cocktail napkins.
- Incorporate environmentally friendly carpeting, furniture, and finishes.
- Instruct housekeeping staff to shut off the air conditioning during the day in rooms where the attendees are away.
- Put timers for the lighting and ceiling fans in areas like the gym, swimming pool and lobby.
- The cleaning staff to use natural light instead of switching on lights
- Donate leftover food to local charity organizations in the areas

Suggestions for other Business Entrepreneurs

Step 1: Comply with environmental regulations

Step 2: Develop an environmental management plan

Step 3: Make sure you build green and install energy efficient heating and air conditioning systems, appliances, equipment and lighting in your organization.

Step 4: Buy green products which are

- Made from post-consumer, recycled materials
- Bio-based
- Non-toxic
- Energy efficient rated products
- Renewable and recyclable

Step 5: reduce, reuse, recycle wastes

Most businesses can save a substantial amount of money by reducing waste. In addition to lower removal costs, waste reduction measures help cut costs on raw materials, office supplies and equipment. Furthermore, by streamlining your operations to reduce waste, you may also be able to enhance your overall efficiency, productivity and public image. Develop waste management procedures throughout your operations that includes:

- Use of post-consumer, recycled products
- Elimination of excessive product packaging materials
- Optimized use of paper products
- Participation in recycling programs

Step 6: The increased demand on our nation's water supply is threatening human health and the environment. By implementing a water efficiency program, you can not only help conserve this precious resource, but cut your costs associated with buying, heating, treating and disposing of it.

Step 7: Prevent Pollution

Step 8: Create a green marketing strategy.

Adding "green" and eco-labels to marketing strategy will enhance the brand image and a secure the business firms market share among the growing number of environmentally concerned consumers.

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A COMPARATIVE STUDY OF ADJUSTMENT AMONG WIDOWS AND MARRIED WOMEN

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The present study explores the adjustment among widows and married women. The subjects were administered the Indian Adaptation of Bell's Adjustment Inventory by Lalita Sharma. The study indicates that widows had greater adjustment problems than married women in four areas, namely, family, social, emotional and health.

Introduction

Adjustment is the process by means of which the individual attempts to maintain a level of psychological and physiological equilibrium, or more simply, adjustment refers to behaviour directed towards tension reduction. A balanced personality is the result of proper adjustment of an individual in his environment.

Everyone feels overwhelmed with problems, conflicts and emotional turmoil over events that seem catastrophic at the time they occur - like bereavement over the loss of a loved one, a serious health problem, major disappointments and even life shattering experience for instance, widowhood, divorce, etc.

Marriage can be defined as a formal, legally recognized, agreement between a man and a woman making them husband and wife. In spite of all the hardships in marriage, marriage remains an important goal for most young people. Most expect to get married and have children. Marriage is an institution admitting men and women to family life.

Objective

The objective of this study was to determine whether widows and married women differed in terms of the adjustment problems faced by them and also to determine their adjustment in different areas, namely, family, social, emotional and health.

Methodology

Sample

The field study was conducted on a sample of forty women who were further subdivided into two groups of twenty widows and twenty married women. The age range of the sample was between 25 and 45 years.

Tool

The Indian adaptation of Bells Adjustment Inventory by Lalita Sharma was used. This test measures four areas of adjustment, family, health, social and emotional. The scales consist of eighty statements. The individual has to encircle 'yes' if he/she agrees with the statement and 'No' if he/she disagrees with the statement.

Data Collection Procedure

Rapport was established with the sample and then the adjustment inventory was administered to them individually. Proper instructions were given to the individuals.

Data Analysis

The Bells Adjustment Inventory was administered and data collected and scored according to the scoring procedure. The total scores indicated the level of adjustment. Greater scores indicated greater adjustment problems. The means for the two groups were computed in each of the four areas (see Table 1)

Results and Discussions

Table No. 1 indicates the adjustment in widows and married women. It was found that the widows obtained a total score of 781 and the mean derived from it was 39.05. On the other hand, married women had a total score of 689 and the mean derived was 34.45. Thus it was found that the widows had a greater score as compared with married women indicating that the widows had greater adjustment problems than the married women. This could be because the loss of husband is really traumatic and affects every aspect of a widow's life. She requires to adjust to the fact that she has to live her life alone; without the support of her husband.

Table 1 : Adjustment Level in Widows and Married Women

Widows		Married Women	
Sr. No.	Index of Adjustment	Sr. No.	Index of Adjustment
1	31	1	26
2	30	2	41
3	48	3	40
4	43	4	40
5	37	5	40
6	46	6	39
7	37	7	39
8	33	8	34
9	50	9	41
10	30	10	40
11	50	11	30
12	29	12	41
13	45	13	40
14	49	14	28
15	54	15	41
16	55	16	34
17	31	11	26
18	31	18	26
19	21	19	41
20	31	20	41
Total = 781		Total = 689	
M = 39.05		M = 34.45	

Table No. 2 indicates adjustments in widows in four areas family, social, emotional, health. The level of adjustment in the area of family was 8.05. In the case of social area, the adjustment level was found to be 8.75 and as far as emotional and health areas were concerned, the widows obtained scores of 13 and 6.25. Thus, it is observed that they experienced the greatest adjustment problems on the emotional area front. Loss of a spouse brings with it feelings of loneliness, insecurity, depressions and apprehensions about the future. They have a lot of difficulties fully adjusting with these emotions and therefore might have displayed greater adjustment problems in the emotional areas.

Table 2 Adjustment among Widows in Four Areas:
Family, Social, Emotional and Health

Sr. No	Family	Social	Emotional	Health
1	5	7	11	8
2	5	7	11	7
3	10	10	17	11
4	9	8	17	9
5	6	9	13	9
6	9	10	15	12
7	4	6	15	6
8	5	8	13	7
9	9	11	17	13
10	4	8	11	7
11	11	10	15	14
12	5	8	9	7
13	11	10	11	13
14	10	14	14	11
15	19	11	12	12
16	19	11	12	13
17	5	7	12	7
18	5	6	13	7
19	5	6	11	5
20	5	8	11	7
	= 161 M = 8.05	= 175 M = 8.75	= 260 M = 13	= 185 M = 9.25

Table No. 3 indicated the level of adjustments in married women in the areas of family, social, emotional and health with respect to adjustment in the family Married women obtained a score of 8.90 in the area of family,

and in the social area, married women obtained a score of 7.50. As regards the emotional aspect their score was found to be 11.40. And in the area of health they obtained a score of 7.90. Thus, it is observed that even married women experienced greater adjustment problems on the emotional front. This could be because more men do not feel comfortable talking about their feeling and even listening to their wives talk about their feelings. This leaves the wives feeling dissatisfied since they consider sharing of emotions, a measure of intimacy. Comparing the widows and married women in the different area of adjustment, it was found that in terms of adjustment in the family, the married women scored higher than the widows. Widows obtained a higher score in the social area, as compared to married women, thus indicating that the widows seemed to have had greater problems in adjusting to their social life. This could be because they felt lonely, and insecure not having their husbands with them and therefore faced difficulty in maintaining a normal social life. As regards their emotional life, widows again had greater adjustment problems as compared to the married women and lastly with respect to health, it was found that the widows had more health problems, stress, anxiety, tension and spouse depression. All these assumptions further lead to different kinds of physical disorders.

**Table 3 : Adjustment of Married Women on Four Fronts
- Family, Social, Emotional and Health**

Sr. No.	Family	Social	Emotional	Health
1	11	8	5	2
2	10	8	14	9
3	11	7	13	9
4	10	7	14	9
5	9	7	15	9
6	8	7	14	10
7	10	6	14	9
8	5	13	14	6
9	10	7	10	9
10	9	8	15	11
11	8	7	12	5
12	10	7	10	9
13	10	7	15	8
14	7	7	15	7
15	9	9	7	9

Sr. No.	Family	Social	Emotional	Health
16	8	7	14	9
17	6	7	10	7
18	5	8	6	3
19	12	7	10	9
20		8	15	9
	= 178 M = 8.90	= 150 M = 7.50	= 228 M = 11.40	= 158 M = 7.90

Conclusion

The results indicated that widows experienced greater adjustment problems as compared to married women. It was found that both widows and married women had great adjustment problems with respect to the four different areas of adjustment. However, the widows showed a greater degree of maladjustment as compared to married women. The results, however, cannot be considered conclusive due to the sample size.

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RATE OF INTEREST AND DEPOSITS: A CASE STUDY OF CORPORATION BANK NAVELIM

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The paper deals with bank rate (deposit rate) and the deposits made by the people. The data is collected from Corporation Bank, Navelim branch. This paper attempts to describe the nature and extent of relationship between rate of interest and bank deposits and also predict the amount of deposits that will be made in the year 2011 and 2012. The paper uses Spearmans rank correlation coefficient and time series forecasting method.

Introduction

The Indian economy goes through different phases - ups and downs, prosperity, recession etc. According to the circumstances faced by the economy, the government follows different strategies to achieve a stable economic growth rate. In this paper two important variables have been examined : the bank rate of interest and the deposits, that is the extent of money deposited in the bank by the people. The analysis is restricted to only one Bank, the Corporation Bank of Navelim, and data for the above variables for the period of seven consecutive years have been compared.

Objectives

1. To find out the nature and extent of relationship between the rate of interest and the deposits.
2. To predict the amount of deposits in the year 2011 and 2012.

Methodology

The primary data analysed in this paper have been collected by conducting an interview with the manager of Corporation Bank Navelim. Secondary data from books and journals have also been used. Statistical tools like

rank correlation and time series forecasting (method of least squares) have been used for the analyses.

Monetary Policy of the RBI

The RBI (Reserve bank of India) is the premier bank in India and it provides financial accommodation to the banking sector, Industrial and co-operative sector.

Since 1949 the RBI's monetary policy has been guided by three objectives viz, stability, growth and social justice. Of course these objectives have changed from time to time according to changing situations. The monetary policy objectives can be achieved using two sets of monetary policy instruments. These are selective credit control measures and general or quantitative credit control measures. One of the general credit control measures is the bank rate.

Bank Rate

Reserve Bank of India Act defines bank rate as 'The standard rate on which it is prepared to buy or rediscount bills of exchange or other commercial papers eligible for purchase under this act'. In simpler terms the bank rate is the rate of interest charged by the central bank on the loans and advances made by it to the commercial banks. That is why the bank rate is also known as the rediscount rate. The reserve bank has been changing the bank rate as and when required by the prevailing conditions. The reserve bank has used bank rate primarily as a pace setter to other market rates of interest. It has been fixing the deposit rates for saving as well as time deposits. With effect from 22 April 1992 the banks were given freedom to determine the rate, that is lending rate as well as deposit rate. 'The role of interest rates in the monetary policy framework has assumed increasing significance with the initiation of financial sector reforms in the Indian economy in the early 1990's (Pami.2008:3).

Bank as a Borrower

Banking implies borrowing and lending of money. The bank borrows money from some people and lends to others. Bank is a borrower in the sense that it accepts deposits from the people. The deposits can be accepted by a bank under four accounts, which are current account, fixed account, savings account and recurring deposit account. The deposits made in current account can be withdrawn at any time. The bank does not pay any interest on the money deposited under this account to the depositor. Money deposited in the fixed account is for a certain fixed period of time and such deposits can be withdrawn only after the expiry of that period.

The rate of interest paid by the bank is the highest on the money deposited under this account and the longer the period the higher the rate of interest subject to a fixed rate of interest after a specified period of time. Deposits made under savings account are subject to certain restrictions, for example a depositor can withdraw only a specified sum of money in a week or he cannot withdraw more than two times or three times a week or so on. The rate of interest allowed on such deposits is rather low. "Recurring deposit account provides a higher rate of interest than the saving bank account. It is a combination of fixed account and saving account" (Babu 2005:50). Deposits are "savings which represent that part of disposable income that is not spent on final consumption of goods and services." (Bordoloi 2008:11).

'Saving is a direct function of the rate of interest. The higher the rate of interest, the larger is the amount of income that is saved' (Agarwal 2010:167). Saving is also a function of income. If income of an individual increases then there is a tendency for savings also to increase.

Analysis

The following table shows year wise, the average rate of interest and the average deposits for Corporation Bank (Navelim).

YEAR	AVERAGE ANNUAL RATE OF INTEREST (x)	TOTAL ANNUAL DEPOSITS (y)	RANK OF X(A)	RANK OF Y(B)	d= A-B	d*d
2003-2004	6.406	71655589.52	1	7	-6	36
2004-2005	5.51	81865531.35	6	6	0	0
2005-2006	5.538	104688044.5	5	5	0	0
2006-2007	6.146	125514332.6	2	4	-2	4
2007-2008	5.745	154137557.4	3	3	0	0
2008-2009	5.632	193278427.7	4	2	2	4
2009-2010	4.968	219923509	7	1	6	36

$$R = 1 - 6 \sum d^2 / n (n^2 - 1) \text{ ----- (formula)}$$

By using the above mentioned rank correlation formula in order to find the relation between x, that is the rate of interest and y, that is the deposits the value of R as - 0.428 was obtained. It means that the two variables have a weak negative correlation. Which means, when the rate of interest is falling the bank deposits are increasing.

$$\sum y = na + b \sum x \text{ ----- (equation 1)}$$

$$\sum xy = a \sum x + b \sum x^2 \text{ ----- (equation 2)}$$

$$y = a + bx \text{ ----- (equation 3)}$$

By using the above mentioned equations of the time series forecasting technique (method of least squares) it was found that the deposits for the year 2011 in Corporation Bank Navelim will be 238306008/- rupees and for the year 2012 the deposits will be 263915974.5/- rupees.

Reasons for Weak Negative Corelation

1. Linda S. Goldberg in her article "Understanding banking sector globalization" writes that "FDI in to host countries also induces higher wages"(Goldberg 2009:129), and according to Prema Chandra FDI inflows have increased considerably in India since 1995 which are as follows (Athukorak 2009:375):
 "1995 - 1563 US \$ Million
 2004-2005 - 6689 US \$ Million
 2007 - 22950 US \$ Million"
 This increase in FDI could be one of the reasons for the rise in wages and increase in deposits despite the rate of interest being low. Since savings are also dependent on income. If income of an individual increases then there is a tendency for savings also to increase.
2. There was a study done by Amarjit Singh Sethi in the year 2001 which has revealed that during recent past (that is with the introduction of liberalization /globalization measures) the Indian masses have shown a tendency to consume relatively more of the items that qualify a rather luxurious style of living. And as luxurious items cost more, it may not be possible for a larger number of middle class families to spend on luxurious items instantly. Therefore, it could be possible that in order to consume in future they prefer to save now, which might have led to a significant increase in deposits.
3. The possible reason for the rise in deposits could be peoples, belief that banks are the safest avenues of investment where they can earn certain minimum assured returns and hence they are motivated to deposit their money in banks. Besides this, one of the reason for weak negative correlation could be peoples, desire to deposit money in the banks, and peoples desire may vary any time irrespective of the rate of interest. For example people may choose to deposit their money in banks instead of keeping the money idle with them, they may also have the fear of overspending or spending unnecessarily or fear of theft and hence they may deposit the money in banks. Similarly there may be various other reasons which may change peoples desires towards deposits.
4. There are lot of people from Navelim who are working abroad. The Corporation Bank may be receiving a lot of deposits from these NRI's. Irrespective of the rate of interest, they deposit their money in the bank since they or their family members are have an account in the bank.

Limitations

1. This paper has been written considering that the bank deposits only depend on the rate of interest. But in reality bank deposits also depend on other factors such as NRI income, peoples' beliefs, their desires etc.
2. The data which has been used in this paper is from the year 2003-2004 till 2009-2010. Data for the year 1991-1992 and 2002-2003 could not be obtained from the Corporation Bank.
3. Due to limited time period the study has been restricted to only one bank in Navelim that is Corporation Bank of Navelim and two variables that is rate of interest and bank deposits.
4. There may be other factors other than those mentioned above which may have an influence on the bank deposits.

Conclusion

The bank deposits tend to be usually high if the rate of interests is high. But in this study it has been found that despite the falling rate of interest the bank deposits are increasing and are also predicted to be very high in the year 2011 and 2012. This may be possible due to various reasons such as huge FDI inflows, peoples desires, their beliefs, NRI deposits etc. Although the area of study is small the findings may be true for other banks also.

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THE RISE IN ENROLMENT OF GIRLS, AND THE DWINDLING NUMBER OF BOYS IN NON-PROFESSIONAL COLLEGES

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The paper is set against the background of ever-diminishing number of boys in the non-professional colleges of Goa. The dominance of girls and the poor enrolment of boys in the non-professional colleges is a very disconcerting phenomenon the aim of this paper is to explore this bewildering predicament.

Introduction

This article attempts to put forth the interesting trend of the increasing dominance of women in higher educational sector of Goa – a significant post colonial event and, more so after Goa attained its statehood in 1987. The Indian state, Goa, is experiencing a tremendous transformation, be it in the social, economic or cultural sector. It is to be noted that it has received a huge rise in the literacy rates. From just 31 percent in 1961, the year Goa attained its liberation from the rule of the Portuguese, it has jumped to more than 82 percent in 2001. Goa is one of the highly urbanized states of India. It has the lowest birth and death rates, with life expectancy of 68 years for the males and 72 years for females.

Objective

Since the paper is based on the factual data observed in non-professional colleges, it becomes interesting to know whether the educational institutions have become attractive to the fairer sex. The major objective of the paper, however, is to investigate and find out the reasons for the poor enrolment of boys in the non-professional colleges. Likewise, it is the aim of the research team to examine factors that could be responsible for a favourable rise in enrolment amongst females in Goa's non-professional colleges.

Methodology

A few secondary sources have been referred to collect data to corroborate the observations of the researchers. Also the secondary data collected from statistics departments of the government of Goa throws some light on the problem area. Primary data were collected by the students of the FYBA sociology class of Rosary College of Commerce and Arts, Navelim from the areas in proximity to their residence, which is limited almost entirely to Salcete.

Women and Education in Goa

Here below the status of educational facilities for the women during the Portuguese rule and later, down to the present times, is briefly presented.

Earlier, girls were not sent to schools, but were generally instructed at home. The situation took a definite turn in the 19th century, when new educational policies approved in Portugal were introduced in Goa. In 1846 a school for girls was opened up in Panjim, and, later on, after a span of seven years, two more schools were opened at Mapusa and Margao respectively. In 1882, there was a move to start three special schools for girls in Ilhas, Bardez and Salcete. However, this effort proved to be futile and could not be implemented due to lack of funds. It was in 1887, however, that the sisters of Franciscan Hospitallers opened a school for girls. The subjects offered in the school were Portuguese, English, and French. Besides, needle work, embroidery, cookery and other subjects best suited for housewives were also taught in this school. In 1892, the government passed an order for the establishment of eight primary schools, exclusively for the girls. After the end of monarchy, the republican form of government adopted a more liberal educational policy. One of the important features of the republican form of government was the establishment of girls' schools. The period of Portuguese Republican rule was like a rainbow in the dark sky for the optimistic Goan women. Three schools for girls were opened up following

the 'Congress Provincial' which discussed the progress of Goan women, and the girls gradually turned up to enroll themselves. Between 1935 and 1952, 292 girls had completed primary school certificate examination as against 105 boys (see Maria 2002).

There were a number of changes in the status of educational facilities for women during the post-colonial regime. During pre-statehood period (1962-1987) major emphasis was laid on primary, middle and high school education. Goa followed the national policy of education according to which the 10+2+3 pattern of education was implemented and adopted by the government for the students of Goa. That is, after clearing their secondary school certificate examination (SSCE) the students can choose any of the four streams, namely, Arts, Science, Commerce or Vocational. After answering the higher secondary school certificate examination (HSSCE), they are eligible to opt either for graduation in general (non-professional) or professional colleges.

As far as the population of Goa is concerned there has been a decline in the sex ratio since 1960. The sex ratio decreased from 1066 in 1960 to 960 in 2001 (Kamat 2007: 151). Despite the changing sex ratio which favours men, the growth in literacy rates, according to the 2001 census, is almost on par with males indicating that females do not lag behind in the field of literacy in Goa. 'It is quiet encouraging to note that females are not behind in the field of literacy in the state. It clearly indicates the high standard of females in the socio-cultural field of the Goan Society' (Census of India 2001 cited in Kamat 2002: 152). Also, there has been a tremendous increase in the enrolment of girls in higher education institutes.

One can observe that there has been a gradual upsurge in the female literacy rates from 1961. Several factors have led to such a huge rise in the women's interest for higher education. One of the important reasons for the growth of female enrolment in higher education is the increasing growth of higher secondary schools and colleges in the rural areas of Goa. Facilitating women to frequent institutes of higher education is perhaps the result of the rapid growth of globalization and the increasingly growing status of women in the world. Also, the innumerable schemes for girls put forth by the government both at the centre and at the state level have probably increased the enrolment of girls in higher education.

Preferences of Subjects by Men and Women in Goa

Over a period of some decades one can notice that there exists a difference in the subject choices that girls and boys make. This ultimately has direct consequences for the enrolment that one can observe in the non-professional colleges. One observes there has been a decline in the male enrolment in higher education, especially in non-professional colleges

from the time Goa has attained Statehood. The downswing in favour of women can be seen if one compares the data for higher education for the years 1987-88 and 2006-07. The enrolment of boys in higher education in 1987-88 was 5997 (52.8 percent of total enrolment) and that of females was 5365 (47.2 percent). The male-female ratio in higher education changed drastically to 47.53 percent favouring females in 1993-94. It had already declined as compared to the previous years. The gender gap kept reducing in the years ahead and 'at present, the overall male-female enrolment ratio in the general stream at the Bachelor's degree courses (Arts, Science and Commerce together) is 38:62' (see Pradhan 2008).

The researchers also perused through the statistics provided by the government in the books 'Educational Statistics at a Glance' for a period of about 6 to 7 years to investigate how the male and female students are distributed in the academic institutions. Tables 1- 9 give details about the male and female students who have enrolled themselves in 1) Vocational and Technical (post-matric level) education 2) Professional Technical (post matric level and above) education 3) Professional education 4) General education (BA) 5) General education (BCom) 6) General education (BSc) 7) General education (BCA) 8) General education (BBA) 9) General education (BTMM).

The statistics show that boys are found in greater numbers in institutions of vocational and technical level institutes of post matric level, professional technical institutes of post-matric level and above, professional education (but the girls seem to be catching up with the boys at a very great speed), and in BCA and BBA. The girls are clearly in a majority in general education streams of Arts, Commerce and Science, and in Bachelors in Travel and Tourism Management.

Table 1. Type-wise Enrolment of Institution for Vocational/Technical (post-matric level) Education

Year	Boys	Girls	Total
1999-2000	910	549	1459
2000-2001	951	585	1536
2001-2002	872	539	1411
2004-2005	1280	702	1982
2005-2006	1227	624	1851
2007-2008	1819	746	2565

Table 2. Type-wise Enrolment for Professional Technical (post-matric level and above) Education

Year	Boys	Girls	Total
1999-2000	4888	1229	6117
2000-2001	4651	1118	5769
2001-2002	4406	1157	5563
2004-2005	4372	1099	5471
2005-2006	4197	1014	5211
2007-2008	5440	1206	6646

Table 3. Type wise Enrolment of Professional Education

Year	Boys	Girls	Total
1999-2000	2363	1900	4009
2000-2001	2375	2252	4657
20001-2002	2489	2408	4897
2004-2005	3147	2844	5991
2005-2006	3302	3193	6495
2007-2008	3305	3185	6490

Table 4. Enrolment in General education (BA)

Year	Boys	Girls	Total
1999-2000	860	2393	3253
2000-2001	811	2335	3146
2001-2002	809	2225	3024
2004-2005	1014	2434	3448
2005-2006	1000	2437	3473
2007-2008	913	2835	3748

Table 5. Enrolment in General Education (BCom)

Year	Boys	Girls	Total
1999-2000	3153	4345	7498
2000-2001	3120	4447	7567
2001-2002	3024	4074	7098
2004-2005	3687	5039	8726
2005-2006	3237	4556	7793
2007-2008	2899	4335	7234

Table 6. Enrolment in General Education (BSc)

Year	Boys	Girls	Total
1999-2000	874	1532	2406
2000-2001	964	1500	2464
2001-2002	1027	1390	2417
2004-2005	1053	1644	2697
2005-2006	1082	1694	2776
2007-2008	996	1602	2598

Table 7. Enrolment in General Education (BCA)

Year	Boys	Girls	Total
2007-2008	619	476	1095

Table 8. Enrolment in General Education (BBA.)

Year	Boys	Girls	Total
2007-2008	211	169	380

Table 9. Enrolment in General Education (BTMM)

Year	Boys	Girls	Total
2007-2008	30	47	77

The researchers also investigated in their neighbourhood to seek explanations for the phenomenon of fewer boys in their classes in comparison with girls. Details were obtained of about 100 families with children in the age-group of 18 to 25. About 153 respondents, eighty-five males and sixty-five females, belonged to the said age-group. This age-group was targeted as during this age the respondents are likely to be doing their graduate or post-graduate studies. Information was sought from the respondents regarding their qualification and occupation. The data obtained clearly indicate the reasons for the lesser presence of boys in the non-professional colleges (see Tables 10, 11, 12 and 13). As the Table 10 reveals almost 60 percent of boys fall in the category of 'X passed' or 'XII passed'. This response is a clear indication of the complete halt to any further college education. At the most they might opt for some vocational or catering and hotel management courses that will facilitate their working abroad or on board the ship. On the other hand Table 12 indicates that a majority of female respondents, that is 75 percent, frequent non-professional colleges. One can also add to this the 63.23 percent of girls who responded giving 'studying' as their occupation.

Table 10. Boys' Qualifications

Qualification	Number of Boys	Percent
Passed X	19	22.35
Passed XII	32	37.64
Non-Professional	22	25.88
Professional	12	14.11
Total	85	100

Table 11. Boys' Occupations

Occupations	Number of Boys	Percent
Abroad on ship	12	14.11
Working in Goa	31	36.47
Studying	36	42.35
Not Working	6	7.05
Total	85	100

Table 12. Girls' Qualifications

Qualifications	Number of Girls	Percent
Passed X	8	11.76
Passed XII	8	11.76
Professional colleges	1	1.47
Non-Professional	51	75
Total	68	100

Table 13. Girls' Occupations

Occupations	Girls	Percent
Studying	43	63.23
Working	22	32.35
Not working	3	4.41
Total	68	100

Conclusion

The study was undertaken to explain the phenomenon of the ever-decreasing number of boys in the colleges offering general education. The statistical data provided by the statistics section of the government of Goa revealed that the male students take more to the technical education and professional colleges as compared to female students who throng the colleges of general education, especially, the ones offering BA, BCom and BSc courses. One wonders whether the boys are ashamed to take to 'Arts' due to preconceived notions, internalized through the socialization process, which associates Arts' subjects with the feminine world! The number of years to be spent in obtaining the degree may be the 'push' factor compelling boys to pursue careers abroad or on board the ship coupled with the 'pull' factor, that is, the lure of fast money awaiting them away from the mainland. To a certain extent, the courses and subjects chosen by the fairer sex still reflect the stereotypes associated with the females. Also, venturing to work abroad, especially, as 'shippies' is still the male stronghold and monopoly and an occupation which the females still shy away from. Moreover, such choices are considered radical and are looked down upon by the parents and families of the girls. Probably, the society is still trapped in some misconceived notions that educating the woman (providing her some bachelors or Masters degree even if it be in general education) is more than enough for her to fetch for herself a 'good' husband. 'Husbands are to be providers' - even in today's globalized world, wherein gender equality is the buzzword, the woman may not be really free to opt for the degree and career of her choice, one she is best equipped for. The inevitable outcome of such mental frameworks is the choice of soft subjects, only those which the tradition-ruled society imagines her to be created for.

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GOAN TOURISM: THE TOURIST'S PERSPECTIVE

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The different tourist places of Goa attract tourists from all over the world. The article is an attempt to take in to account the perceptions and recommendations of the tourists visiting Goa. The study however, is based on the opinions and responses given by tourists in North Goa.

Introduction

Nature has been very generous to India and has endowed her with unique characteristics, which attract tourists from the world over. One of the earliest definitions of tourism was given by an Austrian economist, Hermann V. Schullard, who defined it as, 'the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region' (Bhatia 1982:34)

Goa, a tiny emerald land on the West Coast of India, with its natural scenic beauty, abundant greenery, attractive beaches, temples and churches with distinctive style of architecture, colorful and lively feasts and festivities, above all hospitable people with a rich culture, has an ideal tourist profile.

There is an ample scope for leisure and entertainment in Goa. The activities may include Crocodile watching, Bird watching, Swimming, visiting Casinos and Discotheques, going on River cruises, visiting Kala Academy and Movie theatres and many more.

Besides these activities, Goa is a place where people come for soul searching. Not only do the sun and the sand bring them here, but the

simplicity of the people and their love and affection mingle with nature so much that it almost convinces them that this is the place they want to be to lend their ear to the ground, to hear the music of life. Every year plenty of tourists come to Goa, may be to bathe in the sun or to listen to the music of the sea or to have a crush with a wild bird. There are many tourists mostly foreign tourists who come here almost every year, religiously, to have a fresh breath, to enjoy the joyous atmosphere of Goa and so on.

Objectives

To identify the spots visited by tourists at selected places in north Goa (Candolim and Saligao).

To obtain a general overview of the perceptions of tourists on Goan tourism.

Methodology

Perceptions of tourist's (domestic & international) with regard to some popular sights in Candolim and Saligao (North Goa) and their opinions about these sights were gathered through personal interviews. A total of ten domestic and ten international tourists were interviewed. Also, references of various newspaper articles and books on the topic of tourism provided useful information.

Candolim village tourism

Candolim is to the north of the River Mandovi and is home to Goa's most popular and well known holiday village. The white sandy beach is a major draw now, though, earlier it used to be a hangout for a few travelers. The shrub-covered dunes enhance the beauty of the straight and sandy Candolim beach.

The captivating Candolim beach is well connected with the rest of the places. The Dabolim airport provides connectivity through air to the rest of the country and the world. For road transport there are plenty of buses that ply between Panaji, Calangute via Siquerim. The Candolim beach itself does not have much to offer when compared to its livelier neighbor, Calangute. However, if sunbathing and taking an occasional dip is preferred then, Candolim offers the perfect experience.

Close to the Candolim beach is the Aguada Fort. Along with the fort the church, lighthouse and the barracks of the Aguada Jail have become tourist attractions. Besides, there are several restaurants that offer excellent seafood. A variety of hotels and boarding houses dot the beach.

Saligao village tourism

The village of Saligao is a small and picturesque place with beautifully maintained old, Portuguese villas, shady coconut groves and lush green paddy fields. In the middle of these beautiful surroundings lie the 125 years old, parish church of Mae de Deus with its spiky Gothic-revival architecture. This church is one of its kinds; most churches and chapels of Goa bear the distinctive Portuguese style.

Saligao is surrounded by the villages of Parra, Guirim, Sangolda, Pilerne, Candolim, Calangute and Nagoa. It is only 3 kms away from the famous Calangute Beach and 7 kms from the market town of Mapusa. Bisected by the CHOGM Road, Saligao is an amazing maze of narrow path ways and lanes. Within these narrow confines one finds the ancestral houses of many distinguished personalities who have made the village proud.

Saligao is a mixed community of Catholics and Hindus, who have lived in harmony with each other and show exceptional tolerance and respect for each other's religion.

For the Catholic community, activities are centered around the Church of Mae de Deus and the Saligao Institute (founded in 1929). The first English medium school in Goa probably started here with the founding of the St. Mary's Boys School in 1900 and later the Mater Dei Institution in 1909. The St. Mary's Girls School was the first boarding school for girls in Goa, and is today known as the Lourdes Convent.

Saligao and Candolim domestic and international tourists

With the intent of understanding the tourists' perceptions of Saligao and Candolim about Goa, a few tourists were interviewed by visiting two villages. The tourists interviewed were both domestic and international. An attempt was made to find out whether the tourists had visited the place earlier as that would indicate that the tourist had appreciated the place. Some of the details are given in Table 1. It shows that fourteen tourists visiting Saligao and Candolim were visiting the places more than once.

Table No. 1 indicating the type/frequency of visits

Visit	Saligao		Candolim	
	Domestic tourists	International tourists	Domestic tourists	International tourists
First time	3	-	1	2
More than once	2	5	4	3

Churches are the most conspicuous presence of Christian religion and architecture in the Goan landscape. This is one of the first impressions a visitor to Goa gathers. They tend to believe that Goa is a predominantly Christian state with beautiful churches which attract tourists from all over the world for their splendid architecture and historical importance.

The village of Saligao and its sons and daughters living in other parts of the world justly celebrate the feast of the Church of Mae de Deus (Mother of God) on first Sunday of the month of May. But as Table 2 indicates, the Church is an attraction to the tourists.

Table No. 2 indicating Tourists visits to the churches in Saligao

Mae de Dues Church	Domestic tourists	International tourists
Visited	2	4
Not visited	3	1

The church, dedicated to Our Lady of Hope, has a look of a frosted icing cake. Built in 1560, it has got its beauty restored by the efforts of villagers. The church has some real good stained glass work inside and the rich paddies stretching outside up to the Periline lend a rustic beauty to the scene. Both the domestic and international tourists visit the churches, which are indeed a great tourist attraction.

Table No. 3 indicating Tourists visits to the church in Candolim

Candolim Church (Our Lady of Hope)	Domestic tourists	International tourists
Visited	3	4
Not visited	2	1

The Hindu temples also attract thousands of tourists and devotees from across the country. Many people throng to Goa to worship the Gods goddesses in the beautiful temples of Goa. Tourists responded positively when they were asked about their impressions of the temples.

Table No. 4 indicating Tourists visiting the Temple in Saligao

Shravani Temple	Domestic tourists	International tourists
Visited	3	2
Not visited	2	3

Springs and water bodies have always been known to be a source of attraction as it is believed that water of such springs has medicinal properties and a soothing effect, which ensures that people flock to them, especially during the summer months. Since this spring is in the interior and is not well maintained, it is not famous as a tourist spot. It is noticed that only 3 out of 10 tourists frequented the Salmona Spring.

Table No. 5 Indicating Tourists visits to Salmona Spring in Saligao

Salmona Spring	Domestic tourists	International tourists
Visited	1	2
Not visited	4	3

The Saligao Institute is a standing monument to the three founders and builders of the Club: Vitorino Saldanha, Antonio Jose Cordeiro and Dr. Rodolfo de Melo, all from Arrarim, and whose portraits adorn the walls of the institute; additionally, their names are inscribed on the tablet on the façade of the institute building. It is an important landmark in the history of Saligao. 'The Saligao Institute is today the hub of happy social life, providing opportunities for social, cultural, intellectual and recreational activities'. However, the Institute de Saligao is not of any interest to the tourists both domestic and foreigners, as can be noticed from Table 6.

Table No. 6 indicating Tourists visits to Institute de Saligao

Institute de Saligao	Domestic tourists	International tourists
Visited	-	-
Not visited	5	5

Goa is special for its wonderful and colorful celebration of fairs and festivals. The people of Goa, though very modern and liberal, are intensely pious and orthodox. With their diverse themes, these festivals lend a distinctive charm to Goa and attract tourists from world over. As Table 7 indicates most of the foreign tourists love to be a part of these festivities. Festivities add color and integrity to Goa.

Table No. 7 Indicating Tourists visits to Festivities in Saligao

Festivities	Domestic tourists	International tourists
Visited	1	4
Not visited	4	1

Market caters to the needs of the people; almost all the tourists have visited the market. They can get various commodities ranging from fish, meat, grocery to textiles, earthenware, household articles and other provisions. This survey helped the researcher know also whether the Candolim market accept the importance of tourists and whether the market caters to the needs of the tourists.

Table No. 8 indicating Tourists visits to Market

Market	Saligao		Candolim	
	Domestic tourists	International tourists	Domestic tourists	International tourists
Visited	5	5	3	4
Not visited	-	-	2	1

Ancestral home is an aesthetically constructed abode which illustrates Goa's traditional past. However tourists did not seem to be visiting them probably because they are not well maintained.

Table No.9 indicating Tourists visits to Ancestral Homes

Ancestral Homes	Domestic tourists	International tourists
Visited	1	2
Not visited	4	3

The interviews suggested that the accommodation, dining and hospitality at the Goan hotels were good. The hospitality, cleanliness of Goa is commendable and it is seen in every 3 star, 4 star and 5 star hotels. Every Goan luxury hotel has its own taste and themes and hence the tourists find the accommodation, hotel both in Saligao and Candolim to be very satisfactory.

Table No. 10 indicating Tourists satisfaction with Accomodation

Hotel Accommodation	Saligao		Candolim	
	Domestic tourists	International tourists	Domestic tourists	International tourists
Satisfactory	5	5	5	5
Below satisfactory	-	-	-	-

As regards the infrastructure available for tourists in the two tourist spots, Saligao and Candolim, the tourists are satisfied with the type of infrastructure provide by the local people and the government.

Table No. 11 indicating the Tourists satisfaction with the Infrastructure

Infrastructure	Saligao		Candolim	
	Domestic tourists	International tourists	Domestic tourists	International tourists
Satisfactory	3	5	5	2
Below satisfactory	2	-	-	3

The tourists had no complaints with regard to the attitude of the locals. They felt that the Goans in both villages were very friendly to the tourists.

Table No. 12 indicating the Attitude of Goans to Tourists

Attitude of Locals	Saligao		Candolim	
	Domestic tourists	International tourists	Domestic tourists	International tourists
Friendly	4	4	2	5
Indifferent	1	-	3	-
Hostile	-	1	-	-

Saligao is one of the greenest and daintiest villages blended in a scenic backdrop of Goa. This village is very beautiful with its open stretch of paddy fields and coconut palms lining the narrow roads. Although Saligao may be tiny in terms of land size, it gains heavily in its compactness, neatness, easy accessibility and it is very pretty which makes the tourists to re-visit.

Candolim is a happening place where lots of entertainment is going on, therefore the tourists claimed that they would definitely recommend their peers to visit the place.

Table No. 13 indicating Tourists willingness to Recommend Saligao/Candolim to Others

Recommendation to friends and family	Saligao		Candolim	
	Domestic tourists	International tourists	Domestic tourists	International tourists
Yes	4	5	5	5
No	-	-	-	-
No response	1	-	-	-

Tourists stored happiness and satisfaction with the two places and were more than willing to recommend the places to others and to their family members, and at that they will revisit the place.

Table No. 14 indicating Desire to Revisit Saligao/Candolim

Re-visit	Saligao		Candolim	
	Domestic tourists	International tourists	Domestic tourists	International tourists
Yes	5	5	4	5
No	-	-	1	-
No response	-	-	-	-

Kerkar Art Gallery is situated within Kerkar Art Complex. It features the sculptures and paintings of some of the renowned artists of Goa. Kerkar Art Gallery is one of the popular attractions around Calangute beach. It houses the art works of the upcoming artists of the territory. The gallery features the paintings and sculptures of Subodh Kerkar, an artist who gave up his career in medicine so that he could concentrate on art. The art gallery also contains the paintings and sculptures of fishermen, sea queen and royal couples. Besides, the gallery also conducts workshops for the sculptures and painters. The workshops are conducted in order to create an enlightening dialogue between the occident and orient artistic traditions. Though, not a majority, but tourists do visit this art gallery.

Table No. 15 indicating Tourists visiting Kerkar Art Gallery in Candolim

Kerkar Art Gallery	Domestic tourists	International tourists
Visited	2	2
Not visited	3	3

Sinquerim Beach is one of the most beautiful beaches in Goa. It is located just 13 km from the state capital Panaji. The tourists come here especially for its untouched and peaceful setting. Palm tree groves lining the beach along with sun kissed golden sands and aqua blue water of the Arabian Sea mesmerizes the senses of the tourist. The prime attraction of the Sinquerim Beach is also Fort Aguada, which is undoubtedly the most important and well-preserved Portuguese coastal fort. Sinquerim Beach in Goa has become a prime tourist destination. There are a large number of hotels in close proximity and tourists, almost all, visit Sinquerim Beach.

Table No. 16 Indicating Tourists visiting Sinquerim point in Candolim

Sinquerim point	Domestic tourists	International tourists
Visited	3	5
Not visited	1	-

In Goa the villagers of Candolim, Siolim, Ribander, Agacaim, are some of the villages where the feast of St. John the Baptist is celebrated with pomp and gaiety. Besides the religious celebrations which include the high mass in the morning, the feast has an important local tradition. A colorful festival of boats is organized in the afternoon which is called Sangodd.

Two boats are tied together and a stage is put across them with a cross prominently displayed in a church like structure. The binding together of the boats is called Sangodd. Tourists, however, said they did not participate in the Sangodd.

Table No. 17 Indicating participation in Sangodd in Candolim

Sangodd	Domestic tourists	International tourists
Visited	-	-
Not visited	5	5

Beach shacks in Goa are popular with tourists and locals alike. These temporary huts spring up on the beach at the beginning of the season in November until April. 'We have been coming back to the same spot on the beach for the last 10 years and have now have a very good established reputation with many friends returning year after year' said all the tourists. Shacks are the places visited by both domestic and international tourist.

Table No. 18 Indicating visit to Shacks in Candolim

Shacks	Domestic tourists	International tourists
Visited	5	5
Not visited	-	-

North Goa is the most happening place in Goa, if one wants to hang out at the beach in a shack, till late nights north Goa (Candolim) is the place to be. It attracts a large crowd. This place has its hotels and restaurants open for 24 hrs. The coast line lits up all the way from Fort Aguada to Baga as if every day is a festival here in Goa, the fun never stops, late night

parties, rave parties and flea markets along with shack makes north Goa (Candolim) a feast to visit. That is the reason why the tourists said that they revisit this beautiful place.

Conclusion

After conducting the study and analyzing the data, one can conclude that Goa is a place which does not have any particular tourist season. Though October to April is known as the season for tourists, tourists are pouring into Goa throughout the year. It is evident that Goa draws tourists, domestic as well as international.

Goa's prosperity is dependent on tourism to a great extent. So promoting tourism is a necessity. Goa has considerable traditional culture which has not been fully utilized in the field of tourism. The handicraft sector of Goa has a lot to offer with so much of talent available. People are unaware of the art and craft of painting that is available in Goa.

The popularity of Goa, to a large extent, is because of its beaches. However, Goa lacks a clear cut tourism policy on all fronts. Total policy upgrade is the need of the hour, like beach shack allotment, cleanliness, garbage, transportation etc. Safe stay can also be assured or guaranteed to any visitor by good governance of the state taking all parameters of security into consideration.

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INFLATION IN INDIA

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The paper deals with inflation rate in the Indian economy. The trends of inflation in the economy from the year 2000 to 2009 are examined. The data has been collected from secondary source that is the Central Statistical Organization. An attempt has been made to forecast the inflation rate for the year 2009-2010 and 2010-2011 by using time series for recasting method of statistics.

Introduction

Every week newspapers talk about rising or falling inflation. It could be just Wholesale Price Index (WPI), Consumer Price Index (CPI), or food inflation.

In this paper, we discuss the concept of inflation, its effects and also the effects of inflation, measures to tackle this problem of inflation prevailing in the economy. In economic jargon, inflation, which is usually measured in percentage terms, refers to sustained rise in prices of goods and services. There are various aspects to this simple economic indication which reflect the value of money as of today.

Objectives

- a) To find out the trends of inflation in the economy.
- b) To forecast the inflation rate for the year 2010 and 2011.

Limitations

This study is fully dependent on the secondary source of data. Primary data have not been collected due to time constraint. The issues covered under inflation are limited due to time constraint.

Methodology

The study on inflation is based only on the secondary source data, collected from the newspapers, internet and books. For forecasting inflation rate for the year 2011 series forecasting method of statistics have been used.

Inflation

Inflation is commonly understood as a situation where there is a substantial general increase in prices, everything costs more and more, too little of essentials on the market, and the value of average pay packet (or money income) dwindling like ice on a sunny day. Inflation is thus, normally associated with high prices, which cause decline in the purchasing power or the value of the monetary unit. Crowther, for instance, defines inflation as 'A state in which the value of money is falling, i.e. prices are rising'. According to Coulborn 'inflation is too much money chasing too few goods'. Investopedia explains "as inflation rises, every dollar will buy a smaller percentage of a good" for example, if the inflation rate is 2 percent then a \$1 pack of gum will cost \$1.02 in a year. The central banks will try to sustain an inflation rate of 2-3%. Inflation is a recurring but only intermittent historical phenomenon.

Types of Inflation

Inflation is of various types:

Creeping inflation

When the rise in prices is very slow like that of a snail or creeper, it is called creeping inflation. In terms of speed, a sustained rise in prices of annual increase of less than 3 percent per annum is characterized as creeping inflation. Such an increase in price is regarded safe and essential for economic growth.

Walking or trotting inflation

There is walking inflation when the prices rise moderately and the annual inflation rate is a single digit. In other words, the rate of rise in prices is in

the intermediate range of 3-6 percent per annum or less than 10 percent. Inflation at this rate is a warning signal for the government to control it before it turns into running inflation.

Running Inflation

When prices rise rapidly like the running of a horse at a rate or speed of 10-20 percent per annum, it is called running inflation. Such inflation affects the poor and middle classes adversely. Its control requires strong monetary and fiscal measures.

Hyperinflation

It is usually rapid inflation. In extreme cases, this can lead to the breakdown of a nation's monetary system. One of the most notable example of hyperinflation occurred in Germany in 1923, when prices rose 2500% in one month.

Effects of Inflation

Inflation is considered to be helpful as long as it leads to an increase in the level of income, output and employment. If it is unable to achieve this objective, then it becomes dangerous to the economy. Inflation has therefore, wide ranging effects on the economic, social, moral and political life of the country. These effects are as follows:

Economic effects of inflation

Effects on production

It is generally believed that rising prices boost up the profit expectation of the entrepreneurs. They are encouraged to increase their investments and hence output and employment. Inflation is harmful for production because it interrupts the smooth operation of the price mechanism, and distorts allocation of resources. Further it retards saving and capital accumulation by reducing the purchasing power of the people. Inflation dampens the inflow of foreign capital in the country. It encourages hoarding of essential commodities leading to exorbitant rise in prices and black-marketing of goods. Inflation reduces the volume of production by slowing down the process of capital accumulation and by creating business uncertainties. Finally, inflation leads to the deterioration in the quality of goods and materials.

Effects on distribution

Inflation results in distorting the distribution of income and wealth in the economy. Since rising prices mean a fall to the value of money or a fall in the purchasing power of money. Inflation leads to a situation in which the distribution of income and wealth becomes more favourable to the people with flexible incomes like businessmen, traders, merchants, speculators, etc. and it becomes unfavourable for people with fixed incomes like labourers, salaried persons, teachers, interest and rent earners, etc. Inflation, thus, increases the economic burden of those sections of the society which are not in the position to bear it. That is why, inflation has been called as 'unjust'.

Non-economic effects of inflation

The non-economic effects of inflation on the social, moral and political life of the people are more serious.

Social effects

Inflation is inequitable because it makes the distribution of wealth more favourable for the rich. The gap between the rich and the poor is widened, and the class conflict in the society is intensified.

Moral effects

Inflation erodes the morality and ethics of the business class. It promotes black-marketing and increases the greed of the businessmen and trading community to reap high profits by adopting undesirable and unethical means, by resorting to the creation of artificial scarcity and adulteration in their product.

Political effects

Inflation adversely affects the political life of a country. It increases corruption among the politicians, and erodes the political discipline. There is a growing feeling of discontentment among the people which results in the loss of faith in the government.

It has been rightly remarked that inflation is economically unsound, politically dangerous and morally indefensible. Therefore as far as possible inflation should be avoided and even if it is resorted to, should be kept under check.

Causes of Inflation

Increase in money supply

Inflation is caused by an increase in the supply of money which leads to increase in the aggregate demand. The higher the growth rate of the nominal money supply, the higher is the rate of inflation.

Increase in disposable income

When the disposable income of the people increases, it raises their demand for goods and services. Disposable income may increase with the rise in national income or reduction in taxes or reduction in the saving of the people.

Increase in public expenditure

Government activities have been expanding much with the result that government expenditure has also been increasing at a phenomenal rate, thereby raising aggregate demand for goods and services.

Increase in consumer spending

The demand for goods and services increases when consumer expenditure increases. Consumers may spend more due to conspicuous consumption or demonstration effect. They may even spend more when they are given credit facilities to buy goods on hire purchase and installment basis.

Cheap monetary policy

Cheap monetary policy or the policy of credit expansion leads to increase in the money supply which raises the demand for goods and services in the economy. When the credit expands, it raises the money income of the borrowers which, in turn, raises aggregate supply, thereby leading to inflation. This is also known as credit-induced inflation.

Deficit financing

In order to meet its mounting expenses, the government resorts to deficit financing by borrowing from the people and even by printing more notes. This raises aggregate demand in relation to aggregate supply, thereby leading to inflationary rise in prices. This is also called as deficit induced inflation.

Expansion of the private sector

The expansion of the private sector also tends to raise the aggregate demand. For huge investments increase employment and income, thereby creating more demand for goods and services.

Black money

The existence of black money in all countries due to corruption, tax evasion etc. increases the aggregate demand. People spend such unearned money extravagantly; thereby creating unnecessary demand for commodities. This tends to raise the price level further.

Repayment of public debt

Whenever the government repays its past internal debt to the public, it leads to increase in the money supply with the public. This tends to raise the aggregate demand for goods and services.

Increase in exports

When the demand for domestically produced goods increases in foreign countries, this raises the earnings of industries producing export commodities. This, in turn, creates more demand for goods and services within the economy.

Measures to Control Inflation

Inflation is caused by the failure of aggregate supply to equal the increase in aggregate demand. Inflation can, therefore, be controlled by increasing the supplies and reducing money incomes in order to control the aggregate demand. The various methods are usually grouped under three heads : monetary measures, fiscal measures and other measures.

Monetary Measures

Monetary measures aim at reducing money incomes.

Credit Control

One of the important monetary measures is monetary policy. The Central Bank of the country adopts a number of methods to control the quality and quantity of credit. For this purpose it raises the bank rates, sells securities in the open market etc.

Monetary policy can be helpful in controlling inflation due to demand pull factors and not due to cost push factors.

Demonetization of currency

However, one of the monetary measures is to demonetize currency of higher denominations. Such a measure is usually adopted when there is abundance of black money in the country.

Issue of new currency

The most extreme monetary measure is the issue of new currency in the place of the old currency. Such a measure is adopted when there is an excessive issue of notes and there is hyperinflation in the country. It is very effective measure. But it is inequitable because it hurts the small depositors the most.

Fiscal measures

Fiscal measures are highly effective for controlling government expenditure, personal consumption expenditure and private and public investment. The principal fiscal measures are the following:

Reduction in unnecessary expenditure

Increase in taxes

Increase in savings

Surplus budgets

Public debt

Other measures

The other types of measures are those which aim at increasing aggregate supply and reducing aggregate demand directly.

To increase production

One of the foremost measures to control inflation is to increase the production of essential consumer goods like food, clothing, kerosene, etc. If there is need, raw materials for such products may be imported on preferential basis. The policy of rationalization of industries should be adopted as a long term measure. All possible help in the form of latest technology, raw materials, financial help, etc. should be provided to increase production.

Rational wage policy

Under hyperinflation, there is a wage price spiral. To control this, the government should freeze wages, incomes, profits, etc. Such a drastic measure can be adopted for a short period and by antagonizing both workers and industrialists.

Price control

Price control means fixing an upper limit for the prices of essential consumer goods. They are the maximum prices fixed by law and anybody charging more than these prices is punished by law.

Rationing

Rationing aims at distributing consumption of scarce goods so as to make them available to a large number of consumers. It is applied to essential consumer goods like wheat, sugar, oil, etc.

Analysis

This data is collected from Department of Industrial Policy and Promotion. According to the Economic Survey 2009-2010, an analysis has been done taking into consideration all the commodities i.e. primary articles, fuel power, manufacturing goods.

The data is as follows:

ANNUAL AVERAGE INFLATION RATE									
Year	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009
Weights	7.2	3.6	3.4	5.5	6.5	4.4	5.4	4.7	8.4

Inflation forecast is done using the following equations of time series forecasting method of least squares :

1. $\sum y = na + b\sum x$
2. $\sum xy = a\sum x + b\sum x^2$
3. $y = a + bx$

Findings

Based on the analysis done it has been found that :

1. The forecast for the year 2009-10 is 6.35%
2. The forecast for the year 2010-11 is 6.53%
3. There is an increase of 0.18%

Conclusion

Inflation is a sign that an economy is growing. In some situations, little inflation can be just as bad as high inflation. The lack of inflation may be an indication that the economy is weakening. It is not so easy to label inflation as either good or bad. It depends on the overall economy, how it tackles the situation and controls the problem of inflation without having any adverse effects on the economic growth rates by using various

measures to control inflation. We have forecasted inflation rate for the year 2009-2010 as 6.35 and 2010-2011 as 6.53. This forecast may not be 100% accurate as its value may fluctuate depending on the fluctuations of the other variables which may have an influence on the inflation rate. For e.g. availability of goods for sale, savings in the economy, changes in the wage rate and so on.

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