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CONTENTS

Research Papers

GRAD.LY : AN ANDROID APP USING MULTIPLE FIREBASE SERVICES AND MOBILE CLOUD COMPUTING

Avinash Sampatrao Khodke and Swapnil H. Patil
Department of Information and Technology

ABSTRACT

Grad.Ly is an android app that provides a platform for students and learners to gain valuable skills to advance their careers. It will assist individuals in finding online courses and internships that will enable them to gain professional work experience in their fields of interest. It offers a variety of content such as Daily Updates, Articles, Coding Lessons for Beginners, including, most notably, Courses and Internships from various platforms. The notification feature of this app will keep the users informed at all times. Sending push alerts is amongst the most effective ways to increase user satisfaction, which leads to user engagement. The timely received push notification reminds users to respond to app alerts, to search for new updates every minute, and to remind them of new opportunities around them and how they can take advantage of before it's too late. This app has an interactive UI/UX design that keeps users engaged. The terms User Interface and User Experience (UI/UX) refer to functionality, ease, and usability, both of which relate to a great user experience. The addition of a real-time database in the backend improves the app's reliability for users. Within milliseconds, every device attached to the Real-Time Database receives the updates. Additionally, enhanced Firebase services such as authentication, firebase cloud messaging, crashlytics, and analytics were acquired, allowing the developer to hand over information according to the needs of the users.

***KEYWORDS** – Firebase, Mobile Cloud Computing, Real-time Database, Cloud Messaging.*

INTRODUCTION

Every day, educators and students seek out dependable online educational tools to improve their skills and awareness in the digital world. Many websites and apps can be found on the internet, but when we say internet, we must consider issues such as privacy, security, user data, premium editions, trustworthiness, and many others. Many options leave the learner confused or unable to figure out where to learn. What if we gave educators and students access to a single platform where they could both learn and earn money? A well-designed smartphone interface is much faster than a mobile website at performing tasks. In comparison to blogs, which typically use web servers, apps often store their data locally on mobile devices. As a result, data retrieval in mobile apps is lightning fast. Apps will save consumers even more time by remembering their needs and taking constructive steps on their behalf. Several recent polls have shown the value of an internship. "More than half of all graduating seniors who applied for a full-time job (53.2%) received at least one job offer. Within this group, 57.5% of students who had an internship and 43.7% of graduating seniors who did not have an internship received a job offer[1] (Nace Staff, 2019). Grad.Ly android app also offers frequent updates on a wide range of topics, such as Technology and Development, Education and Career, Science and Innovation, and Art and Design, bringing the educator up to date with the latest technologies. Educators and students should also broaden their awareness by reading well-known Top Blogs and Popular Articles.

LITERATURE SURVEY

Authentication methods ensure that communications originate from reliable sources and that information and data circulate freely. "Authentication Technologies for Cloud Computing, IoT and Big Data" present state-of-the art research and advancement in authentication technologies, including problems and implementations for Cloud Computing, IoT, and Big Data [2](Yasser, et al, 2019). With the advancement of e-learning programmes and networks, as well as the need for online and remote learning, [3](Mukta Goyal, et al, 2021) write in their study "E-learning Methodologies Fundamentals, technologies and applications" E-learning has become an integral part of our educational life. Intelligent and adaptive systems are being created with the help of ICT and computational intelligence techniques. The art of developing successful real-time e-learning programmes, on the other hand, is challenging since various facets of learning must be addressed, such as learning speeds, involvement, skills, qualifications, as well as networking and security concerns. Emerging developments such as cloud computing, mobile computing, big data, Internet of Things (IoT), AI and machine learning, and AR/VT technologies have vastly improved the earlier ideas of standalone interconnected interactive e-learning platforms. "Study on Google Firebase for Website Development" In recent mobile app growth, Firebase has proven to be incredibly useful and effective for creating real-time apps or websites. Many larger companies use Firebase and its functionality for similar purposes [4] (H. S. Singh, et al, 2017).

PROBLEM STATEMENT

People in the offline learning environment have to look for a variety of things, such as a helpful coach, a convenient time, course fees, as well as the location of lessons, among other things. This android app preserves all of this information for the user with the help of Firebase. People get dissatisfied as they go to a different organisation every day and look for internships they like, only to be rejected due to a lack of capabilities on their resume. This app addresses the issue for the user by highlighting broad categories of internships based on the user's needs. It is difficult to take bulky notebooks and textbooks around with them; but, with this app, users can learn directly by watching content and collecting the information in less time.

FIREBASE SERVICES USED :

1) **Authentication using E-Mail :** The user should only log in to the app using the standard E-Mail format, which is example123@gmail.com; every other format will display a text window containing an error message to the user.

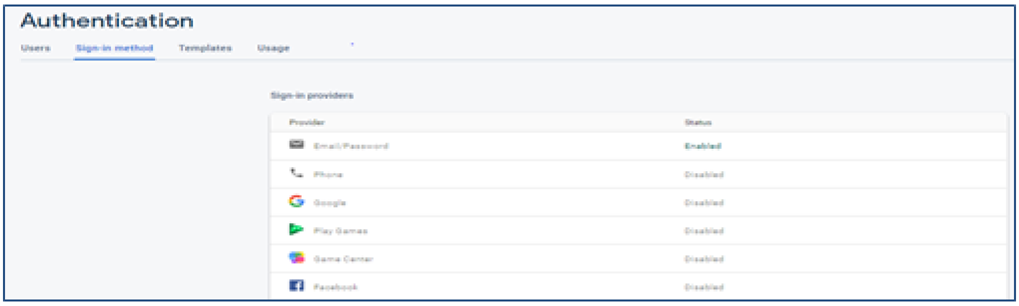

Figure 1 : Authentication

2) **Real-Time Database :** RTDB (Real-time Database) is one of the most essential Firebase services for developing Android applications. RTDB does an excellent job by delivering new data to users who have the app installed on their device every minute. RTDB updates the app's content in a short amount of time.

Figure 2 : Real-time Database

3) **Crashlytics :** It is necessary to upgrade the app in accordance with various Android OS versions; in order to reach all users, the app must be compatible with all Android versions. Crashlytics provides crucial details about the device on which the app crashed, including the device name, RAM, OS version, available space, and device state. As a result, the developer will make modifications in order to gain maximum number of users.

Figure 3 : Crashlytics

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4) **Analytics :** It's important to keep track of users' app usage so that we can provide data that meets their needs. Analytics takes care of everything for the app by displaying data such as Acquisition, Engagement, Monetization, Retention, Demographics, and Technical Details in a diagrammatic format.

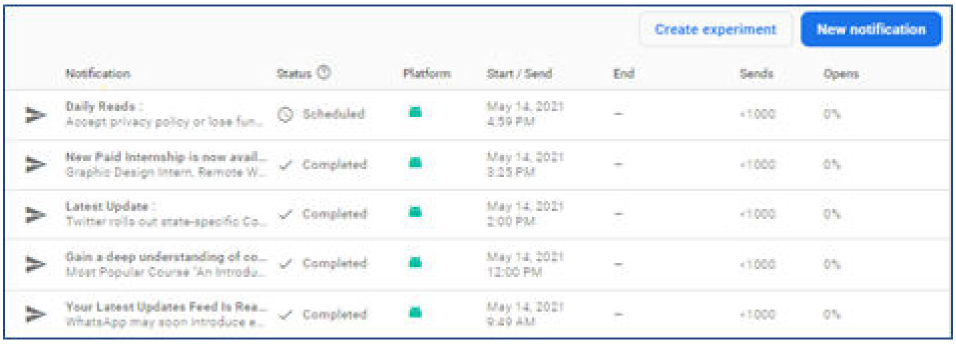


Figure 4 : Analytics

5) **Firebase Cloud Messaging :** It's difficult to keep customers informed as the app's data is updated. One way to hit users is via push notifications. Push notifications are a simple and fast way to communicate with the audience. FCM (Firebase Cloud Messaging) is an excellent tool for this, as it provides free push notifications and also assists in tying users to the app.

Figure 5 : Firebase Cloud Messaging

DIAGRAMS :

(i) **Data Flow Diagram Level 1** : The path of an app from the point of user entry to the point of departure is depicted in this data flow diagram. Users must first complete the verification process before viewing the app's Homepage, which includes a categorised reading feed containing Internship opportunities from various organisations, Latest Updates, and current updates in categories such as Technology and development, Education and Career, Science and Innovation, and Art and Design.

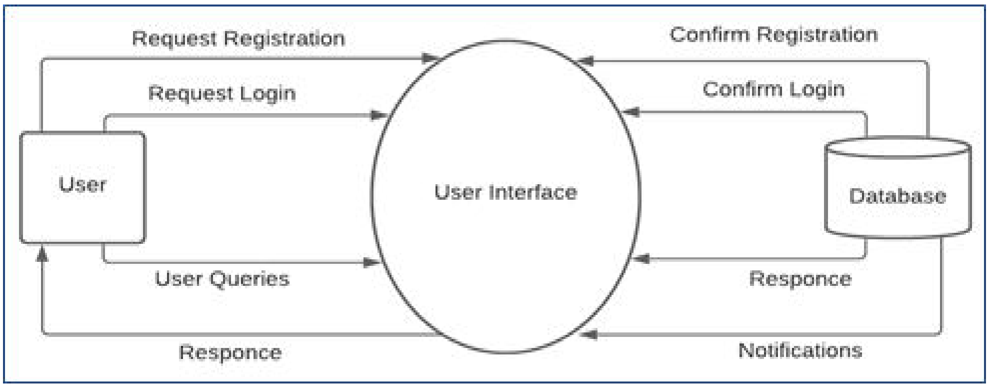


Figure 6 : Data Flow Diagram Level 1

(ii) **Data Flow Diagram Level** *:* A Level 2 data flow diagram (DFD) represents the systems that make up an information structure in greater depth than a Level 1 DFD. Since the app's UI is entirely reliant on Firebase, the content will be shown as soon as the user enters the activity. From the Internships activity, users will be redirected to the official page of that internship website, where they can apply; similarly, from the Courses activity, users will be directed to the official page of that course platform, where they can enrol and learn from it.

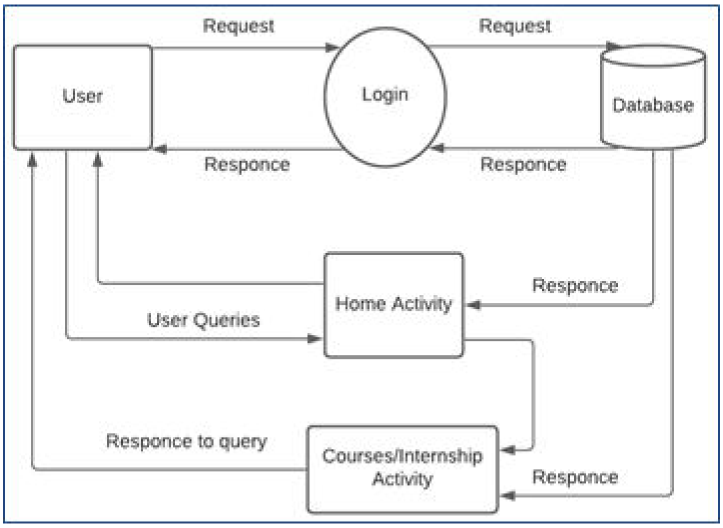
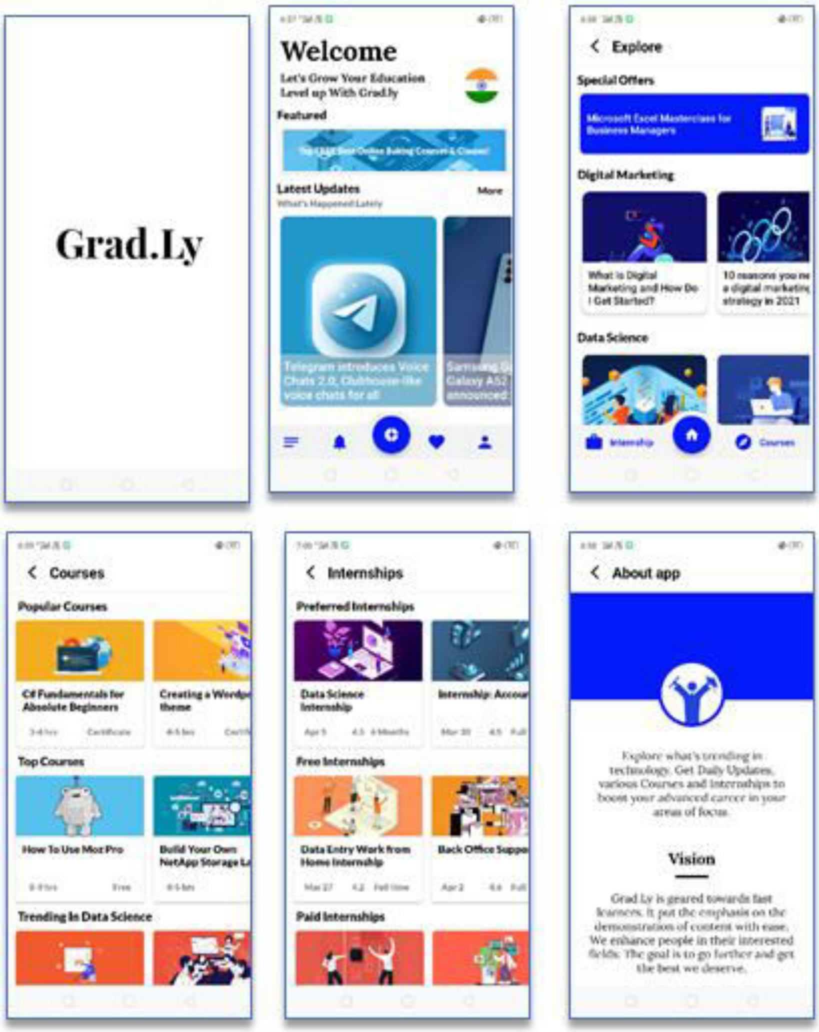


Figure 7 : Data Flow Diagram Level 2

SCREEN SHOTS :



RESULTS :

1) **Engagement Overview :** When an app is running in the foreground, Firebase produces "user engagement" events on a regular basis, resulting in User Engagement reports per screen in the Google Analytics for Firebase Dashboard. The diagram shows total number (95000) of app screens viewed by users. The number of times a single screen is counted (events screen view+ page view) and also total events performed by users in the app(35000).

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Figure 8 : Engagement overview

2) **Demographics Overview :** Demographic data is much more useful when it comes to including local content in the app, and would increase user interaction. It will assist in the development of the app, local updates, and even the overall growth strategy-and it's free. Users from various countries can be seen here, and the app's content can be updated accordingly.

Figure 9 : Demographics Overview

3) **Cloud Messaging Report :** The Notification campaigns are seen in the previous Figure of FCM as they appear on the Firebase Dashboard(Fig.5). The report of notification is shown in the diagram below. It is in graphical format and indicates that there were 7.9 thousand notification messages sent to users. Users have received 6.1 thousand notifications, have viewed 6.1 thousand notifications, and have opened 80 notifications.

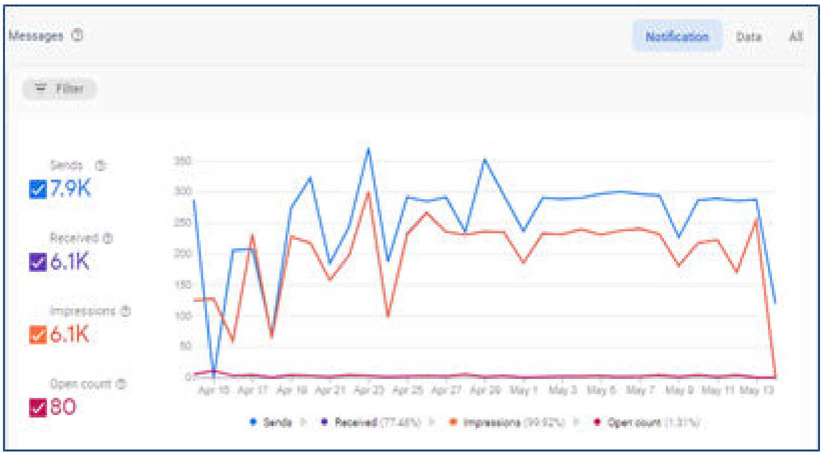

Figure 10 : Notification Report

 ISSN 2394 - 7780

4) **Acquisition Overview** : The method of acquiring new users for a mobile app sector is referred to as user acquisition. The graph below shows how many users signed up to the app in the months of March, April, and May. It also shows the total number of users, which is 224, including 223 new ones.

Figure 11 : User Acquisition

CONCLUSION

It's no surprise that Firebase performs admirably in mobile cloud computing, based on all evidence and statistics. Students and learners can use this app to find a variety of internships, including free, paid, online, and short internships, as well as courses from various fields to improve their expertise in particular fields.

FUTURE SCOPE

Users can learn and earn money from home by applying for paid, free, full-time, part-time, and summer internships with this app. Users may enrol in online courses or internships all in one location, saving time and allowing them to learn new skills and boost their learning. More types of internships and courses, live sessions with learners, career job opportunities advice, and writing and editing users' own blogs in the app are all capabilities that may be included in the future.

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INTERNATIONAL FINANCIAL REPORTING STANDARDS *CHALLENGES IN INDIA*

Dr. Macnoble Michael Dcruz
Assistant Professor, St. Gonsalo Garcia College, Vasai West

ABSTRACT
The rapid expansion of international trade and internationalization of firms, the developments of new communication technologies, the emergence of international competitive forces is disturbing the financial environment to a great extent. Now it has been realized that under this global business scenario the business community are badly in need of a common accounting language that should be spoken by all of them across the globe. A financial reporting system of global standard is prerequisite for attracting foreign as well as present and prospective investors at home alike that should be achieved through harmonization of accounting standards.

Key Words: IFRS, IASB, IASC, MCA, GAAP

INTRODUCTION AND BACKGROUND
In this changing scenario, India cannot cut off itself from the developments taking place worldwide. At present, the accounting standards board (ASB) of the institute of chartered accountants of India (ICAI) formulates accounting standards (Ass). The paper will revolve around need, and challenges to convergence with IFRS in India.

Accounting standards are formulated with a view to harmonize different accounting policies and practices in country. Accounting standards are the policy documents (authoritative statements of best accounting practice) issued by recognized expert accountancy bodies relating to various aspects of measurement, treatment and disclosure of accounting transaction and events. The aim of setting standards is to bring about uniformity in financial reporting and to ensure consistency and comparability in the data published by enterprises.

Accounting standards are being established both at national levels. To harmonize diverse accounting policies and practices in use in India, the institute of chartered accountants of India (ICAI) constituted an Accounting Standard Board (ASB) on 21st April 1977. In order to this ASB has issued 32 As (Indian Accounting Standards). The international accounting standards committee (IASC), now international Accounting Standards Board (IASB) was formed on 29th June 1973, by the recognized professional accounting bodies in Canada, Australia, France, Japan, Germany, Mexico, Netherlands, United kingdom and united states of America, with its secretariat and head quarters in London. In India, so far as the ICAI and the governmental authorities such as national advisory committee and accounting standards established under the companies act, 1956, and various regulates such as securities and exchange board of India and reserve bank of India aim to comply with the IFRSs to the extent possible with the objective of formulate sound financial reporting standards.

MEANING AND NEED OF CONVERGENCE WITH IFRS
International financial reporting standards (IFRS) is a set of accounting standards, developed by the international accounting standards board (IASB), which is a becoming the global reporting standards for the preparation of public company financial statement.

IFRS is and accounting framework that establishes recognition measurement presentation and disclosure requirement relating to transaction and events that are reflected in financial statement and further it provide a single set of high quality, understandable and uniform accounting standards.

In general terms, 'convergence' means to achieve harmony with IFRSs; in precise terms convergence can be considered " to design and maintain national accounting standards in a way that financial statements prepare in accordance with national accounting standards draw unreserved statement of compliance with IFRSs.

REQUIREMENTS OF IFRS
- A statement of financial position
- A statement of comprehensive income separate statements comprising an income statement and separately a statement of comprehensive income separate statement comprising an income statement and separately a statement of comprehensive income which reconciles profit or loss on the income statement to total comprehensive income.
- A statement of changes in equity (SOCE).
- A cash flow statement or statement of cash flows.

Reserve bank of india has stated that financial statement of banks need to be IFRS compliant for periods beginning on or after 1st April 2011...

The ICAI has also stated that IFRS will be applied to companies above rupees 1000 crore from april, 2011.

IFRS 1 define what a first time adoption of IFRS is and provides transition guidance for companies presenting financial statement under IFRS for the first time.

Highlights includes

- A definition of and guidance related to a companies first IFRS opening balance sheet.
- Provision related to the choice and application of IFRS accounting policies.
- A discussion of each of the elective exemptions from retrospective application of all standard offered by IFRS 1.
- A discussion of the required exceptions from retrospective application of all standard offered by IFRS 1.
- 5. A discussion of the disclosure requirements in IFRS 1 meant to help the user of the financial statements understand the consequences of the adoption of IFRS.

The use of international financial reporting standards (IFRS) as a universal reporting language is gaining momentum across the globe. Over a 100 countries in European Union, Africa, West Asia, Asia Pacific region either required or permit the use of IFRS. The Institute of Chartered Accountants Of India (ICAI) has recently released a concept paper on Convergence with IFRS in India, detailing the strategy for adoption of IFRS in India with effect from April 1 2011. This has been strengthened by a recent announcement from the ministry of corporate affairs (MCA) confirming the agenda of convergence with IFRS in India by 2011. Even in the US there is an ongoing debate regarding the adoption of IFRS replacing US GAAP.

Adopting IFRS by India corporate is going to be very challenging but at the same time could also be rewarding. Indian corporates are likely to reap significant benefits from adopting IFRS. The European Union experience highlights many perceived benefits as a result of adopting IFRS . Overall, most investors, financial statement prepares and auditors were in agreement that IFRS improved the quality of financial statements and that IFRS implementation was positive development of EU financial reporting.

The adoption of IFRS is expected to result in better quality of financial reporting due to consistent application of accounting principles and improvement in reliability of financial statements. This, in turn, will lead to increase trust and reliance place by investors and other stakeholder in a companies financial statement; and

IFRS CONVERSION IN INDIA

On 22 January 2010, the ministry of corporate affairs (MCA) issued a press release setting out the roadmap for international financial reporting standards (IFRS) convergence in india the roadmap requires IFRS to be made applicable in a phased manner. This is an historic step that will elevate Indian entities and their finance and accounting professionals to much greater heights.

Certain Indian companies have already begin to lan the conversion to IFRS. They have found that IFRS conversion is more than an accounting change and may affects many aspects of a company outside of the finance function including information technology, group structures, direct and indirect taxes, strategic plan such as an initial public offering or an acquisition, investor relation dept arrangement, and executive compensation . for the company covered in phase I : listed companies having net worth greater than 1000 crores in phase I are required to start IFRS result from the first quarter of year beginning 1st April, 2011. Furthermore depending on how a company to elects a present comparative information in the first year, its actual date of transition could be as early as 1st April 2010. Companies in phase I should therefore accelerate process of conversion to IFRS to allow them to complete the project efficiently, select meaningful accounting choices, and enhance the overall quality of their financial reporting. Companies in later phase are advise that IFRS reporting may quickly become the norm in their sector and it is better to be prepared for IFRS conversion sooner, rather than later.

IFRS V/S INDIAN GAAP

- Indian GAAP is rule – based and is less flexible in comparison with the IFRS
- Extra – Ordinary items are required to be separately disclose in the Indian GAAP While, their is no provision of presenting extraordinary item, separately as per IFRS.

ISSN 2394 - 7780

- Minimum rate of depreciation is applied by the company as per Indian GAAP while, in IFRS depreciation is based on the useful life of the asset.
- First time adoption is not there in the Indian GAAP but IFRS sets the standard s for first time adoption in great detail and previous year comparison are to be mention.
- Valuation of taken over assets is valued at cost while in IFRS, valuation is take over allows the assets to test goodwill impairment at each balancesheet they.
- Indian GAAP does not required impairment of goodwill but in IFRS impairment of assets at each balancesheet date.
- Share – based employee benefits are valued at fair value or instrinsic value method but in IFRSA, it provides the share- based payment to employees is to taken into account using share value method.
- GAAP explains that inventory value is measured on the basis of FIFO, LIFO and waited average method but IFRS does not allow to use LIFO method. We cannot use last in first out for calculation of the value of closing stock under IFRS.

Accounting Standards: - in many areas the accounting standards in India are at variance from the IFRS s and therefore in such cases, Indian accounting standards diverge from IFRSs. The few name standards are AS 21 – consolidated financial statement, AS – 25 – interim financial reporting, AS 31 – financial instruments: presentation. In the companies Act (schedule VI) also prescribes the format for presentation of financial statements for Indian companies, where as presentation requirements are significantly different under IFRS.

CHALLENGES

- **Income Tax Act**:- there are many challenges with income tax act in convergence of IFRS, some of them are harmonisation of the provisions of minimum alternates tax, issues related to tax deducted at source, tax differences arising out of recognition of constructive liabilities or obligations as against the current practice of recognising only legally enforceable liabilities, depreciation of intangible assets etc.
- **Regulatory Framework: -** RBI pronounces policies for banks, financial institution and finance companies for revenue recognition provisioning an assets classifications similarly the foreign exchange dealers association (FEDAI) provide guideline regarding accounting for foreign exchange transaction. Securities and exchange board of india (SEBI) which is an important regulatory body as started the process by notifying cash flow reporting format and also in the process of issuing a standard on the accounting policies from mutual fund. Federation of Indian chamber of commerce and industry (FICCI) had raised some issues on lack of clarity in regulatory framework.
- **Lack Of Trend And Qualified Professional: -** at present, Indian corporate are facing lack of adequate professional with practical IFRS convergence experience and therefore many companies will have to rely on external advisor and their auditors. This company are investing huge amount in convergence the accounting norms with international standard.
- **Replacement And Up Gradation In Systems :**- many Indian organisation are having old financial system that will need to be evaluated to determined whether they are capable of handling the transition process. Some system will require extensive upgrades or total replacement to handle the convergence to IFRS. For organisation with older system, that is potentially a very expensive proposition.
- **Change In Accounting Input System: -** the transition to IFRS will impact whole business system that field data to accounting system. It includes departmental systems and even spreadsheets use to capture and upload financial information. To make sure a successful conversion to IFRS, it is very important to identify all touch points within the organisation that required modification.
- **Conversion Of Historical Data: -** historical data from recent prior periods will have to be recast for comparative purposes. It is necessary to permit accurate and comparative trend and ratio analysis. Record retention requirement should be reviewed to ensure that data currently being retain is detail enough to permit proper restatement of prior – period financial.
- **Coordination of Conversion System: -** conversion to IFRS will be multi year exercise with number of changes in the technology, infrastructure and systems. Development of new technology system should be carefully examined so IFRS requirements can be incorporated. Since rollouts of new system must be coordinated to avoid conflict with changes to the accounting system.

ISSN 2394 - 7780

CONCLUSION

Thus; from the above discussion it is clear that compliance to IFRS is a complex task; all such standards should not be blindly adopted since Indian standards reflects certain local and domestic perspectives. The ICAI should retain the rights to look at IFRS, to adopt or adapt it looking at the ground level relaties in the country. Inspite of certain voices raised from the various body and corporate's demanding from the government to change the convergence date from april, 2011 to april 2015, but the government is still on his commitment which it made in g20 summit to converge into IFRS from april 2011.

In the present global scenario, convergence with IFRS in india is a must. Transition to IFRS will not be a swift an painless in india. Implementing IFRS would rather required changes in format of accounts, change in different accounting policies an more extensive disclosure requirement. Therefore all parties concerned with financial reporting also need to share the responsibility of international harmonization and convergence. A continuous research is in fact needed to harmonize and converge with the international standards.

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DIFFERENT NLP LIBRARIES FOR INDIAN LANGUAGES

Manasi S. Mirgal
MSc-IT(Part-2), Department of Information and Technology, Sies (Nerul) College of Arts, Science & Commerce

ABSTRACT
Human beings by nature are diverse and multilingual. Where English is the most spoken language in the world, there is the Hindi language as well which is spoken by many people around the globe. Natural Language Processing (NLP) refers to the branch of AI which is concerned with giving the computer the ability to understand the text and spoken words in much the same way human beings can. Nowadays people use devices such as Alexa, or Siri which use NLP as their base. Yet there are some ambiguities faced in NLP for the Indian Languages. Currently, NLP libraries like iNLTK, Indic NLP, Stanford NLP, etc are used to process different Indian Languages. This proposed paper has information about the different NLP libraries, processes supported by these respective libraries and how accurate these models are for Indian Languages.

Keywords **-** *iNLTK, Tokenization, NLP, Deep learning, multilingual NLP*

INTRODUCTION

Natural Language Processing (NLP) is the sub-field of Computer Science especially Artificial Intelligence (AI) that is concerned about enabling computers to understand and process human language. NLP is a way for computers to analyse, understand and derive meaning from human language in a smart and useful way. There are many open python libraries used to process the text. By using NLP, we provide refined text in a specific language as an output. This processed text is used in various fields to deal with a human. The primary goal of NLP is to make the devices such as Siri, Alexa or other chatbots, perform conveniently with the user. NLP is not only used for Smart Assistance, it is used for E-mail filtering, Search results, Predictive text, Language translation, Data analysis, etc. NLP is an expanding field where now not only the text is processed in English but also can be processed in other languages such as Spanish, German, Arabic, Hindi, etc. Still, many drawbacks are faced such as quality of text changes, data is not sufficient to process the text, it is not 100% reliable, it is never 100% dependable. There is the possibility of error in its prediction and results.

- Processes involved in Natural Language Processing

As there are full-fledged Python and Java libraries for NLP in the English language so the steps carried on to process a sentence is

1. **Tokenization:** This is the very first step of NLP where it breaks the input sentence into small words, each word is then understood with respect to the sentence before passing it for the further step. The words can be grouped into Bigrams, Trigrams and Ngrams that is in the set of 2, 3 or more than 3 words respectively.
2. **Stemming:** Once you get the individual words, the stemming process is carried out where the particular word is normalized into its base form or root form. Still, this might create a problem as over there the prefix and suffixes are removed. So, we carry out the next step 'Lemmatization'.
3. **Lemmatization:** Here the individual word finds its root form from the pre-defined dictionary/dataset. The output of this process is a word with its proper root form.
4. **Part of Speech (POS Tagging):** This process goes through the input text and returns which parts of speech are present in the text.
5. **Named Entity Recognition (NER):** Some words belong to the categories like Location, Facility, Organization, Person, Geo-Political Entity, etc. This process tells which word belongs to which category.
6. **Chunking:** Chunking in NLP is a process to take small pieces of information and group them into large units. The primary use of Chunking is making groups of "noun phrases." It is used to add structure to the sentence by following POS tagging combined with regular expressions.

NLP for Indian Languages:

In India, the percentage of English speakers is just 10% of the one billion-plus population! Most Indians have Hindi as their first language, followed by Marathi, Telugu, Punjabi, etc. For a lot of people living in rural communities, English is not even a language they understand or speak. The dream of an all-inclusive Digital India cannot be realized without bringing NLP research and application in India at par with that of languages

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like English. When engaging smartphones and other technology, the language barrier can be a huge obstacle for NLP. There are so many fields where if the system is in the native language, can be helpful to the users.

Applications of NLP for Indian Languages are:

1. Smart Phones support smart assistants such as Siri, Google Assistant, etc. There will be a huge increase in user engagement at the local level when these smart assistants will support multiple Indian Languages.
2. Digitisation of Indian Manuscripts to preserve knowledge contained in them.
3. Signboard Translation from Vernacular Languages to make travel more accessible.
4. Fonts for Indian Scripts for improving the impact/readability of advertisements, signboards, presentations, reports, etc.

Issues in dealing with Indian Languages:

While working on English sentences there are not so many problems as there are plenty of resources available. But online resources to learn NLP for Indian Languages are limited which act as a hindrance. Other issues like a large set of morphological variants, Scarcity of annotated corpora (Large and structured set of machine-readable texts) and tools, languages having different dialects with minor variations.

Hence it is not that easy to carry on NLP for Indian languages. Yet the researchers are still working in this field to find out new ways. So far, three NLP libraries are referred for Indian languages:

1. iNLTK (Indian Natural Language Toolkit)
2. Indic NLP Library
3. Stanford NLP Library

We will discuss these three libraries in detail and understand what functionality it provides.

1. iNLTK

As the name suggests, the iNLTK library is the Indian language equivalent of the popular NLTK Python package. iNLTK library supports 13 Indic languages. This library is built to provide features that an NLP application developer will need. iNLTK provides most of the features that modern NLP tasks require, like generating a vector embedding for input text, tokenization, sentence similarity etc. in a very intuitive and easy API interface. iNLTK is an open-source natural language toolkit for Indic languages. iNLTK significantly helps to do NLP in Indic Languages by sharing pre-trained deep language models, which are used for downstream tasks like text classification. iNLTK also provides out-of-box support for Data Augmentation, Textual Similarity, Sentence Embeddings, Word Embeddings, Tokenization and Text Generation. INLTK is designed to be simple for practitioners to lower the barrier for doing applied research and building products in Indic languages. This section discusses various NLP tasks for which iNLTK provides out-of-the-box support, under a unified API.

Processes performed by iNLTK library:

- Tokenization
- Word Embeddings
- Text Completion
- Similarity of sentences
- Data Augmentation

2. Indic NLP Library

Just like iNLTK was targeted towards a developer working with vernacular languages, this library is for researchers working in this area. The official documentation of Indic NLP says about its objective as, "The Indic NLP Library is built to support most of the common text processing and NLP capabilities for Indian Languages." Indic NLP being motivated by the BERT model built a collection of foundational resources for language processing, which is called IndicNLPSuite.

Indic NLP library also covers 12 major Indian Languages which are Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu.

Resources provided by Indic NLP:

1. IndicCorp: IndicCorp is one of the largest publicly-available corpora for Indian languages. It is a large-scale monolingual corpus that has a total of 8.9 billion tokens and has been developed by discovering and scraping thousands of web sources - primarily news, magazines and books, over a duration of several months.
2. IndicBERT: IndicBERT is a multilingual ALBERT model trained on IndicCorp, covering 12 major Indian languages: It can be used for performing a wide variety of NLP tasks like sentiment analysis, common-sense reasoning, question answering etc. on Indian languages. IndicBERT has much fewer parameters than other public models like mBERT and XLM-R while it still manages to give a state of the art performance on several tasks.
3. IndicFT: IndicFT is a word embedding model obtained by pre-training fast Text on IndicCorp.
4. IndicGLUE: IndicGLUE is a first attempt at creating a robust natural understanding benchmark that can measure performance on different dimensions of NLU capabilities as well as to measure performance on each of the 12 Indian languages.
5. IndicBART: IndicBART is a multilingual, sequence-to-sequence pre-trained model focusing on Indic languages and English.
6. IndicTrans: IndicTrans is a Transformer-XL model trained on the Samanantar dataset. Two models are available which can translate from Indic to English and English to Indic. The model can perform translations for 11 languages: Assamese, Bengali, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu.

This library provides the following set of functionalities:

- Text Normalization
- Script Information
- Tokenization
- Word Segmentation
- Script Conversion
- Romanization
- Indexing
- Transliteration
- Translation

3 StanfordNLP Library

StandordNLP is an NLP library right from Stanford’s Research Group on Natural Language Processing. The most striking feature of this library is that it supports around 53 human languages for text processing. Out of these languages, StanfordNLP supports Hindi and Urdu that belong to the Indian Sub-Continent. StanfordNLP is good for generating features of Computational Linguistics like Named Entity Recognition (NER), Part of Speech (POS) tags, Dependency Parsing, etc.

StanfordNLP comes with built-in processors to perform five basic NLP tasks:

- Tokenization
- Multi-Word Token Expansion
- Lemmatization
- Parts of Speech Tagging
- Dependency Parsing

LITERATURE REVIEW

In AMBER Chatbot and Detection of Paraphrases for Devnagari implemented by Shah Manthan, Jigneshkumar, Arnav Mediratta, Akshay Kundale, Shubham Nangare Has proposed Natural Language Processing tasks such as Transliteration, Tokenization, Part of Speech. AMBER uses Sentence Generation. It uses Paraphrasing detection Library. It also uses several frameworks for determining semantic similarity DKPro Similarity. Word

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Alignment Algorithm is used to calculate alignment amongst idioms and phrasal chunks. RDRPOST Tagger is used for obtaining POS Tags. It uses a phonetic and stripping algorithm to find out suffixes.

In a survey of machine translation for Indian languages to English and its approaches by Namrata G. Kharate and Dr Varsha H. Patil surveyed Machine Translation based on several approaches such as Dictionary-based, Rule-based, Corpus-based, Knowledge-based and Hybrid based. Which showed us the work required and a way to frame answers for asked questions relatively with the work of shallow parser.

Darshan Navalakha (et al, 2019), proposed a paper that discusses a system that is a chatbot designed for the question-answering purpose. The Marathi language chatbot is used to interact with the user. All the data important for answering the question is available on the portal. It is a communiqué simulating computer program. It is all about the conversation with the user. The chat with a Chatbot is very simple. It answers the questions asked by the user. Pattern Matching is a method of artificial intelligence used in the design of a Chatbot. The input is compared with the inputs saved in the database and the matching response is returned. Text recognition classification is used for large sizes of data or files. It is easy to extract text data from such large files using OCR technology. Text detection, localization and tracking modules are correlated to each other and constitute the most stimulating and difficult part of the extraction process.

Gaurav Arora talks everything about NLP library iNLTK in its proposed paper. He has discussed all the functionalities and has also talked about the future scope that is expanding the supported languages in iNLTK to include other Indic languages like Telugu, Maithili; code mixed languages like Hinglish (Hindi and English), Manglish (Malayalam and English) and Tanglish (Tamil and English), expanding supported model architectures to include BERT.

METHODOLOGY

1. iNLTK Library

The iNLTK library is the Indian language equivalent of the popular NLTK Python package. This library is built to provide features that an NLP application developer will require. iNLTK provides most of the features that modern NLP tasks require, like generating a vector **embedding** for input text, tokenization, data augmentation, sentence similarity etc. in a very **intuitive** and easy API interface.

Here I have performed one functionality which is tokenization using iNLTK library.

```
from inltk.inltk import tokenize

hindi_text = """गाय हमें दूध देती है और घास खाती है"""

# tokenize(input text, language code)
tokenize(hindi_text, "hi")
```

```
['_गाय', '_हमें', '_दूध', '_देती', '_है', '_और', '_घास', '_खाती', '_है']
```

Figure 1. a

Here I have tokenized a Hindi sentence using the language code ‘hi’ for the Hindi language.

```
from inltk.inltk import tokenize

guj_text = """ગાય આપણને દૂધ આપે છે અને ઘાસ ખાય છે"""

# tokenize(input text, language code)
tokenize(guj_text, "gu")
```

```
['_ગાય', '_આપણને', '_દૂધ', '_આપે', '_છે', '_અને', '_ઘાસ', '_ખાય', '_છે']
```

Figure 1. b

 ISSN 2394 - 7780

Again, I have passed a Gujarati sentence using code 'gu' for Gujarati language and we get small pieces (words) of a sentence for the Gujarati Language.

```
from inltk.inltk import tokenize

marathi_text = """गाय आपल्याला दूध देते आणि गवत खाते"""

# tokenize(input text, language code)
tokenize(marathi_text, "mr")
```

```
['_गाय', '_आपल्याला', '_दूध', '_देते', '_आणि', '_गवत', '_खाते']
```

Figure 1. c

Lastly, I tried to tokenize a Marathi sentence and got tokens as output.

Similarly, we can perform the same task on other 11 Indian languages. Also, there are other packages present in iNLTK library to perform functions like word embedding, Similarity in sentences, etc.

2. Indic NLP Library

Just like iNLTK, there are many common tasks between iNLTK and Indic NLP library performed by this respective library. I have demonstrated transliteration of a Hindi sentence into a Gujarati sentence using Indic NLP library.

```
from indicnlp.transliterate.unicode_transliterate import UnicodeIndicTransliterator

# Input text "Cow is gives us milk and eats grass"
input_text='गाय हमें दूध देती है और घास खाती है'

# Transliterate from Hindi to Gujarati
print(UnicodeIndicTransliterator.transliterate(input_text,"hi","gu"))
```

```
ગાય હમેં દૂધ દેતી હૈ ઔર ઘાસ ખાતી હૈ
```

Figure 2. a

IndicNLPSuite consists of many resources like IndicCorp, IndicBERT, IndicTrans, etc using which we can perform remaining tasks.

Stanford NLP library supports only two languages Hindi and Urdu from Indian-Subcontinent.

CONCLUSION

The progress in AI is undoubtedly great. Also because of the support technologies like Machine Learning, Deep Learning, Internet of things, Cloud computing. Humans are moving more towards technology. But users will attract more towards smart devices if they work(communication) in the respective local language. Researchers are still working in the field of NLP and amongst these three libraries, iNLTK and Indic NLP is used the most. Keeping in mind the functionalities iNLTK library used in chatbots is moderately accurate.

Still, there is a need for the development in NLP for the Indian language, as the issues such as lack of dataset, morphological variants, scarcity of annotated corpora and different dialects with minor variation are yet to be solved.

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SOFTWARE DEVELOPMENT PROCESSES AND TOOLS

Mrs.Rashmi Maheshwari[1], Mr. Naveen Porwal[2] and Mr. Vinay Kumar Singh[3]
[1,3]Assistant Professor, Electronics Department, Shree L.R. Tiwari College of Engineering, Mira Road, Thane, Maharashtra, India
[2]Senior Software Engineer, Diebold Nixdorf Pvt. Ltd, Goregaon East

ABSTRACT
A programming tool or software development tool is a program or application that software developers use to create, debug, maintain, or otherwise support other programs and applications. The term usually refers to relatively simple programs that can be combined to accomplish a task, much as one might use multiple hand tools to fix a physical object. It is important to stay on track with the fast moving and ever-changing world of software development. There are many options when it comes to deciding on which software development tools to use for your daily tasks at work, and to build working software efficiently. Software development tools can be categorized as Performance analysis tools, Debugging tools, Static analysis and formal verification tools, Correctness checking tools, Memory usage tools, Application build tools, integrated development environment. Hence, there is a problem in choosing a most compatible tool for specific scenario. To approach the problem, this paper reviewed the current software tools on their uses at different kind of applications and scenario.

Keywords *—Software Tools, Performance Analysis*

I. INTRODUCTION
Computer software applications continuously increase as numbers of users, problem domains and application areas grow. As many new applications of computing technology continue to emerge, such as E-commerce ,data warehousing, multi-media systems, mobile computing and groupware, many software size and complexity also varies. Thus software systems steadily become larger and more complex - and software developers require improved processes, tools and techniques to manage this complexity. The need for good tools to support the myriad of activities that occur during software development is thus greater than ever. Over the years software tools have been developed to support parts of the entire development lifecycle. Tools are used to describe and share software processes, plan and manage team work, capture process performance information and ultimately to improve processes. Tools assist in requirements elicitation, codification and validation. Computer-aided specification and design tools support software analysis and design, and often incorporate round-trip engineering features including code generation and reverse engineering. Programming environments and application generators provide user interface builders, database and message designers, compilers, editors and source-level debuggers.

This paper provides various tools and techniques used in software development.

II. SOFTWARE DEVELOPMENT CATEGORIES
A. Performance analysis tools
GDB, the GNU Project debugger, allows you to see what is going on `inside' another program while it executes -- or what another program was doing at the moment it crashed. GDB can do four main kinds of things (plus other things in support of these) to help you catch bugs in the act:

- Start your program, specifying anything that might affect its behavior.
- Make your program stop on specified conditions.
- Examine what has happened when your program has stopped.
- Change things in your program, so you can experiment with correcting the effects of one bug and go on to learn about another.

B. **Debugging tools using Visual Studio Cod**e

Visual Studio Code supports the following debuggers for C/C++ depending on the operating system you are using:

- Linux: GDB
- macOS: LLDB or GDB
- Windows: The Visual Studio Windows Debugger or GDB (using Cygwin or MinGW)

- Conditional breakpoints enable you to break execution on a particular line of code only when the value of the condition is true. To set a conditional breakpoint, right-click on an existing breakpoint and select **Edit Breakpoint**. This opens a small peek window where you can enter the condition that must evaluate to true for the breakpoint to be hit during debugging.
- Function breakpoints enable you to break execution at the beginning of a function instead of on a particular line of code. To set a function breakpoint, on the **Run** view right-click inside the **Breakpoints** section, then choose **Add Function Breakpoint** and enter the name of the function on which you want to break execution.
- Expression evaluation

➢ Supports expression evaluation in several contexts. VS Code

➢ You can type an expression into the Watch section of the Run view, and it will be evaluated each time a breakpoint is hit.

➢ You can type an expression into the Debug Console, and it will be evaluated only once.

➢ You can evaluate any expression that appears in your code while you're stopped at a breakpoint.

C. Formal Verification Tool

Formal verification tools include an array of technologies that use static analysis used to prove or disprove the correctness of hardware or software behavior with respect to a certain formal specification or property.

Formal verification contrasts with dynamic verification techniques such as simulation. In general, the two methods are considered complementary elements in a verification methodology, although there is often discussion as to which method is best suited for a given situation.

Example: Testing the software on simulators instead of actual devices.

D. Correctness Checking Tools

The process of executing a program with the intent of finding errors and is aimed primarily at improving quality assurance, verifying, and validating described functionality, or estimating reliability.

- **Verification in Software Testing**: is a process of checking documents, design, code, and program in order to check if the software has been built according to the requirements or not. The main goal of verification process is to ensure quality of software application, design, architecture etc. The verification process involves activities like reviews, walk-throughs, and inspection.
- **Validation in Software Engineering** is a dynamic mechanism of testing and validating if the software product actually meets the exact needs of the customer or not. The process helps to ensure that the software fulfills the desired use in an appropriate environment. The validation process involves activities like unit testing, integration testing, system testing and user acceptance testing.
- **Measure Memory Usage** To find memory leaks and inefficient memory while you're debugging with the debugger-integrated Memory Usage diagnostic tool is used. The Memory Usage tool lets you take one or more snapshots of the managed and native memory heap to help understand the memory usage impact of object types. You can also analyze memory usage without a debugger attached or by targeting a running app.

WinDbg: The Windows Debugger (WinDbg) can be used to debug kernel-mode and user-mode code, analyze crash dumps, and examine the CPU registers while the code executes.

E. Application Build Tools

Software build tools are used to automate the creation of executable applications from source code. They script or automate a variety of tasks, such as downloading dependencies, compiling and packaging code, running tests, and deployment. They can be triggered through the command line, inside an IDE, or by continuous integration tools after checking the code out of a repository and onto a build machine. Different build systems exist for different languages. Usually, build systems use either a domain-specific language or XML to specify a build. There are three types of build processes that enable developers to get their software builds done:

1. Continuous Integration (CI) builds: In this practice, developers merge their code to a centralized mainline several times a day. This prevents integration problems with incompatible or buggy code when all of the

developers attempt to check in at the last minute prior to a release. While deployments involve simply preparing the code so it can be run, CI builds involve running the code against a test suite.

2. Gated check-in builds: Also known as gated commits, this is a software integration pattern where developers must request a gated commit from the CI server before committing the changes to the shared mainline. That way, they can observe whether the changes break the build before actually committing them.

3. Nightly builds: Also referred to as scheduled builds, the name pretty much describes the process. Builds are done at a scheduled time on a daily basis. This process usually occurs at night so that the code can be compiled by the build computer during off hours, then tested by developers the following morning.

List of TOP Build Automation Tools:

Jenkins: Best for small to large businesses.

Price: Free

Jenkins is an open-source tool. It can perform the task of building, testing, and deploying software. The platform is easy to install. For any project, Jenkins will work as a CI server and as a continuous delivery hub. It has features of extensibility and easy configuration.

Features:

- Testing of isolated changes in a larger codebase.
- Automation of testing of builds.
- Work Distribution.
- Automation of software deployment.

Verdict: You will get good community support for Jenkins. It supports all major platforms. It can test and deploy on multiple platforms at a fast rate. It can distribute the work across multiple machines.

Maven: Best for small and large businesses

Price: Free

Maven is an application that provides functionalities for project management. It has functionalities for project building, reporting, and documentation. You will be able to access the new features instantly. It is extensible through plugins. There will be no limitation on building the number of projects into a JAR, WAR, etc.

Features:

- It supports working on multiple projects simultaneously.
- There will be consistent usage for all projects.
- It has features for dependency management.
- It provides a large and growing repository of libraries and metadata.
- It provides functionality for release management: It can distribute individual outputs.
- For managing the releases and distributing the publications, Maven will get integrated with your system. No additional configuration will be required for this.

Verdict: As per the customer reviews, the tool is good for build automation and dependency management. For dependency management, it provides support to the central repository of JARs.

F. INTEGRATED DEVELOPMENT ENVIORMENT

Integrated development environments (IDE) are applications that facilitate the development of other applications. Designed to encompass all programming tasks in one application, one of the main benefits of an IDE is that they offer a central interface with all the tools a developer needs, including:

- Code editor: Designed for writing and editing source code, these editors are distinguished from text editors because work to either simplify or enhance the process of writing and editing of code for developers
- Compiler: Compilers transform source code that is written in a human readable/writable language in a form that computers can execute.

- Debugger: Debuggers are used during testing and can help developers debug their application programs.
- Build automation tools: These can help automate developer tasks that are more common to save time.

In addition, some IDEs may also include:

- Class browser: Used to study and reference properties of an object-oriented class hierarchy.
- Object browser: Used to inspect objects instantiated in a running application program.
- Class hierarchy diagram: Allows developers to visualize the structure of object-oriented programming code.
- **NetBeans:** Supports Java, PHP, JavaScript, C, C++, Python, Ruby, and more. It is also free and open source. Modules provide all functions of the IDE. Developers can add support for other programming languages by installing additional modules.
- **Komodo IDE:** Supports Perl, PHP, Python, Tcl, JavaScript, Ruby, and more. This is an enterprise-level tool with a higher price point.
- **Aptana:** Supports HTML, JavaScript, CSS, AJAX and others through plugins. It is a popular choice for programmers who do web app development.
- **Geany:** Supports C, PHP, Java, HTML, Perl, Python, Pascal and many more. This is a very customizable environment with a big set of plugins.

III. CONCLUSIONS

Software processes, methods, technologies and team management have all undergone continuing change in recent years, mostly with increasing complexity of software products being driving factors. Software tools that provide appropriate facilities to developers can make or break a software project. Tools are used throughout the software lifecycle, some tools being very focused and specialized for particular tasks, methods and technologies, others being quite general-purpose and widely used throughout a software project lifetime. Good choice of software tools for a project is thus essential.

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PRODUCTION OF CONCRETE BY RECYCLABLE MATERIALS - AREVIEW

Aparna Nishtala, Memi Mukherjee, Mugdha Gawde and Tejal Desai
Department of Civil Engineering, SLRTCE, Thane, India

ABSTRACT
In 2019, the Coronavirus (COVID-19) pandemic was discovered in Wuhan,China. Then in 2020, it affected many lives throughout the world. It started spreading through air which affected the respiratory organs, because of which people started using Personal protective equipment i.e. PPE.Which includes Disposable Face mask to get rid of the infection by covering Nose and Mouth .A face covered with mask will filter out particles containing the virus from inhaled and exhaled air, reducing the chances of infection. This Disposable mask saved us from COVID-19 infection, but this mask also increased the medical waste which is affecting our landfills. And Currently the use of face masks is more than 129 billion globally every month. Due to which a lot of burden is drawn to landfills, which can be reduced by recycling of disposable masks. However, the construction industry requires natural resources day-by-day for production of new materials for construction, Due to which there is a depletion of natural resources. So by recycling the Debris from construction sites we can reuse it as a resource. Recycled concrete aggregate can be used as sub-base materials , which reduces the production of concrete waste and using this in manufacturing of concrete helps us to reduce the production cost. So by focusing on the above points we are planning to create a concrete block by using RCA and disposable face masks.

1. INTRODUCTION
The coronavirus (COVID-19) pandemic has created a global health crisis, which has threatened the environment. As per a survey till now there are 25.6 crore cases worldwide. Due to this pandemic there are overall 52 billion disposable face masks produced in the year 2020 and it is estimated that 1.6 billion of these masks ended up in our oceans.This equates to tons of plastic pollution. Since there are a lot of disposable face masks being used,hence it causes a huge amount of bio-medical waste. So to reverse it, disposable masks can be recycled. To categorize disposable masks it should get sorted first by removing the metal strips and ear loops and the physical properties of the masks:- The top and bottom layers of the face masks are made of non-woven fabric that is spunbond while the middle layer of the masks was melted down polypropylene. The construction industry requires natural resources day-by-day for production of new materials for construction, Due to which there is a depletion of natural resources. So by recycling the Debris from construction sites we can reuse it as a resource. Currently, recycled aggregates play a crucial role in the construction industry to conserve natural aggregates due to industrial development. The goal is to assess the suitability of recycled aggregates for the construction of new materials which will help to achieve increase of durability in construction and also Assist us to prevent the environmental deterioration. With the perspective of reducing the pollution we have come across a solution to manufacture a concrete base with the use of shredded mask and RCA. For this base we need a combination of aggregate and one of them would be PLASTIC FIBERS. So we are going to compare the normal concrete blocks with the concrete blocks which have a base of RCA and shredded masks.

2. LITERATURE REVIEW
Manik goyal
In this paper study has been made on mechanical properties , durability, structural performance of recycled aggregate concrete. As aggregate represents about 70-80% of concrete components , it will be beneficial to recycle aggregate for construction works & also to solve environmental problems. Recycled aggregate helps to promote sustainable development in protection of nature & reduces disposal of demolition waste. It is clear that recycled aggregate can be used with natural aggregate but higher ratio of recycled aggregate worsen properties & strength of mix.

Sellakannu N. & Subramani V
Sellakannu & subramani V proposed properties of recycled aggregate along with its durability and mechanical properties. - Recycled aggregate is made from material which is usually recovered from con. and demolition waste. -It is a friendly material & it reduces the cost of making concrete. Also, it is known as material for the future.

-Quality of recycled aggregate could be improved by blending with natural aggregate by enhancing manual removal of gypsum before crushing. Use of recycled aggregate in concrete is the best way to protect the environment and economical aspects.

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K. Deepika, J. Manikanda Venkatesh
In this paper the author investigated utilization of a combination of cement & SBA in manufacture of stabilised soil blocks. - Addition of SBA to cement in stabilization results in increased compressive strength of blocks. Also addition of SBA to cement in stabilization results in increased water absorption of blocks. - compressive strength of 4% cement with 8 %SBA just enough to meet class 30 blocks specification.In order to achieve higher safety margin , slightly higher content of SBA & cement combination investigated to arrive at optimum combination from point of view of cost &performance.

Humphrey Danso
Author focused on several studies on improving the properties of soil blocks/bricks due to perceived and real strength and durability limitations. A review of 56 published studies is presented on the effect of stabilization on the performance characteristics of soil blocks. The review found that few studies have been conducted on durability properties of enhanced soil blocks as compared with physico-mechanical properties. Fibre-enhanced soil blocks tended to have peak performance with an optimal content that achieved maximum performance. Based on the review of the performance characteristics of enhanced soil blocks or bricks,Few studies focused on improving the durability property of enhanced soil blocks which is one of the major problems with earthen construction, while the majority of the previous studies were found testing for physical and mechanical properties

Sanchay Patel
The Author stated that this paper is a review of the state of study of stabilized mud block and burnt clay brick masonry and stabilized rammed earth walls. Stabilized mud blocks are produced via soil stabilization processes. Stabilized mud blocks can be prepared by compacting a moist mixture of soil and cement in a machine. It is also called compressed earth blocks or soil-cement blocks when only cement is used as a binder.Based on the review of both experimental and filed investigation on clay bricks and stabilized compressed earth blocks, the following concluding remarks can be drawn:

•People can often continue to build good shelters for themselves regardless of the political situation of the country.

•The earth used is generally subsoil, leaving topsoil for agriculture. Building with local materials can provide employment for local people, and definitely considered more sustainable in times of civil economic difficulties

A R Veena
In thi author A R Veena finds a way to produce a sustainable product for the development of our society. In this paper The mix proportions are calculated and the blocks have been casted and cured for 28 days. Totally 5 types of mix are proposed:

a. Mix 1-Cement:Laterite Soil (CS)

b. Mix 2-Cement:Laterite Soil:Super Plasticizer (CSS)

c. Mix 3- Cement:Fly Ash:Laterite Soil (CFS)

d. Mix 4-Cement:Laterite Soil:Quarry Dust(CQS).

e. Mix 5-Cement:Fly Ash::Laterite Soil:Quarry Dust (CFQS). In the conclusion of the paper The obtained results were compared with the current codal provision and the national building code of India and found that the developed laterite bricks are commercially competitive with improved strength.

Sherif yehia
In this paper the author studies Strength and durability of recycled aggregate concrete. The Recycled aggregate is an important step towards concrete industry and management of construction waste.Also it helps in preservation in environmental waste.. The waste is received and processed to produce several products; however, the main product is aggregate. The process involves crushing, separation of metals by a magnet, manual removal of other impurities (plastic, wood, etc..), and classification of aggregate to different grades based on particle size. Also to check recycled aggregate properties and their impact on concrete production .Concrete produced utilizing different combinations of coarse and fine aggregate without alteration in particle size or distribution showed that comparable compressive, flexural, splitting strength, and modulus of elasticity could be achieved.

Efrem Wakjira Hode

This research reports on the investigation into the strength and durability in-terms of shrinkage of compressed earth blocks produced from natural site soil and modified or reconditioned soil types.Compaction pressure was kept constant and it was 4MPa.The curing condition was also kept constant. Normal curing conditions were applied to all the blocks produced. These tests include the following. ● Particle size distribution test ● Sedimentation test ● Linear shrinkage test conclusions drawn: 1)Stabilized earth blocks have shown a higher dry compressive strength than un-stabilized earth blocks. 2)Lime stabilization is observed to be more effective in improving the dry compressive strength of fine textured soils. 3)Cement stabilization in turn is found to be more effective in improving the dry compressive strength of coarse textured soils.

Aquib Javid

In this paper the author stated that the Construction industry produces 40% of total waste each year. This causes severe environmental hazards and causes landfill issues. The possible solution is to reuse recycled concrete aggregate in place of natural aggregate, which reduces landfill disposal, conserving the primary resources and reducing the transportation cost and promoting sustainable development. CLASSIFICATION OF AGGREGATES

1. NATURAL AGGREGATE Aggregates can come from either natural or manufactured sources. Natural aggregates come from rock, of which there are three broad geological classifications.
2. RECYCLED AGGREGATES Concrete recycling gains importance because it protects natural resources and eliminates the need for disposal by using the readily available concrete as an aggregate source for new concrete or other applications. The states that do use recycled concrete aggregate (RCA) in a new concrete report that concrete with RCA performs equal to concrete with natural aggregate.The following set of general conclusions is drawn Due to use of recycled aggregate in construction, energy & cost of transportation of natural resources & excavation is significantly saved. This in turn directly reduces the impact of waste material on the environment.

3. METHODOLOGY

Materials

1. Cement
2. Sand
3. Fly Ash
4. Plastic fibres
5. Recycled Concrete Aggregates(RCA)
6. Disposable face mask Procedure:-

1. We have to do an experimental testing for basic characterization purposes of RCA.

The test which includes:-

- particle size distribution test
- organic content test,
- particle density test,
- specific gravity test,
- pH test.

2. The Next process is to oven-dry the RCA in an oven with a temperature of 105 °C.
3. Then we will use a commercial RCA of 20 mm as an aggregate for the pavement base.
4. After that we have to soak the disposable mask for 3 to 4 hours.
5. Then the disposable mask would be shredded to the sizes of 0.5 cm width and 2cm length.
6. By mixing shredded masks and binders we get a concrete base.
7. After that the concrete base is placed into the concrete moulds to get Concrete blocks
8. These concrete blocks are sun-dried for 3 to 4 days.

 ISSN 2394 - 7780

Experimental test performed on concrete blocks :-

1. Modified compaction test
2. Unconfined Compression Test
3. Resilient Modulus

4. CONCLUSION

The disposable mask affects the environment after improper disposal. So by using it as a manufacturing of concrete blocks we can restrict the pollution caused by used disposable masks.We can produce concrete economically by utilizing disposable masks. Recycled Concrete aggregate reduces the impact of waste on the environment.

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GENDER EQUALITY

Dr. Gordhan N Devnani
Assistant Professor, L.S. Raheja College of Commerce & Economics, Relief Road, Juhu, Santacruz (W)-54

ABSTRACT

When nature does not discriminate men from women then why we do??? When women is taking care of all the family members and suggest solutions to all the problems of the family then how she is termed as inferior brains. Women and men are equally important for the growth and development of individual and social lives. Women consist half of the human population in the world, but still treated as weaker section in all the societies. However, women are discriminated against form early childhood, considered as inferior brains, considered as machine for delivering child, household work, and serve food to all the family members and suffer a lot due to a lack of legal rights and self-independence in the society. Gender is a function of power relationship between men and women where men are always considered superior to women in India till today. This discrimination still prevails and differ from society to society, community to community and country to country. But it prevails in all the sector of the society. Patriarchy system is the root cause of gender inequality. Socio-Cultural sustainability and socio-economic is a tool for empowerment of women, which turns their lives with their rights and duties. In today's 21 century the gender emphasis should be put end gender inequality and to bring women's par with the men in all the spheres of the life through empowerment.

***Key Words**: Gender inequality, Women discrimination, Socio-Cultural sustainability and socio-economic-empowerment.*

INTRODUCTION

According to Hindu methodology women have a very high position in the Indian society. They are being worship as Godess. When the nature doesn't discriminate men from women Then Why We Do???? India is land of that has followed, since ancient time, the philosophy that is God exists where women are worshipped not only as a symbol of strength but also a symbol and prosperity as well as intellect in the form of Durga, Laxmi and Saraswati respectively.

But from centuries women were discriminated and ill-treated by men based on gender persists in our Indian society and treated in equally compare with male since child hood in all the respects. Women were considered as inferior to men and viewed as a sub-ordinate to men, ignored, neglected, confined to house hold activities and forced to be as a good mother. Gender inequality may be defined as discrimination against women based on their sex. Women are exploited, degraded, violated and discriminated both in our homes and in outside world. It does not only exist in developed countries/society but also underdeveloped countries/societies. Women are the victims of it in one or the other way all over the world. Justice V.R. Krishna Iyer states: "The Indian woman is unjustly treated as unequal by society for the genetic sin of her discriminated sex." She suffers not only in matrimony, in inheritance but in all allied rights in economic, social, professional, public and power processes which in turns out moral distress on them.

According to Swami Vivekananda, one of the greatest sons of India, quoted that, "There is no chance for the welfare of the world unless the condition of women is improved, it is not possible for a bird to fly on only one wing." Therefore, the inclusion of "Women Empowerment' as one of the prime goals in the eight Millennium Development Goals underscores the relevance of this fact.

Women empowerment means emancipation of women from the vicious grips of social, economic, political, professional, caste and gender-based discrimination. It means granting women the freedom to make life choices.

Women empowerment does not mean ‘deifying women’ rather it means replacing patriarchy with parity. In this regard, there are various facets of women empowerment.

Definitions of Gender Equality:
“Equality is the cornerstone of every democratic society that aspires to social justice and human rights” UN General Assembly,2002.

“Gender Equality in terms of capabilities (education, health, and nutrition) and opportunity (economic and decision-making).” UNDP, 1995.

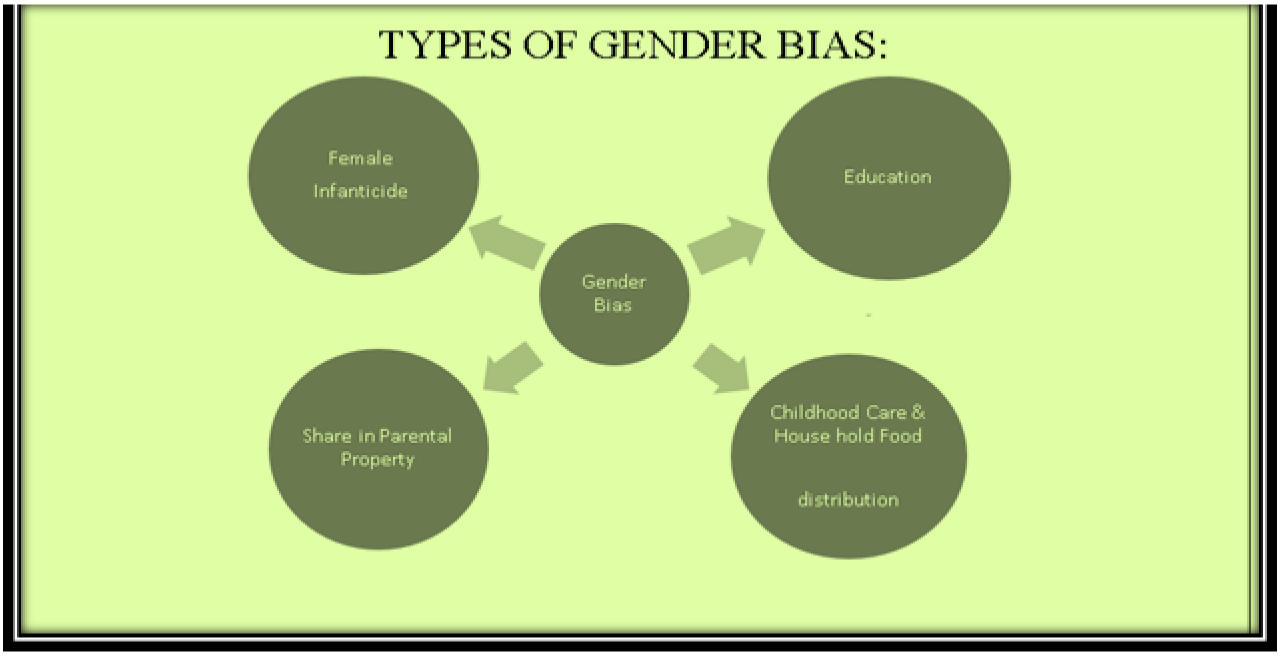
“Equality under the law, equality of opportunity(including equality of rewards for work and equality in access to human capital and other productive resources that enable opportunity), and equality of voice(the ability to influence and contribute to the development process)”. World Bank, 2000.

To bring about the Equality even constitution of India has taken following positive steps. Article 14 of the Indian Constitution guarantees equality before law and equal protection of laws. To empower or bring up the status of the women’s even the constitution of India has special provisions for women under Article 15(3), Article 16, Article 23, Article 39(d), Article 39(e), Article 42 etc. The 73rd and 74th amendments to the Indian constitutions provided for reservation of seats for women in in election to Panchayats and Municipalities under article 243-D and Article 243-T.

What is Gender Discrimination: Gender inequality refer to unequal treatment or perceptions of individuals based on their gender. However, women world wide has been the victim of inequality not only in terms of social, economic and political rights but also on grounds of employment opportunities, but still “WE CALL US THE CIVILISED SOCIETY.”

The term gender discrimination also includes all forms of sex discrimination, which includes not only sexual harassment and sexual violence from employer, employees, students but from their own relatives at the home.

Even today in 21st Century in well civilized societies gender inequality still prevails for an example female feticide, the widespread practice of aborting female feticides happens every day, but in education, childhood care, food and disproportionate share in parental property.



Women have always been discriminated against and have suffered and are still suffering discrimination in silence. Women, in practical life are a subject of cruelty, ill treatment and all of other sorts of misbehaviour of men.

It is a harsh reality that women have been ill- treated in every society for ages in India is no exception. The atrocities are committed against her in all sections of life. She is being looked down as commodity or as a slave. Women are considered as object of sexual enjoyment and considered as a machine for reproduction of children. It is generally believed that the Hindu law was particularly harsh towards women and denial them sexual and economical freedom.

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Female Infanticide and Selective Abortion Murder of Infant or Abortion of A Fatus Or Just Because It Is A Girl! Lack Of Education. Females are meant to do household work even they are highly qualified. According to Reports, Girls make up for more than 50% of those 75 million children still denied primary education.

Complicated administrative procedures, Judicial process and inadequate monitoring system are the main reasons of the violation of women's rights resulting in preventing women and girls from enjoying their due status in the allocation of economic and social resources, violates their economic, social and cultural rights. It denies women their human rights.

In today's world where women appear in working in all the sectors of society, then Why this difference/ inequality?

FORMS OF GENDER INEQUALITY:

1. Inequality in employment opportunities and earnings: Presently women are paid equal wages in the organized and government sector which is not in in unorganized and private sector. Even women are going through not only less pay but also, they are not provided sufficient employment opportunities equal to men. This discrimination against women at employment opportunities and earnings clearly proves that still women are not considered as equal as compare to men.

2. Working Hours - Women work more than men in reality: It should be noted the women plays dual role, she serve primarily to the family and also home-labour as well as market work for earning livelihood and for children's. Which in turns proves that women work more than men. Studies proved that women are paid 34% less than men though they work approximately 50 minutes more time than men. Hence the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal Act, 2013 has been enacted.

3. Inheritance of Ownership Rights Inequality: From ancient times women are denied from having right to property. In most of the societies, owner-ship over property and means of power rests mainly with male members. The law of inheritance provides such ownership rights on male child. So, automatically men became the owner of the property, which result in denial of her rights. This made women to depend more on men. In her earlier life, a woman first comes under the influence of her father, then husband as she enters a married life, and, finally, under son's. The exist practices in ownership of land and property in India is one of the main reasons for social and gender inequalities. The Hindu Succession Act, 1956 with amendment in 2005 and several judgements of Supreme court empowers them now with equal rights in property not only in husband property but in their parental property after the marriage.

4. Female infanticide : This is the worst form of gender inequality in Indian society. Female infanticide is the best example for survival inequality. Desire of parents and family members for baby boy led to increase of survival gender inequality.

5. Bias based on gender in the distribution of education opportunities and health care:

This is the one of the most important areas where women experienced extreme discrimination due to gender. From ancient times women were denied of getting proper education and health care.

6. Inequality in Freedom of Expression: Freedom of speech is the constitutional right of every Indian citizen. In our society women are considered inferior to men and viewed as they cannot make right decisions. Due to this simple, stupid and unacceptable reason, women were denied of enjoying the freedom of speech. When compared to men, women have less freedom to express their views and opinions not only on common issues but also on their personal life aspects.

7. Significance of Women Education: Education is a life line of a person. Education not only removes ignorance but also makes a person conscious, skilled and productive. According to Napoleon, The Great - "Nation's progress is impossible without trained and educated mothers". It is said **that if we educate a man, we educate a man only, but if we educate a woman, we educate the whole generation.** This highlights the importance of female education, which is the first and foremost factor in removing gender inequalities.

8. Role Of Education In Removing Gender Inequality: Education plays very important role in the life of men as well as in the women's life. Education is the key weapon to remove gender inequalities in our society. Following are the results of women education:

Socio - Economic empowerment: Women has to be self-dependent by achieving not only economic empowerment and independence in education and employment strategies. Gender equality implies a society in which women and men enjoy the same opportunities, rights and obligations in all spheres of life.

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Economic and occupational empowerment: It means reducing their financial dependence on their male counterparts by making them a significant part of the human resource.

Political Women Empowerment: As women is proven to be the best in decision making, which in turns make them qualified for participation in a political system and control by the women in the political decision-making process.

Improved health conditions: In today's society, through health education, girls and women are aware of the importance of health and hygiene. They are aware of their health and life-style. Which in turns means Educated mothers can take better care of herself, her children and all the family members.

Dignity and honor in the society: Education enhances dignity and honour of women. It removes all the stereotype situations and makes them become inspiration to the coming generations.

Social justice: Educated women are more informed of their rights for justice. It helps them to fight for their rights and make themselves free from social evil such as child marriages, dowry and female infanticide and to get equal employment opportunities in all fields of the society.

Current Scenario on Women Empowerment : Women in India now participate in areas such as army, navy, education, sports, politics, media, art and culture, science and technology sector. But due to the deep- rooted patriarchal mentality in the Indian society, women are still victimized, humiliated, tortured and exploited. Even after almost seven decades of Independence, women are still subjected to discrimination in the social, economic and educational field.

Similarly the government has enacted various act to protect the Women's rights such as :

(1) The Crimes identified under the Special Laws (SLL): Although all laws are not gender specific, the provisions of law affecting women significantly have been reviewed periodically and amendments carried out to keep pace with the emerging requirements. Some acts which have special provisions to safeguard women and their interests are:

(i) The Employees State Insurance Act, 1948

(ii) The Plantation Labour Act, 1951

(iii) The Family Courts Act, 1954

(iv) The Special Marriage Act, 1954

(v) The Hindu Marriage Act, 1955

(vi) The Hindu Succession Act, 1956 with amendment in 2005.

(vii) The Medical Termination of Pregnancy Act, 1971

(viii) Immoral Traffic (Prevention) Act, 1956

(ix) The Maternity Benefit Act, 1961 (Amended in 1995)

(x) The Dowry Prohibition Act, 1961

(xi) The Contract Labour (Regulation and Abolition) Act, 1976

(xii) The Equal Remuneration Act, 1976

(xiii) The Prohibition of Child Marriage Act, 2006

(xiv) The Criminal Law (Amendment) Act, 1983

(xv) The Factories (Amendment) Act, 1986

(xvi) Indecent Representation of Women (Prohibition) Act, 1986: This Act prohibits indecent representation of women through advertisement or in publications, writings, paintings, figures or in any other manner.

(xvii) Commission of Sati (Prevention) Act, 1987

(xviii) The Protection of Women from Domestic Violence Act, 2005

(xix) Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

 ISSN 2394 - 7780

(xx) To ensure women's safety at workplace: This Act seeks to protect them from sexual harassment at their place of work. Thirty-six percent of Indian companies and 25 percent among MNC's are not complaint with the Sexual Harassment Act according to a FICCI-EY November 2015 report.

(xxi) Sexual harassment at workplace also includes – the use of language with sexual overtones, invasion of private space with a male colleague hovering too close for comfort, subtle touches and innuendoes.

(xxii) Property Rights: Section 14 of the Hindu Succession Act, 1956, declares, "Any property possessed by a female Hindu, whether acquired before or after the commencement of this Act, shall be held by her as full owner thereof and not as a limited owner." This makes women absolute owners of their properties. However, not many women are aware of their rights; there is a misconception that women enjoy only limited rights over property, besides numerous other restrictions.

The Act was amended in 2005 to give equal rights to women. The amended Act, which came into effect on September 9, 2005, is applicable to the various sects and castes of Hindus, apart from Sikhs, Buddhists and Jains.

Prior to the amendment, a woman had no right to a joint ownership or coparcenary property. Section 6 of the amended Act talks about the devolution of interest in coparcenary properties. Now, a daughter becomes an owner of the coparcenary property by birthright in the same manner as a son does. Widows are also entitled to claim a share equal to that of their children at the time of distribution of the joint family property among the sons.

1. SPECIAL INITIATIVES FOR WOMEN:

(i) National Commission for Women: In January 1992: The Government set-up this statutory body with a specific mandate to study and monitor all matters relating to the constitutional and legal safeguards provided for women, review the existing legislation to suggest amendments wherever necessary, etc.

(ii) **Reservation for Women in Local Self -Government**

The 73rd Constitutional Amendment Acts passed in 1992 by Parliament ensure one-third of the total seats for women in all elected offices in local bodies whether in rural areas or urban areas.

(iii) **The National Plan of Action for the Girl Child (1991-2000)**

The plan of Action is to ensure survival, protection and development of the girl child with the ultimate objective of building up a better future for the girl child.

(iv) **National Policy for the Empowerment of Women, 2001**

The Department of Women & Child Development in the Ministry of Human Resource Development has prepared a "**National Policy for the Empowerment of Women"** in the year 2001. The goal of this policy is to bring about the advancement, development and empowerment of women.

CONCULSION

Women - a human being who was considered to be the weak part of the society but actually are the strongest one, are being discriminated by male member/society from their basic rights. Though there has been increase in the number of women using legal system to exercise their rights, there still lack of awareness among women. There have been occasions where women have exhibited that they can be empower and motivated to claim their rights, irrespective of their educational or socio-economic status. Therefore, it is essential to equip women, especially those in vulnerable conditions, not only about their rights but also to have access or avail the legal system facility in case their rights if they are violated.

Parliament of India has enacted various laws for protection of women and their rights. Indian judiciary has also made important judicial pronouncements upholding the rights of women. Various laws have been made for women protection but due to illiteracy and poverty, majority of women of the country are unaware of laws. Therefore, there is the need for creating awareness so that people can exercise their basic rights.

The principal of gender equality is important in Indian constitutional in its Preamble, Fundamental Right, Fundamental Duties and Directive Principles. The Constitution not only grants equality to women but also empower the state to adopt measures of positive discrimination to protect and upliftment women rights.

The above discussion is of so importance that not only government, non-governmental but other women's organization should support in protecting the rights of Women's. In order to seek gender justice, the government will have to promptly take an initiatives and actions on such issues.

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SUGGESTIONS

Government must make strength and more punitive policies & strategies related to prevention of the sex identification & abortions. The Campaign on our Prime Minister Mr. Narender Modi **"Beti Bachao Beti Padhao"** do remain successful.

To achieve gender equality, first of all we need to change our mind set and it will be necessary to provide for equal opportunity to women's not only in access to education, job, economic but also in the political areas for success and also to bringing structural changes in the society. Gender inequality can be eliminated by conducting mass awareness programs to the parents, families, government institutions and non- government organizations.

In order to seek gender justice, the government will have to promptly take an initiatives and actions on such issues such as:

1. Making the Women's to be aware about their rights through mass media such as T.V, radio, mobile apps, newspapers, magazines and various other publications.
2. Procedure for filing of such complaint should be made in simple words and easy.
3. Strengthen the punishment should be provided in case offence of rape by providing rigors or sever punishments such as Death Punishment to accused persons.
4. By providing the grievance cell or complaints committee at the work place.
5. Making awareness by conducting seminar, conferences and lectures especially with regard to domestic violence, dowry harassment and female infanticide.
6. Organizing free education campaigns for women employees at the work place specially to make them know about their rights.
7. Providing proper security at the work place and
8. In case of sexual harassment at work place the employer has mandatory duty to put on notice board the copy of rules which prohibits sexual harassment at work place by issuing the necessary instruction as to what things amounts to harassment and such things/ circular shall be put up on the notice board of the office which is easily visible to the people to see.
9. Even more punitive or strong punishment should be provided or incorporated in the law so as avoid custodial rape offence as such offence are committed by the person who have the knowledge of such offence.
10. Making the atmosphere in work place and in family conducive to the physical safety and emotional stability of women.
11. Making the policies for protecting and uplifting of women's in society and reviewing such policies from time to time and making them not only par with the state level or national level but must be par with the international level, so that maximum benefit should be made available or should be provided to women at large in the society.
12. More and More Powers should be given to the National Commission for Women and Maharashtra State Commission for women to effectively monitor and implementation of laws affecting women.

To conclude at the end and to analysis, that the change will come about only if society changes, especially its attitude towards women.

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SOLAR POWER UTILIZATION FOR SMART STREET LIGHTS, IRRIGATION SYSTEM AND ELECTRICITY GENERATION MONITORED USING IOT(INTERNET OF THINGS) WITH EMERGENCY SYSTEM ALERT

Sunita Sherifani
Associate Professor, V E S College of Arts, Science and Commerce

ABSTRACT
The study is based on project work, which shows smart sensor network based smart city assets control. Increasingly technological and connected world. Scientific discoveries, engineering achievements, and social dynamics have led to the evolution of human societies. In the last 20 years, how people interact and live have changed, mainly due to the new technologies. This project is based on development and exploration of the system to manage and control city activities remotely and automatically. Sensors are used as elements of a sensible city and propose solutions and implications to deal with the challenges. There is restructuring of the power generation by replacing the conventional grid with solar. Street lights will be powered by solar. Water irrigation for trees and gardens will be monitored by the control room. Solar power generation will be monitored using power sensors. The energy generated from the energy system is controlled by using IoT. IoT plays an important role in controlling these energy systems. The use of IoT enables users to possess flexible control mechanisms remotely through a secured internet web connection. This system helps the user to regulate the sources of energy, manually and remotely using a smartphone or desktop.

Key words: IoT (Internet of Things) Street Lights, Irrigation System and Sensors.

INTRODUCTION
The concept of smart cities has been used to time manage and expand municipal resources. As a result, the infrastructure and social needs of citizens are being met. Smart sensors are used for traffic control, lighting, pollution control, garbage collection, health, air quality, and food and water tracking. These are some of the basic needs of a functioning city. In traditional systems, these resources are used in schedules. In smart cities, however, there are sensors in the area that are experiencing changes in environmental conditions. The importance of sensory technologies, such as the structures of intelligent cities, is that they not only enhance people's emotions but also enable cities to live. Resource development in smart cities is achieved through resource use, overcrowding, and integration. However, the gap in this study is aimed at exploring the use of sensory technology in further refining behavioural needs, the technical capabilities of smart sensors, and the service delivery framework in smart cities.

Sensor-based networks will be connected to the control room through wireless connectivity. This will help to reduce the complex cable lying which again increases installation costs and running maintenance costs. Many cities, especially within the Global North, still exploit the benefits of sensor technologies in realizing smart cities. The increasing complexity of integrating citizen participation, IoT, and thus the numerous domains of smart city applications requires an understanding of generated data to know efficient city planning. To exemplify, smart town planning, infrastructure management, and citizen participation have different requirements supported by the info sources. As a result, each application takes a definite approach within the development of its smart network. For instance, the smart city concept has been developed to deal with the difficulty of security among its users. The development of an online of individuals from IoT may be a crucial smart network required for the event of Smart Cities.

LITERATURE REVIEW
To make this project successful study of various research papers and articles were taken under consideration where this technique is often implemented properly. All these studies shows that there's an incredible need for this technique within the smart cities for the betterment of the town, its energy consumption, environmental protection through solar, manpower reduction through sensors networks, fault tracing in street lights, city irrigation for gardens etc. all this functional combination of the network of the sensors are going to be connected to a central location through wireless connectivity.

There are various system projects presented in India.

1) A research paper on ‘ IoT based smart city architecture’ by J Srinivasa Rao, Mamatha Syamala and through this paper, an IoT based Smart City architecture is proposed supported semantic web technologies and Dempster-Shafer uncertainty theory. The proposed architecture for a multi-layered smart city is explained.

2) An in-depth operation of LDR is discussed by Parkash, Prabu V and Dandu Rajendra they presented the aim for designing and executing the advanced development in embedded systems for energy saving of street lights. This project answers electric power wastage. The proposed system provides an answer for energy saving. This is often achieved by sensing and approaching a vehicle using an IR transmitter and IR Receiver couple. Upon sensing the movement the sensor transmits the info to the microcontroller which furthermore the sunshine to modify ON. Similarly, as soon because the vehicle or an obstacle goes away the sunshine gets transitioned because the sensor senses any object at an equivalent time the status (ON/OFF) of the road light is often accessed from anywhere and anytime through the web.

3) A guiding paper for beginners for Raspberry pi by Amartya Banerjee, Cheruveleth Pathala Valsaraj and Suki Venkatesan they need to be reported some simple studies by the primary author using Raspberry Pi which will be useful to kick starter the fabric practice of the web of things as a part of an easy backyard science project for beginners.

4) An in-depth paper on Bluetooth by Banashree Debnath, Rajesh Dey and Dr Sandip Roy during this paper it's presented an Android application is employed to regulate the devices that are utilized in lifestyle. the opposite important devices that are utilized in this project are the Bluetooth module, microcontroller, relay board, and bulb. The hardware and software architecture of the entire system is described.

5) An in-depth study on sensors is presented by Gaurav Sarin his study showed the role of IoT within the development of Indian smart cities, understand the India IoT policy, determine the key drivers and advantages of IoT based smart cities and identify the buyer preferences and demographics of Indian citizens preferring IoT based smart city solutions.

6) A case study was presented by Mohd Rizwan Sirajuddin Shaikh, Santosh B. Waghmare, Suvarna Shankar Labadie, Pooja Vittal Fuke and Anil Tekale they need to review solar power from Sunlight and discussed their future trends and aspects. The article also tries to discuss working, solar array types; emphasize the varied applications and methods to market the advantages of solar power.

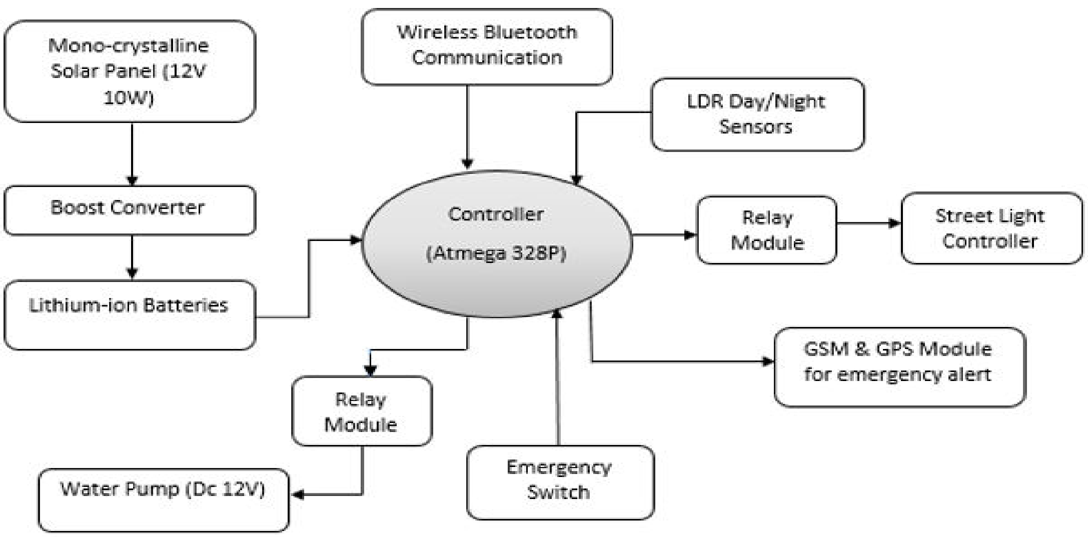
7) A review paper was published by Dr J. Jegathesh Amalraj, S. Banumathi, J. Jereena John the paper presented techniques on IoT which will construct agricultural and farming processes more efficient by tumbling human intervention through automation. In agriculture, irrigation is one of the processes which support crop production by supplying needed water to the soil. The irrigation methods involve tons of your time and energy in farming. A Sensor-based automated irrigation system provides a promising solution to manage agricultural activity.

RESEARCH METHODOLOGY

This paper is based on project which focuses on maximum utility of renewable energy for various applications such as street lights and irrigation system it also enhances the technological support for proper maintenance through IoT. It also provides an emergency alert through which help can be received immediately. It promotes usage of Solar power generation and tries to reduce the use of non-renewable energy resulting in massive energy conservation.

The secondary data collected from various books, research papers and websites.

Block Diagram and its explanation



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Mono-crystalline type solar panels are used for the generation of pollution-free electrical power. This generated power is stored in the lithium-ion batteries via booster converter as the output of the solar panel are not stable the booster converter makes it stable and boost the output which helps to charge the batteries.

The output of the batteries are given to the controller as input and then the controller is paired with an android device via wireless Bluetooth connection.

This generated and stored power is used for various applications of the system such as water pumps and streets lights. Along with smart power management, there is also a provision for street light automation through the LDR Sensors. And an emergency help/alert communication through the GPS & GSM module.

Specification of components and software:

1. 5mm Light Dependent Resistor (LDR)

Fig 1: LDR

This is a 5 mm size light sensor that changes resistance with the change in the ambient light exposure on the surface of the sensor. A Light Dependent Resistor (LDR) also called a photo-resist is a sensor whose output varies in proportion to the light falling on it.

2. Relay Module

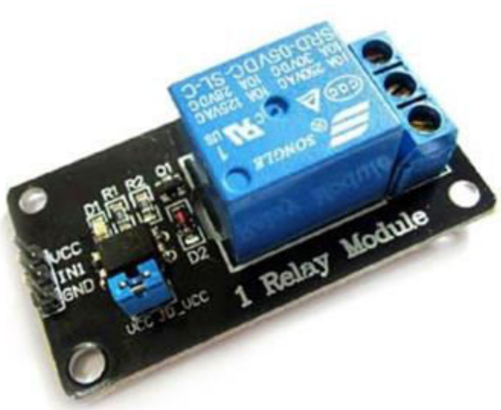

Fig 2: Relay Module

3. 12 Volt Direct Current (DC) Water Pump

Fig 3: DC Water pump

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4. Global Positioning System (GPS) Module number – Neo – 6M

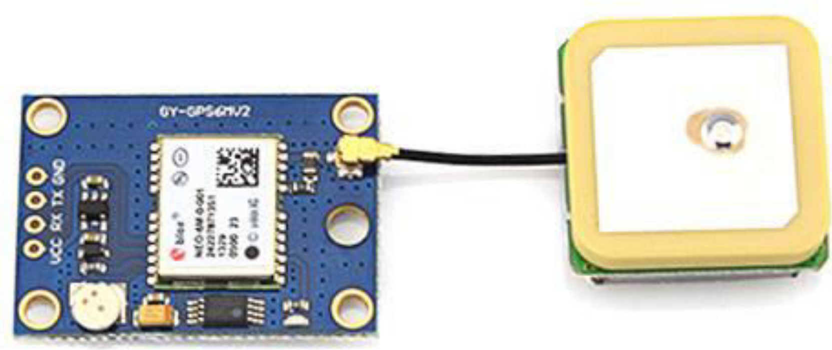

Fig 4: GPS Module

The NEO-6MV2 is a GPS (Global Positioning System) module and is used for navigation. The module simply checks its location on earth and provides output data which is the longitude and latitude of its position.

5. Global System for Mobile Communication (GSM) Module (SIM900A)

Fig 5: GSM Module

6. Blue Tooth – Model HC05

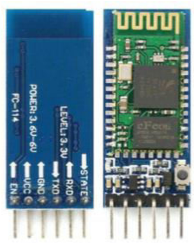

Fig 6: HC05

7. Virtuino App

Fig 7: Virtuino App

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Virtuino is an Human Machine Interface (HMI) platform for IoT servers It creates great virtual screens on phones, tablets and computers which may control every automation system through Bluetooth, WiFi and Web. it's an open platform that will be easily accessible by anyone from anywhere it's also compatible with almost every server and provides maximum accurate output. It is very convenient for the user to make visual interfaces with widgets like LEDs, regulators, buttons, switches, instruments, etc.

Outcomes

To bridge the gap in the literature regarding the concept of smart cities and their implementation, a framework has been developed to get better insights into the idea of a smart city. On the thought of thorough and deep research of literature from diverse domains, it has been identified six significant pillars for developing the framework as Social, Management, Economic, Legal, Technology and Sustainability. The project throws light upon how these factors can make the smart city initiative a successful project. The proposed framework has been designed to find out various agendas for research and traces its practical implications.

✓ **Advantages**

- Helpful is reducing pollution.
- Helpful is saving energy.

- Improvement in life quality.
- Development of economy by use of technology.

✓ **Disadvantages**

- High Installation cost.
- Dependent on the weather condition.
- Prper infrastructure is required for the installation of huge projects.
- Privacy and security issues can take place.

CONCLUSION

Smart cities are the need of today's urbanization. They should be the best place to live in. The effect of pollution should be minimum. The automation should help to avoid all the issues related to the public interest like, seeking emergency help and automation of the city power management and centralized monitoring of every power management activity such as street light control and irrigation system this will save energy and water resources which will be beneficial for the society. This project provides all these flexibilities to the citizens through smart decentralized control of the city power management. Centralized server-based control of all the city activities will make it easy to repair things after faults. Better management of the power will save the power generated by the solar resources. The generation of the solar is also kept monitored to generate the data analysis of the power generation patterns which are affected by the weather changes and load patterns. This project will ultimately solve the problems in smart cities through smart automation and effectively centralized control.

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TOURISM DEVELOPMENT MODEL ANALYSIS ON SOME COASTAL TOURISM OBJECTS AFFECTED BY THE CYCLONE SEROJA DISASTER IN EAST FLORES DISTRICT AND KUPANG CITY

Markus Tae[1], Yoseba Pulinggomang[2], Abas Kasim[3] and Piet De Rozari[4]
Faculty of Business Administration[1,2,3], Faculty of Economics and Business[4] at Nusa Cendana University
markustae@yahoo.co.id[1], yosebap@gmail.com[2] , kasimabas60@gmail.com[3] , petrus.rozari@staf.undana.ac.id[4]

ABSTRACT
This study aims to identify the impact of the socio-cultural and economic environment after Cyclone Seroja in East Flores Regency and Kupang City, analyze the influence of the socio-cultural and economic environment on tourism development in East Flores Regency and Kupang City and design a sustainable tourism development model in several coastal tourism objects affected by Cyclone Seroja in East Flores Regency and Kupang City. The research method is carried out with qualitative and quantitative approaches. Data was collected by means of interviews and questionnaires on 20 key informants. This research is very useful for the government, the private sector and the community in rebuilding tourism that is disrupted and damaged by Cyclone Seroja.

***Keywords**: Model, Tourism Development, Environment, Socio-Cultural and Economic.*

FOREWORD
The current era of globalization gives very high hopes for regions that have unique and diverse tourism potential to be more aggressively developed into objects that can attract more tourists and can increase the country's foreign exchange and regional domestic income. The dynamics of tourism development are more clearly realized through village fund assistance provided by President Jokowi to all villages in Indonesia, especially in East Nusa Tenggara (ENT).

This shows how great ENT is in taking advantage of the opportunity to develop tourism that is spread throughout ENT. For example, Samana Santa Larantuka religious tourism, East Flores Regency, which is held every April during the sacred Easter event held by all Christians in the world. This grand party was attended by foreign tourists, domestic tourists and local visitors. In addition to religious tourism, beach tourism, natural tourism and cultural tourism are also displayed which are no less interesting than other areas. This has a positive impact on economic growth, government revenue in terms of taxes and levies, reducing poverty through the use of human resources, opening up employment opportunities and increasing the income of Micro, Small and Medium Enterprises (MSME) in the tourism sector in East Flores district.

This pride changed drastically when ENT was hit by Covid 19 in 2020 and Cyclone Seroja in 2021. The destruction of several beach attractions, lodging facilities, road access and MSME facilities in East Flores district, greatly harmed the government, private sector and local communities affected by Cyclone Seroja. This destruction cannot be proven by data but by naked eye and the results of the initial survey it is known that there is major damage to the area of tourism objects, facilities and accessibility of tourism. For this reason, during this recovery period, those who feel aggrieved need the help of thinking or the right strategy in growing and developing a messy business to be the best for the continuation of the tourism business in the future.

Several things are important points if we want to help the government and the community to revive tourism objects that have been destroyed, including (Erawan, 1997): 1) environment: According to Law no. 23 of 1997 concerning Environmental Management, the environment is a unitary space with all objects and the unity of living things, including humans and their behavior that sustains the life and welfare of humans and other living creatures. In a complex environment, it is always related to people's behavior towards their environment. Human behavior will feel comfortable, clean, and safe. 2) Socio-cultural: social change is a change in social structure and in patterns of social relations, which include, among other things, the status system, community kinship, local participation, social capital, and social conflict. Whereas what is meant by cultural change is a change that occurs in the system of ideas that are shared by the citizens or by a number of members of the community concerned, which include, among other things, the rules or norms used as a guide in the lives of citizens, values and values. value, technology, taste and sense of beauty or art and language. 3) Economy: the economy in tourism development is the life of the community as a result of the development of tourism on changes in people's jobs and incomes, patterns of division of labor, employment and business opportunities (Sukadijo, 1997).

The explanation above made the researcher move to conduct research with the title Analysis of Sustainable Tourism Development Models on several Coastal Tourism Objects Affected by Chyclone Seroja in East Flores Regency and Kupang City with charts and road maps in the fields studied are as follows:

Table 1.Research Chart

Topic	Priority	Roadmap
Analysis of Sustainable Tourism Development Models on several Coastal Tourism Objects Affected by Chyclone Seroja in East Flores Regency and Kupang City	1. The public sector is regulated in a form that limits private intervention and will have more confidence in the public sector/government. 2. The private sector must provide funds and technology, the government takes over the assets after a certain period. 3. Profit depends on the agreement of all parties, each party can participate without putting money in the project.	1. Identifying the environmental, socio-cultural and economic impacts of Chyclone Seroja in East Flores Regency and Kupang City. 2. Analyzing the influence of the socio-cultural and economic environment on the development of tourism in East Flores Regency and Kupang City. **3.** Designing a sustainable tourism development model for several coastal tourism objects affected by Chyclone Seroja in East Flores Regency and Kupang City International Journal **4.** Teaching Materials (S1/Bachelor)

Data Source: Data processed from Undana Research Master Plan 2016-2020.

RESEARCH METHODOLOGY

Qualitative scientific research is basically an attempt to reveal natural phenomena in a systematic, controlled, empirical, and critical way (Kerlinger, 2006). Examine the focus of the phenomenon to be studied, which looks at various subjective aspects of object behavior. Then, researchers conducted data mining in the form of how the meaning of objects in giving meaning to related phenomena. In addition, the theoretical basis is also useful for providing an overview of the research background and as a material for discussing research results.

The data collection techniques needed (Sugiyono: 2013) consist of:

1. **Interview technique: an interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic.**
2. **Questionnaire; Questionnaire is a way of collecting data by giving a set of questions or statements to other people who are used as respondents to answer. The types and forms of questions can be open-ended and specific to key informants.**

People who have influence in the development of tourism, both private parties, universities, community governments as elders and youth organizations. It takes as many as 20 key informants. 10 respondents from East Flores and 10 respondents from Kupang City. The data analysis used is qualitative and quantitative. Qualitatively it is done without using calculations but based on theories and thoughts that are subjective so that they can be used as the basis for quantitative analysis. Quantitatively, data analysis is an activity after data from all respondents or other data sources are collected. Its activities in data analysis include: classifying data based on variables and types of respondents and the last stage is analyzed using.

OVERVIEW OF THE RESEARCH OBJECT

East Flores Regency Overview

East Flores Regency was formed based on Law Number: 69 of 1958 concerning the Establishment of Tk II Regions within the Level I Regions of Bali, West Nusa Tenggara (BNT) and ENT. The law was enacted on December 20, 1958 so that every December 20 is celebrated as the Birthday of East Flores Regency. At the beginning of the formation of East Flores Regency, it consisted of 8 sub-districts, namely:

1. East Lomblen Sub-districts

Capital: Hadakewa

2. West Lomblen Sub-districts

Capital: Boto

3. Solor Sub-districts

Capital: Pamakayo

4. East Adonara Sub-districts

Capital: Waiwerang

5. West Adonara Sub-districts

Capital: Waiwadan

6. Larantuka Sub-districts

Capital: Larantuka

7. Wulanggitang Sub-districts

Capital: Boru

8. Tanjung Bunga Sub-districts

Capital: Waiklibang

In 1964, there was an expansion of the Districts in Lomblen (Lembata) and Solor, namely the East Lomblen District was divided into 4 sub-districts, the West Lomblen District was divided into 2 sub-districts and Solor District was divided into 2 sub-districts.

One of the famous tourist attractions in Adonara is Ina Burak Beach, which is now being cared for and preserved by the people of Nihaone village as a natural tourist attraction that is so enchanting. Ina Burak Beach was inaugurated on May 12, 2007 by Mr. Simon Hayon who serves as the Ile Boleng sub-district head.

The vision and mission of Ina Burak Beach tourism development are:

1. Vision: The creation of beach resorts that are comfortable, safe, cool, beautiful, clean, attractive, peaceful, fun and become beautiful memories.

2. **MISSION:**

a. Creating job opportunities for the Nihaone village community through the tourism sector.

b. Maintaining the quality of the ecosystem of coastal tourism destinations and realizing the sapta of tourist charm.

This beach is very charming as shown in the following picture:

Picture 1
Ina Burak Beach Tourism Object

The story of the natural tourism object of the Ina Burak beach is the origin of the Ata Kelan tribe who comes from the village of Lewo Laga in the town of Larantuka, East Flores. Initially some people from Lewo Laga village came sailing on Adonara island using two very small boats, they sailed from Larantuka town to Adonara island. After their boat arrived at Adonara Island, one of their boats docked at Ina Burak beach and the other landed on Longot beach, which is about an hour and a half from Ina Burak beach. The purpose of the arrival of the Lewo Laga people was to build their own village around the Ina Burak beach. At that time, in the village of Nihaone, which is not far from the Ina Burak beach, the construction of a traditional house called *"Bale Lewho"* which means a gathering place for traditional elders. However, during the construction of *"Bale Lewho"*, the people in Nihaone village experienced difficulties because they had not fulfilled the origin of a custom that existed in Nihaone village, so they finally went to Ina Burak beach to ask the Ata Kelan tribe from Lewo Laga village to join and live with the people of the village of Nihaone. Because the Ata Kelan tribe also brought their origins from the village of Lewo Laga, namely the statue of deaf ina, belaba, because for the requirements they must bring their origins who are the holders of greatness.

The word *"ina"* means a special call for a "woman" and the word *"burak"* which means "white" Initially on Ina Burak beach there was a beautiful white girl who died on beach so that's why the beach was called "Ina Burak" which means "White Girl". And Ina Burak beach also has very clean white sand like the girl's skin so that the surrounding community knows it as Ina Burak Beach.

Kupang City Overview

Kupang is the capital city of the province, the capital of the Kupang regency and at the same time the municipality of Kupang. With an area of 7,338 square kilometers with a population of about 1,000,000 people and spread over 275 villages and 17 sub-districts. Geographically, Kupang Regency is bordered by Timor Tengah Selatan Regency (TTS) in the east, and the Savu Sea in the north, the Indian Ocean in the south extending to Australia. The topography of Kupang district is quite heavy where there are so many hilly areas and curves that many roads in the city climb 50 degrees, sometimes reaching 60 degrees.

It is not known for sure when the city of Kupang was built, given its name or origin. Once upon a time the name Kupang comes from the name: Naikopan, a king of the Helong tribe, the first resident of Kupang City. Kupang has the term Timor Island which is commonly referred to as Sandalwood Island. In the east, hilly and in the west lowlands. Dry tropical climate and long dry season. The rainy season occurs from December to March and summer from April to November. The geostrategic island of Timor is 500 miles from the Australian continent which makes it very important.

As the main city on the island of Timor, Kupang City is the gateway to southern Indonesia in addition to being the provincial capital of East Nusa Tenggara, and the center of government. Another important location is the potential for tourism objects that are rich in natural resources and man-made sources such as: Lasiana Beach, Paradiso, Flobamora, Ketapang Satu, Moyet Cave, Lordes Cave, Kupang City Church, Christ Cathedral Kupang, Nurhuda Grand Mosque, Sonbai Statue, Shops (Flobamora Mall), State Museum, Eltari Museum, Nona Water Pool (although only in summer), and Karang Tirta Pool (Department of Culture and Tourism of Kupang City). The city of Kupang is also a meeting place for many tribes from various regions in East Nusa Tenggara.

DATA ANALYSIS AND DISCUSSION

DATA ANALYSIS

In the initial step in data processing, the selection of data that meets the requirements as data is first carried out. After the data is selected, a data table will be created to be processed by a statistical program computer or SPSS program. The analysis of this study uses two analyzes, namely qualitative analysis and quantitative analysis. The results of data collection respondents can be shown as follows:

1. RESPONDENTS BY GENDER

Table 2 Respondents by Gender

Gender	Total	Percentage
Male	7	35%
Female	13	65%
Total	20	100%

Source: Processed Data (2021)

Table 2 shows that male respondents for travel are 35% and female respondents are 65%. This means that women generally prefer recreation than men. Girls want something new to enjoy.

2. Respondents By Age

Table 3 Respondents by Age

Age	Total	Percentage
18 - 30 Years Old	15	75%
31- 40 Years Old	2	10%
More Than 41 Years Old	3	15%
Total	20	100%

Source: Processed Data (2021)

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Table 3 shows that there are 15 respondents aged 18-30 years old or 75%, aged 31-40 years old as many as 2 people or 10% and older than 41 years old as many as 3 people or 15%. This means that the dominant respondents in this study are aged 18-30 years old because they need entertainment, fun and happiness as well as actors/tourists and travelers in tourism activities.

3. Respondents By Education Level

Table 4 Respondents by Education Level

Education	Total	Percentage
Elementary - Middle School	4	20%
Hight School	12	60%
College	4	20%
Total	20	100%

Source: Processed Data (2021)

Table 4 shows that respondents with a higher high school education level scored 60% because they were in a period of changing life so that the need for fun, fun, gathering to enjoy an event was more dominant.

PEMBAHASAN

This research was carried out after the passing of the seroja storm and was visited by the Minister of Social Affairs and the President. The results showed that the tourism objects in the cities of Kupang and Adonara were very damaged so they were repaired. For the City of Kupang (Colorful Beach, Batu Nona and Lasiana) the local community, the Oesapa Village Office and investors immediately repaired it so that it can now be used again, the same thing with Lasiana Beach and Batu Nona.

The Adonara Subdistrict, which was badly damaged by the disappearance of several houses and fifty people died, has yet to be repaired because it is far from the town of Larantuka Regency. The tourist attraction of Ina Burak Beach and the surrounding beaches suffered a lot of damage but until now it has not been fixed, this was conveyed by the village head.

There are many shortcomings that need to be addressed by the district government, village government, communities and investors who have promised to build a tourist attraction in Ina Burak Beach and other beaches. Damage to lopo facilities, meeting building (Gasebo) if there are cultural events organized by the village government or the community, bathroom facilities, clean water, wave barrier fences, flowers around the site, the road to the object about 2 km is very damaged and has not paved. It is very sad when we see firsthand the village that was hit by the lotus storm. It is the hope of the village man that hopefully there will be investors who are ready to build Ina Burak Beach and Warna Beach. The unavailability of transportation facilities, restaurants and hotels around tourist attractions. The number of tourists and visitors is decreasing, which means that it needs improvement as soon as possible.

From the results of the interviews, it is known that the visitors, Faradilla, Afifah Ola, Friends, and Desi Tokan that:

"they really like to visit Ina Burak beach attractions, because the scenery is very good, there is Lembata Island, Solor Island and Lamakera Island which can be seen from Ina Burak beach and can also see the view of Mount Ile Boleng which is so high, the sand on Ina Burak Beach it's also white, in the afternoon we can swim and take pictures, the point is that the scenery at Ina Burak beach is very nice and still natural.''

In addition, there is a very interesting physical and non-physical potential because Ina Burak beach has the potential for very natural sea waters.

1. POTENSI FISIK

a. Calm waves

The waves are the main requirement in doing snorkeling activities. In addition to the calm waves, there is also a unique and interesting underwater scenery where under the sea there are small ornamental fish with various colors and also sea shells that are found in it so that it still looks natural.

b. WHITE SAND

Ina Burak Beach is a very beautiful beach because it has a stretch of sand that is so white, wide and clean and in the middle of such a vast stretch of sand there is a thick black rock that resembles a dolphin.

From the results of interviews, researchers interviewed visitors Faradillah from Lama Hala village, Alifah Ola from Karin Lamalouk village, Eman from Lama Wolo village, their answers about one of the physical potentials of Ina Burak beach are white sand, on average their answers are the same, they say that:

"I really like it when I'm at Ina Burak beach because the sand is very white, soft and even the stretch of white sand is very wide, I like to sit and play with this white and fine sand, and the sand is also clean from garbage so if I sleep too good.''

2. Non-Physical Potential

a. Attitude of local people

The people of Nihaone village in general are friendly and open to anyone who wants to visit tourist attractions, in fact they are very supportive of the plan to develop the potential of Ina Burak's white sand. Based on the results of interviews and documentation, the Nihaone village community is fully responsible for and supports the development of the potential for natural tourism objects for various reasons. The strongest reason is to improve the community's economy and open up business opportunities. Meanwhile, for another reason, namely to be able to provide activities to village youth and make the village more known to the wider community. The community can take advantage of business opportunities if the potential that exists on the Ina Burak beach is developed and managed properly. From the results of an interview with one of the community, Mrs. Juli said that:

"Me and the other nihaone villagers, we have to be kind to the visitors, what's more, I myself as a trader here will certainly be nice to anyone who comes to visit so that visitors are also happy and they are also happy to buy my merchandise"

b. MARKETING

A natural tourism object will not be known without promotion, so far the promotion that has been carried out by the manager of the promotion and marketing section, Mr. Agustinus Daton Kopong and the community, is by promoting it through a special website for Ina Burak beach tourism object. Some know it from the recommendations of visitors who have visited, through posts on social media such as Facebook and Instagram with the account name @*explor.Inaburak*. The results of the study show that marketing strongly supports the development of a tourism object, both those that have been developed and those that have not yet been developed because a tourism object if without marketing then there will be no visitors who know about the existence of the tourism object.

To improve this tourism object, it is necessary to have tourism planning and development which is a dynamic and sustainable process towards a higher value level by making adjustments and corrections based on the results of monitoring and evaluation as well as feedback on the implementation of previous plans which are the basis of policy and are the basis of policy. mission to develop. Tourism development is carried out with the aim of making tourism advanced and developing towards a better direction in terms of the quality of infrastructure, facilitating access anywhere, becoming a desired destination, and making good economic benefits for the surrounding community.

Tourism development aims to provide benefits for both tourists and local residents. The basis of tourism development is the potential of resources, cultural diversity, art and nature (natural potential). The rapid development of tourism is also driven by the realization of an increase in the socio-economic life of the community which is supported by technological advances. Tourism development must be needed wisely for the maximum welfare of the local community as the owner of these resources. Tourism development also has a long-term dimension, because unplanned tourism development can actually result in environmental and social damage to local communities, which will destroy the long-term life of the community and the sustainability of businesses and business actors themselves.

In Law No. 10 of 2009 article 6 paragraph 7, concerning tourism development, it is stated that tourism development must pay attention to the diversity, uniqueness and uniqueness of culture and nature as well as human needs for tourism. Tourism development includes: a) the tourism industry; b) tourism destinations; c) Marketing and d) Tourism institutions.

Musanef (1996) states that tourism development is all planned activities and efforts to attract tourists, providing all infrastructure and facilities, goods and services/facilities needed to serve the needs of tourists.

In principle, development is every effort to improve the implementation of current and future work by providing information, improving attitudes or adding skills (Respati, 2001).

According to Sujali (1989), to get optimal tourism development results there are three important components that must be prepared, namely:

1. Availability of attractions that can be enjoyed or attractions that can be seen

ISSN 2394 - 7780

2. Availability of transportation and transportation facilities
3. Supporting components in the form of accommodation and infrastructure facilities.

Furthermore, in order for an area to be developed, attract tourists and become a tourist destination, it must meet three conditions, namely: a) something to see, meaning that in the area there must be tourism objects and tourist attractions that are different from what is owned by other regions, b) something to do, meaning that in the area there is much that can be done, there must be recreational facilities that can make them feel at home longer in that place, c) something to buy, meaning that in the area there must be a place for shopping such as souvenirs and souvenirs.

The development of tourism objects can be interpreted as an effort or way to make it better so that the object can be seen and enjoyed by humans, so that it can cause feelings of pleasure. Thus, the tourist attraction will trigger visitors to visit the tourism object, it is necessary to pay attention to tourism facilities and infrastructure, facilities and the community around the tourism object. In the development of tourism objects, it is necessary to apply a mutually beneficial policy pattern.

The development of tourism objects can be carried out by the government, business entities or individuals by involving and collaborating with related parties. According to Paturui (2001), planning aspects of natural tourism development include regional planning systems, spatial planning (regional spatial planning), identification of potentials, cross-sectoral coordination, funding and tourism information systems.

The development of tourism objects is influenced by several factors such as the following:

1. LOCATION

Determination of location is the main strategy in business. A strategic location will be the opening road that determines the success of a business. For tourism development related to location factors, the Government builds transportation facilities such as road construction and increases the number of public transportation to tourism objects so that accessibility to tourism objects is high so that tourists are interested in visiting.

2. TOURISM PROMOTION

Promotion is a plan to introduce the tourist attractions offered and the ways in which these attractions can be visited. Promotion of tourist destinations is very much needed by regions that have a lot of potential. Of course, these activities are very important in the context of implementing regional autonomy. Promotion of tourist attractions that are well designed will provide additional local revenue, and encourage the multiplier process of local economic development around tourist destinations. Promotion of tourist attractions is an activity of economic actors in certain economic localities that have the potential of attractive tourist attractions. This potential can be in the form of prominent natural beauty, unique cultural wealth, historic sites, cultural and religious party events, as well as the potential for unique centers of economic activity, trade and investment not owned by other alternative localities.

3. ACCESSIBILITY

Transportation to tourism objects and road conditions are closely related to the affordability or convenience of tourists to reach tourist locations. A tourist attraction will not be visited if the accessibility to the tourism object is difficult to reach. In addition to this, other accessibility needed for visiting tourists such as communication, communication networks can already be used.

Picture 2: East Flores District Map

Environmental Aspect

The tourism industry is not a stand-alone industry, but is an industry consisting of a series of production processes that produce services or products that differ from one another. The difference is not only in the services produced but also in the magnitude of the tourism production process system such as the location or domicile of the tourism business, geographical location, function, organizational form that manages it and the method of the problem. it also correlates with the impact of tourism on the environment. For example, waste due to the tourism process has a negative impact not only on aesthetics but also has a negative impact on environmental health.

Therefore, tourism development needs to be aligned with efforts to preserve the functions and carrying capacity of the environment. For this purpose, several environmental aspects will be studied as material for consideration in the master plan for tourism development in Kupang City. In the local regulation on Neighborhood Association/Citizens Association of Kupang City (Kupang City Regulations No. 11/2011), the types of tourism activities in Kupang City consist of natural tourism objects, artificial tourism, and cultural tourism. Details of Neighborhood Association/ Citizens Association for each tourism object group as well as an environmental risk review are as follows.

1. The nature tourism area plan includes

a. Along the coast of Kupang Bay from Tenau beach to Lasiana, but there are locations for coastal border port activities, mangrove forests, mixed, settlements, coastal reclamation and locations for coastal area conservation see the attachment map for the spatial use of the Kupang City area;

b. Lasiana Beach and Nunsui Beach in Lasiana and Oesapa Villages;

c. Pasir Panjang Beach and Kelapa Lima beach in Pasir Panjang and Kelapa Lima villages;

d. Namosain Beach and Tanjung Bulultung Beach in Namosain Village;

e. Kupang Bay Nature Park on the coast of Kupang City;

f. Tenau Monkey Cave area in Alak Village;

g. Sasando Monkey Cave area in Kelapa Lima Village;

h. Research tourism area of Kali Kupang Forest Park in Fatukoa Village;

i. The tourist area of the Manutapen Scout Camping Earth Forest campsite in the Manutapen village and Batuplat village.

Catatan tentang resiko lingkungan dan tindakan pengendalian bagi rencana kawasan pariwisata adalah sebagai berikut:

a. Along the coast of Kupang Bay is also a disaster-prone area such as coastal abrasion, cyclones and tsunamis. Thus the development of tourism in this area must be accompanied by a disaster mitigation and adaptation plan. The rehabilitation of mangrove forests on the coast of Kupang City can double function, namely as a form of structural mitigation of the coastal area but also at the same time providing added value from the aesthetic aspect. The construction of breakwaters is a form of disaster mitigation but must not damage the aesthetic aspects of the coastal area.

b. The development of the monkey cave area must consider the conservation aspect of the long-tailed monkey (*Macaca* sp) which is basically a wild animal.

c. The development of tourism forests in the Fatukoa sub-district must consider the function of the Fatukoa area as a water catchment area (recharging zone) or upstream watershed (upstream) for the city of Kupang. Currently, the total amount of tree-covered land in the Fatukoa area is far from ideal, at 30%, as mandated by Law no. 41/1999 on Forestry.

d. The development of the Bumi Pramuka forest area in Manutapen must consider forest rehabilitation measures because the amount of land covered by forest is greatly reduced. Aesthetic tree species are prioritized as a type of rehabilitation.

2. Rencana kawasan pariwisata buatan meliputi:

a. Kolhua Dam Tourism Area in Kolhua Village;

b. Tourist Areas for Dendeng Weir and Biknoi Weir in Fontein and Naikolan Villages;

 ISSN 2394 - 7780

c. Modern shopping center area in Oebufu Village;

d. Subasuka Recreation Park in Kelapa Lima Village;

Catatan tentang resiko lingkungan dan tindakan pengendalian bagi rencana kawasan pariwisata adalah sebagai berikut:

a. The development of dam tourism areas should consider disaster aspects, especially earthquakes and ground motion because Kupang City is a city with a fairly high risk.

b. The development of modern shopping centers is carried out by considering aspects of mitigating water resource scarcity. The city of Kupang always experiences a water deficit during the dry season. Therefore, groundwater extraction must be adjusted to the analysis of the carrying capacity of groundwater sources, especially those from groundwater basin zones. As a coastal city and designed as a waterfront city, the ground water vacancy will be replaced by sea water intrusion.

c. The development of the Subasuka recreation area must also consider green open spaces, disaster-prone zones, and the Kupang Bay coastal conservation area. The overlapping of these spatial patterns can degrade the quality of the environment.

3. The cultural tourism area plan includes:

a. Solor Village area and Pasir Panjang beach in Kelapa Lima District;

b. Development of culinary tourism centers in the area of the Kota Lama reclamation plan, Kota Lama District and Kota Lama District.

Notes on environmental risks and control measures for the tourism area plan are the development of the Kampung Solor area and Pasir Panjang beach in Kelapa Lima district as well as the development of culinary tourism centers in the area of the Kota Lama reclamation plan should also consider green open spaces, disaster-prone zones, and coastal conservation areas. (TWAL Teluk Kupang). The overlapping of these spatial patterns can degrade the quality of the environment. Furthermore, in the Neighborhood Association/Citizens Association of Kupang City 2011-2030 document, it is stipulated the form of a tourism area management plan which includes actions in the form of:

a. Management of the concept of nature conservation around the tourist attraction area to maintain the beauty and beauty of the tourism object;

b. Enriching mangrove plants to develop underwater ecosystems including coral reefs and marine biota that can be used as marine park tourism objects;

c. Preserving the natural tourism object of the cave so that the cave environment is preserved as a monkey habitat;

d. Preservation of the environment around the area as well as enriching the habitat of flora and fauna in Grand Forest Park and Campground Forest;

e. Organizing a culinary festival to encourage community creativity in developing various types of Kupang cuisine and specialties;

f. Develop new tourist objects, attractions and attractions in each type of tourism area;

g. Develop facilities and infrastructure for tourist areas while still paying attention to aspects of environmental sustainability;

h. Develop support for a good tourism transportation system;

i. Planning a tourist area as part of urban design to add to the aesthetics of the city and improve the harmony of the Kupang urban environment;

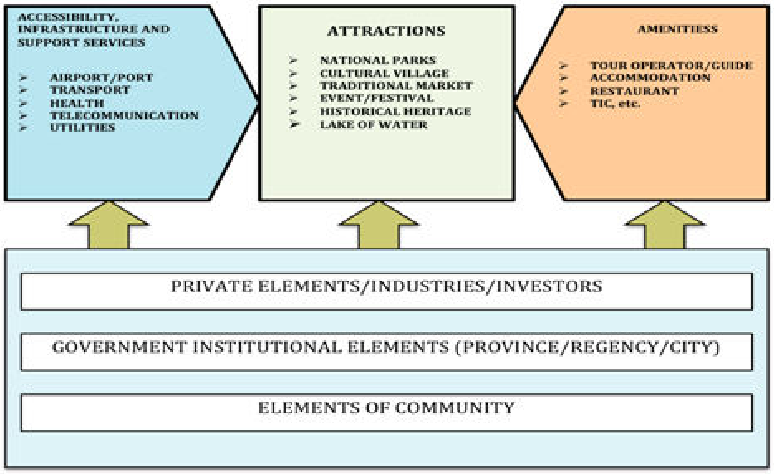
j. Establish tourist routes, tourist calendars, tourism information and promotions;

k. Increase community participation in preserving the area and tourism objects;

l. Develop a good and integrated security system

Regarding the aspects of tourism management, such as the Regional Regulation on Neighborhood Association/Citizens Association of Kupang City, the following is a note from the environmental aspect.

ISSN 2394 - 7780



Picture 3: Tourism Destination Development Concept
Source: Ministry of Culture and Tourism (2006)

According to the concept of developing tourist destinations as above, there are 3 determining variables, namely:

1. Accessibility, infrastructure and supporting services such as airports, transportation, etc.;
2. Attractions such as traditional markets, tourist parks etc; and:
3. Amenities such as restaurants, accommodation and others.

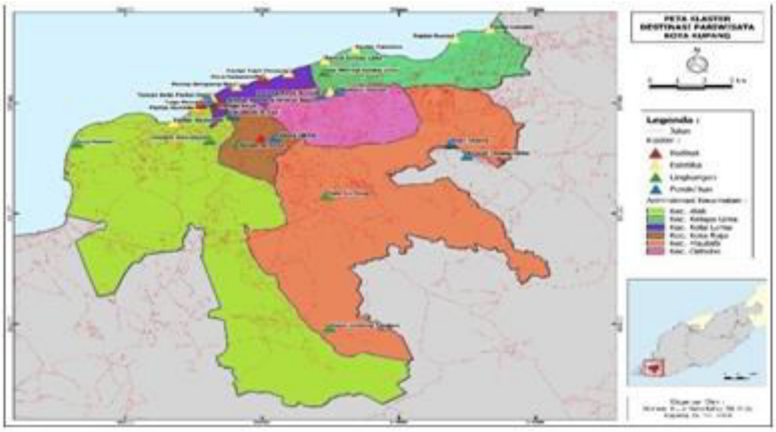
All forms of these determinants are clearly related to environmental aspects and therefore, their possible impact on the environment must be seriously considered. Considerations must include overlapping with other Kupang City structures and spatial patterns so that their impacts can be managed properly. It is important to integrate the strategic environmental study (KLHS), AMDAL and UKP-UPL documents into the Kupang City tourism management plan. The following is a map of the spatial structure and spatial pattern of the Neighborhood Association/Citizens Association of Kupang City which must be used as a guide for the development of tourism areas and their management plans.

Picture 4: Kupang City Spatial Pattern (Neighborhood Association/Citizens Association Kupang 2011-2030)
Source: Dr. Michael Riwukaho

Picture 5: Kupang City Spatial Structure (Neighborhood Association/Citizens Association Kupang City 2011-2030)
Source: Dr. Michael Riwukaho

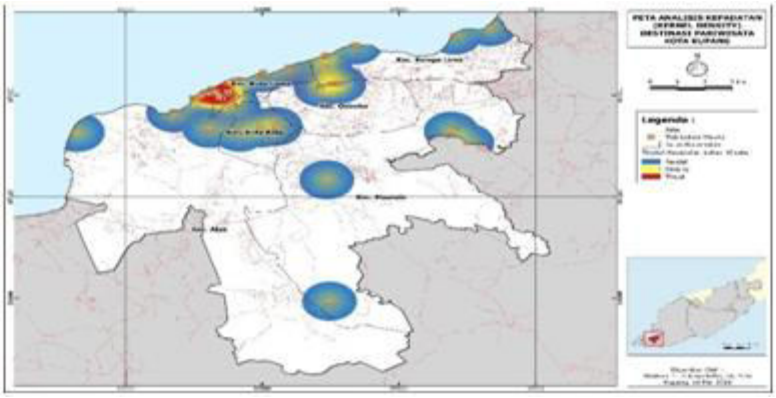
 ISSN 2394 - 7780

In addition, the information from the following map should also be considered in the preparation of the Kupang City tourism development and management plan. Each image is a map of the current distribution of tourist destinations and a map of the current density of tourism activities in Kupang City.



Picture 6: Map of the Distribution of Kupang City Tourist Locations
Source: Dr. Michael Riwukaho

If the above map is transformed into a Kernel map of the density of tourist destinations, the situation will look like the following:



Picture 7: Kupang City Tourism Location Density (Processed Map)
Source: Dr. Michael Riwukaho

From the map image it is clear that the current density of tourist attractions in Kupang City is in the northern part of the city, especially in the coastal area (down stream). Meanwhile, in the middle and upstream, the density is very low. The overlapping spatial patterns and spatial structures need attention to the Kupang City tourism development and management plan in order to control the environment and natural resources.

CONCLUSION

The development of tourism objects can be carried out by the government, business entities or individuals by involving and collaborating with related parties. According to Paturui (2001), planning aspects of natural tourism development include regional planning systems, spatial planning (regional spatial planning), identification of potentials, cross-sectoral coordination, funding and tourism information systems.

Notes on environmental risks and control measures for tourism area plans are as follows:

1. The development of dam tourism areas should consider disaster aspects, especially earthquakes and ground motion because Kupang City is a city with a fairly high risk.
2. The development of modern shopping centers is carried out by considering aspects of mitigating water resource scarcity. The city of Kupang always experiences a water deficit during the dry season. Therefore, groundwater extraction must be adjusted to the analysis of the carrying capacity of groundwater sources, especially those from groundwater basin zones. As a coastal city and designed as a “front water city” or waterfront city, the ground water vacancy will be replaced by sea water intrusion.

The development of the Subasuka recreation area must also consider green open spaces, disaster-prone zones, and coastal conservation areas of Kupang Bay. From the map image it is clear that the current density of tourist

ISSN 2394 - 7780

attractions in Kupang City is in the northern part of the city, especially in the coastal area (down stream). Meanwhile, in the middle and upstream, the density is very low. The overlapping of spatial patterns and spatial structures needs attention to the Kupang City tourism development and management plan in order to control the environment and natural resources.

This research is very useful for the government, the private sector and the community in rebuilding tourism that was disrupted and damaged by Hurricane Seroja. There are several things that need to be considered in tourism development, namely the environment is one very important aspect that must be studied before an investment or business is run. Of course, a study is carried out to find out the impact if an investment is made, both negative and positive impacts. There are impacts that arise which directly affect the current business/project activity or will only be seen some time later in the future. The impact on the environment that occurs is the change in an environment from its original form such as physical, chemical, biological, or social changes. This environmental change, if not anticipated from the start, will damage the existing order, both for fauna, flora, and humans themselves. In general, the positive impact from the socio-cultural and economic aspects is the existence of the necessary infrastructure, such as the construction of roads, bridges, electricity and other facilities. Then for the government the negative impact from the social aspect is demographic changes in a region, cultural changes and public health. Negative impacts in social aspects include changes in lifestyle, culture, customs and other social structures.

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ISSN 2394 - 7780

STAKEHOLDER COLLABORATION IN IMPROVING THE TOURISM INDUSTRY OF EAST NUSA TENGGARA AS A NEW TOURISM TERITORY

Yohanes Demu[1], Catrin Adam[2], Anthon B. Mesakh[3] and Jeny Therik[4]
[1-4]Faculty of Economics and Business, Study Program in Accounting[1], Public Administration[2], Business Administration[3], Public Administration[4] at Nusa Cendana University
yohanesdemu23241@gmail.com[1], adamcatryn@gmail.com[2] , abmesakh06@gmail.com[3] , jenytherik@yahoo.com[4]

ABSTRACT
East Nusa Tenggara (ENT), which is rich in natural wealth, cultural arts and tourism, must be able to manage Natural Resources and Human Resources with sincere, honest, fair work commitments for the sake of a prosperous ENT community. The cooperation of every stakeholder and cross-sector, both the community and the government so that tourism management is truly able to raise the dignity of the region. Availability of adequate facilities and infrastructure, availability of adequate capital and human resources, requires apparatus who work honestly and sincerely. It is hoped that the Tourism sector in ENT needs support from various related sectors such as the Public Works Department whose role is to open road access, PLN opens access to information, the land and sea and air transportation sector, telecommunications and the agricultural sector, livestock, fisheries, the hotel sector and other service sectors. which are able to provide comfort and safety for tourists visiting ENT.

To fulfill all these dreams, the researchers were moved to conduct a research entitled "Stakeholder Collaboration in Improving the East Nusa Tenggara Tourism Industry as a New Tourism Territory". As a New Tourism Territory ?The objectives of this research are: 1) Building stakeholder collaboration to support tourism activities in ENT, 2) Supporting government programs in tourism in ENT and 3) Designing a model to increase economic growth through the Tourism Industry in ENT. And the urgency of the research is Public-private partnership exists in two periods of the life cycle of a resort initially when a unified development plan of the whole area is needed, and directly involved as local authorities must ensure sustainable development for stable community growth, while the private sector is interested in improving income. The second period when it is appropriate to form collaboration through life cycle stagnation, to create a new growth period due to intense market competition, continuous tourism development, service quality improvement and stakeholder diversity to create a resort with constant flow without large seasonal fluctuations. This partnership business will provide advantages where: The public sector is organized in a form that limits private intervention and will have more trust in the public/government sector, The private sector must provide funds and technology, the government takes over assets after a certain period, and profits are subject to the agreement of all parties, each party can participate without putting any money in the project.

***Keywords**: Collaboration, Stakeholders, Industry and New Tourism Territory*

FOREWORD
The Law of the Republic of Indonesia Number 10 of 2009 concerning tourism states that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local governments (stakeholders). Tourism is the overall activity of government, business and society to regulate, manage and serve the needs of tourists. (Karyono, 1997:15). Tourism is a series of activities carried out by humans both individually and in groups within the territory of other countries. These activities use facilities, services and other supporting factors provided by the government and or the community, in order to realize the wishes of tourists.

Since Labuan Bajo, West Manggarai Regency, was designated by the national government as one of the new destination points (2016) out of 10 tourism development and development destinations in Indonesia, stakeholders expressed their seriousness in developing East Nusa Tenggara (ENT) tourism into a "New Tourism Territory" or a new tourist area. which will reduce poverty in the ENT area. This statement occurred when an international seminar with the theme “Tourism Development Cooperation” was held in Kupang, 19 October 2017, and was held in collaboration with PT. Angkas Pura I (Persero), Ministry of Tourism, Director of International Relations, Local Government, Academics and Business Actors as well as the Travel & Tourism Industry of Indonesia and Australia.

Our dream to make ENT better than yesterday, is now gradually and continues to be dynamic towards reality, especially with the addition of Village Funds for all villages in ENT. However, in reality, this satisfaction only

 ISSN 2394 - 7780

lasted for a moment because entering 2018 - 2020, the basis of table 1.1 clearly shows that the poverty rate is increasing. Why is that: is it because of Covid 19, the use of village funds that have not been in accordance with the work program that has been given by Mr. President Jokowi or the management of development that is not evenly distributed, or the lack of cooperation between stakeholders in building industry in ENT, especially in the tourism sector?

ENT Province has a variety of tourism objects that bring in both foreign and domestic tourists. In addition to nature tourism, cultural tourism, culinary tourism, and others. Maritime tourism is also extraordinary, such as surfing / surfing in Rote Ndao Regency, the sandlewood horse parade in Sumba or horse racing competitions which are routinely held every year in Wini, TTU Regency, and Kupang Regency. Samana Santa Larantuka religious tourism, East Flores Regency, Whale Hunting Festival in Lamalera, Lembata Regency, Expo in Alor Regency, Nusa Kenari Seribu Moko and others. It's just a matter of how the government will package tourism development in the future with a vision and mission that is in favor of the people. East Nusa Tenggara (ENT) has ENT Province which has 5 strategic national tourism areas (KSPN), namely: Komodo-West Manggarai and its surroundings, Ende-Kelimutu and its surroundings, Alor-Kalabahi and its surroundings, Waikabubak-Manupeh Tanah Daru and surrounding areas, Nembrala- Rote Ndao and its surroundings. Also more than 1000 tourist attractions (DTW) scattered throughout the country. Making ENT the center of national tourism development, the ring of beauty, the stakeholders, the Provincial Government of ENT under the command of Governor Viktor Laiskodat together with the 22 District/City Local Governments must move more nimbly in presenting a tourism blueprint roadmap and begin to translate it into policy program activities and budget.

Seeing the fact that ENT which is rich in natural wealth, cultural arts and tourism, must be able to manage Natural Resources and Human Resources with sincere, honest, fair work commitments for the sake of a prosperous ENT society. The cooperation of every stakeholder and cross-sector, both the community and the government so that tourism management is truly able to raise the dignity of the region. Availability of adequate facilities and infrastructure, availability of adequate capital and human resources, requires apparatus who work honestly and sincerely. It is hoped that the Tourism sector in ENT needs support from various related sectors such as the Public Works Department whose role is to open road access, PLN opens access to information, the land and sea and air transportation sector, telecommunications and the agricultural sector, livestock, fisheries, the hotel sector and other service sectors. which are able to provide comfort and safety for tourists visiting ENT.

To fulfill all these dreams, the researcher was moved to conduct a research entitled "Stakeholder Collaboration in Improving the Tourism Industry of East Nusa Tenggara as a New Tourism Territory".

OVERVIEW OF THE RESEARCH OBJECT

West Manggarai Regency Administrative Region

West Manggarai Regency is a district in East Nusa Tenggara Province, Indonesia. West Manggrarai Regency is the result of the division of Manggarai Regency based on Law No. 8 of 2003. Its territory includes the mainland of West Flores Island and several small islands around it, including Komodo Island, Rinca Island, Seraya Besar Island, Seraya Kecil Island, Pulau Bidadari and Longos Island. The area of West Manggarai Regency is 9,450 sq km consisting of a land area of 2,947.50 sq km and an ocean area of 7,052.97 sq km.

The idea of expanding the West Manggarai Regency has existed since the 1950s. This idea was first brought up by Mr. Lambertus Kape, a Manggarai figure from Kempo, Sano Nggoang District who once served as a member of the Constituent Assembly in Jakarta. In 1963 the aspiration to expand the Manggarai Regency by forming the West Manggarai Regency began to be formally championed through the political institution of the Manggarai Subcommissariat Catholic party. In 1982 West Manggarai was granted the status of West Manggarai Assistant Regent's Working Area by Decree of the Minister of Home Affairs Number: 821.26-1355 dated 11 November 1982. The plenary session of the DPR RI on January 27, 2003, the aspirations and desires of the people of West Manggarai reached its peak with the passage of Law No. 8 of 2003 concerning the establishment of West Manggarai Regency, so that the West Manggarai Regency was officially formed on September 1, 2003, Drs. Fidelis Pranda was inaugurated as the Acting Regent of West Manggarai Regency in charge of running the government and preparing for the definitive regional head election and subsequently through the democratic process with direct regional head elections Drs. Fidelis Pranda and Drs. Agustinus C. Dula was later appointed the first Regent and Deputy Regent of West Manggarai.

Potential Resources Of West Manggarai Regency

In 2010, the second regional election was held. From this process, Drs.C.H.Dula and Drs.Maximus Gasa became the second Regent and Deputy Regent. At the beginning of its establishment it was divided into 7 sub-districts, namely: Komodo District, Sano Nggoang District, Boleng District, Lembor District, Welak District,

 ISSN 2394 - 7780

Kuwus District, Macang girlfriend District and in 2011 it was divided into 10 districts with additional expansion areas namely South Lembor District, Mbeliling District. and Ndoso District. Districts with black marks (bold) are sub-districts that are used as research locations for the rest area/micino eki development plan.

ART

Traditional arts with regional characteristics that develop in West Manggarai are weaving, craft art, literary arts, sound art and dance. In the art of weaving, the most widely developed pattern of weaving is dark black with various colorful motifs. Each woven motif contains a philosophical meaning.

The types of handicrafts in West Manggarai Regency include woven fabric crafts, Komodo dragon sculptures and songkok crafts. Especially for weaving, there is currently one weaving group in West Manggarai Regency, namely the Lotus Maha Karya group. The Komodo dragon statue is made by residents who live in Komodo National Park.

Cultural heritage assets in West Manggarai Regency are in the form of sites, forts, compang (a monument made in the middle of the yard that functions as an altar in traditional ceremonies), watu. These cultural asset heritage sites, until now have not been managed properly. As a result, many sites have been damaged and lost. Efforts to make this culture as a tourism object are also not optimal. Based on the Decree of the Regent of West Manggarai No. 152/KEP/HK/2006 dated September 23, 2006, the number of cultural heritage in West Manggarai Regency is 18 assets.

AGRICULTURE

In accordance with the potential of natural resources and climatic conditions of the local area, the people in the sub-district while the results are farming, raising livestock and also working as fishermen. In farming activities there are several commodities that are often worked on, such as; rice, corn, beans and tubers, Planted Area, harvested area and rice production by sub-district in 2012. The largest planted area was found in Lembor sub-district with 476 ha, followed by Welak with 375 ha. The initial planting was relatively small in Mbeliling about 229 ha. Harvest area is relatively large in Lembor 429 ha, followed by Welak 348 ha. Initial planting is relatively small in Mbeliling 197 ha. The relatively large average yield of 2.33 tons/ha was found in Lembor while the relatively small average yield in Sano Nggoang was 2.24 tons/ha. The highest corn production volume was found in Lembor reaching 998.15 tons, followed by Welak at 807.36 tons. While the volume of corn production is relatively small in Sano Nggoang 447.75 tons. Apart from rice and corn farming, mung bean, peanut and soybean farming are also being worked on, but not evenly throughout the sub-districts.

Mung bean business is only found in Lembor and Welak sub-districts with a total planted area of 234 ha and the same harvest area. The average production yield is 0.59 ton/ha to 0.67 ton/ha. The production volume of green beans in Lembor is 38.04 tons/ha and Welak 113.90 tons/ha. Peanut farming is only found in Lembor sub-district, early planting and early harvesting are each 28 ha, average yield is 1.05 tons/ha and total peanut production in 2012 is around 29.40 tons. In the following, soybean farming efforts were not found in the sample sub-districts, except for Boleng and Macang girlfriend sub-districts. Boleng Sub-district Planted area is 12 ha, harvested area is 9 ha, average yield is 0.85 ton/ha and soybean production volume is 7.65 ton. In the Macang girlfriend district, the planting area is 61 ha, harvested area is 61 ha, the average yield is 0.95 tons/ha and the soybean production volume is 57.95 tons.

The people of West Manggarai district who do farming in the sample sub-districts in addition to farming commodities of rice, corn and beans, they also provide cassava and sweet potato.

STOCKBREEDING

The residents in the sample sub-districts in addition to farming, they also cultivate livestock including large cattle, buffalo and horse businesses, small livestock businesses, pigs and goats and poultry business including free-range chickens and ducks. Livestock business that local residents cultivate livestock.

FISHERY

The fishery business is also worked on by the West Manggarai community, especially the residents of the sub-districts who live on the coast, namely Komodo, Boleng, South Lembor and Macang Girlfriend. Meanwhile, residents in sano Nggoang, Lembor, Welak, Kuwus and Ndoso, do not engage in fishing business. From the five sample sub-districts, only Komodo residents are involved in the fishing business. In the Komodo area there are 1140 marine fisheries households which include; 1) 57.19% do business by boat without capital, namely; a) doing business with sampan 282 households, b) doing business by boat 294 households and, 2) working with motor boats 42.81% (488 households).

INDUSTRY
The number of small industries in West Manggarai is 948 business units that absorb 1413 workers. The proportion of formal small industries is 34.70% while the non-formal is 65.30%. If you look at the type of industry, the largest number of industrial and forestry products reached 707 business units, followed by the miscellaneous industry 136 business units, the metal, seasonal and electronics industry 56 business units and the chemical industry 49 business units. If one looks at each type of industry, the miscellaneous industries are listed in table 23. The various industries in this area are still classified at the Gedongan meeting of 115 business units, apparel from textiles 6 business units and beauty salons 5 business units.

TOURISM POTENTIAL
There are many tourism centers or tourism places in Labuan Bajo, including;

1. Pede Beach, Gorontalo Beach, Puncak Waringin, Batu Cermin Cave, and several beach attractions on the islands around Labuan Bajo, such as; Wae Cicu, Bidadari Island, Batu Rub/Kanawa, and Komodo National Park.
2. Mbeliling Forest, Flores endemic bird conservation area in Roe, Mbeliling District Village also has natural and cultural tourist attractions that are quite valuable to be developed, including; Cunca Lolos.
3. Mbeliling Peak Trekking Trail in Cunca Lolos Village and Liang Ndara Village.
4. Cunca Wulang Waterfall in Wersawe, Cunca Wulang Village.
5. Cultural Park; Caci and Sanda Dance in Melo, Liang Ndara Village.
6. Eltari Peak in Puar Lolo, Golo Damu Village
7. Compang Uling in Muntung, Golo Sembea Village.
8. Spiritual Tour at Rekas Parish Church, Kempo Village and Maria Wae Lia Cave in Culu, Tondong Belang Village.

DATA ANALYSIS AND DISCUSSION
DATA ANALYSIS
Socio-economic and environmental mapping is carried out to determine the readiness of local potentials that can be traded, the location of the most appropriate resting area, the ability of the community to manage it and the most appropriate institutional form for the surrounding community. Other functions are as a reference in anticipating the emergence of conflicts due to development, a reference in approaching the community, as well as a reference for community development and strengthening. The Province of East Nusa Tenggara (ENT), which is included in the Economic Corridor Region V (Bali & Nusa Tenggara), is positioned as a gateway for national tourism and supporting national food (especially the fisheries and livestock sectors). In its position as a gateway for national tourism, the potential and role of ENT is increasingly strategic in connection with the selection of Komodo (which is located on Komodo Island and Rinca Island – West Manggarai Regency-ENT) as one of the seven wonders of the world.

Judging from the social aspect, Labuan Bajo is very famous for its various tourism objects, both managed by the community, government and private sector. The variables that become the measure of success are as follows:

Concept Of Public Perception
An organizational expert named Robbinsss (2001:88) reveals: "that perception can be defined as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment". In line with the definition of the notion of public perception, an expert named Thoha (2003:143), revealed: "that perception is essentially a cognitive process experienced by everyone in understanding information about the environment either through sight or hearing". The process of view is the result of the relationship between humans and the environment and then processed in the realm of consciousness (cognition) which is influenced by memories of past experiences, interests, attitudes, intelligence, where the results or research on what is sensed will affect behavior.

Perception is also defined by Indrawijaya (2000:45), as a good acceptance or taking the initiative of the communication process. So from some of the definitions above, it can be concluded that perception is an interpretation based on data obtained from the environment that is absorbed by the human senses as taking the initiative of the communication process, while what is meant by society is a group of humans who live in one unit in the social order of society. Furthermore, the opinion expressed by Linton in Harsojo (1997:144) states:

"society is any group of people who have lived and worked together long enough so that they can organize themselves and think about themselves as a social unit with certain boundaries".

Koentjaraningrat (1994:29) says that society is a unit of human life that interacts according to a certain system of customs that is continuous and bound by a sense of shared identity. From this definition, the author concludes that society is a group of humans who live together and are interconnected. This means that every individual human being is aware of the existence of other individuals and pays attention to the presence of these individuals. When combined between perception and society, the author defines that community perception is a process in which a group of individuals who live and live together in a certain area, respond to things that are considered interesting from their living environment. rest area/michino eki strongly agree with the development, because the construction of the rest area is very much needed by the community to release fatigue in the long journey of trans flores / national road which is very tiring.

Participation Concept

Participation can be interpreted as participation, participation or incorporation in an activity. Participation in these activities is of various types, this is in accordance with the capabilities and functions of each. Davis and Sastropoetra (1978:48) say: "participation is mental and emotional involvement or a person's feelings in situations that encourage or contribute to business groups in achieving goals or in other words participation is the participation of a person both mentally and emotionally. in providing donations in the form of funds, time and energy as well as ideas in the context of the process of growing a participation.

According to Soekanto (1986: 355): participation is any process of identification or being a participant in a communication process or joint activity in a certain situation. This is in line with the opinion of Koentraningrat (1978): there are two participations, namely pure participation and pseudo participation. Pseudo participation is participation that is temporary or only takes place when the activity or program is implemented, while pure participation is community involvement without coercion or orders from superiors. Pure participation usually exists because the community participates in designing the building consciously of the benefits so that it has a sense of ownership.

According to Soekanto (1986:355): Participation is any process of identification or being a participant in a communication process or joint activity in a certain situation. Based on the above understanding, it can be concluded that participation is an individual or community involvement in an activity aimed at the common interest. The participation of the West Manggarai community in the plan for the development of the rest area / michino eki, namely they wish to be included/involved in the development in the form of personnel from the residents to work in the development process in addition to the results of the natural potential and local potential of the community are included to be traded in the rest area the.

Social Integration Concept

Social integration is the process of uniting various groups in society through a common identity by eliminating their respective differences and identities (Garna, 1996:152). According to the functional approach, society is basically in a state of integration in their norms and values. Normative integration is considered necessary, because the form of norm harmony is related to various human behavior in different situations and the form of high compliance behavior between norms and the actual behavior of citizens, because that is also for the functional approach of agreeing or consensus values is a the principle of social integration in a society. (Garna, 1996:153).

The conflict approach sees that the principle of social integration is not a consensus in terms of values but in terms of constraint and coercive conflicts. Factors that promote social integration are political coercion and economic interdependence. (Garna, 1996:153). According to Suyono and Aminudin (1999:162): the process by which the different elements of a culture achieve harmony in their functions in people's lives.

Conflict is part of a natural social process and should not be avoided. In fact, conflicts that occur can function as positive factors or support for the growth and development of social peace capital. Conflict can also be constructive (constructive) towards group cohesion and social integration of the community on a wider scale. Humans have a desire to get along. In the association there is a relationship that influences each other so that it will cause a feeling of mutual need. To recognize human efforts that are part of society, there are several behaviors related to social action and interaction. In addition, in maintaining all social actions and interactions, there are also social values and norms as general standards of assessment that can shape the regularity of human relations towards the creation of solid social integration.

 ISSN 2394 - 7780

From the expert opinion above, it can be concluded that integration is a process of adjustment between different elements so as to achieve a harmonious function in people's lives. Social problems in the West Manggarai Community are usually resolved through formal legal channels and customary law. Formal legal channels are usually the role of the police, while the role of customary law is traditional leaders.

Social Mobility Concept

In the life of society, the individual is a creature that moves a lot or is dynamic. This dynamism makes humans or community groups tend to always move in experiencing change. Changes that occur in society do not only concern values, social norms, behavior patterns, social interactions, but also involve layers in society. Changes that occur in society from one layer to another indicate a social movement that is carried out horizontally (there is a horizontal change in social class without changing the hierarchy).

Social mobility that takes place horizontally or horizontally, namely: a change in a person's status in his social class without changing the prestige hierarchy and type of social class. (Garna, 1996:167). This is in line with the opinion of Soekanto (1997:276) which says that horizontal social movement is the transition of individuals or other social objects from one social group to another equal social group.

From the two expert opinions above, what is emphasized in this study is social mobility between regions where there is a movement of residents from one area to another. This is due to economic factors, education and the desire to see other people's areas. Social mobility carried out by people in the West Manggarai area to other areas by using the national road/Trans Flores because of a need such as livelihood, family affairs and continuing school.

Data analysis was carried out based on the distribution of questionnaires and focused discussions on respondents who became the research sample, namely 83 respondents using 4 variables consisting of social capital, community participation, and economy.

Table 1

No	Village Name	VARIABLE				
		Socio-cultural	Society participation	Environment	Economy	
1	Labuan Bajo	96%	95%	88%	96%	47%
2	Goron Talo	87%	57%	78%	89%	39%
3	Golo Bilas	71%	70%	70%	68%	35%
4	Nggorang	100%	86%	85%	70%	43%
5	Watu Nggelek	83%	93%	50%	82%	38%

Building Stakeholder Collaboration to Support Tourism Activities in ENT

The results of the research through open interviews with the Head of the West Manggarai Service proved that West Manggarai really needs stakeholders who have the commitment and ability to apply creative solutions that can answer problems and opportunities, especially to improve the quality of tourism and development and are realized through a participation and empowerment approach. public. Stakeholders and the community can convey ideas that can provide a participatory planning feel and encourage them to develop pure ideas without control and direction from interested parties. Several elements that are able to encourage ideas to produce targeted innovations are economic, conservation, social, political, environmental regulations, empowerment and reclamation of damaged environments, empowerment of local arts and cultures and others. Stakeholders who are closely related and synergize in tourism development are:

1. The role of the public sector is to formulate policies and control the benefits of natural resources and the environment, in which the government has the authority to determine policies related to programs and financing of the environmental and tourism development sector which has a mechanism of cooperation both vertically and horizontally and structurally, and which does not. Equally important is that the government has high enough access to funders, such as banks, domestic and foreign investors and donors. The government should try to implement policies to maintain the preservation of non-renewable resources into renewable natural resources in the future. This public sector policy is based on the realization that if tourism development is carried out only to control the potential of non-renewable resources, without controlling other renewable resources, it is likely that tourism development cannot compete with other regions.

ISSN 2394 - 7780

Increased public understanding of the conservation of living natural resources and their ecosystems, Increased knowledge and skills to improve community welfare, Land rehabilitation through integration of programs and implementation with the private sector and the community and increasing land productivity, increasing the carrying capacity of community land or certain environments, which are currently located in a critical condition so that it is neglected to perfect basic infrastructure in the surrounding area, grow and improve community institutions to actively participate in conservation development, develop tourism market segments with tourism businesses, determine tourism locations based on research are areas that need further planning and develop tourism development policies which in turn can be covered by a legal umbrella in the form of regulations of Governors, Mayors, Regents and Regional Regulations.

2. Society participation. In society, it is necessary to create a conducive atmosphere, namely a situation that moves the community to attract attention and concern for tourism activities and a willingness to cooperate actively and sustainably. For this reason, the community needs continuous guidance so as to produce independence. In the spatial planning of tourism, the community has the right to:

a. Participate in the process of spatial planning, space utilization, and control of space utilization,

b. Knowing openly the regional planning plan and detailed spatial planning of the tourism area,

c. Participation in the preparation of community planning is included in the activities of preparing the planning development implementation until the operation of tourism. The community must be guided more continuously on the various benefits enjoyed by the local community, both individually and in groups.

Supporting Government Programs in Tourism at ENT

Stakeholder collaboration referred to in this study is a form of cooperation, interaction, and cooperation of several related elements, either individuals, institutions or parties involved either directly or indirectly. By involving several elements of development that can be synergized together by stakeholders including (Institution of State Administration of the Republic of Indonesia, 2014). Collaboration contains elements of development including (Salman, 2012):

1. Resources: consists of data collection on the type of quantity, condition of natural resources, financial, human, and physical resources owned.

2. Organization: namely organizations or actors who carry out roles by integrating and integrating various resources.

3. Norms: this relates to the values or principles used in carrying out activities, related to the level of respect for the mechanism.

Menurut Setiawan, (2002), secara umum terdapat empat bentuk kemitraan yaitu :

1. Contributory Partnership

Contributory Partnership is an agreement in which a private or public organization agrees to provide sponsorship or support generally in the form of funds for several activities that will have little or no effect on the participation process. Meanwhile, the contribution of funds is always essential for the success of the activity.

2. Operational Partnership

That is a type of partnership with participants or partners doing the division of labor not only in decision making. Here the emphasis is on reaching an agreement or shared goal and then working together to achieve it. This collaboration can be so high that participants share resources instead of large sums of money. The main power is still held by participants who have the source of funds and this is usually held by government institutions.

3. Consultative Partnership

That is a form of partnership in which the agency in charge of managing resources or the environment actively seeks input from individuals, groups and other organizations outside the government. The mechanism is through the formation of committees designed primarily to advise public agencies on specific issues or policies. Control is clearly still held by public agencies which have the freedom to choose the advice given, however partnerships can have a considerable influence on decisions because public agencies know the political price that must be paid by not using the public advice they collect.

4. Collaborative Partnership

In this partnership there is a sharing of power in the actual decision making. The goal is to achieve a goal that is acceptable to all parties in which information, funds and labor are exchanged. This is the only form of partnership in which each participant has autonomy. More specifically, in this form the government agency gives some of its powers to organizations outside the government. Generally, this delegation is not accompanied by responsibilities that remain formally held by government agencies. In its best form decisions are reached by consensus.

Deputy Governor of East Nusa Tenggara (ENT) Josef Nae Soi warmly welcomed the holding of the Ministry of Communication and Information Technology working meeting in Labuan Bajo, West Manggarai Regency, Thursday (5/3/2020). In his remarks, Josef invited all participants of the working meeting to support tourism development in Labuan Bajo. Josef also urged the participants to visit Rinca Island and Komodo Island. According to him, the area is one of the paradises of the world, which is the habitat of the giant Komodo dragon. "'I hope that before the meeting participants return to their respective places, visit the Komodo dragon, because the Komodo dragon does not exist anywhere else, in the afterlife there will not be, only in ENT, New Tourism Territory. Don't waste the opportunity to visit Komodo Island and Rinca Island," said Josef to laughter from the participants in Labuan Bajo, Thursday. Josef appreciated the steps taken by the Ministry of Communication and Information to choose Labuan Bajo as the location for the work meeting. This drives the economic potential and tourism development in the region. In addition, work meetings also have a positive impact on the development of digital-based communication facilities in this 4.0 industrial era. "Humans will not be able to progress without digital. Because this is a guide of the times so that everyone can survive at this time by mastering digital technology. Without digital people will not be able to progress," said Josef.

Josef is also grateful that the Ministry of Communication and Information has provided Internet access assistance in various parts of the ENT. The assistance was provided through the Telecommunications and Information Accessibility Agency (BAKTI) of the Ministry of Communication and Information. "I am proud because ENT, especially Labuan Bajo, is greatly assisted with various sophisticated communication facilities, so that it can improve this area to be ready to host the G-20 Summit and Asean Summit 2023," said Josef. "Always come to ENT, because ENT is the most beautiful Nusa Tolerance, New Tourism Territory," said Josef. Meanwhile, the Secretary General of the Ministry of Communication and Information, Rosarita Niken Widiastuti, revealed the reasons for choosing Labuan Bajo as the location for the work meeting. He denied the choice of location because the Minister of Communication and Information, Johnny G Plate, was from Manggarai. The choice of location, he said, was related to the instruction of the President of the Republic of Indonesia to enliven every tourist destination for economic growth. "We are very proud to be present in this beautiful destination area, because we believe this place will be more advanced and beautiful, because this place will be a gathering place for 20 heads of developed countries in 2023 as well as various heads of state and heads of government in the ASEAN region.

The development of a tourist attraction must be designed based on the potential of available tourist attraction attractions by referring to the development success criteria which include various feasibility:

1. Financial feasibility: regarding the commercial calculation of the development of the tourist attraction. Estimated costs and benefits that indicate profit/loss must be calculated from the start. How many lapses of time will be required for the return of capital has already been predicted.

2. Regional socio-economic feasibility: conducted to see whether investment in the development of a tourist attraction will have a regional socio-economic impact, including being able to create job opportunities and business opportunities, can increase foreign exchange earnings, increase revenues in other sectors such as: taxes, industry, trade, agriculture and generate income for the community.

3. Technical feasibility; the development of tourism objects must be technically accountable by taking into account the existing carrying capacity. A tourist attraction does not need to be forced to build if the carrying capacity of the tourist attraction is low. The attractiveness of a tourist attraction will be reduced or lost if the tourist attraction threatens and endangers the safety of tourists.

4. Environmental feasibility; environmental impact analysis can be used as a reference for the development activities of a tourist attraction. The construction of tourist objects that have an impact on the environment must be stopped immediately.

Intellectual property is the wealth of all the results of the production of intellectual intelligence such as technology, knowledge, art, literature, song compositions, written works, caricatures, and others that are useful

ISSN 2394 - 7780

for humans. Works that arise or are born from human intellectual abilities can be in the form of works in the fields of technology, science, art and literature. These works are born or produced on the intellectual abilities of humans through the outpouring of time, energy, thoughts, creativity, taste and intention. Wealth or assets in the form of works produced from human thought or intelligence have economic value or benefits for human life so that they can also be considered as commercial assets (Brøgger, etc: 2013). Works that are born or produced based on human intellectual abilities, both through the outpouring of energy, thought and creativity, taste and intention, are naturally protected and preserved. History is a story about life that actually happened in the past. While historical heritage means the legacy of the past that has historical value (Câmpeanu: 2008). There are various forms of historical heritage. Historical relics can be in the form of fossils, tools from the past, inscriptions, statues, buildings, manuscripts, and stories or saga, places of worship, forts, palaces, monuments, tombs and ancient manuscripts/writings. Historical heritage invites us to avoid unproductive myths. A vehicle to gain knowledge of how the world of life (lebenwelt) of the Indonesian nation develops from time to time. Therefore, it cannot be seen from the physical aspect alone, but also the symbols must be understood. Historical relics are not only "object facts", but also "social facts" and "mental facts". As a product of culture, it contains the values that will be fought for. Historical heritage is a very valuable heritage (Rahardjo, Supratikno: 2010). However, its existence must be fought for so that it is not wasted by vandalism. By opening our hearts and minds, we will get an aesthetic experience when looking at the beauty of historical heritage. There are several forms of appreciation for historical heritage objects, including: a) Caring for and maintaining historical heritage objects, b) Visiting historical heritage sites such as temples, hero tombs, monuments and others, c) Using objects historical heritage correctly, d) Benefits of maintaining and preserving historical heritage. Some of the benefits derived from preserving historical heritage include: a) Enriching the cultural treasures of the Indonesian nation, b) Increasing state revenue because it is used as a tourist attraction, c) Saving the existence of historical heritage objects, so that they can be enjoyed by future generations, and d) Helping the world of education and science by utilizing it for research objects.

Based on Law No. 10 of 2009 concerning tourism, the policies outlined are those that can be used as tourist objects and attractions in the form of: natural wealth, flora and fauna, human works as well as historical and cultural heritage which are models for the development and improvement of tourism. In addition to the above products, facilities, accessibility and hospitality as well as services provided by the local community, government, and entrepreneurs are also the main supporting factors for the smooth development of tourism in Indonesia.

When culture as a resource is positioned lower than the interests of tourists, cultural heritage (physical and non-physical) and local communities become exploited resources (exploitative relations) so that there is a gap which then creates conflict and threatens the culture itself. To prevent the above gaps, synergy is needed between groups of academics, government, NGOs and the community as cultural owners in order to maintain and maintain culture through 2 innovation activities as follows:

1. Innovation in Cultural Preservation: Cultural preservation is more directed at efforts to maintain the spirit or quality of the essence of fundamental values, increasing awareness of the importance of cultural roots that can be used as a foundation so that they can stand firm and strong as well as an effort to dynamize culture (cultural elements).) in order to be able to stay in tune with the pace of life of its supporters, which is always changing as a result of the impact of changing times. This is reinforced by the reason that without an effort to dynamize culture, it will quickly feel very outdated, out of date, or uninspired by its supporters who are always dynamic.
2. Innovation in cultural commoditization: an effort to see cultural wealth as a potential for the development of the tourism industry by paying attention to the community as the key in creating a creative way of life, having harmonization, and direct connectivity with history, customs, language and culture through continuous learning and experience.

The absolute answer to creating a better life in society is the formation of community character through the values of human behavior related to God Almighty, oneself, fellow human beings, the environment, and nationality which are manifested in thoughts, attitudes, feelings, words, and actions based on religious norms, laws, etiquette, culture and customs.

Some academics in Indonesia are skeptical of the urgency of the Bill on Traditional Knowledge and Traditional Cultural Expressions (PTEBT), because they see in reality the government doesn't even care about the damage and loss of tangible cultural heritage, such as cultural heritage and various artifacts being destroyed and stolen across the country. Indonesia. In addition, the majority of people still adhere to customary norms that respect

ISSN 2394 - 7780

the ethics of sharing knowledge and do not recognize ownership and monopoly over intellectual works (Kusumadara: 2011). Against this backdrop of customary norms, the public considers the concept of IPR protection to PTEBT as vague as conventional IPR concepts, such as copyrights, related rights, patents, trade secrets, and industrial designs. Communities and local governments who have carried out an inventory of local PTEBT are often disappointed by the indifference and lack of appreciation of the central government for their inventory efforts. Efforts to take inventory of local PTEBT that have been carried out by the community and local government have not been followed up by the central government's verification, documentation and database preparation process. This has resulted in several local communities stopping their efforts to take inventory of their PTEBT.

Types Of Product Development

Every company must have a strategy in product development. It is intended that the products to be developed can be in accordance with the needs of the company and existing consumers remain interested in the offers provided by a company and attract new consumers. According to Kotler and Keller (2008), there are several types of product development strategies, namely:

1. Improve existing ones. In this case the company uses existing technology and facilities to make variations and improve existing products. In using this method the company does not have a big risk, because it will only make a complete change.
2. Expand product line. This type of product development is carried out by the company by adding items to an existing product line or adding a new product line.
3. Add existing products. Companies in this case add or provide variations on existing products and also expand market segments by serving various kinds of consumers or buyers who have different tastes.
4. Imitate competitors' strategies. In this way the company imitates competitors' policies that are considered profitable, such as pricing.
5. Add product line. Usually companies require large funds in the addition of new products that have nothing to do with the existing product line. Because the product has never been produced before, and in terms of using the facilities to promote it requires a new process as well.

Meanwhile, according to Tjiptono (2008), there are three product development strategies, namely:

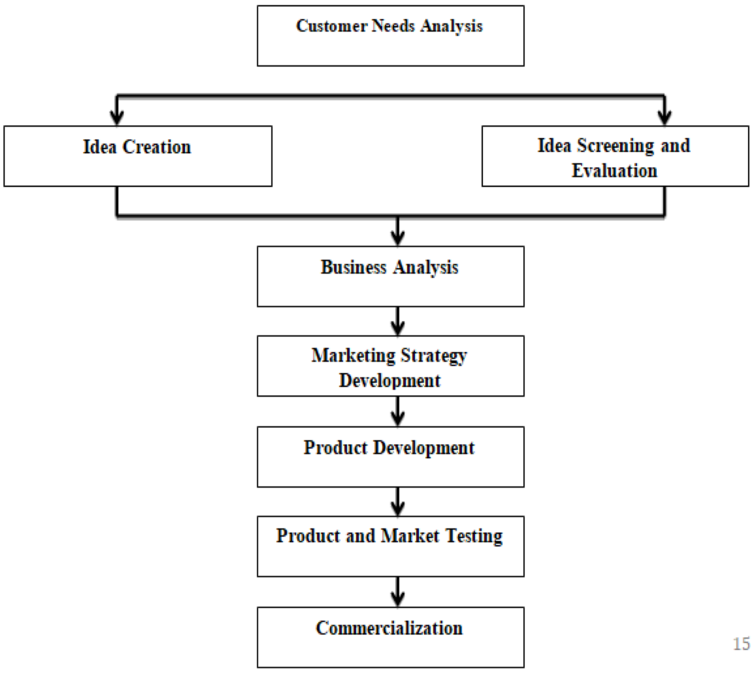
1. Quality improvement strategy. Manufacturers can increase the durability of the product or by increasing the reliability and speed of service to consumers.
2. Privilege enhancement strategy. Products There are four indicators that can improve the features of a product, such as the quality of the materials used, diversity, comfort in using a product for its use and additional accessories.
3. Product style improvement strategy. Manufacturers can increase the value of a product in terms of choosing the color of the product, an attractive design or design and the last is packaging that can add value to the product.

Product Development Process Stages

New product development is not an easy thing for the companies that run it. The product development process for each company is also different, depending on the product and level of complexity, and generally these activities require more intellectual analysis power and organizational management.

According to Simamora (2000), there are eight stages that must be passed in the development of new products, namely:

ISSN 2394 - 7780



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1. Customer Needs Analysis

Consumer needs are the starting point for product development, both for domestic and global markets. New products stimulate the company to achieve business unit and corporate goals. To determine the scope of new products to be considered, management often formulates new product plans. These decisions become important outlines for the new product planning process. Customer satisfaction analysis determines opportunities for new products and processes.

2. Idea Creation

The search for promising ideas is the starting point in the new product development process. The exploration of ideas ranges from incremental improvements to existing products to products that are entirely new to the world. Product ideas come from many sources. Limiting the search for new product ideas to interval R&D activities is a very narrow approach. Sources of new product ideas include company personnel, customers, competitors, outside investors, acquirers and channel members.

3. Idea Screening And Evaluation

Evaluating new ideas is an important part of new product planning. A successful product is one that satisfies management's criteria for commercial success. Management needs a screening and evaluation procedure that will remove unpromising ideas as soon as possible. The goal is to eliminate the least promising ideas before too much time and money is poured into them.

4. Business Analysis

The business analysis estimates the commercial performance of the proposed product. Achieving an accurate financial projection depends on the quality of the revenue and cost forecast. Business analysis is normally solved at several stages and the new product planning process. After management decides on the product concept and marketing strategy, management can evaluate the business attractiveness of the proposal. To estimate sales, companies can look at historical sales figures for similar products and conduct surveys to find out market opinion. The company can estimate the minimum and maximum sales to estimate the range of risk. After preparing a sales forecast, management can estimate the expected costs and profits of the product, which includes marketing, research, development, accounting, and finance costs.

5. Marketing Strategy Development

The purpose of developing a marketing strategy is to refine the plan further in the next stages, namely how to use a marketing strategy to introduce new products to the market. In this stage the company develops a strategic plan, where the marketing strategy first undergoes screening. In developing a marketing strategy there are 3 main parts, namely: 1) Explaining the size of the structure, target market behavior, planned product position, sales, market share, and desired profit from the first five years. 2) Describe the planned price, distribution strategy, and company budget for the product in the first year. 3) Explain the number of sales, profit goals, and subsequent marketing strategies.

ISSN 2394 - 7780

6. Product Development

After successfully completing the business analysis phase, product planning moves to the development and testing phase. Development and testing is concerned with making the physical characteristics of new goods and services acceptable to customers. The goal is to convert ideas into actual products that are safe, provide benefits to customers, and can be produced economically by the company.

7. Product And Market Testing

At this stage, product testing is a continuation of the product development stage. The stages of product testing include: 1) Testing on product concepts. 2) Testing product design. 3) Testing consumer preferences for products. 4) Laboratory testing on products. 5) Testing factory operations and testing product usage. After the company's management is satisfied with the product (after making changes) then further testing is carried out with the aim of knowing consumer reactions.

At this stage, all facilities have been prepared in such a way, both production and marketing facilities. Companies that have entered this stage, must have prepared a pricing strategy and the expected profit. In this stage, the company has carried out marketing research in advance, especially regarding the needs, desires, tastes, satisfaction of the consumers to be addressed.

Supporting And Inhibiting Factors Of Product Development

There are several factors that encourage companies to carry out product development, these factors must be considered for the implementation of successful product development. According to Stanton (1996) the factors driving or supporting product development are as follows:

1. Technological development. Rapid technological developments allow the creation of new production facilities to be used by companies to make and perfect products, so that product quality is better and the amount of production obtained can be increased.
2. Changes in Consumer Taste. This change is influenced by the level of income, the level of population development, education level, and consumer loyalty to the product in question.
3. Competition. The existence of strong competition among similar companies will cause companies to try to always develop their products in the hope of competing with competitors' production volumes.
4. Existence of Excessive Product Capacity. By increasing the capacity of the machines owned by the company, the company tries to use the excess capacity by producing the company.
5. Short Product Life Cycle. The short product life cycle encourages the company to continue to develop its products, so that consumers do not get bored with the products produced by the company.
6. There is a desire to increase profits. The company has a desire to strengthen its product position in the market, as well as to expand the market.

Meanwhile, according to Kotler and Keller (2008), there are several factors that cause delays in the product development process, namely:

1. Lack of ideas about new products that are important in certain areas. There may be only a few ways to improve some basic products (such as steel, detergent).
2. The market is fragmented due to intense competition. Companies must direct their new products to smaller market segments, which means lower sales and profits for each product.
3. Social and government constraints. New products must meet several criteria such as consumer safety and environmental balance.
4. Expensive new product development process. A company generally has to come up with a variety of new product ideas to find only one worth developing. Furthermore, companies often face high R&D, manufacturing, and marketing costs.
5. Lack of capital. Some companies with good ideas cannot raise the necessary funds to research and launch new products.
6. Shorter development time. Companies that can't develop new products quickly will be on the side of not having an advantage. Companies must learn how to shorten development time using computer-aided design and manufacturing techniques, strategic partners, early concept testing, and high-level marketing planning. Alert companies will use concurrent new product development, where cross-functional groups work together to push new products through development and into market.

ISSN 2394 - 7780

7. Shorter product life cycle. When a new product is successful, competitors quickly imitate.

CONCLUSION

Labuan Bajo/West Manggarai has natural resources, man-made resources and human resources that are varied and mutually supportive and cooperative. This diversity of potential greatly supports the rate of economic growth in Labuan Bajo. The potential consists of: aspects of agriculture, animal husbandry, fisheries, industry and tourism. Cultural heritage assets in West Manggarai Regency are in the form of sites, forts, compang (a monument made in the middle of the yard that functions as an altar in traditional ceremonies), watu. These cultural asset heritage sites, until now have not been managed properly. As a result, many sites have been damaged and lost. Efforts to make this culture as a tourism object are also not optimal. Based on the Decree of the Regent of West Manggarai No. 152/KEP/HK/2006 dated September 23, 2006, the number of cultural heritage in West Manggarai Regency is 18 assets.

Looking at the culture of assets that are less well known and have been damaged, a product development strategy is needed, as follows:

1. Quality improvement strategy. Manufacturers can increase the durability of the product or by increasing the reliability and speed of service to consumers.
2. Privilege enhancement strategy. Products There are four indicators that can improve the features of a product, such as the quality of the materials used, diversity, comfort in using a product for its use and additional accessories.
3. Product style improvement strategy. Manufacturers can increase the value of a product in terms of choosing the color of the product, an attractive design or design and the last is packaging that can add value to the product.

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THE EFFECT OF JOB INVOLVEMENT, JOB SATISFACTION AND ORGANIZATIONAL CLIMATE ON ORGANIZATIONAL COMMITMENT TO EMPLOYEES OF PT TIMOR SEJAHTERA (AQUAFIT) KUPANG

Soleman Daud Nub UF [1], Anderias S.W. Langga [2], Abas Kasim[3] and Lustrty Rahayu[4]
[1-4]Faculty of Social and Political Sciences, Nusa Cendana University, Kupang

Solemannubuf1961@gmail.com[1], anderiaslangga@yahoo.com[2], kasimabas60@gmail.com[3], luzchandra@gmail.com[4]

ABSTRACT
This study aims to examine the effect of Job Involvement, Job Satisfaction and Organizational Climate on Organizational Commitment to Employees of PT Timor Sejahtera (Aquafit) Kupang. This research is an explanatory research that explains the influence between variables through hypothesis testing. Distributing questionnaires collected research data and the data were analyzed by multiple linear regression. The findings in this study are 1) job involvement, job satisfaction and organizational climate, each of which has a positive and significant influence on the organizational commitment of employees of PT Timur Sejahtera Aquafit Kupang, 2) through the F test obtained three independent variables (job involvement, job satisfaction, and organizational climate) together have a positive and significant effect on the organizational commitment variable.

Keywords*: Job Involvement, Job Satisfaction, Organizational Climate and Organizational Commitment.*

FOREWORDS
Business dynamics in the increasingly competitive Indonesian economy requires company managers to develop their business effectively and efficiently. Along with the development of advances in science and technology, is one of the causes of increasingly fierce business competition activities. This phenomenon has a sign that every businessperson must be more creative and able to provide solutions to various problems and business challenges faced. The tendency to increase competition in the business world is characterized by the presence of various companies that are increasingly aggressively offering various products and services in the economic life of the community and always making changes to their company management.

Now the company is facing turbulent environmental challenges that will affect the success of the business going forward. According to Ulrich (in Nuringsih, 2002, 20), company executives face competitive challenges related to globalization, increasing efficiency, quality and continuous innovation as well as responding to consumer demands.

Business life is a life that is not calm, always filled with various challenges and increasingly fierce competition (Eoh, 2001: 1) The power of business competition is divided into: 1) non-sustainable competition power, based on human created resources (such as capital, materials, etc.), technology, and information). 2) Sustainable competency based on human resources that relies on corporate culture, management style, teamwork, and entrepreneurship.

These challenges have implications for competition, so managers must be critical in understanding the strengths, weaknesses, opportunities, and threats for the company. To anticipate these conditions, company managers must develop competitive advantages that are not easily imitated by competitors. Excellence is created through efficiency, product quality, innovation or response to consumers (Ulrich in Nuringsing, 2002: 22). Hill and Jones (in Nuringsih, 2002: 21) say, in creating a sustainable competitive advantage, companies need executive support and quality employees. Executives are expected to develop competence, creativity, innovation and act as agents of change by utilizing Human Resources (HR) as a source of sustainable competitive advantage.

Basically every company exists with a specific purpose. The company as a business organization aims to create customers who are the foundation of the company's survival. The existence of a company as a business organization with long-term goals based on economic motives to generate added value and economic benefits for stakeholders including shareholders, employees, business partners, and society in general. To realize the added value and economic benefits, company managers are expected to make efforts by pointing to the vision, mission, goals, strategies and focused planned work programs.

To develop these various things, qualified, competent and professional human resources (HR) are needed. Every company is currently required to have competent Human Resources (HR) in all fields with the aim of being able

ISSN 2394 - 7780

to compete, seize and win the competition in order to maintain its existence. The role of human resources in the long-term and sustainable life of the company has a central and strategic position. Human resources are the most important assets of the company that color the dynamics to identify and take advantage of available business opportunities.

Managing people in an organization is not an easy matter as managing other resources. Managing natural resources consisting of inanimate objects or animals and other created resources such as capital and technology is indeed difficult, but managing humans is much more complicated considering that humans have reason, feelings and wills that influence them in their activities in the life of an organization or company. Human resource management demands a balance between organizational goals and individual goals. This means that in pursuing the goals of the organization or company, they must not ignore or sacrifice the individual goals of the work employed. That is, if individuals who are satisfied with their work will be encouraged to do their jobs better and want to keep working at the organization. While Mowday, Porter & Steers (1982) in Aktami (2000) argue that there are several reasons why organizations should make various efforts to increase organizational commitment in employees. First, the higher the commitment of employees, the greater the effort they make in carrying out their work. Second, the higher the commitment of employees, the longer they want to stay in the organization. In other words, if the employee has a high organizational commitment, then he does not intend to leave the organization. In other words, if the employee has a high organizational commitment, then he does not intend to leave the organization. Organizational commitment can be influenced by several factors, including work involvement.

According to Morrow (1983). That work involvement and organizational commitment are interrelated Blau & Boal (1987) in their analysis also says that there is a relationship between work involvement and organization. Zoopiatis, Constanti & Theocharous (2013) say that work involvement is most closely related to affective commitment and normative commitment compared to continuous commitment. Job satisfaction also affects organizational commitment. O' Driscol and colleagues in Riggio (2002: 229) who said, "Job Satisfaction May directly affect organization commitment" which means that job satisfaction directly affects organizational commitment.

Job satisfaction is usually used as a basis for measuring the level of organizational maturity. One of the symptoms that cause unfavorable working conditions of an organization is low job satisfaction. On the other hand, high job satisfaction is an indication of management effectiveness, which means that the organizational culture has been well managed.

In addition to work involvement and job satisfaction which are related to commitment, organizational climate also affects organizational commitment.. Kusumanangtyas (2013) states that organizational climate is a broad concept for organizational employees to know regarding perceptions of the nature or characteristics of the workplace. Susanty (2012) states that there is a climate inequality between one organization and another that affects the behavior of human resources in the organization. A good organizational climate will bring pleasant feelings to its employees.

Wirawan (2009) states that organizational climate is related to the perception of organizational members about what is in the organization's internal environment. It can be said that the higher the organizational climate in the company, the higher the commitment of employees. Widiarti (2016) said that organizational climate has a positive and significant effect on organizational commitment.

PT. Timor Sejahtera (Aquafit) Kupang which is engaged in the production of mineral water in the form of cups and gallons has a vision of "Quality, Service, Price" while its mission is "to prepare water quality to satisfy the community at an affordable price and meet the needs of the community"

Employees who have high organizational commitment will uphold the values that exist in the organization and work professionally in order to develop themselves in the future. (Mchdi et al, 2013) employee commitment is very important in the mineral water business because product quality, service to consumers requires human resources who are committed to their work.

The drinking water company PT Timor Sejahtera is a private company engaged in the business of producing cup and gallon bottled drinking water. This bottled drinking water is produced free from pollution and processed through technology without chemicals by going through several stages of testing. During the COVID-19 pandemic, which began in 2019, PT Timor Sejahtera (Aguafit) Kupang experienced a huge impact in the field of production, which continued to decline. For details, the production data for the last 3 years from 2018 - 2020 is presented in the following table:

ISSN 2394 - 7780

Table 1 Total Mineral Water Production of PT Timor Sejahtera (Aguafit)Year 2018-2020

Year	Production Quantity	
	Cup	Gallon
2018	33.483	22.000
2019	30.500	20.200
2020	13.500	9.000

Source: PT Timor Sejahtera (Aguafit) (2020)

Based on the data in table 1 above, it can be seen that the amount of production for cups and gallons each year has decreased in the amount of production. The number of employees in 2018 was 110 people, while in 2020 the number of employees has decreased to 35 people.

Based on the description above, it shows that the organizational commitment of PT Timor Sejahtera (Aquatif) Kupang employees is not optimal. Based on the description above, the researcher is interested in taking the title "The Effect of Job Involvement, Job Satisfaction and Organizational Climate on Organizational Commitment to Employees of PT Timor Sejahtera (Aquafit) Kupang".

LITERATURE REVIEW

Organizational Commitment

Understanding organizational commitment according to Riggio (2000: 227) is all the feelings and attitudes of employees towards everything related to the organization where they work, including their work. Organizational commitment is the attitude of member involvement towards the achievement of organizational goals and intends to maintain membership in the organization (Meyer and Allen 1997: 255).

Furthermore, Robbins (2001: 140) argues that organizational commitment is a condition in which an employee sided with an organization and its goals, and intends to maintain membership in the organization. Jennifer and Gareth (2002: 76) argue that the level of commitment usually starts from very high to low, people can have attitudes about various aspects of their organization such as organizational promotion practices, organizational product quality and organizational cultural differences.

Organizational commitment reflects how an individual identifies with the organization and is bound by its goals. Managers are advised to increase job satisfaction in order to get a higher level of commitment. Furthermore, higher commitment can facilitate the realization of higher productivity. (Kreitner and Kinicki, 2003: 274).

Based on some of the opinions above, it can be concluded that organizational commitment is all the feelings and attitudes of employees towards the organization where they work to achieve organizational goals and intend to maintain membership.

Mowday, Porter & Steers (in Gbadamosi, 2002: 85) developed a scale called self Report Scales to measure employee commitment to the organization, which is a description of three aspects of commitment. Mowday, Porter & Steers stated that the components of organizational commitment consist of three, namely: (1) a strong belief in the acceptance of organizational goals and values (identification); (2) a willingness to use genuine effort for the benefit of the organization (engagement); and (3) a strong desire to maintain membership in the organization (loyalty).

JOB INVOLVEMENT

Job involvement measures the degree to which a person is psychologically biased towards his work and considers his perceived level of performance to be important to self-esteem (Blau & Boal, 1987). They also stated that employees who have high involvement in work will take sides with the type of work being done and really care about that type of work, resulting in low absenteeism and low turnover. Bernardin & Russell in Asterina (1997) state that work involvement is defined as personal involvement with work, or the degree to which a person recognizes his work, actively participates in it and considers the importance of the benefits of their actions. Workers with a high level of involvement will be very concerned about the work being done, it is even said that high work involvement is associated with low and low turnover.

This work involvement can be seen from the employee's perception that he feels he has experienced an important event when he is involved in his work so that it makes some of his attention centered on his work and feels that work is a very important part of his life (Froone & Cooper, 1994).

Work involvement of employees in an institution or company is seen as an effort to achieve company goals. Involving employees is a way to increase employee potential so that productivity and employee commitment

 ISSN 2394 - 7780

will also increase. Elloy at al. (1999) suggested that an employee is said to have a high level of work involvement if they:

1. Actively participate in their work
2. Seeing work as the center of attention in life.
3. Seeing how they work and how well they work is part of a personal concept

Furthermore, Keith Davis (1985) in Mangkunegara (2000) suggests three very important aspects of work participation, namely:

1. Emotional and mental involvement of employees that is, involving emotional and mental than physical activities, psychological involvement of employees is greater than physically. Employees who have high work participation will appear in their behavior, namely creative work activities and high morale.
2. The motivation to donate that is, the motivation to balance creative and constructive ideas is a very important aspect. Employees need to be given the opportunity to realize their ideas, initiatives and creativity in achieving organizational goals.
3. Acceptance of responsibility, namely, requiring employees to be able to accept responsibility in group activities, namely, participation is a social process that involves employees in the organization to achieve success. Employees who can accept responsibility in their group activities will be able to work together in one work. Unity in the work team is the key to success at work.

JOB SATISFACTION

Job satisfaction is a pleasant or unpleasant emotional state in which employees view their work (Handoko, 1992: 193). Meanwhile, according to Blum quoted by As'ad (1995: 104), job satisfaction is a special attitude towards work factors, self-adjustment and individual relationships outside of work. Basically, employee satisfaction at work is different according to the value system that applies to him. This is due to differences in each individual. The more aspects of work that match the individual's wishes, the higher the satisfaction felt, and vice versa.

According to Luthans (1995: 120) revealed that employee job satisfaction is a positive feeling / pleasure that arises from the employee's assessment of his work based on the perception that his work provides things that are considered important for employees. Because this is a matter of perception, the job satisfaction shown by one person is different from others because the things that are considered important by each person are different. Wexley and Yukl (1977) in Wijayanti (2009:2), job satisfaction is what employees feel about their work. This feeling is a person's general attitude towards his work, which is based on his assessment of aspects of his work. Meanwhile, according to Hasibuan (2001: 199) job satisfaction is an emotional attitude that is pleasant and loves his job. This attitude is reflected by work morale, discipline, and turnover. Based on some of the opinions above, it can be concluded that job satisfaction is an attitude and feeling a person feels about his work in the organization where he works.

According to Luthans (1995:126), there are five dimensions that affect job satisfaction factors, namely:

1. The work itself
2. Wages
3. Working Condition
4. Supervision
5. Work colleague

ORGANIZATIONAL CLIMATE

The state of the work environment of an organization or company where a person works can affect the views and attitudes of that person both towards superiors, coworkers, and work. Therefore, every organization has a different work environment, so that a worker psychologically will also perceive certain conditions regarding the organizational environment in which he works.

Organizational behavior experts argue that the concept of climate is not only related to things that are physical, but also psychological. Tagiuri & Litwin in Mc Farlan (1974) argues that organizational climate as a characteristic that describes an organization that distinguishes the organization from other organizations, and the behavior of its members and can be described in the values, beliefs and attitudes of individuals in the organization.

Measurement of organizational climate according to experts can be described in several dimensions. There are differences in the dimensions of organizational climate according to one expert with another. However, in general, there are similarities in the dimensions of organizational climate, including:

1. Esprit is a moral dimension of workers that social needs are met and at the same time the worker can enjoy the feeling of work performance.
2. Consideration, which is a supportive dimension, employees perceives their superiors to treat them humanely.
3. Production, workers perceive the manager carefully supervises his work activities
4. Aloofness is an emotional dimension between superiors and subordinates. Workers perceive the behavior of superiors in an informal/impersonal manner.
5. Disengagement, Is a worker's perception of activities in completing tasks
6. Hindrance is a worker's perception of the piled up workload.
7. Intimacy, is the warmest social relationship ever found in the entire company
8. Thrust, management motivates the workforce through task-oriented behavior.

Relationship Between Job Involvement, Job Satisfaction, Organizational Climate and Organizational Commitment

Blau & Boal, (1987) in Robbins, (1996) state that employees who have high orderliness at work will favor the type of work being done and really care about that type of work, resulting in low absenteeism and low turnover so that the level of commitment to the organization will be high. A person's involvement in work, in an effort to meet needs (Kanugo, 1982 dal Elloy at el, 1998). One person's needs would be different from others. Someone who has successfully met one need would switch to another type of need (Maslow's Theory of Needs). If the needs are met, the commitment to the organization will be high. The same was stated. Basawartono (1997), work is a means to meet needs. Everyone has a need to plan to organize and control their work, meaning that employees want to participate in everything that affects their work. High job satisfaction is one of the drivers for individuals to increase their commitment to the organization, because satisfaction will avoid absenteeism and the desire of workers to leave the organization (Robbins, 1996 and Luthan 1995).

In this case, Siagian (1992) argues that from the sharing of research that has been carried out by experts and the experience of various organizations, it can be seen that there is a strong correlation between job satisfaction and absenteeism, meaning that it has been proven that employees with high levels of satisfaction will have lower turnover rates and lower levels of turnover his absence. On the other hand, employees with low levels of satisfaction will tend to have high levels of turnover and absenteeism. Thus, one effective way to increase employee commitment to the organization is to increase job satisfaction.

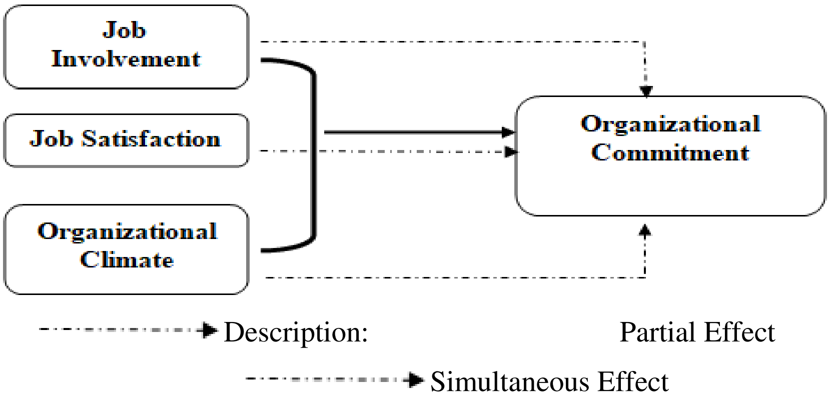
Employees who have a high level of job satisfaction will always be present at their workplace unless there is a real reason that makes them absent from work. Meanwhile, employees with low levels of satisfaction will try to find reasons not to come to work. To avoid absenteeism and employee turnover, organizations need to increase employee job satisfaction. Furthermore, Siagian said that one of the causes of the desire to leave the organization (disloyalty) is dissatisfaction at work, so there is a relationship between the levels of job satisfaction with a strong or weak desire to leave the organization (disloyal to the organization).

The relationship between organizational climate and employee commitment as stated by Sujak (1990), that organizational climate as a social system that is influenced by the external environment and internal environment that will affect employee commitment to the organization, namely employee loyalty shows the ability of employees to maintain membership, employee willingness and employee pride in the organization. If the climate of an organization is conducive then employee commitment will be high.

Based on theoretical studies, preliminary research and the relationship between job involvement, job satisfaction, organizational climate as stated earlier, the model framework of thought is described as follows:

ISSN 2394 - 7780

Picture 1 Research Framework



RESEARCH HYPOTHESIS

Based on the research framework above, the hypotheses of this research are:

1. There is a positive and significant influence partially job involvement on the organizational commitment of employees of PT Timor Sejahtera (Aquafit) Kupang
2. There is a positive and significant influence partially job satisfaction on the organizational commitment of employees of PT Timor Sejahtera (Aquafit) Kupang
3. There is a positive and significant influence partially organizational climate on the organizational commitment of employees of PT Timor Sejahtera (Aquafit) Kupang
4. There is a positive and significant influence simultaneously job involvement, job satisfaction, and organizational climate on the organizational commitment of employees of PT Timor Sejahtera (Aquafit) Kupang.

RESEARCH METHODOLOGY

The goal to be achieved in this study is to examine the effect of the variables of job involvement, job satisfaction, organizational climate on organizational commitment variables, the research used is explanatory or explanatory research, which explains the influence between variables through hypothesis testing.

According to the scope of the research, the population is all 35 employees of PT Timor Sejahtera (Aquafit) Kupang and all employees are used as samples or the sampling technique uses saturated samples.

The data used in this study are primary and secondary data. The primary data collection uses a questionnaire to be distributed to as many as 98 employees by giving it to the respondent's direct supervisor, while secondary data is obtained by coming to the workplace/company and collecting data that supports the research.

The research instrument was tested by two methods, namely validity and reliability tests. The validity test shows the extent to which a measuring instrument really measures what needs to be measured. Meanwhile, the reliability test is an index that shows the extent to which the measurement results can be trusted/reliable or the extent to which the measurement results remain consistent when two or more measurements are made of symptoms with the same measuring instrument.

The research data obtained were analyzed using multiple linear regression analysis methods. Multiple regressions were used to test the effect of several independent variables (independent) on the dependent (bound) variable. Multiple regression analysis was performed using computer software in the form of SPSS application.

RESULTS AND DISCUSSION

Respondent Profile

Research respondents are classified on several aspects. First, based on their gender, respondents are classified as follows.

Table 2 Characteristics of Respondents by Gender

No	Gender	Total	Percentage
1	Male	27	77,14
2	Female	8	22,86
Total		**35**	**100**

Source: Primary data processed (2021).

Based on table 2 above, it can be seen that of the 35 employees who were respondents in this study, most of the respondents were 27 male employees with a percentage of 77.14%. The remaining 8 respondents with a percentage of 22.86% are female. So it can be concluded that men compared to women dominate those who work at PT Aquafit Timorindo Kupang.

Furthermore, respondents were grouped according to their age. The details are as follows:

Table 3 Characteristics of Respondents Based on Age

No	Age	Total	Percentage
1	< 20	27	77,14
2	21 – 30	4	11,43
3	31 – 40	4	11,43
Total		**35**	**100**

Source: Primary data processed (2021).

According to the age characteristics of the respondents in table 3 above, it can be seen that the largest percentage of respondents are in the age group under 20 years with a percentage of 77.43%. Then followed by respondents aged 21-30 years and 31-40 years with the same percentage of 11.43%.

Then the respondents were grouped based on their education. Based on their education respondents are classified as follows.

Table 4 Characteristics of Respondents Based on Education Level

No	Education Level	Total	Percentage
1	High School	27	77,14
2	Diploma 3	4	11,43
3	Bachelor/ Undergraduate	4	11,43
Total		**35**	**100**

Source: Primary data processed (2021).

According to table 4, from 35 respondents in this study, respondents who have a high school education level are 27 people with a percentage of 77.14%. Then respondents who have a D3 education level are 4 people with a percentage of 11.43% and respondents with an undergraduate education level are also 4 people or 11.43%. From this amount, it can be stated that the majority of respondents in this study have a high school education level.

Furthermore, the respondents were grouped again based on the period of service. The grouping of respondents based on the period of service is as follows:

Table 5 Characteristics of Respondents Based on Working Period

No	Working Period	Total	Percentage
1	1 – 3 Years	3	8,57
2	4 – 6 Years	20	57,14
3	7 – 10 Years	12	34,29
Total		**35**	**100**

Source: Primary data processed (2021).

According to table 5 above, it can be seen that the respondents have different working periods, from 35 respondents in this study, respondents who had a working period of 4-6 years were the most respondents with a percentage of 57.14%, followed by respondents with a working period of 7 – 10 years, totaling 12 people with a percentage of 34.29%, then respondents who have a working period of 1 – 3 years totaling 3 people (8.57%).

Research Instrument Test Results

1. Validity Test

The following are the results of testing the validity of the research instrument carried out using the SPSS program.

Table 6 Instrument Validity Test Results

Variable	Question Items	Value of r Calculate	Limit Value	Status
X1	X1.1	0,563	0,30	Valid
	X1.2	0,453	0,30	Valid

 ISSN 2394 - 7780

	X1.3	0,723	0,30	Valid
	X1.4	0,493	0,30	Valid
	X1.5	0,686	0,30	Valid
	X1.6	0,521	0,30	Valid
	X1.7	0,534	0,30	Valid
	X1.8	0,539	0,30	Valid
	X1.9	0,539	0,30	Valid
X2	X2.1	0,396	0,30	Valid
	X2.2	0,399	0,30	Valid
	X2.3	0,343	0,30	Valid
	X2.4	0,732	0,30	Valid
	X2.5	0,790	0,30	Valid
	X2.6	0,845	0,30	Valid
	X2.7	0,770	0,30	Valid
	X2.8	0,631	0,30	Valid
	X2.9	0,529	0,30	Valid
	X2.10	0,702	0,30	Valid
	X2.11	0,337	0,30	Valid
	X2.12	0,741	0,30	Valid
	X2.13	0,731	0,30	Valid
	X2.14	0,589	0,30	Valid
	X2.15	0,642	0,30	Valid
	X2.16	0,631	0,30	Valid
	X2.17	0,479	0,30	Valid
	X2.18	0,361	0,30	Valid
	X2.19	0,732	0,30	Valid
	X2.20	0,383	0,30	Valid
X3	X3.1	0,672	0,30	Valid
	X3.2	0,424	0,30	Valid
	X3.3	0,652	0,30	Valid
	X3.4	0,600	0,30	Valid
	X3.5	0,567	0,30	Valid
	X3.6	0,543	0,30	Valid
	X3.7	0,709	0,30	Valid
	X3.8	0,608	0,30	Valid
	X3.9	0,714	0,30	Valid
Y	Y.1	0,494	0,30	Valid
	Y.2	0,540	0,30	Valid
	Y.3	0,567	0,30	Valid
	Y.4	0,652	0,30	Valid
	Y.5	0,788	0,30	Valid
	Y.6	0,695	0,30	Valid
	Y.7	0,427	0,30	Valid
	Y.8	0,835	0,30	Valid
	Y.9	0,455	0,30	Valid
	Y.10	0,336	0,30	Valid

Source: Primary data processed (2021).

From table 6 above, it can be seen that the calculation results of each variable have a correlation coefficient greater than 0.30 so that it can be said that the measuring instruments used in this research are valid.

2. Reliability Test

The following are the results of the research instrument reliability testing carried out using the SPSS program.

Table 7 Variable Reliability Analysis X1, X2, X3 and Y

Variable	Cronbach's Alpha Coefficient	Description
X1	0,735	Reliable
X2	0,747	Reliable
X3	0,749	Reliable
Y	0,741	Reliable

Source: Primary data processed (2021).

From table 7 above, it can be seen that the results of the reliability test show that all variables have Cronbach's Alpha coefficient values above 0.60, so it can be said that all measuring concepts of each variable from the questionnaire are reliable, which means that the questionnaire used in this study can be categorized in the group of reliable questionnaires.

Classical Assumption Analysis

1. Normality Test

Table 8 Normality Test Results One-Sample Kolmogorov-Smirnov Test

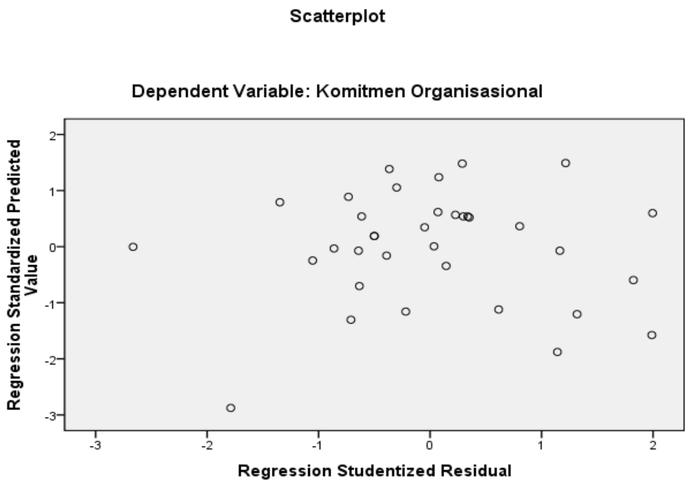
		Job Involvement	Job Satisfaction	Organizational Climate	Organizational Commitment
N		35	35	35	35
Normal Parameters[a]	Mean	35.8000	79.2571	35.8857	42.9429
	Std. Deviation	2.86767	6.35861	2.88782	3.38633
Most Extreme Differences	Absolute	.156	.170	.122	.108
	Positive	.075	.083	.083	.100
	Negative	-.156	-.170	-.122	-.108
Kolmogorov-Smirnov Z		.925	1.003	.724	.640
Asymp. Sig. (2-tailed)		.359	.266	.671	.807
a. Test distribution is Normal.					

Source: Primary data processed (2021).

From the table above, it can be seen that the significance level of all variables is greater than 0.05, so it can be said that the regression equation is normally distributed.

2. **Heteroscedasticity Test**

Picture 2



From the graph above, it can be seen that the distribution of the points in the graph does not form a definite pattern, so it can be said that in this regression equation there is no symptom of heteroscedasticity.

3. **Multicollinearity Test**

Table 9 Multicollinearity Test Results

Coefficients[a]				
		Unstandardized Coefficients	Collinearity Statistics	
Model		B	Tolerance	VIF
1	(Constant)	.633		
	Job Involvement	.311	.202	4.939
	Job Satisfaction	.280	.165	6.056
	Organizational Climate	.251	.369	2.707
a. Dependent Variable: Organizational Commitment				

In table 9 above, it can be seen that the tolerance value of VIF for all variables is greater than 0.10 and less than 10. Thus, it can be said that this regression equation is free from multicollinearity symptoms.

Multiple Regression Analysis

The results of multiple linear regression analysis are presented in the form of a table below.

Table 10 Multiple Regression Analysis Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.633	2.601		.243	.809
	Job Involvement	.311	.150	.263	2.072	.047
	Job Satisfaction	.280	.075	.526	3.738	.001
	Organizational Climate	.251	.110	.214	2.272	.030
a. Dependent Variable: Organizational Commitment						

Based on the analysis using the SPSS program, the following multiple linear regression equation models was obtained:

Y = 0,633 + 0,311 X1 + 0,280X2 + 0,251 X3

The Regression Equation Has The Following Meaning:

1. **Constant = 0.633**

This constant value means that if the variables of Job Engagement (X1), Job Satisfaction (X2) and Organizational Climate (X3) are equal to 0 or have not changed, then the Organizational Commitment is 0.633 points.

2. **Coefficient B1 = 0.311**

This coefficient means that if the Job Engagement variable (X1) increases by 1 point, while the Job Satisfaction (X2) and Organizational Climate (X3) variable is equal to 0 or does not increase, then Organizational Commitment will increase by 0.311 points.

3. **Coefficient B2 = 0.280**

This coefficient means that if the Job Satisfaction variable (X2) increases by 1 point, while the Work Engagement variable (X1) and Organizational Climate (X3) is equal to 0 or does not increase, then Organizational Commitment will increase by 0.280 points.

4. **Coefficient B3 = 0.251**

This coefficient means that if the Organizational Climate variable (X3) has increased by 1 point, while the Job Satisfaction (X2) and Work Engagement (X1) variables are equal to 0 or not increased, then Organizational Commitment will increase by 0.251 points.

HYPOTHESIS TEST

Hypothesis testing 1, 2 and 3 was conducted to determine whether the independent variable partially affected the dependent variable significantly or not. Partial hypothesis testing can be presented in the following table:

Table 11 Hypothesis Test Results (t Test)

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.633	2.601		.243	.809
	Job Involvement	.311	.150	.263	2.072	.047
	Job Satisfaction	.280	.075	.526	3.738	.001
	Organizational Climate	.251	.110	.214	2.272	.030
a. Dependent Variable: Organizational Commitment						

In table 11 above, the role of each independent variable can be explained as follows:

1. The first hypothesis says that the work involvement variable (X1) has a significant effect on organizational commitment (Y).

From the test results, it can be seen that the t value for the work involvement variable is 2.072 with a significance value of 0.047. Meanwhile, from the t table, it is known that the t table value for the probability of 0.05 with 31 degrees of freedom obtained a value of 2.047. This indicates that the job involvement variable (X1) has a positive and significant influence on organizational commitment (Y), so the first hypothesis is accepted. Acceptance of this hypothesis is also supported by the significant value of t count of the work involvement variable (X1), which is 0.047, which is below the research significance of 0.05.

2. The second hypothesis says that the job satisfaction variable (X2) has a significant influence on organizational commitment (Y).

From the test results, it can be seen that the t value for the work involvement variable is 3.738 with a significance value of 0.001. Meanwhile, from table t it is known that the value of t table for probability 0.05 with degrees of freedom 31 obtained a value of 2.040. This indicates that the job satisfaction variable (X2) has a positive and significant influence on organizational commitment (Y), so the second hypothesis is accepted. Acceptance of this hypothesis is also supported by the significant value of t-count variable job satisfaction (X2), namely 0.001, which is far below the research significance of 0.05.

3. The first hypothesis says that the organizational climate variable (X3) has a significant effect on organizational commitment (Y).

From the test results, it can be seen that the t value for the organizational climate variable is 2.272 with a significance value of 0.030. Meanwhile, from table t it is known that the value of t table for probability 0.05 with degrees of freedom 31 obtained a value of 2.040. This indicates that the organizational climate variable (X3) has a positive and significant influence on organizational commitment (Y), so the third hypothesis is accepted. Acceptance of this hypothesis is also supported by the significant value of t-count work involvement variable (X1), which is 0.030, which is below the research significance of 0.05.

To test all independent variables, namely job involvement, job satisfaction and organizational climate on organizational commitment, the F test is used, which is a simultaneous test to measure the effect of the independent variables together on the dependent variable. The results of the F test are presented in the following table 12:

Table 12 F Test Results (Simultaneous Test)

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	350.394	3	116.798	91.683	.000[a]
	Residual	39.492	31	1.274		
	Total	389.886	34			
a. Predictors: (Constant), Job Involvement, Job Satisfaction, Organizational Climate						
b. Dependent Variable: Organizational Commitment						

In table 12 above, it can be seen that the ANOVA test results show a calculated F value of 91,637 with a significance of 0.000. Meanwhile, the F value in the F table is 2,911. The results of this ANOVA calculation

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state that the calculated F value is much greater than the table F value and also that the significance value of the calculated F (0.000) is far below the research significance value (0.005). Thus, it can be concluded that the job involvement variable (X1), job satisfaction variable (X2) and work climate variable (X3) simultaneously or together have a positive and significant influence on the dependent variable of organizational commitment (Y). So it can be concluded that the hypothesis, which states that the independent variables together have a positive and significant influence on the dependent variable, is accepted.

Coefficient Of Determination

Analysis of determination is used to measure how much influence the independent variable has on the dependent variable. The results of the calculation of the coefficient of determination are presented in table 13 below:

Table 13 The Result of the Coefficient of Determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.948[a]	.899	.889	1.12869
a. Predictors: (Constant), Job Involvement, Job Satisfaction, Organizational Climate				
b. Dependent Variable: Organizational Commitment				

Based on the table above, it is known that the coefficient of determination obtained is 0.899. This means that the variation in the magnitude of the influence of work involvement, job satisfaction, and organizational climate on organizational commitment is 89.9%. The remaining 10.1% is influenced by other variables not included in this study.

DISCUSSION

The finding in this study is that organizational commitment is influenced by job involvement, job satisfaction and organizational climate as described in the hypothesis test. This fact is in line with previous research (Knoop, 1995: Verma & Upadhyay, 1986; Mathiew & Jones, 1991 and several other previous studies that have empirical studies).

In this study is that work involvement as a variable that affects organizational commitment, that work is a very important part of their lives, for that they state that the most important event is being involved in work, attention is focused on work, work is part of who they are and strive to finish the job well.

If Maslow's Hierarchy of Needs theory is used to explain that work involvement is an influencing variable because essentially everyone works in an effort to meet his or her needs (oriented to meet varied needs among employees). One person's needs would be different from the needs of others. Someone who has succeeded in fulfilling one type of need will switch to another type of need. Even Kanungo, (1982) in Elloy et al. (1998) firmly said that involvement in a job is the main function in meeting needs.

In line with that Baswartono (1997) views that work is a means to fulfill needs. It is further said that everyone has a need to organize, plan and control work. Even employees want to participate in everything that affects their work, so that they are able to produce useful ideas that can be implemented. Blau and Boal (1987) in Robbins (1996) stated that employees with a high level of work involvement strongly favor the type of work being done and really care about that type of work.

According to Robbins (1996) job involvement, job satisfaction and employee commitment are attitudes that reflect what employees feel at work. Employees' attitudes tend to reflect positive or negative responses to jobs, organizations, people and other situations.

A person who forms a favorable attitude towards one aspect of the job will at the same time relate to other aspects of the job. So if someone is involved in a job, satisfied with the job then they will be committed to the organization. Someone who is dissatisfied with work will be less involved in work and commitment to the organization will be low (Knoop, 1995).

In addition to these three attitudes, all higher education organizations or institutions have an organizational climate. Organizational climate has a significant influence on the attitudes and behavior of organizational members (Robbins, 1996). People start to depend and put their hopes on organizational climate because organizational climate is considered to be able to provide stability and assurance for them to be able to survive in an organization, because they can understand the things that are happening in their work environment and know how to overcome them (Davis & Newtron, 1985 in Rizal, 1999).

In this study, the variables of job involvement, job satisfaction and organizational climate have a positive and significant effect on commitment. This can be seen in the results of the average frequency distribution regarding work involvement, namely 81% of respondents stated that the level of work involvement was high and only 7.1% of respondents stated that the level of work involvement was low.

Regarding job satisfaction, 74.3% of respondents stated that they were satisfied with the work they did, the salary they received, the work environment, promotions, co-workers and supportive supervision with reference to the factors that influence job satisfaction proposed by Robbins and Herzberg's 2-factor theory. According to the theory of two factors of job satisfaction a person lies in himself and on the job itself.

From the results of hypothesis testing, it turns out that organizational climate also affects organizational commitment. As is known, organizational climate is the human environment in which employees do their jobs. Furthermore, Litwin & Stringer said that organizational climate is influenced by almost everything that happens within the organization including structure, responsibility, support and conflict that affect organizational commitment. Sujak (1990) suggests organizational climate as a social system that is influenced by the internal environment and external environment that will affect organizational commitment, namely loyalty shows the ability of employees to maintain membership, employee willingness and employee pride in the organization.

CONCLUSION

The conclusions of this study based on the results of the analysis and discussion are 1) Job involvement has a positive and significant effect on the organizational commitment of PT Timur Sejahtera Aquafit Kupang employees. This shows that the better the work involvement, the organizational commitment will also increase. 2) Job satisfaction has a positive and significant effect on the organizational commitment of PT Timur Sejahtera Aquafit Kupang employees. This shows that if job satisfaction is getting better, the organizational commitment of PT Timur Sejahtera Aquafit Kupang employees will be better too. 3) Organizational climate has a positive and significant effect on the organizational commitment of PT Timur Sejahtera Aquafit Kupang employees. This means that the better the organizational climate, the higher the organizational commitment of the employees of PT Timur Sejahtera Aquafit Kupang.

Suggestions that can be given based on the results of the analysis and discussion are that the management of PT Timur Sejahtera Aquafit Kupang is expected to pay attention to employee job satisfaction, especially those related to the amount of remuneration/wages received, working conditions and the relationship between superiors and subordinates. The management of PT Timur Sejahtera Aquafit Kupang must also improve supervision so that the duties and responsibilities of employees are further increased, provide wages according to the workload and also ensure good relations between co-workers. with a very high organizational commitment from employees of PT Timur Sejahtera Aquafit Kupang, it must be maintained and improved because companies engaged in services must have employees who have a strong commitment so that they can provide good service to consumers. For further research, it is possible to conduct research by expanding the scope of location and other variables that affect organizational commitment.

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A COMPREHENSIVE STUDY RELATING TO LEGAL RESPONSE ON THE DOWRY SYSTEM IN INDIA AND DEATHS CAUSED BY IT

Dr. Veerabhadraiah C.
Associate Professor, B.M.S. College of Law, Bull Temple Road, Basavanagudi, Bengaluru-560019

ABSTRACT
Dowry is a common practice in India; however it is never a custom or a belief. Despite the fact that the issue of dowry deaths in India is a hot topic, it continues to exist as though nothing has been done to address it. The 'murder' of newlywed brides solely for dowry demands is still a common headline in today's headlines. This examination paper aimed to investigate what exactly the dowry system is and why women are being slain, as well as the fact that dowry is a social sickness with roots not only in India but even beyond its borders. Further research revealed that dowry death is punishable under sections 304-B and 498-A of the Indian Penal Code, as well as section 18 of the Indian Penal Code.1860 with the help of other reformatory laws and dowry has likewise a particular statute, Dowry Prohibition Act, 1961. Following the important case laws and enactments worldwide including the cooperation of India, the subsequent segment will discover the impression of Indian circumstances and another side of dowry comprehending the misuse of anti-dowry laws. Ultimately, the entire of research paper will finish up acknowledging and realizing that both the parties to dowry are the dividends of dowry death and anti-dowry laws are not implemented appropriately and some segments of anti-dowry laws needs to be amended and altered.

Keywords: *Dowry, Dowry Death, 498-A IPC, Indian Penal Code.*

THE GLIMPSE OF DOWRY SICKNESS

'A woman died' – Is dowry a disease?

Yes, it is a disease or can better be called as cancer for our Indian Society and **Dahez** in Arabic and **Aaunpot** in the eastern parts of India. Dowry is not religious bound; it is **Mahr** in Islam and commonly said **Dahej** in Hindus. Dowry is basically a payment in cash or some kind of gifts given to the bridegroom's family along with the bride and it can be in the form of jewellery, furniture, cookery, utensils, or any other movable and immovable properties which has some value .

Dowry used to be the condition in olden times but with the mask of 'gift to the bridegroom's family'. But our legislation says it is not merely a condition but more of a demand. Dowry in the sense of the expression contemplated by **Dowry Prohibition Act, 1961,** is a demand for property of valuable security having an *inextricable nexus* with the marriage i.e., it is consideration from the side of the bride's parents or relatives to the groom or his parents or his guardians to wed the bride to be. Now what brought up the system of dowry in to Indian Society so much that it gradually started murdering women and turned up to be a crime?

Dowry is basically caused by three different factors namely social, economic and religious. The word "marriage" contributes to dowry in India. Marriage in India is governed by a patrilocal system, which may be a source of dowry because it precludes the bride's family as a source of pre-mortem inheritance. Another societal issue that came up dowry was dowry as a means of maintaining social position, which means that the more money provided, the higher their social status becomes. Surprisingly, it remains in Indian society's attitude. Dowry is a manner of financially securing a bride after her marriage, and it is essentially a way of shutting daughters off from their family property once she receives the presents.

Next, dowry as a disease targets the bride soon after her marriage. Disastrously, deaths related to dowry even better said 'dowry murders' are too common. Dowry death is the killing of bride by her husband or her in-laws because of the dissatisfaction caused by not getting the expected wealth from the bride's family. Surprisingly, the bridegroom's family is so dissatisfied that this dissatisfaction can take any violent form such as bride burning, acid attacks or any other severe bride's murder attempt and when she could not suffer all the torture and harassment, she herself hangs her up or burns herself .

According to National Crime Records Bureau, 8,233 dowry death cases were reported in 2013 which means a woman dies every 90 min just due to the dissatisfaction caused by dowry by her in-laws. Be that as it may, the story does not end here , a woman not only dies after her marriage but she gets killed even before her birth due to this dowry disease . The parents who are scared by this dowry named evil does selective abortions and even worse female feticide.

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India reports 1 Crore/10 Million wedding per annum. More than 80% of weddings occurred with all lavishness that Indian weddings are famous for. And there is an exchange of dowry, gifts, and other valuables in these weddings despite the ban enforced by "The Dowry (Prevention) Act 1961". If we borrow data of NCRB, it only shows 0.07% of these 1 Crore wedding reports Dowry Deaths. If Dowry would've been the real culprit, then the percentage of Dowry Deaths would have been enormous.

THE HISTORICAL EVOLUTION OF DOWRY SYSTEM

The three factors (social, economic and religious) which we investigated through, are the guardian of this dowry system and bringing up in the society but when we trace the root cause of this system dowry has no record of origination in India. There are some evidences from Babylon , ancient Greece , the Roman era and across almost all parts of the world through time . It is widely practiced in South Asia, Middle East and North Africa. The dowry system in Jack Goody's study it was found that dowry is a form of inheritance found in the Eurasian societies in Japan to Ireland that transmit property to children of both sexes i.e. diverging devolution.

In African societies, bride price was practiced in which money, goods or property given by the groom or his family to the parents of the bride.

In the code of Hammurabi in ancient Babylon, dowry was an already existing custom. Daughters were not given the dividends from property instead with the marriage they used to get dowry from her parents as a security to the bride as her family could afford. In Babylon , both bride price and dowry was practiced .

Dowry in Greece was served as a form of protection for a wife against the possibility of ill treatment by her husband and his family providing an incentive to a husband not to harm his wife . Above all, dowry was expected to return to the bride's family if she died soon after her marriage.

Dowry was a common practice in Roman times and it was thought that dowry is a desire to get a bride's family to contribute a share of the costs involved in setting up a new household. Dowry was of two kinds in Romans – ***Dos Profectitia*** and ***Dos Adventitia* .**

Dowry has traces not only in the aforesaid countries but it prevailed also in countries like Europe , England , Russia , New France , Brazil and United States .

As our examination is kept to the Indian circumstances so finding the traces of dowry in the history of India, surprisingly , we get to see a total different picture of it . The ancient scriptures shows the image of women with such high respect , nation , knowledge , energy and power . The goddess Lakshmi, The goddess Durga , The goddess Parvati and all were the forms of women . Hence, Indian customs and practices would never allow to kill women just because of dowry. Exactly, in the Indian history women were put in such a position where they were allowed to choose their own husband, ceremony known as **'Swayamvar'** . Under this ceremony , men were have to contest to wed the bride and the parents of bride even her kith and kins , all used to used to give wealth to bride in the form of valuable gifts .

In Indian sub – continent women were always given the rights of inheritance. Michael Witzel claims there are no evidences of dowry in the Vedic literature . The works of MacDonell and Keith also claims that in the ancient Indian literature 'bridewealth' was paid . Even documentary evidences show that bride price rather than dowry was the common custom. Well, all the works aforementioned here , is more or less the interpretation of ancient Sanskrit fiction inconsistent with *Smritis* .

The eye witness records from Alexander the Great conquest (ca. 300 BC) was recorded by Arrain and Megasthenes . According to them ," these ancient Indians make their marriages accordance with this principle , for in selecting a bride they care nothing whether she has a dowry and a handsome fortune , but look only to her and other advantages of the outward person" .

Now, it all started with the commencement of the Britishers . They gradually imposed their own laws by which they prohibited the property rights to women. Soon after this prohibition society knew that all the wealth a woman owns in marriage would be owned by her husband. This turned a blissful marriage into another business deal losing its social harmony. By this way , the Britishers kicked the greed of male families and soon they started looking for the source of income and property rather than searching for a wife . The British era in India not only destroyed the economy of India but also infected our country socially with this worm of dowry which later turned out to be cancer for our Indian society. Since then, it created a sense of dissatisfaction in the part of bridegrooms and then this dissatisfaction grew so much that it transformed into frustration and frustration to that extent that they started ending the life of newly wedded brides just because of dowry.

ISSN 2394 - 7780

LEGISLATIVE RESPONSE ON DOWRY SYSTEM IN INDIA

The examination of dowry reveals that it is a malady in Indian society, and that there must be remedies and preventions available. Although a remedy for any illness saves a person from that illness, women are still not saved in the case of dowry, despite the existence of penal anti-dowry laws!

Anyway, the following enactments have been uncovered, focusing on what has been done so far for this dowry problem and India's laws and legal framework:

Dowry is illegal in India under **Dowry Prohibition Act, 1961** under which both the parties to dowry are at fault and it applies to all religions. This legislation came into force on May 1 , 1961 . DPA , 1961 marks the origination of anti-dowry laws in India . Dowry agreements are void ab initio and if any dowry is received by anyone other than the women, the same should be transferred to the women.

Next, making anti-dowry laws increasingly more solid, new provisions were added to the Indian criminal laws. "Dissatisfaction from dowry leads to cruelty and cruelty further leads to harassment and drive women to commit suicide causing danger to her life ". Section 498-A was inserted to **Indian Penal Code , 1860** by **The Dowry Provision (Amendment) Act , 1986** explains as to what amounts to 'cruelty' , thus – **Husband or relative of husband of a woman subjecting her to cruelty .**

Whoever, being the husband or the relative of the husband of a woman, subjects such woman to cruelty shall be punished with imprisonment for a term which may extend to three years and shall also be liable to fine.

Explanation. —For the purpose of this section , "cruelty" means—

(a) any wilful conduct which is of such a nature as is likely to drive the woman to commit suicide or to cause grave injury or danger to life, limb or health (whether mental or physical) of the woman ; or

(b) harassment of the woman where such harassment is with a view to coercing her or any person related to her to meet any unlawful demand for any property or valuable security or is on account of failure by her or any person related to her to meet such demand.

Additionally , section 304-B making dowry death a specific punishable offence was added to **Indian Penal Code , 1860** which states –

Dowry Death .

1. Where the death of a woman is caused by any burns or bodily injury or occurs otherwise than under normal circumstances within seven years of her marriage and it is shown that soon before her death she was subjected to cruelty or harassment by her husband or any relative of her husband for, or in connection with , any demand for dowry, such death shall be called "dowry death", and such husband or relative shall be deemed to have caused her death.
2. Whoever commits dowry death shall be punished with imprisonment for a term which shall not be less than seven years but which may extend to imprisonment for life.

Section 198-A was added to **Criminal Procedure Act , 1983 ,** was introduced in the year 1983 to protect married women from being subjected to cruelty by the husband or his relatives , in reference with the section 498-A , which states –

Prosecution of offences under section 498A of the Indian Penal Code .

No Court shall take cognizance of an offence punishable under section 498A of the Indian Penal Code (45 of 1860) except upon a police report of facts which constitute such offence or upon a complaint made by the person aggrieved by the offence or by her father , mother , brother , sister or by her father's or mother's brother or sister or , with the leave of the Court , by any other person related to her by blood , marriage or adoption.

The aforementioned enactments are present here for the prospective dowry cases which means the women has already suffered a dowry death . Hence , there must be precautious and protective laws should be there . Following the investigation of this aspect of anti-dowry law we have **The Protection of Women from Domestic Violence Act , 2005 .** This act was passed in 2005 , to provide a civil law remedy for the protection of women against domestic violence in India . The PWDVA was created under the provisions given in **Article 15 (2) of The Constitution of India , 1949** which states "State can make special provisions for women and children towards realizing the Right to Equality ".

' Any women should not be treated unequal just for the sake of dowry '.

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Discussing the criminal statues again , it has been analyzed that the Indian criminal laws are embracingly amended to include dowry as a punishable offence . Section 113-B of **The Evidence Act , 1872** supports 304-B IPC enabling the conviction of those who were not caught by The Dowry Prohibition Act . The legal framework of India likewise provides a murder charge under section 302 IPC , as this allows Courts to impose death penalty on perpetrators of the offenders of dowry death . Further , section 406 IPC , pertaining to offences for criminal breach of trust applies in cases of recovery of dowry as it is supposed to be for the benefit of a woman and her heirs .

INTERNATIONAL STANDARDS ON DOWRY SYSTEM

The history section in this paper investigated that this dowry illness was not only confined to India . The taints of this social disease could be found in the parts of South Asia , the Middle East , parts of Africa and in some communities of Britain . So , drawing attention to what has been done lately to cure and save women from dowry death we see different countries stands at different positions . Our neighboring country Pakistan has five separate laws against dowry The first one was implemented in 1964 and the most recent one in 2008 . In Kenya, **Kenya's Marriage Bill** implemented in 2012 , against dowry system. Nepal has **Social Customs And Practices Act, 2009**, making dowry illegal . Greece amended it's family law and added the provisions against dowry in 1983 . Surprisingly, India being the most affected country by dowry was the first one to have any legislation against dowry in 1961 **(Dowry Prohibition Act, 1961) .**

While every country is doing their best to abolish dowry system , Sri Lanka and Britain is still struggling . These countries still have no enactments till date . Women campaigners have been struggling hard pushing for a ban for dowry in Sri Lanka where Britain is still getting shamed by the dowry related violence . There still not any single piece of legislation under English Law to settle dowry disputes . The English society has no cure and prevention available for this dowry illness .

India is a part to international human rights instruments which provide theoretical remedies to the dowry disputes . International convention to which India is a part to are International Covenant On Civil And Political Rights (ICCPR), Universal Declaration of Human Rights (UDMR), The International Covenant On Social And Cultural Rights (ICESR), The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), and The Convention on the Rights of the Child (CRC). Among all the conventions CEDAW, codifies the rights most relevant to the discussions of dowry related violence.

JUDICIAL OBSERVATIONS ON THE PRACTICE OF DOWRY SYSTEM IN INDIA

The amount of battle we and our judiciary have battled against this dowry disease. As discussed before, this dowry was not our culture but came from Britishers and India has accepted it just so well and know it was never thine , our custom , our practice and our belief . This is simply valuing that India has the most remedies and cures accessible for this dowry illness and Indian Judiciary always stood still fighting against this severe illness.

In **S. Gopal Reddy vs State of Andhra Pradesh** , The Supreme Court of India was of the opinion that the phrase demand for 'dowry' was to be flexibly interpreted. In this case , this meant that any 'demand' of money property or valuable security made from the bride or her parents or other relatives or vice-versa would fall within the ambit of dowry under the Act , even where the demand is not properly referable to any legally recognized claim and is in consideration of marriage .

As discussed about , in 1986 the legislature decided to made dowry death a criminal offence by which the person responsible could be prosecuted . Then comes the section 304-B which was added to IPC which came into force on 19 November, 1986. Since then, the Courts has also taken the opportunity to better articulate what this has meant. This has been also clearly stated in several Supreme Court judgements including **Dasrath vs State of Madhya Pradesh**. However, the Courts in India decided certain cases focusing exclusively on meaning of the dowry in reference to the section 304-B IPC. In **The State of Andhra Pradesh vs Raj Gopal Asawa and Anr.** , the victim that is bride, committed suicide and ended it with the conviction of her brother-in-law, mother-in-law and husband being charged under section 304-B IPC . Additionally, the Court has utilized it's decision to contrast section 304-B with the

area of 302 IPC . In **Sanjay Kumar Jain vs State of Delhi** , for instance held that section 304-B offence was more easily established than the offence of murder under section 302-B IPC

The author have additionally examined that to make anti-dowry laws increasingly more solid section 498-A to Indian Penal Code was added by the 1983 amendment (Act 46 of 1983) , a view to make cruelty in the nature of harassment and torture of wife at the hands of her husband or his relatives for demand of dowry , an offence under the code . The term 'cruelty' has been common in both the sections 304-B and 498-A but 304-B deals

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with the dowry death and 498-A deals with the matrimonial cruelty . The relationship between both the sections could be found in **Smt. Shanti and Anr. vs State of Haryana** , in which appellants were convicted of dowry death under sections 201 , 304-B and 498-A of IPC at trail . On an appeal , the High Court set aside their conviction under 498-A , holding that 304-B and 498-A are mutually exclusive and that if the cruelty envisaged in section 498-A . A result in dowry death of the victim , section 304-B alone is attracted . The Supreme Court held that the offences under 304-B and 498-A are not mutually exclusive so a defendant could in theory in practice be convicted under both the sections . However , the case of **Satpal vs State of Haryana** and **M. Srinivasulu vs State of Andhra Pradesh** gives the clear relationship between both the sections . In the latter , the Court held that not only are convictions under sections 304-B and 498-A not mutually exclusive but a defendant can also be convicted of a section 498-A offence instead of a section 304-B offence even where the former is not explicitly charged but the defendant is nonetheless convicted to that offence .

To question the retrospective applicability of the dowry death legislation . In **Onkar Singh and Anr. vs State of Uttar Pradesh** , the Court that held that where the death of the victim occurred before coming into force of the dowry death offences under section 304-B and 498-A IPC , the husband and/or his relatives can not be charged under these sections .

In the above mentioned explorations we have likewise contemplated that different enactments have additionally been steady for dowry deaths . Section 113-B of The Evidence Act have enabled the conviction of many who were not caught by The Dowry Prohibition Act , 1961 . As far as the pertinence of area of 113-B to the different settlements demise offences , in **Devilal vs Province of Rajasthan** , the Court held that it just identifies with the section of 304-B IPC . This implies where area 498-A IPC is charged , section 113-B of The Evidence Act , assumption is not important and not appropriate . In order to for the section 113-B presumption to be applied , the Court made it clear in the case of **Arun Garg vs State of Punjab and Others** . The court managed the subject of whether a litigant could be accused of an area 304-B offence , thus whether segment 113-B could emerge , in conditions where the unfortunate casualty passing happened before this arrangement came into force in **Soni Devraj Babubhai vs State of Gujarat and Ors .** Here the petitioner's daughter passed on 13 August , 1986 and he presumed that her spouse's relatives were mindful . So the petitioner brought a charge against them under section 498-A IPC . He looked for later to supplant this accuse of one under section 304-B IPC once it came into force on 19 November , 1986 . In concurrence with the High Court notwithstanding , the Supreme Court held that since section 304-B IPC made another offence it could not be utilized to arraign any spouse and additionally his relatives where a lady kicked the bucked before 19 November , 1986 . This likewise implied the area of 113-B of The Evidence Act, assumption could not work. This was all in tied with doing combatting against this dowry sickness of society and dowry deaths.

In the case of **Arnesh Kumar v. State of Bihar** the petitioner approached the Supreme Court by way of special leave petition for grant of anticipatory bail in which he was unsuccessful earlier. Section 498A of IPC was enacted with avowed object to combat the menace of harassment to a woman by husband and his near relatives. Supreme Court said that it is a fact that section 498A is a cognizable and non-bailable offence has lent it a dubious place of pride amongst the provision that is used as a weapon rather than shields by disgruntled wives, the simple way to harass is to get the husband and his relatives arrested under this provision.

In **Satbir Singh v. State of Haryana** the Supreme Court held that the prosecution is able to establish the ingredients of section 304-B, IPC the burden of proof of innocence shifts on defense. The provisions under section 304B,IPC are more stringent than that provided under section 498A of the Penal Code . The offence is cognizable, non-bailable and tribal by a court of Sessions.

DOWRY AS A SOCIAL EVIL TO SOCIAL NECESSITY IN INDIA

The astounding actuality here is soon after 90 minutes of reading this another women will be the victim of dowry death . Anyway, we study dowry as another social evil in every text books available like sati pratha , female infanticide etc. which are now completely abolished . But when we see the actual picture of dowry in India it is not just a social evil as written in textbooks but it is more of a social necessity . Necessity that brings dissatisfaction from the bridegrooms family and an inferiority from the bride's family that eventually leads to the death of the woman . India reports the highest dowry death that is 8,391 such deaths in 2016 , and which means 1.4 out of 100,000 women . Dowry death amount to 40 to 50 per cent recorded annually in India. For this, who is responsible ? The in-laws or the husband , obviously both of them . Still , we say no , it is us who is carrying this dowry culture and letting the women die . The Indian culture and society converted the dowry evil as to a social necessity . Now , already discussed this dowry sickness which is being masked with name of gifts given the bride's parents to the bridegroom and his family. This has become tradition in almost every marriages these days . Now when we talk about the dowry death cases only half of the halves cases are reported and goes into the trial and more than 60-65 % of the dowry death cases are never reported and talked about Ironically , India despite of having the chest mechanisms and penal laws which are comprehensively amended has by far the highest numbers of dowry death cases as per the Nation Crime Record Bureau . Whatever causes are but the circumstances is that it always has two faces of the story . Women in India are afraid to report their cases against the husbands because the Indian society yet is woven in the thoughts that the women can not implicate their husbands for anything such . In India dowry is seen as the inevitable and natural rite of passage for Women Now what do we say about the mechanisms and penal laws that are made against the dowry and their remedies ? As per the Indian laws offering dowry only is itself a crime . In marriages , the bridegrooms family proposes their demands and wishes in front of the bride's family as their wishes . Indirectly they demand their wishes on the bride's family and the givers are considered happy creatures in this system and the bridegroom's side is considered innocent for their indirect yet demand.

The Indians are being misled by cases of dowry abuse against women. They contribute to the appearance of domestic violence as a singular and harsh phenomenon by demonstrating that Indian males play the most significant role in the cruelty based on reasonable calculations. The males are brutal as a result of the dowry disease, which leads to death.

Even though India has been ranked first in the world for anti-dowry legislation, it has consistently demonstrated that all criminal laws are useless. Despite the efforts of the Indian government, dowry killing cases continue to occur and go unnoticed in many parts of the country, adding to the problem. There is a analysis by the women groups in India for dowry harassment laws are inadequate on the grounds that the resolutions are excessively unclear and the police and the Ccourts are unauthorised with the correct powers and the society should keep women higher in position and keep things in tame. Laws just are not ineffective but also very decelerate. It may can take years and years for the judgement of a single case. Also, sometimes it happens that the spouse or the in-laws starts blackmailing and threatens for murder which frightens the bride's family to pull off the cases from court. Many times such cases also leads to the murder in a way which seems to be a suicide like burning the women in kitchen to show it as an accidental death.

However, the story does not get over here. As every story has two sides, the author of this article discuss the guidelines of **Nisha Sharma's dowry case**· It was an anti-dowry suit which begun in 2003. .On May 12 , 2004 , almost every newspapers and television channels flashed the account of the gallantry and mental fortitude of 21 year old Nisha Sharma for having called the police to arrest her husband and in-laws , asserting that they have abruptly demanded an extra 12 lakhs as dowry from her father . Notwithstanding, the allegations put by the groom's family that the fracas was not created by them but by her former boyfriend of Nisha, who came along with his friends to stop the marriage were given short shrift without proper investigation.

So elated were the anti-dowry campaigners inside the media just as among NGOs that even under the wrathful eyes of the beginning of the Court procedure to demonstrate the claims put by Nisha against her husband (Munish Dalal) and his mother . Even nobody tried to examine the legitimacy of Munish Dalal's counter allegation against Nisha regarding her boyfriend's role in interrupting the marriage. The situation got such worse that a chapter related to all this was included in school textbooks of the Delhi Secondary Board curriculum. In this way , for the public everywhere , Munish Dalal's family had been for all time denounced as blameworthy and their 'supposed wrongdoings' transformed into an ethical exercise for a long time . However , a few months later , media persons lost in her story as their purportedly found more and more of openings in the form of questions that Nisha and her family had advertised . The case ended in 2012 , after the Court , acquitted all accused . The Chief Magistrate found Nisha was in a relationship with another person Navneet , to whom she really wanted to marry.

So , this was another side of the story where the dowry laws are often being misused , particularly with the section 498-A IPC . It is observed by many in India as being prone to misuse because of mechanical arrests by the police . According to the data published by National Crime Records Bureau , nearly 200,000 people were arrested including 44,951 women in dowry offences . However , only 15 % of the accused were convicted .

The Indian government on 19th April 2018 , looked upon the bill to alter section 498-A IPC dependent on the proposal of new commission and justice Malimath advisory groups on changes of criminal justice . News reports showed that the proposal alteration will make an offence compoundable and this would help both the parties the man and woman to settle down their disputes.

Hence , this is how the Indian scenario has been throughout the diagnosis of the dowry sickness and deaths caused by it .

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CONCLUSIONS

Finally , the end of the diagnosis this illness “Dowry” . Throughout the research there were few questions that continuously disturbed mind of the author that how? why, and what are the reasons that this societal disease is incurable.

“Dowry is a contagious disease is what this exploration paper has analyzed throughout the root of it and this being spread in India is very hazardous. Be that as it may , we also know it always takes two to a tango so in the case of dowry **; The donor** and **The acceptor** .

In the Indian society, since always, the sons are considered more in supremacy than the daughter. Similarly, the bridegroom’s side is considered more than the bride. Is not it ironical that the donor is inferior to the taker?

The bridegroom’s family ask for the dowry maybe because they aren’t self sufficient. When a man marries a woman you take her responsibility, and if he is not capable then he should not marry . A man marries a woman and then kills her because he was dying for money and were begging to the lady and then you killed her because you did not get your alms.

The another major part is played by the “bride’s family” too . They show some insensibility towards it that they accepts the demand of the bridegroom’s of dowry. Dowry was never good and was always a sin but the bride’s family still preforms it for the social status recognition .

The basic problem that has always prevailed that the bride side is always considered weak and inferior because that is the ‘Girls side’ and rest is we know our society . Every time the girls side approved every demand and wish the groom side make and that eventually leads to the MURDER of their daughters ! Because planned things are always murder and sorry , not death. The bride side should feel sure , feel confident and feel proud because you own a daughter and that is really beautiful . They should not feel inferior that they need to fulfill every selfish and useless demands of them , they need to raise their head higher because they are the donors and giving their daughter to them .

Last yet not the least , it is our government and legislations who needs to tighten these dowry death cases . As written before this dowry was not our culture but came from Britishers but India has accepted it so well knowing that it was never thine , our custom , our practice and our belief .

There are so many laws that are against this dowry due to the rising number of cases of the dowry death . These laws needs to be implemented in a good and systematic way . In the amendment of Hindu Successions Act of coparcenary of the daughters as equals to the sons , there should be more laws to strengthen the daughters of nation .

All through the analysis , we read so far there have been misuse of anti-dowry laws that is also one major aspect of it , this is also one of the backlash of anti-dowry laws . Section 498-A IPC also needs to be amended , that says the husband or his relatives will be imprisoned 3 years and also can be fined for cruelty on the basis of dowry . These laws should be implemented more strictly and systematically .

On October, 2017 , Mr. Nitish Kumar , the Chief Minister of Bihar , organized a campaign against the dowry and child marriage . These campaigns influences the minds and provides awareness among the society . More such social awareness campaigns are need to be done especially to the rural areas that has more stereotypical minds , no doubt it happens in urban areas as well .

Everything considered , this now comes to an end and very soon all of our countrymen will get healed of this dowry disease and women of our country will be ‘saved’ from dowry deaths . Indian has been a country of rich culture , gods and goddesses . Women are placed as goddesses in India . All of our daughters and daughters-in-law are called **“Laxmi” .**

We all are here because they were here, we survived because they sacrificed. Our mother and sister, *may can be those victims of dowry deaths.*

In cases to curb the rate of dowry deaths, harassment or cruelty more female police personnel should be inducted so available in a situation relating to unnatural deaths of women. In the interest of proper investigation and justice, the investigation cannot be done below the rank of assistant commissioner. Punishment for abetment of suicide must be raised to up to seven years. A rational and practical approach to the above-mentioned matter will certainly be helpful.

“Marriage is blissful, let us not make it sinful”

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INCARCERATED MOTHERHOOD UNDER POLICIES, PRISON REFORMS AND REINTEGRATION

Premlata Kumari

ABSTRACT
Prison Statistics of India has been revealing growing trends of incarcerated female population year after year. Migration, extramarital relationship, financial struggles, domestic violence, poor family background are some of the crucial factors that lead to the imprisonment of females in India. On the other side, an increasing number of children who accompany the mothers to prison every year indicating an alarming trend. Despite the fact of the overcrowded prison population, most of the Indian prisons are not occupied with adequate facilities essential to cater to the needs of the children who are under six years of age. If this is the case of children who are counted with their mothers during mother's incarceration period as per the government record, many other children live in the community impeded to accompany their mothers to prison due to socio-legal constrains. Such a group of children living as an invisible vulnerable population in the society. They are at high risk to indulge in crime and abuse. The study analysis the welfare issues of incarcerated mothers and their children within the framework of policies, prison reforms and reintegration process during post-incarceration.

INTRODUCTION
Correctional system in India is at its transformational stage have been influenced by the national and international policies, committees, working groups and implemental level approach of government departments, civil society agencies, non- governmental organisations and legal system since the 1980s. Though the percentage of imprisoned women is less than men in Indian prisons, the increasing trend of crime amongst them is distressing. A study conducted by the Ministry of Women and Child Department (2016) revealing the statistical trends of women imprisonment based on the data developed from Prison Statistics that is 3.3% in 2000 reached to 4.3% in 2015. Changes in the concept of social life and familial pattern are some of the major reasons that leading to the number of women prisoners in Indian prisons. There are not many studies available about the women prisoners in the Indian context.

However, the combined data of Prison statistics of both convicts and undertrial women prisoners' nature of crime disclosing that, 37% of the female criminality come under the category of murder followed by 15% under dowry deaths (Ministry of Women and Child Development, June 2018). The available statistics didn't mention any further classifications under the nature of the crime; however, it was observed that most of the women in prison for murder mostly under the category of mariticide that is killing of her husband. "Attempts to murder, drug peddling, thefts, kidnapping and abduction, cruelty by the husband or relatives of husband" (Ministry of Women and Child Development, June 2018) are some other leading causative factors for women imprisonment.

A GLOBAL VIEW ON INCARCERATION AND MOTHERHOOD
Women imprisonment and its related social cost, family consequences are globally recognized topic subjected to many research studies and subsequent findings. However, reformation and rehabilitation process of this particular session of the society needs more attention.

Studies showing that rather than psychological factors, economic and socio-cultural factors such as poverty and uncongenial family atmosphere contribute to the phenomenon of female criminalitymajorly. Illiteracy, lack of legal knowledge to protect themselves from abuse and exploitation, financial deprivation and insecure family atmosphere are adding the risk of female criminality globally.While increasing the trends of female criminality, concerns towards their children's welfare matters hardly receive any focus in policies and prison reform initiatives.

In the human rights-based approach the main concerns of women prisoners are in the areas of poverty, human dignity, health needs, and feminine appropriateness of prisons for catering the needs of woman and child caring.

Endeavouringhuman rights-based prison reformation practices in prisons many national and international conventions were organised and policies emerged globally. While considering the women prisoners and their children's issues a few amongst them embraced the comprehensive significance thus mentioned below: -

1. Universal Declaration of Human Rights (1948).
2. Third Geneva Convention (1949).
3. The United Nations Standard Minimum Rules for the Treatment of Prisoners (1955).
4. Amnesty International Rules for the treatment of prisoners (1955).
5. International Covenant on Civil and Political Rights (1976).
6. International Covenant on Economic, Social and Cultural Rights (1976).
7. The Convention on the Elimination of All Forms of Discrimination against Women, adopted by the UN General Assembly, is often described as an international bill of rights for women (1979).
8. Code of conduct for Law Enforcement Officers(1979).
9. Safeguard guaranteeing Protection of the Rights of those facing the Death Penalty(1984).
10. The Milan Plan of Action (1985).
11. Guiding principles for crime preventions and criminal justice in the context of Development and New economic order (1985).
12. Model agreement on the Transfer of foreign prisoners and recommendations on the treatment of Foreign Prisoners (1985).
13. Standard Minimum Rules for the administration of Juvenile Justice (1985).
14. The Body of Principles by UN for the Protection of All Persons under any Form of Detention or Imprisonment(1988).
15. The Convention on the Rights of the Child(1989).
16. The Basic Principles for the Treatment of Prisoners (UN 1990).
17. Standard Minimum Rules for Non- custodial measures (1990).
18. Model treaty extradition (1990).
19. UN Declaration on the Elimination of Violence against Women (1993).
20. Beijing convention Sep (1995).
21. European convention for the prevention of Torture and Inhuman or Degrading Treatment or Punishment (2002).
22. Prison Rape Elimination Act (2003).
23. The European Prison Rules (2006).
24. The Optional Protocol to the Convention against Torture (2006).
25. Convention on the Rights of Persons with Disabilities (2007).
26. The European Parliament resolution on the particular situation of women in prison and the impact of the imprisonment of parents on social and family life (2008).
27. Kyiv Declaration on Women's Health in Prison (2008).
28. Bangkok Rules on Women Offenders (2010).

The above-mentioned policies and conventions mainly targeted for promoting the welfare of prisoners in generalsubsuming imprisoned women and children. The areas given special emphasis in the reformative and rehabilitation aspects of women prisoners by these policies and programme include:-

- Pre and post-release reintegration programs of women prisoners. .
- Raising awareness on catering the women prisoners' gender specific requirements rather than treating them equal with men prisoners.
- Insists the state governments fortaking appropriate intervention strategies with efficient preventive measures against the causative factors of female criminality.

- For securing social, health, educational and justice policies.
- Bangkok Rules is the one of its kind for supporting the needs of children with their mothers inside prison. With an empathetic approach towards the requirement of facilitating the rehabilitation and reintegration process of former women prisoners it endorses gender defined requirements of them as well.
- Recommends changes in the social environment asan influencing factor contributing towards increasing female criminality.
- Endorsing gender specific requirements such as women prisoners should be treated through by women officials only andseparate institutions / an entirely separate area of the premises for male and female prisoners.
- Special attention for pre and postnatal care of women prisoners with appropriate dietary requirements.
- Raising concern about the increasing trends of inhuman way of treating of women prisoners.
- Protecting women from all form of sexual abuse inside the prison by a prisoner or correctional officer.
- Upholding the rights of women prisoners with a humanitarian nature of treatment and assuring their rights for life, health, justice and dignity.
- Proclaiming the need and importance of a minimum standard of treatment for women prisoners despite the fact of nature of crime, caste, religion, race they belong to; also beyond any other kind of discrimination practices.
- Expression of concerns over serious health hazards such as HIV, TB, Malaria and other communicable and non- communicable diseases prevalent amongst women prisoners.
- The recently adopted UN Rules for the Treatment of Women Prisoners and Non-custodial Measures for Women Offenders—also known as the Bangkok Rules (2010) — explicitly states: “Instruments of restraint shall never be used on women during labour, during birth and immediately after birth.” By this advocating women prisoners rights for a fair treatment free from body restraints and shackles during gynaecological process and birth.
- The Convention on the Elimination of All Forms of Discrimination against Women (1979)is a call for accessing equality in the political and public life of women irrespective of any influence of external factors. While sustaining the reproductive rights of women it assures their other forms of rights for acquiring, change and retains the nationality of themselves and their children.
- The Convention on the Rights of the Child (1989)is unique in its kind as no other convention or policies exclusively exists for all age group of children at any circumstances including children of incarcerated parents. It affirms children’s rights on four key areas: the right of children to survival; to develop to their fullest potential; to protection from abuse, neglect and exploitation; and to participate in family, cultural and social life.
- The Optional Protocol to the Convention against Torture (2006) emphasizes the importance of a systematic approach for promoting welfare measures for treating prisoners.
- UN Standard Minimum Rules for the Treatment of Prisoners (1955) explains the mode of attaining standard practice with prison inmates. By giving clarity to the concept “Standard Minimum Rules” in the form of fulfilling basic personal and hygiene requirements such as food, clothing, bedding etc. of the prison inmates it emphasis the need of separate provisions for mentally and physically ill prisoners during their imprisonment tenure. One of the significant suggestions put forwarded by this rule was a provision of separate living arrangements for men and women during their imprisonment tenure.

Historical Footprints in India: Women and children under the Criminal Justice System, Policies & Practices

Criminal Justice Systemof India can be viewed as through (i) Ancient, (ii) Medieval

(iii) British period (iv) Post Independence evolution and establishments.

i) Ancient period

“Manu Smriti. Kautilya’s Arthasastra, Mimamasa (the art of interpretation) and the Nibadhas (commentaries and digest) are some of the authoritative sources of law existing in the ancient period.Kautilya’s Arthasastra played a considerably important role in defining crimes by women prescribing controlling measures for such crimes” (Suvarna Cherukuri, 2008).

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In the ancient period women's mobility and independence were controlled largely by the society and used to depict her as idol of subjugation, tolerance, care and love. Even in that period prisons were subjected for male and female prisoners. Though the ratio of female criminality was less during the ancient time, if it happens then considered not only the violation of criminal code but also the violation of social norms as well (Sukla Das, 1977).

"The general rule that lesser punishment is to be inflicted on women is stated by Katyayana. Katyayana stated that in cases of all offences women were to suffer half of the fine in money which were prescribed for male offenders, and when capital punishment was inflicted on a male, amputation of a limb would be the corresponding punishment for a female. For murder, however, female criminals were equally severely punished" (Sukla Das, 1977).

Asoka's time period can be considered as the reformative way of approach for punishing the prisoners. As a ruler of giving utmost importance to the people and state's welfare matters, he exercised a balanced spiritual and secular treatment for correction and reformation of the prisoners. This marked an improved condition of the prisoners (Berendra Nath, 1979).

Available literatures explain less about the details of women prisoners and the correctional system and approach towards their reformation and welfare matters during ancient period. Also there is a visible gap of concern by the rulers and institutions in the society towards this subject group, their reformation and reintegration process.

ii) Medieval Mughal period

"In the Mughal period, a combination of India and extra- Indian element was applied in the criminal justice system"(Jadunath Sarkar, 1952).

The literature hardly mentions anything specific about female criminality and mode of punishment of the era. However "Muslim criminal law broadly classified the crimes under three heads: (i) Crimes against God

(ii) Crimes against Sovereign (iii) Crimes against Individuals" (Jadunath Sarkar, 1952). Though imprisonment was a part of correctional system in the Mughal period, infinite time period had been taken for processing trial and judgementleftno hope to the prisoners.

(iii) British period

In 1784 the British Parliament authorized the East India Company to rule India. At this time Jails were an expansion of Mughal rule. These Jails were handled by the staff of East India Company (J.G. Roy, 1989).

The Modern India prison reforms have its long history starting from Lord Macaulay's recommendations to appoint a committee to suggest measures to improve discipline in the prisons. As a result in 1836 "The Prison Discipline committee" was constituted by Lord William Bantick. Instead of suggesting humanitarian measures for improving discipline, the committee recommended more rigorous punishments for achieving discipline (Bureau of Police Research & Development, 2007).

In the subsequent years "The Prison Discipline Committee (1838),the Prison Act (1870), The Prison Act (1894),All India Jail Committee (1919-1920),The Government of India Act (1919),The Government of India Act (1935),Mysore Committee on prison reforms (1940-41), the U.P. Jail Reform Committee (1946), the Bombay Jail Reform Committee (1946-48),Bombay Probation of Offenders Act (1936), the C.P. and Berar Conditional Release of Prisoners Act (1936) and U.P offenders Probation Act (1938)"(Bureau of Police Research & Development, 2007)became the integral phases in the transformation process of prison administration, reformation and rehabilitation during British period

(iv) Post Independence – Prison Reforms

Over the years India's correctional system has been influenced international policies and practices to reach into a humanitarian way of treatment of the prisoners through the concept reformation in contrary of the terrible inhumane punishments and conditions were prevalent in Indian prisons. Further, it took many decades to get the attention of the welfare issues of the imprisoned women and their children, inadequate even in the current policies and implementation process.

The constitution of India 1950 retained the position of the Govt. of India Act 1935 in the matter of prisons; accordingly, state governments took initiatives for Jail Reforms by appointing Jail Reform Committees to achieve humanitarian and scientific interventions in the reformation process of prisoners.

Government of India invited Dr.W.C. Reckless, a U.N. Expert on correctional work during the year 1951-52 to study prison administration in the country. His report titled "Jail Administration in India" appealed changing jails into reformation centres. This appeal was also supported by the 8th conference of the Inspector General of prison (1952).

Dr.W.C. Reckless report and the 8th conference of the Inspector General of prison leads to the appointment of All India Jail Manual Committee in 1957. The All India Jail Manual Committee made a strong appeal to prepare a uniform policy for the prison system and it presented The model prison manualin 1960 for implementation. Based on its guidance, the present Indian Prison Management is administered. In continuation of this Central Bureau of Correctional Services was set up under Ministry of Home Affairs in 1961 for formulating uniform policies in support to the state governments on the latest methods to jail administration, probation, after- care, juvenile, remand homes, borstals etc. (Bureau of Police Research & Development, 2007).

In 1972 a Working Group on Prisons appointed by Ministry of Home Affairs raised the need for a National Policy on prisons. Seventh Finance Commission (1978) based on the study reports received from the Ministry of Home Affairs and the Dept. of Social Welfare evaluated the progress of physical environment in the prisons and recognized the need of emphasizing improving the conditions in prisons.

Followed by the conference of Chief Secretaries of all the states and Union Territories on 9thApril 1979 Govt. of India urged the state governments for improving the prison management system. To create separate facilities for the care, treatment and rehabilitation of women offenders was one amongst them.

In 1980 Govt.of India has constituted an All India Committee on Jail Reforms under the chairmanship of Mr Justice A.N.Mulla. The committee studied the problem of prison reform in-depth and submitted their report in 1983 suggested that there is an immediate need to have a national policy. The committee also paid attention to the welfare of women offenders suggested women offenders shall, as far as possible, be confined in separate institutions specially meant for them. Otherwise separate annexes for them. They commented on children of prisoners such as children less than eighteen years of age shall in no case be sent to prisons.

After Mrs Elizabeth Fry's efforts for female prisoners in 1817, a big gap happened for a reformative thought and welfare plans related with the women prisoners in depth until the formation of National Expert Committee on Women prisoners under the chairmanship of Justice V.R.Krishna Iyer in 1986. The Krishna Iyer Committee submitted its report in 1987 about the situation of women prisoners in India. The committee suggested many reformative programmes for incarcerated women and their children.

The formation of All India Group of Prison Administration Security and Discipline in 1986 under the chairmanship of Shri R.K.Kapoor as well as establishment of Bureau of Police Research and Development (BPR&D) - a nodal agency at the national level are also counted as key achievements so far under the reformation initiatives of the Govt. of India.

In the 21st century, the Supreme Court of India has protected and nurtured the Prisoner's rights jurisprudence through a sequence of the ruling. Some of the relevant case laws became the turning points for influencing the prison reforms mentioned in the Model Prison Manual (2016) are:-

a) In Sunil Batra Vs. Delhi Administration and others (1978), Justice V.R.Krishana Iyer reiterates the rights of prisoners under enforceable liberties.

b) In pursuance to the directions given by the Honourable Supreme Court in a case of Ramamurthy Vs State of Karnataka, 1996 All India Model Prison Manual Committee constituted in November 2000. They prepared a Model Prison Manual in 2003 for the superintendence and management of prisons in India to maintain uniformity in the working of prisons throughout the country. Govt. of India accepted this in January 2004.

In 2014 Ministry of Home Affairs had constituted an expert committee to evaluate the developments accordingly revise and update the Model Prison Manual in 2003. As a result Model Prison Manual 2016 published and it emphasizes women prisoners and aftercare services.

c) In R.D.Upadhyaya Vs. state of A.P and others, AIR 2006, the Supreme Court issued guidelines to protect the interest of women and children inside prisons.

 ISSN 2394 - 7780

The right to get information and the role of NGOs have proven decisive in prison reforms in India. Dr Kiran Bedi headed prison reform revolution in Tihar Central Jail during her tenure as an Inspector General of Prison were another milestone in the history of prisons in India opened for various discussions and welfare initiatives with the community partnership. One of the key achievements under her initiatives was set up crèche for the children of imprisoned mothers and arrangements for the school-aged children of incarcerated parents. Dr.Bedi's initiatives for prison reforms captured worldwide attention and have been replicated in several state prisons in the country. She has encouraged the participation of Civil Society Organisations, Non-Governmental Organisations, educational and welfare organisations' active involvement in the prison reformation policies and programme. She has conferred the Ramon Magsaysay award for her astonishing reformation activities inside the prison for men, women and children.

"The parliamentary committee on the empowerment of women (2001-2002) has been constituted from time to time both by the state government and the government of India to improve the prison conditions and to protect the rights of women prisoners. Again the Parliament Committee on Empowerment of Women, 2001- 2002,headed by Smt. Marget Alva took up the subject "Women in Custody" for a detailed examination of the conditions of women in detention found that women in prison suffering from overcrowding, lack of health, hygiene and nutritious food"(Retrieved from wbcorrectionalservices.gov.in/pdf/ empowerment-of-women.pdf).

As we see not many historical moves happened especially for protecting the interest and rights of imprisoned mothers and their children over the years, this particular population requires a serious concern and support from the civil society organisations, Government and Non Government organisations for improving their psychosocial well-being, skills, values, knowledge during imprisonment thus leading a crime-free life for protecting the best interest of their children and family during post-incarceration period.

Reintegration: Post – Incarceration Lives of Mothers

Female criminality an overview

Exploring female criminality connected with welfare policies and prison reform initiatives throwing the light to the root cause of female criminality and associated factors within the socio-cultural limitations of a developing country like India. As per the studies, biological factors play less than the social factors in case of female criminality. Compare to the ratio of male criminality, female criminality is very less globally including India. The causative factors contributing towards the women offenders include poverty, the uncongenial atmosphere at home, discrimination in education and employment, gender-based violence, unsatisfactory social relationship, and drug and alcohol addiction. Unstable family life, truancy, low education background, poor survival skills, less analytical skills in dealing with problems, poor legal awareness are also influential factors for increasing female crimes in India. With socio-cultural factors, environment and economic factors also play a vital role in the phenomenon of female crime. Many research evidence showing the fact that for most types of crimes, offences occur disproportionally in lower-class areas.

Women have a unique position in Indian culture. She considered being the foundation stone of a family according to the Indian context. However, she was treated as vulnerable in the male-dominated patriarchal society (Lakshmi Devi, 1977). The detainment of her creates instability in family life and broken relationships.

If earlier female criminality was a low incidence, prison statistics India showing an increasing trend of the same in every year. This could be a greater challenge to any developing societies where women play an important role for taking care of the children and contributing for nurturing them to live as socially responsible citizens, even they are contributing for the behavioural formation of their children as well. Possibilities of disruptions in the institution of family are highly associated with female imprisonment than male imprisonment. Women imprisonment became more impactful than from men due to the primary role of women in the family to take care of the children. As a natural caretaker, the loss of mother will be more stressful for the children than by the imprisonment of the father.

Differences in maternal and paternal incarceration

There are differences in the impact on children due to maternal and paternal incarceration. In the patriarchal dominant society like India, the degree of negative replications due to fathers' incarceration is comparatively less than the impact due to mother's incarceration. Naturally, women are inclined towards the childcare and observe the primary caretaker of the children in the institution of "family". Studies

 ISSN 2394 - 7780

revealed that mother-child separation is the most haunting experience for both mothers and children, thus by the imprisonment of a mother, the children of her would be the direct victim.

While paternal incarceration directly affects the financial requirements of the family, maternal incarceration distracts the family relationships. The chances of broken families due to paternal incarceration are less than in the case of the mother's incarceration. For the long-run financial issues could be a manageable solution for the mothers with the help of family as there are fewer chances of seclusion due to the father's incarceration. On the other hand, the acceptance of incarcerated mothers by their husband and families is very rare until and unless the husband is also somewhat responsible for her detainment.

The incarcerated mothers usually subject to various emotional deprivations during the period not only because of the lack of familial support but also with the thoughts of the future of their children both inside and outside prisons. Re-marriage / extramarital relationships of husbands, stigma in the community and lack of familial support are generally making the life of incarcerated mothers physically and emotionally vulnerable. But all these possibilities are very less in case of incarcerated fathers. More intended studies are required to understand the variance of the impact of the incarceration of mothers and fathers.

Incarceration is already a punishment but for the mothers who have to leave their children in the community due to their incarceration is further an acute level of punishment. Prison statistics hardly show any information about the children of incarcerated mothers either at the time of their arrest or during incarceration. However, statistics with the children who accompany the mothers to Jail is available. According to the Prison Statistics India 2016, there is an increment of 2% children of convicts and 7.55% children of undertrials women inmates compare with 2015 prison statistics. Further concerns are accumulating towards forming policies and programme for children who stay with mothers' inside the prison, less attention redeems for those who live in the community. Even a legal system or policies for enhancing the well- being of the abandoned children of prison inmates especially for children who left in the community are not in place. This makes the works of child welfare institutes challenging.

Despite the fact of extremely deprived conditions of children who left in the community, there is no statistical evidence for planning and organising intervention programme for the children of imprisoned mothers. Except for the support programme of Delhi and Haryana governments for the children of incarcerated parents introduced in 2015, none of the intervention programmes came in light so far for protecting the welfare and interest of the children of inmates especially children suffering from maternal incarceration.

Impact of mother's incarceration on children

By imprisonment, parenthood became a subject of major criticism, especially for mothers. "If the incarcerated individuals are mothers, they are implicitly viewed as irresponsible caregivers, just like abusive or neglectful parents. Their children, in turn, are denied the attention and support that children usually receive when separated from their parents for other reasons, such as death or divorce" (Park&Clarke- Stewart,2004).

The degree of negative impact is high in the case of incarceration of mothers than incarceration of fathers. Imprisonment of mothers associated with many socio – psycho problems on children such as a sense of loss, as a result, emotional adjustment issues, lack of a responsible attachment figure leads to lack of sense of security necessary for a positive development of the children. (John Bowlby's,1960, 1973, 1988).

The loss of primary care taker's figure in a child's life may lead to many kinds of socio

– psycho disabilities, "among the most commonly cited effects are loss of parental socialization through role modelling, support and supervision; feeling of abandonment, loneliness, shame and guilt, sadness, anger and resentment; eating and sleeping disorders; diminished academic performance, and disruptive behaviours at home or at school" (Gabel, 1992; Gaudin & Sutphen, 1993).

The relevance of the subject

In India imprisoned female population as per the prison statistics, 2016 is 18,498 and out of these 1649 women, prisoners were imprisoned with 1942 children as on 31st Dec 2016. This is about 4.27% as compared to the male population which is 95.72 % (Prison Statistics by National Crime Records Bureau, 2016).

ISSN 2394 - 7780

The Model Prison Manual (2016) gives more emphasis to the prison reform programme and the role of correctional administration than any previous attempts of prison reforms. However, management of the confined population in prison population and channelization of their stagnant energies to the productive one needs to be addressed scientifically.

Supreme Court order in 2006 (R D Upadhyay Vs State of A.P & Ors) entitled imprisoned mothers to keep their children below 6years with them during incarceration. However, clarity about the aftercare service of both imprisoned mothers and their children remained vague.

Like mental illness, imprisonment creates a stigma tag in women prisoners. She became a matter of shame for her family members not different in case of the relationship with the husband and in-laws. If this happens with many of the women prisoners a less percentage amongst them became lucky to continue with the familial relationship depends upon the reasons of their incarceration. Nature of the case, quality of familial relationship during pre- incarceration, behavioural and socialisation patterns of the women plays a crucial role to determine her successful reintegrating into families and community.

Transition in the group and choices of friends are also very visible during pre and post-incarceration period of women prisoners. Incarceration limits the friend circle and socialisation of most of the incarcerated women with the people she meets during incarceration. This creates a secluded pattern of the social and personal life of incarcerated women, leads their life difficult even more challenging with their children.

The recommendations of Prison Manual 2003 & 2016 for after care, rehabilitation and follow-up of the women prisoners are encouraging. Implementation quality of such programme will ease the reintegration process of women prisoners especially if she consumes the role of a primary caretaker of her children.

The relevance of the study in the framework of prison reforms and policies are high as it reveals the scope of filling the gap in the administrative and implementation level.

RESEARCH METHODOLOGY

With the objectives of understanding the post-incarceration re-entry challenges especially on parenting care responsibilities and social security issues, a mini-research study was conducted with thirty-two mothers in Delhi-NCR region. Mothers who were part of the study were separated from their children at least for six months due to incarceration. Participants were selected through purposive sampling and information gathered from them through interview schedule and observation.

Findings

1. Age and literacy fact

Mothers who became part of the study were belonging to the age group of 33-38 years and in that most of them spent a minimum of two years in prison separated from their children. It was also observed that the age group of the children at the time of mother's arrest were 6-9 years and the mother was the primary caretaker of two to three children in most of the cases. According to the data majority of the mothers imprisoned during their productive years that is 33-38 years.

Literacy rate of the mothers belongs to the category of minimum 5th and maximum 10th standard. Accordingly, they face difficulties for entering into competitive training required for jobs and understanding the job requirements. As a result of most of them usually subject to physical and mental exploitation from families and friends.

2. Family relationship pattern

Once analysing the family relationship pattern, the study observes during the post- incarceration period the majority of the mothers (31.3%) were living with their male companion. 21.9% were living either alone or with the husband. The reason for their preferences of post-release living depends upon family acceptance, interaction with the family members during imprisonment and the influence of peer groups inside the prison. Re-marriage, behavioural issues and imprisonment of the husbands are some of the vital reasons that forbidden women to continue a life with their spouse post- release.

Though incarceration affected the married life of most of the women, the child-mother relationship remained intact in most of the cases. 59.4% of children were living with their mothers during the post-incarceration period. However, some of them had been deliberately separated from the mothers by family members. The cases of disconnect with the children and their status were also very prevalent amongst the mothers.

3. Caretakers role

During the imprisonment period of the mothers, 43.8% of children were under the care of their grandparents. 25% of children spent their childhood with the mothers inside prison and were sent back to community life at the time of their school age. Relatives and spouses of the women shared a measly role that is 9.4% of taking caring of the children.

During the post-release period of the mothers, 34.4% of first child categories of the mothers became adolescents had started to take care of their matter as their own. However, 28.1% of children seemed under the caretaking of the grandparents even after the release of the mother. Only 9.4%children were under the care of the spouse of women prisoners during the post- release period.

4. During imprisonment

The murder was the reason for incarceration for 53% mothers, followed by rape (15.6%), Kidnapping (15.6%) and Narcotic Drugs and Psychotropic Substance act – NDPS (4%). Majority of the participants (59.4%) in the study spent 2 years to 5 years imprisonment and thus separated from their children and family in a long duration. Amongst the participants, 50% were in their 28-38 years during their first incarceration. Age group belong to the firstborn child of the 21.9% mothers were 6-9 years.

Consider the number of children during the incarceration period 62.5% of mothers having two to three children. Connecting the number of children with caretaking responsibilities there is a need for huge resources for catering the needs of children's health, education and mental health well- being requirements. As per the received data most of the children were primarily taken care of by their grandparents. Meeting the children's growing needs became the greatest challenges to this vulnerable group primarily due to their physical and financial difficulties. 59.4% of mothers in an opinion that they were in touch with their children even during the incarceration period by their families primarily and with the help of other social support agencies.

5. Post Incarceration re-entry challenges

Women under the correctional system are already a challenge and their release without empowerment adding to the chance of recidivism and other kinds of negative effects associated with imprisonment.

If incarceration meant for a period of nurturing transformational behavioural changes in prisoners, post-release should be the period of applying the learnt skills, knowledge and values for leading a crime- free and respectful life in the society. However, the available data indicating that the purpose of incarceration not meeting its expected outcomes due to the lack of human resource planning and strategies, cause for post-incarceration life of the prisoners more challenging and difficult.

For asking the first reaction of mothers in response to their releasing news from the prison 90.6% were responded positively. In contrast, the array of challenges quoted by the mothers were family deprivation, isolation due to stigma, difficulties of getting into employment due the necessary skills and education, struggles for leading a better-socialised life, difficulties for entering into parenting responsibilities, extramarital relationship and suicidal thoughts. This reflects the need for training and tuning the detained human resources for the period and converts them into a productive human strength by empowering them with skills and positive thinking patterns. This would be an effective crime prevention strategies curtain the breeding of crimes in society. In the study, 93.4% of mothers agreed that they required employment during post- release. Amongst 43.8% required a period of more than two months for finding out employment. A few percentages were unemployed due to several reasons and in the case ofemployed mothers, 50% of them were engaged with the unskilled jobs. The monthly earnings of the mothers were within the range of Rs.5000 to Rs.10000. Majority of the participants 43.8% were reluctant to share their prison background while employed.

In the current study, it shows that at the end of the incarceration period relatives came to take them for home. The percentage of response is very less for mentioning husband and parents and adult children came for taking them home after release. Next to relatives, friends and fellow inmates represent the high percentage of role in the post-incarceration life of mothers. This is because of various reasons such as lack of contact with the family, lack of clear communication about the releasing period, fear of the family members about the extra obligation, conflicts with the mother pre or post-incarceration period.

Regarding children, most of the mothers found their children with their family/ relatives. Despite the fact of incarceration majority of the mothers were updated about their children's matters through Non-

ISSN 2394 - 7780

Governmental Organisation or family visits. Only a few were not aware of their children's matters. In reaction, most of the children happily welcomed their mothers without any prejudice.

For most of them (78 %) outside world was hard and strange. Such as difficulties for crossing the roads, unable to take the responsibilities all of a sudden, unable to believe that children are so close and near, afraid to talk to others, unable to adjust with food like that. They almost felt like lost. For most of them need to take a lot of hardship for engaging in the daily routine.

During the re-entry phase, the majority of the mothers matched their experience with home and community in the category of "everything changed". Some described it as "strange". Such words indicating the anxieties and adjustment difficulties they faced during the re-entry phase with the home and community atmosphere.

The acceptance of in-laws after the release was rare in most of the mother's case. This was adding to the reasons for their instability for leading a respectful life in society further. For the children, this will become a serious factor leading to the identity crisis of his parents and family in future. Broken relationships amongst the parents and family members always lead to the identity crisis, lack of self-confidence, stigma, shame, behavioural issues, declining of academic performances and another serious physical, emotional and social malfunctions in the children.

Distracted social and community life such as distance from neighbours and relatives was a major reason for their secluded life in society. For most of the women, a friendship develops during the incarceration period will be the only form of friendship even after the release as well.

Concerning the physical and psychological well-being, the majority of them were reported they were fit and fine. However, TB, Typhoid and stomach related issues were common in the reported health issues. The coping pattern of mothers for dealing with stress, worry and anxious during the post-release period was that they succumbed it by self if shared most of them preferred to share with their children.

6. Mother's perception of their parenting roles and their relationship with the children

Regarding the takeover of parenting responsibilities after imprisonment, 75% of mothers were in an expectation of becoming good mothers to their children followed by the release. Difficulties for getting a job, financial struggles, and deprivation from the family, growing expectations of the children and partners affect their coping patterns with the outside world and thus lead to the parenting stressful.

However, 87.5% of the mothers agreed that their children welcomed them with happy faces and not felt any difficulties to introduce them to their friends. This shows the strength of the mother-child relationship. Except two all others expressed their insecurity feelings related with the children.

62.5% of mothers were feeling guilty about their incarceration and the negative impact on their children due to it. However, 87.5% believes that their children will lead a crime- free life despite the fact of their mothers' incarceration background. The feelings of ineffective parenting due to imprisonment were prevalent amongst the mothers.

7. Post-incarceration social security issues (financial independency, the support from spouse, family and friends)

Post incarceration social security issues discussing the empowerment of the mothers based on their possession of government ID cards, knowledge about various Government schemes and insurance coverage.

During the pre-incarceration period, 59.4% of mothers have not owned an ID card. But after release 87.5% able to secure an ID card. Ignorance of the social security schemes was prevalent amongst the mothers, as a result, most of them were away from the benefits.

SUGGESTIONS AND RECOMMENDATIONS

By conducting a baseline study on the issue, the scholar wishes to know the intensity of the issues of mothers during their post-incarceration life period and the factors affecting their reintegration in the community. Accordingly, it demands more such research studies in this area for improving the socio – psycho wellbeing conditions of the mothers.

There are many limitations associated with this particular study. Some of the limitations are the quantitative way of analysis for understanding the in-depth and sensitive concepts like post-incarceration life challenges of mothers. However, the study helped to identify the areas relevant to future research.

The study is a call for addressing various issues and struggles facing by the young mothers during their re-entry period consequent to their prolonged incarceration. For making them socialized and inclusive

 ISSN 2394 - 7780

in family and community life,a comprehensive pre-and post-release reintegration programme in cooperation with prison social welfare services and community support is very essential.

As per the statistics of the particular study incarcerated mothers are highly vulnerable financially, socially and emotionally. Estranged family relations with husband, elder children and kinship leave them as endangered for exploitations at various levels. Lack of quality aftercare support and follow-ups increase the chances of recidivism and interim living arrangements with male partners of women prisoners.

Preparatory course work including skills and counselling before release will help these mothers to gain confidence and dependency to start a fresh life with community support right after their relieve from prison life. Also, the measures and steps for connecting their families before release, rehabilitation options for empowering the mothers socially, emotionally and financially will be highly appreciable with the support of Government and Non-Governmental Organisations.

CONCLUSION

As said by Alexander Pope (1688-1744) "To err is human; to forgive, divine", it is the society or policies to decide should a criminal be punished or cured. Motherhood is considered as the most creative version of womanhood. For most of the women, it would be a dream comes true moments when she steps into the motherhood, in contrast, it would be a challenging period for those mothers who step into the prison environment. Though many reformative moments and policies existing for stimulating the human rights-based correctional approach, the need for a constructive implementation model seems missing in the entire system. Such perseverance will play a vital role in reducing recidivism and prevention against crime.

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PRISON REFORMS IDEA AND VIEW

Premlata Kumari

ABSTRACT

Today there's the necessity of reformation within the prison system throughout the world. Internationally, prison reforms are taken seriously. The Indian prison system remains administered under the colonial Prisons Act of 1894. within the Past, there are many attempts to enhance the condition of Prisons in India but unfortunately, a really little appears to possess changed at the grass-roots level. this study provides the empirical data to review the attitude of the general public, prison staff and advocates towards the difficulty of prison reforms. aside from the empirical data, the paper also examines the historical background of prison reforms and problems faced by prison system in India. Finally, the paper concludes with the suggestions and conclusion of the author drawn from the analysis made during this research article.

INTRODUCTION

Deeply rooted in history and tradition, the correctional system of any country reflects the attitudes of the public shaped by evolving morals, ethics and social cultural norms. The very inception of the idea of prison reform can be attributed to two factors – recidivism and the prison system's failure of effectively rehabilitating prisoners.[1] However, in present times the slow but steady movement through retribution, deterrence and mere incapacitation towards more progressive ways of dealing with prisoners have started being explored and established by the penal estate.[2]

HISTORICAL BACKGROUND OF PRISON REFORMS

The word "Reform" is derived from the Latin word 'reformo', which denotes the improvement or amendment of what is wrong and unacceptable. As per the Cambridge dictionary, the word reform means "an improvement, especially in a person's behaviour or in the structure of something". Therefore, prison reform is an attempt to bring legal changes in the prison system. It also indicates establishment of an efficient penal system and the implementation of alternatives to imprisonment. However, prison reforms is hardly a priority as compared to economic reforms, since it does not seemingly affect the common person.

Earlier prisons were thought of as a more humane form of punishment. Prison reform ideas included humane prison conditions, access to legal counsel and protection against cruelty and violence. The most notable prison reformer was John Howard. Regarded as the founding father of prison reforms, he toured Europe to observe prison conditions. In fact the oldest penal reform organisation in the world the 'Howard League for Penal Reform" charity in the United Kingdom, is named after John Howard. While the Quakers in the UK spearheaded prison reform during the Victorian Age, America saw a series of riots at Attica in 1970's which ameliorated the prison system through judicial activism.

As early as the freedom struggle in India, prisons have been institutions of notoriety. Prisons at that time housed the most prominent leaders in the struggle for Indian Independence from Bhagat Singh to Mahatma Gandhi and Jawaharlal Nehru. Nehru in his book The Discovery of India condemned prison life as the most unpleasant experience.[3] Since Independence from the colonial masters, the Indian prison system has seen a sea change. Even though progressive judicial interventions by the Indian judiciary has stressed on reformation, a lot still needs to be done to bring in desired reforms and their implementation.

Problems Faced by Prison System in India

The judiciary in India has been instrumental in making prisons more humane by abolishing solitary confinement and the archaic and cruel practice of whipping. Nevertheless, several problems still plague the prisons today.

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 ISSN 2394 - 7780

- **Overcrowding**

Some of the problems include overcrowding, increasing number of undertrials, inhuman prison conditions, lack of hygiene, mental health issues etc. Overcrowding is a key concern in the prison systems and the rapid growth of the prison population is a cause of concern. In prisons across India, there are 4,50,696 prisoners against the capacity of 3,91,574 as of 2017. The prisons are overcrowded at 15.1% against the authorized capacity. Out of which 4,31,823 (95.8%) inmates were men and 18,873 (4.2%) were female inmates. A total of 6,634 inmates lodged in various jails in India were mentally ill which accounts for 1.5% of the total inmates. The percentage of undertrial prisoners in 2017 was 68.5% while in year 2000 it was 71.2%. Even though the percentage of undertrial prisoners has decreased, Indian prisons are still facing overcrowding, due to a high percentage of undertrials in the prison population (NCRB, 2017).[1] On the contrary, in a welfare state like Sweden, prisons are being shut down owing to not only a dwindling prison population but also because an emphasis on non-institutional alternatives to punishment including conditional sentences, probation for first-time offenders and the more extensive use of fines.

There is clear deficiency of ideas in justice administration in India. While public officials and social workers are agreed upon the need to reduce overcrowding, there is barely any endeavour onto reduce overcrowding. Obviously there is fear of backlash against the move to decriminalize certain offences (Raghavan, 2018).[2]

Low priority to prison reforms

While police reforms have been actively taken up by the government owing to public involvement, prison reform fails to find a place in the election agenda in India. Prison reforms have no political leverage. As prisoners do not have right to vote, so they neither win nor lose votes for any political party and hence their issues get neglected in poll manifestoes. During the winter session 2017-18 of the Parliament, Members of Parliament raised 16 questions regarding issues relating to prisons and prisoners. These questions pertained to issues related to prison conditions and prisons monitoring, legal aid for prisoners, women prisoners, bail and hearing of cases, SC & ST prisoners and foreign national prisoners (CHRI, 2018).[3] In the following Winter Session of 2018 - 19, 32 questions on prisons on a variety of issues such as deaths in custody, torture, legal aid, Indian nationals in foreign custody, and prison conditions, among other things were again raised (CHRI, 2019).[4] Prison being a closed institution remains a low priority area for the political and executive leadership. Some countries are able to effectuate prison reform due to large public involvement. Norwegian prisons for example, have been designed with three core values in mind – normality, humanity and rehabilitation, making them a leader in dramatic prison reforms.

- **Resettlement issues of prisoners ignored**

The Indian prison system is a legacy of the British colonial rule and is based on the Prison Act of 1894. The purpose of the imprisonment has moved from punishment to reformation and rehabilitation of prisoners. However, this is not the case in India where resettlement of prisoners is still not an agenda. In the UK, the HMPPS under the Ministry of Justice is at the heart of the justice system in relation to prisons. Extensive programmes of analytical and research based work is undertaken by them to ensure reintegration of prisoners in society. The National Offender Management System (NOMS) and the Offender Assessment System (OASys) the new offender management system touted as "one of the most advanced system in the world" uses actuarial and dynamic risk assessment to assess individual needs of offenders.[5] Clearly, while the colonial rulers have incorporated advanced methods to help reforming prisoners, the prison system in India is still unchanged.

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[1] National Crime Records Bureau. (2017) 'Prison Statistics India', New Delhi: Ministry of Home Affairs.

[2] Raghavan, R.K. (2018) 'Ripe for prison reform', The Hindu, 22 October.

[3] CHRI. (2018) 'Jail Mail: Prisons and Parliament', Commonwealth Human Rights Initiative.

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[5] Research at MOJ (GOV.UK, Ministry of Justice) Available at: https://www.gov.uk/government/organisations/ministry- of-justice/about/research (Accessed 5 August 2018).

ISSN 2394 - 7780

Change in nomenclature – but no actual change – need for structural changes
With jails now being called "correctional homes/facilities", the government's attitude is leaning towards reformation rather than mere punishment. However, although to ponder upon is whether the government really is inclined towards reformation and rehabilitation of prisoners or is it just a change in nomenclature? The goal of the Draft National Policy on Prison Reforms and Correctional Administration in 2007 stated "prisons in the country shall endeavor to reform and re-assimilate offenders in the social milieu by giving them appropriate correctional treatment."[1] Despite having this as a mission statement, no real structural changes have been effectuated by the government. There is a need is to implement the recommendations and bring in tangible structural changes. There is no after care and post release follow up of released prisoners and no policy for the reintegration of prisoners.

- **Prison staff issue**

Another cause of concern is the issue of understaffing. The role of prison staff is to ensure the safety and security of premises and inmates, administration of inmates and correctional and rehabilitation activities (Bureau of Police Research & Development, 2007).[2] There is a constant need to change the existing inadequate prison system to some new and better state (Silvia, 2003).[3] This calls for betterment of not just the prisons, but also we must pay attention to the very guardians of the prisons. The prison staff ratio at national level in India was 7 inmates per staff in all jails. Jharkhand has the highest prison staff ratio of 21 inmates per staff while Uttar Pradesh and Chhattisgarh have 14 and 11 inmates per staff respectively. The number of correctional staff is extremely low. Some states have no correctional staff. Women staff ratio is also very low. There were 25897 vacant posts in the prison as on 31 December 2017 (NCRB, 2017). According Lalli (2019a)[4] in most of the states the staff strength is inadequate. The guarding staff is underpaid, has poor service conditions, with limited or no promotions, and hence may be more vulnerable to corruption.

Public Perception Issues of Prisons

- **Less information on prisons**

In a survey of Britain, it was asked from the public that how much they knew about various branches of criminal justice such as police, courts, prison, probation service etc. It was observed that the British public knew less about prisons than the other branches of criminal justice. Less than one-third British public knew a great deal or a fair amount about prisons (MORI, 2003).[5]

Prison reforms in India- History
Prior to independence, numerous committees had been formed in India to bring about changes and reforms in prisons. Despite the Prisons Act, enacted in 1894 and various Committees that were set up to review the functioning of the prison system and propose reforms, problems persisted. The first such committee was the All India Jail Committee (1919-1920) which identified rehabilitation and reformation of the offender as the main purpose of prison administration.

Prison is a state subject in the country under the Seventh Schedule. Dr. W.C. Reckless in his "Report on Jail Administration in India (1951-52)" made a plea for the reformative approach in prison administration. Another landmark committee, which worked exclusively on prison reforms in the country, was the All India Committee on Jail Reforms (1980-83), also known as Justice Mulla Committee. It had made more than 600 recommendations related to various aspects such as living conditions, prison buildings, security and discipline, system of classification, medical services, work programmes and vocational training, undertrial prisoners, issues related to prison staff development and aftercare of prisoners. However, many of these recommendations still remain as dead letters. Various states have also set up their

[1] Bureau of Police Research and Development (2007) 'National Policy on Prison Reforms and Correctional Administration', Available at: http://www.bprd.nic.in/writereaddata/userfiles/file/5261991522-part%20i.pdf

[2] Bureau of Police Research & Development. (2007) National Policy on Prison Reforms and Correctional Administration. New Delhi: BPR&D.

[3] Silvia, P. J. (2003) 'Throwing away the Key: Measuring Prison Reform Attitude. Journal of Applied Social Psychology', 33(12), pp.2553-2564.

[4] Lalli, U. (2019a) 'The sordid inside story', The Tribune, 10 May, pp.9

[5] MORI. (2003). Public Confidence in Criminal Justice System. London: MORI.

ISSN 2394 - 7780

own prison reform committees from time to time. Some states have been able to usher in prison reforms to some extent while others have lagged behind. In the year 1987 Justice V. R. Krishna Iyer Committee on Women Prisoners recommended separate institutions for women offenders and that the staff for these institutions should comprise of women employees only.

It is, however, the courts in India that fill the gap between the prisoners' rights and prison jurisprudence by emphasizing the right to life that is available to each prisoner. In Ramamurthy vs State of Karnataka[1] the Supreme Court observed that there were nine major problems, which afflicted the prison system in India and required immediate attention. These were: overcrowding, delay in trial, torture and ill- treatment, neglect of health and hygiene, insubstantial food and inadequate clothing, prison vices, deficiency in communication, streamlining of jail visits; and management of open-air prisons. The Supreme Court in its judgement directed the concerned authorities to take appropriate steps, which included enacting a new Prisons Act to replace the century-old Prisons Act, 1894 and framing a new Model All India Jail Manual.

In T. K. Gopal v. State of Karnataka (2000)[2] the Supreme Court advocated a therapeutic approach in dealing with the criminal tendencies of prisoners. It was pointed out that there could be several factors that lead a prisoner to commit a crime but nevertheless a prisoner is required to be treated as a human being entitled to all the basic human rights, human dignity and human sympathy.

On 13th June, 2013 former Chief Justice of India R.C. Lahoti, wrote a letter to Chief Justice of India and invited attention to the inhuman conditions prevailing in 1382 prisons in India as reflected in a news article published in the Dainik Bhaskar. The letter was registered as a public interest writ petition (PIL) and named as Re-inhuman Conditions in 1382 Prisons.[3] In this case the Supreme Court has drawn attention to four issues regarding prisons. The four issues are: (i) Overcrowding in prisons; (ii) Unnatural death of prisoners; (iii) Gross inadequacy of staff, and (iv) Available staff being untrained or inadequately trained. A series of discussions have been given by Supreme Court in this PIL. The Supreme Court further issued guidelines relating to prison reforms in the country. It said, "prison reforms have been the subject matter of discussion and decisions rendered by this Court from time to time over the last 35 years. Unfortunately, even though Article 21 of the Constitution requires a life of dignity for all persons, little appears to have changed on the ground as far as prisoners are concerned and we are once again required to deal with issues relating to prisons in the country and their reform." This judgement led to the setting-up of the most recent committee on prison reforms. Headed by former judge, Justice Amitava Roy, to look into overcrowding and other issues concerning prisoners. The Supreme Court also directed an Under Trial Review Committee to be set up in every district and recommended the release of undertrial prisoners and convicts who have undergone their sentence or are entitled to be released from jail due to bail or remission granted to them. The need of updating of Model Prison Manual was stressed by the Supreme Court. The MHA will conduct an annual review of the implementation of the Model Prison Manual 2016 for which considerable efforts have been made not only by senior officers of the MHA but also persons from civil society.

Better Facilities for Prisoners

Better facilities for prisoners include such as minimum wages for the labour, leisure activities, counselling facility etc.

In Sunil Batra vs Delhi Administration,[4] the Supreme Court observed that there was prevalence of legal illiteracy among prisoners. The Court suggested that there is need to get ready a Prisoners' Handbook in the regional language and make them freely available to the inmates. In a research study by Lalli (2003) the perceptions of prison inmates on the question of whether "more facilities inside prison will encourage more offenders to commit crimes" were recorded. It was found that only 31.5% of prison inmates in Delhi Prison agreed that more facilities inside prison will encourage more offenders to commit crimes.[5]

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[1] Rama Murthy Vs State of Karnataka, AIR 1996 SC 424.

[2] T.K. Gopal v. State of Karnataka, (2000) 6 SCC 168.

[3] Re - Inhuman Conditions in 1382 Prisons [Writ Petition (Civil) No. 406 of 2013]

[4] Sunil Batra vs. Delhi Administration [1980 AIR 1579, 1980 SCR (2) 557]

[5] Lalli, U. (2003). Impact of Human Rights Training Programme on Prison Staff. UK: British Council.

ISSN 2394 - 7780

Women Prisoners with Children

In India, there are 4.2% women prisoners out of the total prison population. Because of their small number, their issues get neglected by the system and practically unknown to society at large. Many women live in prison with their children (below 6 years of age). Various research studies have shown that prison environment is not conducive to the normal growth and development of children. Imprisonment of mothers has an adverse impact on their children. According to Bhandari (2015)[1] in a study of Central Jails of Rajasthan, 59% of the women inmates believe that the prison environment hinders their child's normal growth. They believe that the prison atmosphere is rife with profanity and this could have a bearing on the child's upbringing. Almost all (90%) women feel that children are bound to suffer from behavioral issues due to spending their childhood in the prison.

As per NCRB report on Prison Statistics India, there were 1,454 woman prisoners with 1,681 children inside prison in 2017. The age limits for the children who live with incarcerated mothers vary from one country to another. For instance, countries such as Ethiopia, Nigeria, Japan, and South Korea permit children to remain in prison until they are 18 months old. (Goitom, 2014).[2]

In R.D. Upadhyay vs. State of Andhra Pradesh & Ors[3] the Hon'ble Supreme Court of India issued various guidelines and directions about various issues concerning imprisoned mothers and their children.

Capital Punishment

As per the NCRB data, 121 prisoners were awarded capital punishment during the year 2017 and only 83 Prisoners' sentence was commuted to life imprisonment. In 142 countries, the capital punishment has been abolished in law and practice. In India, the death penalty is still used in 46 crimes under various penal provisions (Mustafa, 2019).[4] The Law Commission of India in its 262nd report preferred the elimination of the death penalty for all crimes except those related to terrorism (Mustafa, 2018).[5] Over 1,414 convicts in India have been executed since Independence. The last capital punishment to take place in India was of Yakub Memon, in 2015. He was convicted for his role in the 1993 Bombay blasts case.[6] In Martin Luther King's words,

"The arc of the moral universe must bend towards a more empathetic version of justice rather than a retributive one."

Supreme Court in its landmark judgement of Bachan Singh vs. State of Punjab (1980)[7] held that the normal sentence for murder is life imprisonment and that the sentence of death can be imposed in very exceptional cases, described as the 'rarest of rare cases'.

In Shatrughan Chauhan and Anr. Vs. Union of India and others (2014),[8] the rejection of mercy petitions by the President was challenged by the fifteen criminal convicts sentenced to the death penalty on the grounds of undue delay in disposal of their mercy petitions, mental illness, and solitary confinement as supervening grounds. The Supreme Court commuted the death sentences of 13 prisoners on the basis of undue delay while commuting the sentences of 2 prisoners on grounds of their mental illness. The Supreme Court also provide guidelines in the judgement for safeguarding the interest of death row convicts and to adopt a more humane process committed to the rule of law until the very end in carrying out death sentences.

[1] Bhandari, A. (2015) 'Socio-Legal Status of Women Prisoners and their Dependent Children: A Study of Central Jails of Rajasthan', Social Crimonol, 3 (1),pp.1-8.

[2] Goitom, H. (2014) Can Children Live in Prison with a Parent? [Online]. Available at: https://blogs.loc.gov/law/2014

/08/can-children-live-in-prison-with-a-parent/(Accessed: 14 January 2019).

[3] R.D. Upadhyay vs. State of A.P, AIR 2006 SC 1946

[4] Mustafa, F. (2019) 'When SC has ruled on life & death', The Indian Express, 11 March.

[5] Mustafa, F. (2018) 'Death for child rapists will not be a deterrent', Hindustan Times, 01 May.

[6] 28Bagriya, A. (2017) 'To hang or not to hang? Debate begins on capital punishment, alternative methods', Hindustan Times, 17 October.

[7] Bachan Singh vs. State of Punjab (1980) (2 SCC 684).

[8] Shatrughan Chauhan and Anr. Vs. Union of India and others (2014) 3 SCC.

 ISSN 2394 - 7780

After the *Nirbhaya incident*[1] public demanded harder punishment for the criminal. Even the Government approved amendments to the Protection of Children from Sexual Offences (POCSO) Act, 2012. The changes prescribe stringent punishment, including death penalty for aggravated penetrative sexual assault of children.

According to the research, conducted by Hart (2002), it was analyzed that public opinion on crime and criminal justice has significantly changed over the past few years. Today, the public prefers to deal with the roots of crime and rehabilitation of prisoners over strict sentencing.[2] In the present research study, it was found that slightly more than half of the respondents agreed that Prisons should be much tougher. In State of Gujarat vs. Hon'ble High court of Gujarat[3] court observed that there are two categories of prisoners the under- trial prisoners and convicted prisoners. Besides them, there are those detained as a preventive measure, and those undergoing detention for default of payment of fine. The Court stated that only convicted prisoners can be required to do labour in prison. Therefore, jail authorities can by law impose hard labour on only those convicted prisoners who are sentenced to rigorous imprisonment. The Court further noted that a person sentenced to simple imprisonment cannot be required to work unless he volunteers himself to do the work.

This definition of hard labour has also changed. Breaking stones or grinding flour is not hard labour but work programmes should be provided. Work programmes gives them a chance to develop marketable skills that will increase their potential for rehabilitation and meaningful employment on release. In many prisons, proper work programmes are not being provided to the prisoners.

CONCLUSION

Internationally, prison reforms have been taken seriously. The Standard Minimum Rules for the Treatment of Prisoners (1955) were revised in 2015 as the Nelson Mandela Rules to honour the former South African President Nelson Mandela. These rules are used globally to maintain the standards and framework relating to the treatment of prisoners. The 122 Mandela Rules include various issues dealing with prisoners such as respect and dignity of prisoners, medical and health services, custodial death, access to legal representation and training of staff. They have even been discussed at international forms and these have been incorporated in the Model Prison Manual 2016. The result of the implementation of the said manual has not been followed-up sincerely. The fact that the prison system of our country is still plagued by numerous problems and the lack of critical structural changes and implementation issues that the government has failed to rise up to, should motivate us further to draw inspiration from not only our former colonial rulers but also other countries.

Active role engagement of criminologists in prison reforms is required to make the public aware of prison conditions and responses to policy changes. Reintegration of prisoners is only possible if they would get public support and positive stories shared by the prison officials and concerned persons.

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[1] A 23-year-old female physiotherapy intern was beaten, gang raped, and tortured in a private bus in which she was travelling with her friend. There were six others in the bus, including the driver, all of whom raped the woman. Thirteen days after the assault, she died during her treatment. The incident was widely condemned, both in India and internationally. Subsequently, public protests against the government for failing to provide adequate security for women took place in the country. Since Indian law does not allow the press to publish a rape victim's name, the victim has become widely known as Nirbhaya.

[2] Hart, P. D. (2002) Changing Public Attitudes toward the Criminal Justice System. The Open Society Institute Available at: https://www.prisonpolicy.org/scans/CJI-Poll.pdf (Accessed: 12 July 2018).

[3] State of Gujarat vs. Hon'ble High court of Gujarat, (1998) 7 SCC 392.

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AUTONOMOUS DISTRICT COUNCILS IN ASSAM: A TOOL FOR SAFEGUARDING THE IDENTITY OF THE TRIBAL PEOPLE

Dr Mahan Borah[1] and Hemanta Rabha[2]
[1]Assistant Professor, Department of Political science Assam University Silchar
[2]Ph.D Research Scholar, Department of Political Science, Assam University, Silchar

ABSTRACT
The Autonomous District Council (ADC) has been a popular administrative system in the North East of India since the country gained its independence in 1947. The ADC is, arguably, one of the most crucial milestones achieved by the tribal people of the North East in so far as the administration of the tribal areas of the region is concerned. The ADCs have been put in place by the provision of the Sixth Schedule {Article 244(2) and 275(1)} of the Constitution with a view to preserve and protect the ethnic identities of the tribals of the NE region of the Country along with their own customs, traditions, culture and to promote political autonomy among the tribal communities especially residing in the state of Assam, Meghalaya, Tripura and Mizoram. Accordingly, the ADCs have been working for the all-round development and uplift of the tribal people living in their respective autonomous districts since its inception. At present, three full-fledged autonomous district councils are in operation in Assam namely, the Bodoland Territorial Autonomous Council (BTAFD), the Karbi Anglong Autonomous Council (KAAC) and the Dima Hasao Autonomous District Council (DHADC). One of the key objectives of this article is to explore the administrative structures of the three active Autonomous District Councils of Assam, their power and functions as well as their impact on society. Moreover, an attempt has also been made to critically examine the actual status of the three ADCs in practice. This paper is based on the findings culled from both primary and secondary sources of data.

Keywords: Constitution, Tribal, Sixth Schedule, ADC, BTAFD, DHADC and KAAC.

INTRODUCTION
India is a country noted throughout the world for its varied, multi-ethnic and multicultural identity. Numerous different communities have been living in the country since its inception along with their own distinct culture and ethnic dispensations. The “Tribals” are, it must be borne in mind, the earliest settlers of the country. In this regard it must be noted that like the tribals of the other regions of the country, the tribals living in the North East (NE) India have their own distinct culture, customs, customary laws, behavior, faiths and ethnicity. They are a very down-to earth people, the *sons of the soil,* as it were, and are, as such, acutely aware of their social traditions to which they bear a strong and unbending allegiance. Therefore, the constitution makers of the Indian Constitution took great interest to protecting their individual identities and preserving their traditional and cultural heritage. Consequently, the constituent assembly formed a sub-committee namely “North Eastern Frontier (Assam) Tribal and Excluded Area Committee” to understand the aboriginal scenario of the tribals living in the NE region of India. Consequently, a survey conducted by the sub-committee led by Gopinath Bordoloi, the then Chief Minister (CM) of Assam to examine the different expectation and aspirations of the ethnic people living in the NE India and the sub-committee finally recommended for a special provision within the constitution of India for the tribal populace so that their cultural heritage and ethnic identity might be preserved and protected. Consequently, on the basis of the recommendation of the Bordoloi Sub-Committee an innovative provision, namely ‘Sixth Schedule’ was incorporated into the Constitution of India under the Article 244 (2) of the Constitution. Moreover, Article 275(1) of the Constitution also makes a passing reference to the Sixth Schedule.

The provision of the Sixth Schedule of the Indian Constitution deals with the administrative system of tribal areas of Assam, Meghalaya, Mizoram and Tripura. A legal administrative structure has been framed under the Sixth Schedule which upholds the idea of granting autonomy to the tribals of the aforementioned states. The most important objectives of the Sixth Schedule are as follows: to safeguard and protect the aboriginal tribal people’s ethnic identity not to speak of their cultures, traditions, customs, language, land and property etc. In pursuance of the above objectives, a new inventive mechanism, namely ‘Autonomous District Council’ has been set up which is applicable only to some of the hill districts of Northeast India, such as Assam, Meghalaya, Mizoram and Tripura. The Autonomous District Council (ADC) is a simple and inexpensive administrative system which shall have to work for the development of the tribal people living in the region. Therefore, autonomous administrative powers have been transferred to the ADCs within their respective states to administer the diverse tribal issues. There shall be a District Council in all the autonomous districts and every District Council shall be a corporate body which shall function under the following name: ‘The District

 ISSN 2394 - 7780

Councils of (name of district)' with a common seal and shall, by the said name, sue and be sued. The district councils constituted under the Sixth Schedule shall exercise legislative, executive, financial as well as judicial powers within its jurisdiction. Thus, the ADCs can be said to be the tool for the safeguarding of the tribal people's ethnic identity.

Objectives of the Study:

i) To understand the administrative structure of the Autonomous District councils of Assam.

ii) To examine the power and functions of the Autonomous District council of Assam.

iii) To evaluate the workings of the Autonomous District council in practice.

METHODOLOGY

In order to understand the rationale behind the Autonomous District Councils in Assam with regard to its administrative structures, power and functions and its different problems and prospects, data have been collected from both primary and secondary sources. The primary data have been collected through interviews with the different administrative & executive officers of the ADCs (Political representatives/ Bureaucratic), leaders of Oppositions, different organizational leaders as well as the different common peoples of the study area.

Secondary data and information have been collected from different newspaper archives, statistical handbook of KAAC, DHADC and BTC, different books, journals, published research papers and articles, government records of the councils, Memorandum of Understandings.

DISTRICT COUNCILS IN ASSAM

Many changes pertaining to the structure, power and functions of the ADCs have taken place in an effort to adapt the system to the ever changing scenario and demands of the time and circumstances. At present, three full-fledged autonomous district councils are in operation in Assam namely:

1.Dima Hasao Hills Autonomous Council (DHADC.

2.Karbi Anglong Autonomous Council(KAAC).

3.Bodoland Territorial Council(BTC).

The Profile of the ADCs of Assam has been shown in the following table:

Name of the ADC	KAAC	DHADC	BTC
Geo Area	10,434sq.km	4888.00sq.Km	8821.68sq.Km
Population	9,65,280	214,102	3,155,359
Density	93 per sq Km	43.667/km	350/Km
Literacy	73.52%	77.54%	71.62%
District	Two(2)-Karbi Anglong and west Karbi Anglong	One (1)	Four (4)-Kokrajhar, Baksa, Chirang and Udalguri
Head Quarters	Diphu	Haflong	Kokrajhar
Sub-Division	Under Karbi Anglong Distrct Three (3)-Diphu, Bokajan and Howraghat and under west Karbi Anglong One (1)-Hamren	Three (3)-Diyunbra, Haflong and Maibang	Ten (09)- Parbatjhora, Gossaigaon, Kokrajhar, Mushalpur, Salbari, Tamulpur, Kajolgaon, Udalguri and Bhergaon
Revenue Circle	Four(4)-Diphu, Donka, Pholuni and Silonijan	Two (2)-Maibang and Diyungbra (Proposed)	Nineteen (19) Barama, Goreswar, Jalah, Tamulpur, Baganpara, Bbaksa, Bijni, Sidli, Bengtol, Kokrajhar, Gossaingaon, Dotoma, Bogrbari, Bhawraguri, Uudalguri, Hharisinga, Mazbayt, Kalaigaon, Khoirabari
Development Block	Eleven(11)	Five (5)	Eighteen (18)

Source: Statistical Handbook of Assam, 2011

ISSN 2394 - 7780

Composition of the District Councils:
Hence, as already mentioned above, each District Council granted under the Sixth Schedule is a corporate body having perpetual succession and a common seal with the right to sue and be sued. As per the modalities of MoU of 1995, the KAAC and DHADC are both corporate bodies consisting of a specified number of members both elected and nominated. Besides, as per the MoS with BLT, 2003, the BTC is also the authorized corporate body consisting of a specified number of members both elected and nominated.

Membership of the ADCs:
There shall be 30 Members, namely Members of Autonomous Council (MAC) in each Autonomous Council, out of which 26 members are to be elected from the single member constituencies on the basis of adult franchise and the remaining 4 members to be nominated by the Governor on the advice of the CEM of the Council. Normally, the provision of 'nominated members' has been placed in order to accommodate the minorities and unrepresented communities of the Council. Besides, in case of BTC, there shall be 46 members, out of which 40 members are to be elected and rest 6 members nominated.

Chairman and Deputy Chairman:
There is a provision for Chairman and Deputy Chairman in the ADCs of DHADC and KAAC. However, in case of BTC there is a provision for Speaker and Deputy Speaker instead of Chairman and Deputy Chairman.

Executive Committee:
As per the rules under the Sixth schedule, there shall be an Executive Committee (EC) in each of the ADCs and the EC shall consist of the Chief Executive Member (CEM) and two or more other members. The CEMs of the ADCs shall be elected by the elected members of the District Councils in accordance with the prescribed procedure. The CEM shall be the highest authority of the District Council and again there will be some other selected members in the EC, who shall be known as the Executive Members (EM) appointed by the Governor on the recommendation of the CEM of the particular ADC.

The structure of the EC is to be formed along the lines of the cabinet system of a parliamentary democracy. The CEM of an ADC allocates certain subjects to each EM of the Council to look after. The EC is, thus collectively responsible for all developmental functions and schemes falling within the jurisdiction of the concerned autonomous district areas. In fact, when the CEM of an ADC resigns, the EC would be dissolved automatically. Therefore, the district council may be called a miniature government at the district level.

Village Level Council:
According to the sub paragraph 6 of the Sixth Schedule, there shall be a provision for 'Village Development Council' (VDC) in each district council of DHADC and KAAC to carry out their activities at the grass root levels. Basically, provision for a chairman, two assistants and ten other members are also provided for in every VDC. Likewise, the BTC has also constituted two tier village level institutions, namely, **Territorial Constituency Level Co-Ordination Committee (TCLCC)** and **Village Council Development Committee (VCDC).**

More importantly, the study has been observed that some special provisions have been newly introduced with regard to the BTC in the Sixth Schedule by the Amendment Act, 2003. Hence, the special provisions may high lights as follows:

1. The numbers of members of BTC have been increased to forty-six, whereas only 30 memberships were allowed to the ADCs of KAAC and DHADC.

2. The executive powers have been increased up to on 40 entrusted subjects; while only thirty subjects were confer to makes laws in case of KAAC and DHADC.

3. There is a provision of reservation (5 seats) for the non-tribal communities, whereas no any such reservation provision in case of KAAC and DHADC.

Powers and Functions of Autonomous District Councils:
As regards the power and functions of the ADCs of Assam, first of all it is necessary to discuss the position of the constitutional head of the District Council in detail. According to the Sixth Schedule of the Constitution, the Governor of a state is the constitutional head of the District Council. The Schedule empowers the Governor of a state to determine the administrative areas of the concerning District Councils, its composition as well as its power and functions. He has also the power to create a new ADC, increase or diminish the area of any existing ADCs, unite two or more ADCs or parts thereof so as to form one autonomous district. He also has the power to delineate the boundaries of any district and change the name of any autonomous district. Besides, he shall

exercise his powers to give his concurrence to or discard any rules & regulations, laws passed by a District Council. Moreover, any rules & regulations prepared and passed by a District Council shall have no effect without the approval of the Governor of the respective state. Thus, it has become clear that considerable power have been vested in the Governor of Assam with regard to the District Councils affairs. Therefore, the Governor regardesd as the constitutional head of the ADCs of Assam.

Conversely, wide and extensive powers and functions have also been entrusted to the Autonomous District Councils by the same Schedule of the Constitution. The powers and functions of the ADCs of Assam would be discussed under the following four main heads: Legislative, Executive, Judicial and Financial.

Legislative Power:
The District Council has authority to make laws over the allotment, occupation, use or setting apart of lands, forest lands (except reserve forest) for the purpose of agriculture, use of any canal or water course for irrigation purposes, regulation of Jhum and other forms of shifting cultivation grazing lands, allotment for residential or other agriculture intention likely to uphold interests of the inhabitants of any village or town, establishment of town or village councils and determination of their powers and functions, any other matter relating to town or village administration, appointments and succession of chiefs and village headman, inheritance of property, marriage and divorce and social customs, money landing and trading by non tribals other than the schedule tribes.

Executive Power:
As regards the Executive Powers, the District Council is empowered to establish, construct and manage primary schools, dispensaries, markets, cattle, pounds, ferries, fisheries and water ways and it has also the power to decide the language and the manner in which primary education should be communicated within its jurisdiction.

Financial Power:
The District Councils are assigned the responsibility to make funds available and introduce schemes of the Council and frame rules and regulations for the management of those funds with the approval of the Governor. Besides, some mutually exclusive powers have been given to the ADCs for the collection of land revenues, levy and collect taxes on lands, holdings, shops, entry of goods into market and tolls on persons, residence and forest fall under their respective jurisdiction. However, the ADCs also have the power on the professions, trade, callings, employments, vehicles and huts, tolls on passengers and goods carried in ferries and maintenance of schools, dispensaries or roads. The royalty on the licenses or leases for extraction of minerals in the ADCs shared with the state government goes to the Councils as per the Para 9 of the Sixth Schedule. On the other hand, the tax on motor vehicles, it is allocated and collected by the state government in support of the District Council. Moreover, a good number of financial assistance, such as grants-in-aid, loans and advances, etc. have been seen provided by the State as well as Central Government to the ADCs of Assam.

Judicial Powers/ Functions:
According to the Para 4 of the Sixth Schedule the ADCs shall exercise some judicial powers. As regards the judicial powers, the District Councils have the authority to constitute Village Council Courts; District Council Courts in the areas that come under the ADCs for settlement or trial of suits and cases or customary laws. But in this case both the parties must be tribals. In fact, the District Council Courts are courts of appeal with regard such suits and cases tried by the village council courts and the subordinate District Council courts. However, the suits and cases decided by the Council Courts shall be scrutinized and supervised by the High Court and the Supreme Court of India.

Thus, from this above discussion it has come to light that the ADCs of Assam enjoys considerable autonomy on the subjects that have been entrusted to the Councils jurisdiction.

Assessment of the power and functions of the ADCs in practice:
It has been already discussed that the provision of Sixth Schedule was incorporated into the Indian Constitution in order to form the Autonomous District Council for the development of the tribals living in the NE region of India and also to preserve and protect their ethnic cultures, traditions, traditional institution, customs, etc. In fact, it has been observed that the provision of the Sixth Schedule has been plagued with certain short comings and defects as a consequence, the overall performance of the ADCs have not been very satisfactory. In fact, the ADCs of Assam have, over the years, had to take a lot of flak from the public.

Unfortunately, though maximum autonomy has been provided to District Councils of Assam, in certain cases, the state government seems to have taken on a domineering attitude towards the powers of the Councils. When the state government provides any kind of developmental scheme in the ADCs area, the political motivation is

ISSN 2394 - 7780

observed to be utterly lacking. Another point to be noted is that in having a strong and powerful executive body, the council's administration cannot perform any activities without the consent of the Governor. Though the ADCs have been given plenary powers to oversee the various activities like law and order, rules passed by the council, post creation, appointment, financial powers, tax/vehicle, grants-in-aid and preparation of plans in ADCs, they, in effect, cannot take any initiatives or decisions with regard to the exercise of their powers over the aforementioned subjects without the consent of the State Government of Assam. In such cases, the Governor works as a supervisor and mediator of the State Government. Moreover, it must be noted that the ADCs cannot exercise their powers independently even on the question of changing the medium of instruction in educational institutions without the approval of the State Government. Furthermore, the Panchayati Raj institution has been scrapped in the ADCs area of Assam so that the tribal local traditional administrative system can play a more active part amongst the tribal communities to maintain their affairs. But, the powers vested in the Councils belong to the developmental activities under the Panchayati system. Consequently, the schemes under the P&RD and DRDA still exist in the Council areas .

The District Councils are the product of the Sixth Schedule of the Constitution of India so that the Schedule can be amended by the parliament only and not by the State Legislature. The District Council is a corporate body which must have the independent authority over the all entrusted subjects /departments. Adequate autonomy should be provided to the District Council so that they can freely exercise the legislative, executive and financial powers as per the guidelines of the Sixth Schedule.

Some other shortcomings and drawbacks have also been observed in the functioning of the District Councils administration, especially among the Executive Members and the Administrative Officers. In view of that, some members of the District Councils have used their powers and authorities more or less arbitrarily. They do not hesitate to violate official rules and regulations for their selfish and their party interest. The web of favoritism and nepotism seems to have been cast over the entire administrative system of the District Council, especially in case of tender and sanctioning contracts, appointments and postings of employee. In most cases, the funds sanctioned by the State Government have not been properly utilized and implemented by the District Councils. The members of the Councils have been found working arbitrarily and have flagrantly ignored the advice and norms of the Government. It must be noted here that there has been gross misuse of financial powers in total violation of official procedures, rules and regulations. Moreover, they have also diverted the funds illegally in some major cases for their own or party benefits. Thus, this kind of ongoing selfishness and intentional violation of the administrative rules & regulations and corruption committed by the Administrative Officials and the Political Members would, doubtless, undermine and shatter the dreams and aspirations of the District Autonomous Councils.

CONCLUSION

The core idea behind the setting up of "Autonomous District Council" under the provision of the Sixth schedule to the Constitution is to provide a simple and inexpensive administrative framework for the all-round development of the tribal people residing within the state territorial jurisdiction. The study reveals that the ADCs functioning in the state have, in a manner of speaking, made considerable efforts to bring about development in the socio- economic and political arena to the best of their abilities and have, to a certain degree, succeeded in fulfilling their goals. On the contrary, the study has also observed some major loopholes and short comings in the functioning of each of the District Councils of Assam. Therefore, to get rid of all sorts of existing loopholes and shortcomings with regard to the District Councils, effective and concerted efforts should be made at all levels of the State Government and District Councils administration. The need of the hour is to refrain from all corrupt practices both at the State and District level. Therefore, the members of the District Councils should concentrate on their service with devotion, dedication and sincerity for the all round development of the tribal people. Besides, the common people should also be aware of their responsibilities as citizens of the concerned Autonomous areas. Only the sincere and responsible people can bring about good governance by electing responsible and honest representatives to the council administration which will, indubitably, lead to the uplift and development─ both at the socio-economic and political levels and which in turn will pave the way for all-round prosperity of the tribal communities residing in the state of Assam.

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WOMEN REPRESENTATION IN THE LEADERSHIP POSITIONS IN HEI's WITH REFERENCE TO MAHARASHTRA STATE PUBLIC UNIVERSITIES

CS. Dr. Lalita Mutreja[1] and Assistant Professor Laxmi Pandey[2]
[1]Sahyadri Shikshan Seva Mandal's Arts and College
[2]Sahyadri Shikshan Seva Mandal's Arts and College

ABSTRACT

"The highest education is that which does not merely give us information but makes our life in harmony with all existence" – Rabindranath Tagore

Education plays a very vital role in one's life, it not only brings knowledge but also gives a financial stability to take their decisions. The ground of higher education is human development. Higher Education broadens the level of the working sector and brings in the skills in the working atmosphere. It promotes innovative work and that increases productivity and efficiency in the economic spheres.

But unfortunately, the fruits of higher education in form of good employment opportunities is restrictive and biased even in the 21st Century. Gender inequality is persistent despite fact that Women are the most vital frame in the development of the nation. The gender gap in the world displays down fall in the major sectors as well as all the aspects of life- education, gender discrimination at work place, economic activity, and empowerment etc amongst 101 countries in 136. Focussing on women representation in higher education leadership it is witnessing the fact, women are not requisitely utilized.

This paper attempts to critically evaluate women representation in top leadership positions at selected state public universities of Maharashtra.

Keywords: Gender Equality, Higher Education, Women participation, Maharashtra State Universities.

1. INTRODUCTION-

"The position of women in higher education management cannot be treated in isolation from the general status of women in society, and from the general aims of economic and social development"- writes Rafica Hammoud.

As the above quote talks about the Women in higher education management level and the status of women it is only in the words but this is not implemented in the leadership of the higher education sector and we are not staying in harmony.

India is massive and structurally diverse with 4.3 million students in 196 university-level institutions in the sector of the higher education system. At the base in the British colonial system, there has been major expansion since Independence which has given a broadened perspective towards education.

As the 21st Century has given a positive approach towards the graduation of women with a broader perspective. This may help them to keep a broader aim to be achieved and help them in strong decision-making process both in the organization as well as the higher education sector of the Universities. As the increase in the higher education of women in different sectors of their education is increasing this will help them to create a strong foundation for their encouragement in these endeavors.

Women's are excelling in many areas of their public and private life in the past decades, but in the higher education sector, they are long away from achieving their goals and standing on the same foot as the males. It is very hard to accept that the count of women in the top management level of the higher education sector is about five to one and in middle management level, it can be around twenty-five to one or more to one at the senior management level. Women's as Professors, Deans, Vice-chancellors, and presidents are still scarce.

The status of women in society can be identified by Access to Higher Education. In the current discourse on inclusion and equity agenda, gender equality issue remains critical and still capture the centre stage around the globe. Despite some positive results due to the persistent resistance to correct the historical exclusion of women in playing important roles in the position of power, the gap remains wide in the area of higher education leadership as women are not on the same footing as men. A balanced workforce with strong female representation comes with inherent benefits for any business to reach its full potential. The first World Atlas of Gender Equality in Education published by UNESCO (2012) provides evidence that there is a significant increase in the number of women enrolments in higher education and women's participation in politics and corporate organization is getting better. However, in the area of higher education leadership, women are not on

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the same footing as men. Higher education plays a very vital role in the overall sustainable development of women and also the dissemination of knowledge in the wider area of the education sector. The fruitful working of the management in the top domains as much excellence in the first top priority when the higher education sector faces many challenges which is been created due to the lack of resources which are not available for the education sector especially for the women of the society. Due to many intricate situations that have been faced by the community the augment in the social investment for the higher education sector is fully vindicate to return to the society on the whole.

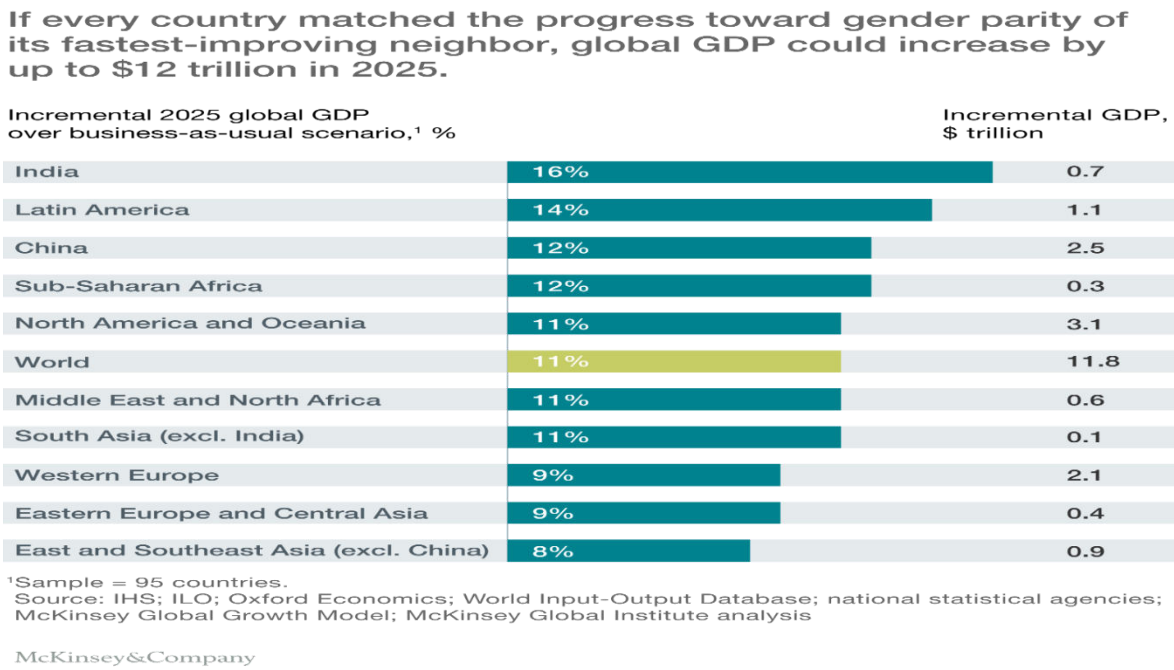
Women have the capacity to demonstrate and take decisions in the managerial activities of the higher education system, but this is not properly utilized in India. India has identified many strategies to bring in women's progress by recruitment and promotion which will create healthy professional equality among the gender. Women working as managers in different sectors have faced many challenges and obstacles during their growth in their careers. There are four principal themes- there should be general participation of women in the higher education sector; women involvement in the higher education management should be balanced; including the impediments to their advancement' career limitations need to be strategized on the whole; contribution of women in the management should be enhanced on the larger scale.

Women entered the higher education sector by enhancing their skills through professionalism such as nurses, teachers, and doctors by the end of the last century. They have also entered into social reforms which have improved the lives of the widows and other marginalized women of the country. Gandhiji made an affirmation to the importance of Higher education for women but this little did not change the social attitudes of the society. There were many bold exceptions who went to further higher education and came up as professionals who decided not to marry for any personal fulfilments.

The Economic factors have broken all the stereotypes, as the women are working as a supplement for the family incomes and are well represented in many sectors over the nation. However, it has been often observed that the rural areas are always neglected in the case of higher education. Women have been restricted to higher education in rural areas because of the lack of colleges and universities.

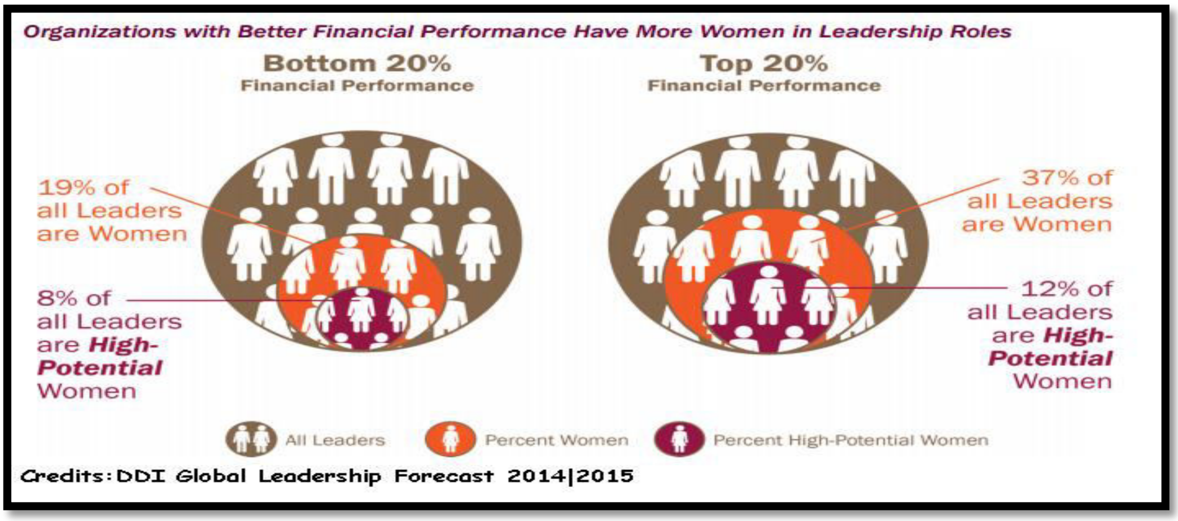
The overview of women's participation in the higher education sector has created a positive impact in the expansion of educational opportunities in the countries like the United States of America, Canada, France have equalled men in the gross enrolments. Women have the potential to give a wide contribution towards the growth and development of the country but it has been very low on many countries because of not utilizing their potential. This majorly happens when the governments do not respond or have a very slow pace to respond towards gender discrimination. It will benefit the country if women represent as the Human Resource that can be utilized at the optimum level. There has been an increase in the education of women's participation in the higher education sector because of the financial assistance and scholarships being introduced for girls to participate in higher education.

Figure 1 - McKinsey Global Institute, 2015



Gender inequality is not only a pressing moral and social issue but also a critical economic challenge. If women who account for half the world's working-age population do not achieve their full economic potential, the global economy will suffer. While all types of inequality have economic consequences, in McKinsey Global Institute (MGI) report, the power of parity: How advancing women's equality can add $12 trillion to global growth, we focus on the economic implications of lack of parity between men and women. According to a study, most gender-diverse companies are 21% more likely to experience above-average profitability. Fully closing the gender gap in workplaces would add up to 28% trillion in annual GDP by 2025 (McKinsey Global Institute, 2015).

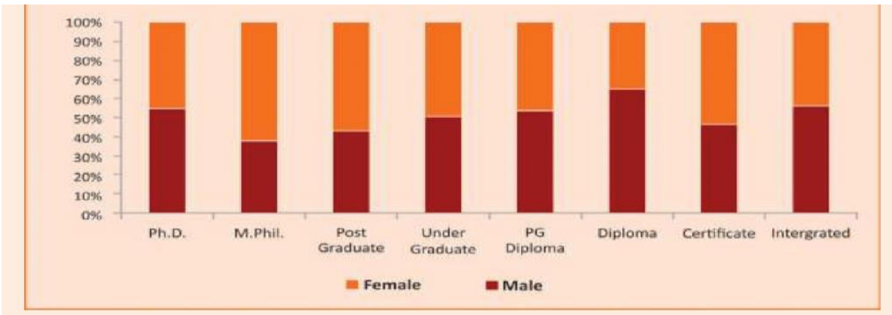
Figure 2- DDI GLOBAL LEADERSHIP FORECAST



According to the DDI Global Leadership Forecast, the analysis can be seen that where there are women acting as leaders the financial Performance has increased with top 20 % Performance, and where the females are decreased in the top leadership it has decreased the financial performance. This Forecast gives us a clear picture that women working in the top leadership are most efficient and hardworking then male.

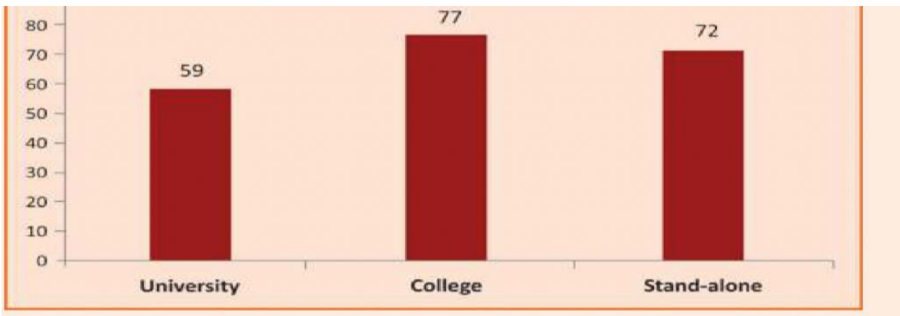
3. RATIONALE OF THE STUDY-

Figure 3 – Gender Distribution at Different Levels



Source AISHE Report 2019-20

Figure 4 – Female per 100 Male Teacher in different type of Institutions



Source AISHE Report 2019-20

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According to the data available on AISHE 2019 -20 it is clearly seen Women are the highest in all levels of the education sector such as Ph.D., MPHIL, graduates, and undergraduates the female ratio of Higher education is comparatively very high but when we consider them in the leadership of the different Universities it comparatively low. We have many teachers who are Professors, Associate Professors & Asst. Professors but when we see the higher positions we don't find them as Deans, Vice Chancellors or representing any of the higher positions of Universities nor the colleges or Standalone.

4. REVIEW OF LITERATURE-

Miriam E. David Women and Gender Equality in Higher Education? (2015) the study states that the major transformations such as feminism. Women's participation in the higher education sector has opened the doors for them in the field of employment and all levels of higher education. It has not opportunities for the middle level but also the working-class backgrounds to welcome education changes and move forward to the universities to take the quality education. It is also seen that the Patriarchy masculinity in Higher education is strongly felt and experienced on the whole even after the women's involvements are high in the academic levels. Morley concludes that "we need new rules for a very different game". Gender equality is highly a part of political culture. Women's participation as students has increased in undergraduates across the globe. There has been an expansion of universities that goes hand-in-hand with the new systems of ranking and the changes in the higher education sector.

UNESCO World Atlas of Gender Equality in Education published in 2012, is the best example to clear gender equality across the globe in all the sectors of education. The atlas provides us with the statistical data of the globe relating to the information of male and female education. Education is a vital source of the growing economies in today's generation and the goal will be accomplished of universal education. very fast. Over the last four decades, in Tertiary education, there has been a drastic increase in the count of female enrollment than the males over the last four decades. It has brought major changes in social mobility, the gender gap, and enhanced the income potential on the whole. It has also cleared that women having the best higher education has not enhanced the career opportunities in the field of research. So while there is an edge that there is an increase in the master degrees by the female it has vanished when it comes to taking the level high by grabbing their Doctorate degrees in research. Higher education leads to individual returns in the form of an increase in their income, the women have to gain more education than males to get some jobs. It is also seen that women need to struggle to come in the same foot as males in higher education jobs. The women who are highly qualified sometimes end their jobs because their skills are not well used in the sector of education. Women's over the last 50 years have seen discrimination in the family, jobs, education sectors, political careers. There should be a change in the knowledge and pedagogies as well as gender equality in neoliberal forms of Higher education remains contested.

Tushar Kanti Ghara (2016) Journal of Education and Practise, study states that there is an increase in the participation of women in the higher education sector in all the states of India. The women enrolment is also increasing at a slow pace as this is related to women teachers on the whole. It is also stated that there is a low increase in the higher education sector of the rural areas. Women's ability is not properly utilized by the government and universities. Women have achieved various professional degrees in the 21st century, but there is no proper utilization of their skills and roles for societal development. Due to the higher education sector, women are excelling in the technological world and also are creating a helping hand for the family as well. Higher education for women is a very vital perspective for the women participation in the managerial decisions in the universities as well as to change their quality of thinking towards the society as well. Women are touching the sky but yet they have not been given equal importance as males in society.

5. OBJECTIVES-

1. To evaluate the gender gap score of India from period 2016-2021.

2. To critically evaluate the female representation in top leadership positions of Public Universities of Maharashtra

6. HYPOTHESIS-

H1 : The distributions of the sub parameters of the gender gap are significantly not same.

H2 : The mean proportion of female representation in the top leadership positions in the State Public Universities of Maharashtra is significantly different.

7. RESEARCH METHODOLOGY-

1. Global Gender Gap Report: World Economic Forum

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2. World Economic Forum and OECD, Gender, Institutions, and Development Database (GID-DB).

Variables

a. **Economic participation and opportunity -** Labour force participation rate, wage equality for similar work, Estimated earned income, Legislators, senior officials and managers, %, Professional and technical workers, %

b. **Political empowerment -** Women in parliament, % Women in ministerial positions, %, Years with female/male head of state (last 50)

c. **Top Leadership Positions -** Deans, Deputy Registrars, and higher depending on the organogram of the University.

d. **Scale Interpretation -** 0-1 (Closer to 1 is better)

8. Hypothesis Testing-

Table 1 – India's ranking at the Global Gender Global Gap Index from the year (2016 – 2021)

	GLOBAL GENDER GAP INDEX	Economic Participation & Opportunity	Educational Attainment	Health Survival	Political Empowerment
2021	0.625	**0.326**	0.962	0.937	**0.276**
2020	0.688	**0.354**	0.962	0.944	**0.411**
2019	0.67	**0.33**	0.94	0.96	**0.28**
2018	0.665	**0.385**	0.953	0.94	**0.382**
2017	0.669	**0.376**	0.952	0.942	**0.407**
2016	0.683	**0.408**	0.95	0.942	**0.433**

Source – From the report of Global Gender Gap Index

Test- Related Samples Friedman's Two- way Analysis of Variance by Ranks.

a. The significance level is 0.50.

b. Asymptotic significance is displayed.

Figure 5 – Hypothesis Test Summary

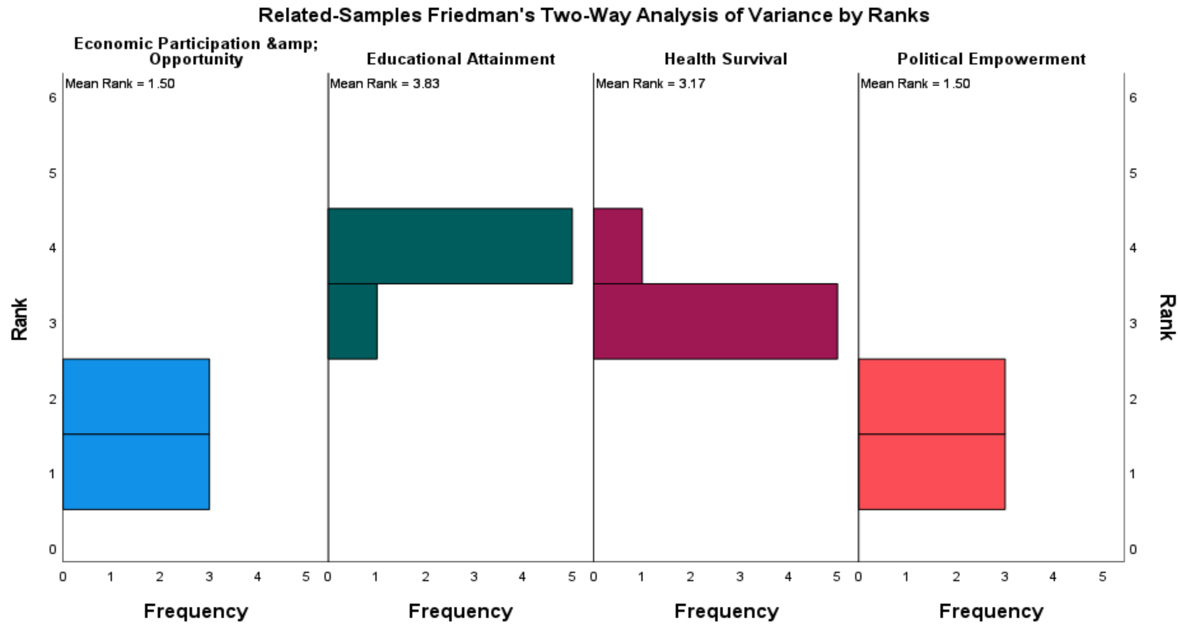
Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distributions of Economic Participation & Opportunity, Educational Attainment, Health Survival and Political Empowerment are the same.	Related-Samples Friedman's Two-Way Analysis of Variance by Ranks	.002	Reject the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

 ISSN 2394 - 7780



Summary Data

	N	Mean	Std. Deviation	Std. Error Mean
Male	20.000	28.290	17.640	3.944
Female	20.000	5.820	5.340	1.194

Independent Samples Test

	Mean Difference	Std. Error Difference	t	df	Sig. (2-tailed)
Equal variances assumed	22.470	4.121	5.452	38.000	<.001
Equal variances not assumed	22.470	4.121	5.452	22.453	<.001

Hartley test for equal variance: F = 10.912, Sig. = 0.0000

The Testing of Hypothesis has rejected the null hypothesis and considered the alternate hypothesis the analysis shows that if we consider the education and Health Survival of India is comparatively near to 1 which interprets that it is in a better position and as the Female enrollment is higher in the sector of higher education it has balanced the gender gap.

But if we only look at Political Empowerment and Economic Participation & Opportunity it is merely at a very low level which clears that even if there is Women enrollment in the Higher Education Sector is high the Economic Participation and Opportunities for them is very low and it has seen a decrease in the year 2021.

The Graphical Representation of Female in the top leadership positions in the State Public Universities of Maharashtra gives us the clear idea that the women in the higher Positions are still behind the males in all the Universities. The Gender Gap can be clearly identified from the chart that there are very less women in the top management level decision making.

CONCLUSION

The point that women in leadership roles are still in the minority. But in today’s world, it’s not just about filling the gap based on gender but more about exercising your leadership roles despite being a male or a female. The most vital aspect of leadership is that the person should be able to influence important decisions through his/her ideas, intellectual and academic contributions without any discrimination.

The education sector needs to have a leader with gratitude, compassion, and the soft-skills part of the personality. And who better than the women can showcase these qualities. Women have the aptitude to multi-task and be logical in several situations. Women in total make a holistic development of the child's future. Therefore, women are a perfect combination to hold top-level positions in any field, specifically the education sector. Evolving jobs needs are empowering women and leveling the playing field. The new service economy doesn't rely on physical strength but skills that come easily to women, such as determination, attention to detail, and measured thinking. A woman's brain is naturally wired for long-term strategic vision and community building.

Let us not judge women and let the competition be free and open-minded. The fruits of having a women leader are well- recognized and lastly let us practice what we preach.

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EDUCATIONAL IDEALS OF TAGORE AND GANDHI

Dr. Meenakshi Sharma
Assistant Professor, Kamal Institute of Higher Education and Advance Technology, K-1 Extn, Mohan Garden, New Delhi 11059

ABSTRACT
As far as social arena of every community is concerned, educational opportunities and development play a key role in every aspect for the communal progress. The more educational institutions are prevalent in a society the more educated and sophisticated their mindset will be. Education is a basic need for all and our constitution provides right to education to all. When we talk about education, we also are there to find the contribution of educationists and philosophers of India and world. In our country many intellectuals contributed in the education. Leaders as well as think tanks of the society or so-called intellectuals mold the theoretical aspects of a society whereas the rulers are responsible for implementing these theories and making them true in the real world. I am here to talk about two of those eminent multiple personalities. Gurudev Rabindranath Tagore and Mahatma Gandhi. Both Rabindranath Tagore and Mahatma Gandhi saw education as a tool for the development of human mind and consciousness and believed that the process of being literate or simply reading and writing cannot be considered education. We discuss in this paper the policies of Mahatma Gandhi; father of Indian nation and Rabindranath Tagore; proponent of Indian national anthem, the educational aims given by them and similarities and differences in their educational views. The researcher has adopted descriptive research and analyzed the topic based on the available data such as research papers, journals and websites.

Keywords: *Thoughts of Tagore and Gandhi, Collating the Two Eminent Educationists.*

INTRODUCTION
The widest road leading to the solution of all our problems is education. In this era we can see all over the world many persons are jobless. The cause of their problems is insufficiency of education. So, education plays a key role in the life of a person. There are a lot of policies dealing with the education in history.

Rabindranath Tagore and Mahatma Gandhi who are hailed as two great men from the Indian subcontinent, have not only contributed into the field of societal and political development of the country but also in literary field. As both Rabindranath Tagore and Gandhi believed that social regeneration of the country would remain a far cry without the inclusion of value education. Both of them have worked in their own way to bring certain changes in the educational field to make it better to suit the purpose of social reformation.

Gandhi’s philosophy of basic education is comprehensive enough because he looks upon education as an instrument for socioeconomic progress, material advancement, Political evolution and moral development for individuals in Tagore’s system of education emphasizes the intellectual, physical, social, moral economic and spiritual aspects of human life. In this era the two brilliant persons’ educational theories and teaching methods are more relevant. If we try to apply these wise policies in our educational system, it would be a milestone for a new turning point.

RABINDRANATH TAGORE: He was India’s greatest poet, seer, mystic, sculptor, musician and composer, the recipient of Nobel Prize for ‘Geetanjali’ in the field of literature, was the first Asian to win this covetous award in 1913. He was a versatile genius; a man in whom many muses have blended together beautifully to contribute in the field of music, Arts, sculpture and many more. He was the “pole star for his guiding spirit to show the true path to all Indians as he brought the arts out of the rust of age old practices. He has also contributed in the field of education.

MAHATMA GANDHI: He was one of the most predominant political figures of 20th Century, is also known as a great revolutionary in education. Born as Mohandas Karamchand Gandhi, he dominated the political scenario of India for more than three decades. He was named ‘Mahatma’ by the great seer and philosopher Gurudev Rabindranath Tagore for his spiritual and austere life. A man propelled to fight for the country’s independence from the clutches of the British rulers; seeking not less than Swarajya for his motherland and not hankering after any political office. His deeds, thoughts and words and work in education is commendable.

TAGORE’S THOUGHTS
- According to Tagore, the emphasis should be on self-study in childhood rather than the rigid and limited discipline of the school education system.
- The teacher should be more imaginative to understand the child so as to help him develop his curiosity.

 ISSN 2394 - 7780

- In his view, creative education can be encouraged only in the natural environment.
- He also stressed on the need to provide science and technology education along with art, music and dance education in Santiniketan.

GANDHIJI'S THOUGHTS

- Mahatma Gandhi believed that colonial education developed a sense of inferiority in the minds of Indians. Due to this they started considering western culture as superior and they lost their sense of pride in their culture. As a result educated Indians started praising the British rule.
- He laid great emphasis on the fact that the medium of instruction should be the Indian language, as English education could not connect the masses with each other.
- Western education, in his view, focused on reading and writing (i.e. theoretical knowledge) rather than on actual experiences and practical knowledge, and therefore lacked skill development.

EDUCATIONAL POLICIES OF MAHATMA GANDHI

Mahatma Gandhi was a great genius of enlightenment who reached almost every household of the nation. Under his leadership, the spirit of India was aroused. All of Mahatma Gandhi's movements had deep social connotations. Mahatma Gandhi's philosophy of basic education is comprehensive enough because he looks upon education as an instrument for social economic progress, material advancement, political evolution and moral development especially of individual in society. His view of basic education is greatly influenced by his philosophy of truth, non-violence, firm belief in god and dignity of labour. He also emphasized on a key point that the educational philosophy should be sympathetic, friendly and deep feelings of love. The educational policies of Mahatma Gandhi can be described as follows:

1. Keeping Aloof from Modern Machinery as it could ruin internal market
2. Keep Mother Tongue Familiar
3. Hand Crafts should be as a Syllabus Part
4. Political Environment and Social Progress are interrelated
5. Truth, Non-Violence and Confidence can make a good solution for every problem.

EDUCATIONAL THEORIES OF RABINDRANATH TAGORE

Rabindranath Tagore's system of education emphasizes the intellectual, physical, social, moral economic and spiritual aspects of human life by which a man can develop towering personality. The educational policies of Rabindranath Tagore founded in his Santiniketan are more applicable and it can be described as follows

1. Intellectual Development of students is must and self-learning could be a best tool.
2. Self-realization means that every child must recognize their interesting fields that could help children to make a manifestation of a good personality
3. Love for Humanity and universal brotherhood.
4. Physical Development is must for sound and healthy physique.
5. Freedom is considered as an integral part of human development, whereas education is a man making process.
6. Mother Tongue as the Medium of Instruction
7. Moral and Spiritual Development is the essence of humanism.
8. Establishment of Relation between Man and God should be taught
9. Social Development of senses was as important as the intellectual.

COLLATING THE TWO EMINENT EDUCATIONISTS:

Similarity among views of Tagore and Gandhi:

Both Gandhi and Tagore are having similar view regarding:

- Both were idealists in educational philosophy. Both have firm faith in God.

ISSN 2394 - 7780

- Both as advocates of child-centered education:
- Both as advocates of life-centered education:
- They believe that a curriculum should provide opportunities for the expression of individual and community life.
- Both as advocates of activity methods:
- Both assign an important place to handwork or craft. While Gandhi emphasized the social and economic aspect of handwork, Tagore emphasizes the creative and artistic aspect of handwork.
- Both stress that mother-tongue should be the medium of instructions.
- Both attach importance to moral education. They want to make the children religious and moral.
- Both believe in democracy.
- Both believe in a creative discipline. Discipline is entirely in **Gandhi's Basic Education** as well as in **Tagore's Vishwa Bharti**. Both educators favor self-discipline.
- Both hold that such a society will be free from any kind of exploitation- social, political, economic, or religious. Service of all should be the first fundamental of every human being.

Differences among views of Tagore and Gandhi

Both Gandhi and Tagore are having different view regarding:

- **Aims**

Gandhi lays emphasis on the all-round development of the child while Tagore lays stress on higher values and ideas only. Gandhi aims at producing useful members of the society while Godliness is the goal before Tagore. Hence Gandhi is more practical.

- **Nature**

Tagore lays more emphasis on nature. He holds that education should be according to the inner nature of the child and also according to the laws of nature. On the other hand, Gandhi does not lay so much emphasis on nature. He says that craft and other activities of the children should be according to their inner nature and interest.

- **Scope of community**

Gandhi keeps the child in contact with the community. Children get the raw material from the community and return finished products through the process of the craft. Social life is an established fact before Gandhi. On the contrary, Tagore does not bother about the community and social interaction. Like Rousseau, he runs after the brooks and rivulets, the hills and vales, the groves and lakes for the purification and sublimation of the child.

- **Modes of expression**

Gandhi provides this expression and learning through some productive craft. Tagore provides for expression through fine arts only. Music, dance, painting, stone carving, and various other fine arts and creative activities are the centers of education in Shantiniketan while importance is attached to craft in Basic education.

- **National culture**

Gandhi devised his scheme of education strictly for Indian children. He planned education according to the needs of Indian society and Indian culture. But Tagore had a much broad vision. His scheme of education therefore included western art and literature as well. Thus, he endeavored for the fusion and harmonious synthesis of all the cultures. His Shantiniketan is a cosmopolitan educational institution.

- **Stage of education**

Gandhi only devised a scheme of education from small children up to the age of fourteen. Tagore, on the other hand, went up to the university level and included in his scheme of education, advanced studies in art and literature.

ISSN 2394 - 7780

- **Self-sufficiency**

Gandhi stressed on the aspect of self-sufficiency in his scheme of education. He further held that an institution should be self-sufficient, as a whole, and when a student leaves it, he should also be self-sufficient. On the other hand, students in Shantiniketan, no doubt run their own dairy farm, their own post-office, hospital, and workshop; they also go to villages for social service. But along with learning, earning is not their aim.

- **Freedom**

Tagore demands full freedom of the child; Gandhi restricts the activities of the children to the productive craft only.

CONCLUSION

Both of their experimentations bore the stamp of India's national heritage – the Vedas and the Upanishads. Tagore's scheme was to transplant in modern India a slice of the ancient ashramic principles where students and teachers would live together in familial bondage. Learning would take place in a spirit of togetherness – both with human beings and the nature around. Gandhi also invoked the ancient Indian practices. In the past the child used to learn from the parent the trade practiced in the family. With this as the main learning activity, he/she would learn the arts, especially literature in a cheerful mode. Education is an important thing according to human beings. In all fields education is a necessary process.

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CUSTOMERS' PERCEPTION TOWARDS HOME LOAN – A STUDY WITH REFERENCE TO MUMBAI REGION

Mr. Nirav Rashmikant Goda
Research Scholar - JJTU
BBI Coordinator, Thakur College of Science & Commerce, Mumbai

Dr. Nishikant Jha
Research Supervisor (Guide)
Vice Principal (Commerce)
HoD Accounting & Finance
Thakur College of Science & Commerce (Affiliated to University of Mumbai)

ABSTRACT
Buying a house is one of the best investment option available for many investors. This encourages real estate sector and hence enhances our economic development. Many public sector and private sector banks, financial institutions provide home loan at a concessional rate of interest. These financial institutions can be easily accessed for home loan. Yet purchasing the house is a daunting task in today's situation, as it is a major investment. This study focuses on the customers' perception about home loan. In this study, the data were collected through a formal questionnaire and customer conversations. The study result indicates that, majority of the respondents select the home loan based on the interest on loan, service provided by the bank, and processing charges charged by the banks. This study also takes into account the choice of the customer, problems faced by the buyers of home loan and the knowledge about Pradhan Mantri Awas Yojana.

Keywords: *Home Loan, Pradhan Mantri Awas Yojana (PMAY), Customers' perception*

INTRODUCTION
The Mumbai region, renowned for its vibrant real estate market and soaring property values, stands as a microcosm of India's dynamic housing landscape. Amidst this intricate setting, understanding customers' perceptions towards home loans emerges as a critical focal point. This study endeavors to delve into the intricate tapestry of Mumbai's housing finance scenario, aiming to uncover the underlying factors influencing individuals' attitudes, preferences, and decisions regarding home loans. In an environment marked by escalating property prices and diverse socio-economic demographics, discerning the nuanced perspectives of consumers holds pivotal importance for financial institutions and policymakers alike. By dissecting these perceptions, this study seeks to shed light on the intricacies of Mumbai's home loan market and provide insights essential for refining financial services and enhancing customer experiences in the realm of housing finance.

Generally buying a home /house is a dream for everyone. Because of the increasing price of homes, purchasing a home by lump sum transfer has become almost difficult for an average earning person. Hence the idea of home loan has come into existence. There are many public sector and private sector banks and financial institutions which provide home loan. To attract customers, bank provide home loans at cheaper rate. The more information the customer have about a product or service, the more comfortable they are while buying the product. It's very difficult to select one offer for home loan from one financial institution among the thousands of choices available. Beyond this, there are complex market jargons and technicalities that render this work harder and harder. This research takes into account customer preference, factors that affect house loan, difficulties faced by the customers etc. There are many problems faced by customers while borrowing loan from banks. Few problems are such as lack of information, administrative delays, unsanctioned loan amount and credit score. This research aims to recognize certain problems that customer face when they borrow home loan from Bank.

TYPES OF HOME LOANS
There are various home loans options offered by public or private sector banks and non-banking financial companies in India. The various type of property loans that are generally available are:

1. Land-purchase loan:
Land –purchase loans are given by banks or Non-Banking Financial Companies (NBFCs) to buy a plot or land on which the loan applicant is looking to construct a house. Generally banks lend up to 80-85% of the price of the plot or land.

2. Home-purchase loan:
A home –purchase loan amount is utilized to buy a residential property. Financial institutions usually provide up to 80-85% of the market value of the house as loan amount. The interest rate on these loans is either fixed, floating or hybrid.

3. Home-construction loan:
Financial institution issue home loans to applicants who want to construct a house on a plot owned or co-owned by them. The loan application and approval process for home – construction loans are different in certain aspects than from the commonly available housing loans. This includes:

a. The plot or land should have been bought within a year.

b. The borrower has to make a rough estimate of the cost that will be incurred for the construction of the house.

c. If the cost of plot is not included in the loan amount, only the estimation for construction of house is taken into consideration.

4. Home-extension loans:
This loan is taken by individuals who want to expand or extend their existing house. Few banks differentiate this loan based on the purpose of expansion of the current house. Most banks include this type of loan as part of their home-improvement loans.

5. Home-improvement loans:
Home –improvement loans are taken by individuals who own a house, but lack of fund to renovate it. Renovation includes – repairs to existing house, painting of the walls, digging a bore well, water –proofing, electrical wiring etc.

6. NRI-home loans:
NRI-home loans are specialized home loans that assist non – resident Indians who are interested in buying residential property in India. Though the structure of this home loan variant is similar to the regular home loans, the paper work is a bit more exhaustive.

7. Home –conversion loans:
Existing home-loan borrowers who wish to move into another property can avail a home conversion loan to buy a new house.

Background of Mumbai's Housing Market: The housing market in Mumbai stands as one of India's most dynamic and challenging sectors, characterized by high demand and limited supply. Steep property prices and the city's status as a financial hub create substantial pressure on housing accessibility. Various factors, such as rapid urbanization, population density, and diverse socio-economic backgrounds, contribute to the complexities of Mumbai's housing landscape.

Significance of Home Loans in Mumbai: the exorbitant real estate prices, home loans serve as the primary financial tool facilitating property ownership for the majority of Mumbai's population. They play a pivotal role in making housing affordable and attainable, allowing individuals and families to fulfill their homeownership aspirations in a city known for its escalating property values.

Statement of the Problem and Research Objectives: This study aims to explore and understand the nuanced perspectives of Mumbai residents regarding home loans. The research seeks to uncover the factors influencing individuals' decisions related to acquiring home loans in Mumbai. The objectives include investigating perceptions, preferences, and attitudes towards home loans, identifying key challenges faced by borrowers, and providing insights for financial institutions to improve their home loan offerings and services in Mumbai

REVIEW OF LITERATURE:
Vidhayavathi. K (2002) in her study evaluated the performance of housing finance institutions on certain selected business parameters as well as through an opinion survey over the home loan seekers and concluded that apart from interest rate , advertisement, service quality, courtesy and speed of service are certain other important dimensions affecting the growth of housing financeindustry.

Kumara swamy (2014) this study discussed about the importance of housing finance and the institutions providing housing finance. A detailed discussion of the marketing strategies adopted by financing institutions have been discussed by taking into account the loan criteria eligibility, loan amount, interest rate, security, loan tenure, margin and processing fee. Finally the paper highlights the performance of the housing sector, major findings and suggestions to improve the effective marketing of housing finance for both public and private sector banks.

Gupta and Sinha (2015) examining on the respondent regarding the purchase of home loan and low rate of interest, easy accessibility, status/ reputation of the institution and scheme offered by the company are the major factor for selection of the housing finance institution. Comparative study on Factor Affecting consumer's Buying Behavior towards Home Loan (with special reference to S.B.I. and L.I.C.H.F.L.)" and found that fixed rate of interest is most preferred option by the customers.

Murugan and Jansirani (2017) a study carried out in Chennai to know Customer perception towards home loan by selecting the 500 customer on randomly basis. This study made an attempt to evaluate in depth the performance and operational problems faced by the banking sector in extending finance to the housing sector and based on findings; identify the areas of concerns and strategic interventions required.

NEED FOR THE STUDY:

The above review of literature reveals that many studies have been conducted based on the primary and secondary data to understand the Customers' perception about home loan. But in this study the author has taken into consideration customers' perception about home loan and their awareness about the benefits of Pradhan Mantri Awas Yojana.

OBJECTIVES OF THE STUDY:

1. To know the customers' perception about home loan.
2. To understand the customers' awareness about the benefits of Pradhan Mantri Awas Yojana.
3. To elicit the problems and challenges faced by the buyers of home loan.

RESEARCH METHODOLOGY:

Universe	Mumbai
Method of data collection	Primary and Secondary
Method of Primary Data Collection	Questionnaire (Open and close ended)
Method of sampling	Random Sampling / Convenience Sampling
No. Of Sample Respondents	31

Customer Behavior in Housing Finance - Home Loan Trends and Preferences in Urban Areas: Understanding customer behavior in housing finance, particularly regarding home loans, reveals distinct trends in urban regions like Mumbai. Patterns indicate a shift towards digital interactions for loan inquiries, heightened interest in flexible repayment options, and an increasing inclination towards transparency in loan terms. Preferences revolve around competitive interest rates, simplified application processes, and personalized customer service.

Studies on Consumer Perceptions of Home Loans in Metropolitan Regions: Previous studies exploring consumer perceptions of home loans in metropolitan areas underscore a consistent emphasis on transparency, reliability, and trustworthiness in financial institutions. These studies highlight consumer concerns about hidden costs, clarity in loan documentation, and the significance of comprehensive guidance through the loan acquisition process. Moreover, they emphasize the critical role of perceived fairness and ethical practices in shaping consumer perceptions and decisions regarding home loans in such regions.

ANALYSIS AND INTERPRETATION OF DATA:

Table 1: Demographic Profile of the Respondents

-Gender	**No. of respondents**	**Percentage**
Male	22	71.00
Female	09	29.00
Total	31	100
Age (in years)	**No. of respondents**	**Percentage**
21 – 30	06	19.40
31 - 40	11	35.50
41 – 50	09	29.00
Above 50	05	16.10
Total	31	100
Occupation	**No. of respondents**	**Percentage**

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Government Service	00	00
Private Service	21	67.74
Business	09	29.03
Other	01	3.23
Total	31	100
Monthly income	**No. of respondents**	**Percentage**
Less than Rs. 30,000	05	16.13
Rs.30,001 to Rs.40,000	09	29.03
Rs.40,001 to Rs.50,000	13	41.94
Above Rs.50,000	04	12.90
Total	31	100

- Out of 31 respondents, 71% are male and 29% are female.
- Out of 31respondents of 19.40 % were between the ages of 21-30, 35.50% were between the ages of 31-40, 29% were between the ages of 41-50 and 16.10% of respondents above 50.
- Representation of private service, business and other respondents is 67.74%, 29.03%, and 3.23% respectively.
- Out of 31 respondents, 54.84% respondents are having monthly income of Rs.40,000 and above.

Table No-2: Loan Amount and consumers' preference towards Bank

	Name of the Banks who have given home loan				
Loan Amount	**HDFC Bank**	**ICICI Bank**	**Punjab National Bank**	**Other Banks**	**Total**
Less than 10 Lakhs	01	01	-	03	**05**
10 Lakhs-20 Lakhs	04	01	01	02	**08**
20 Lakhs-30 Lakhs	01	03	01	04	**09**
30 Lakhs -40 Lakhs	01	01	-	03	**05**
40 Lakhs-50 Lakhs	-	01	-	01	**02**
Above 50 Lakhs	01	-	01	-	**02**
Total	**08**	**07**	**03**	**13**	**31**

According to the above data, HDFC Bank is preferred by the maximum consumer for home loan followed by ICICI Bank.

Table No-03: customers' awareness about the benefits of PMAY

	Frequency	**Percentage**
Yes	22	70.97
No	9	29.03
Total	**31**	**100**

From the above table it is clear that 70.97% respondents are aware of the benefits of Pradhan Mantri Awas Yojana. 29.03% respondents are not aware of the Pradhan Mantri Awas Yojana scheme.

FINDINGS

- 31 to 50 years of age group people take more home loan compared to other age group.
- Male members take more loan compare to female.
- Banks are preferred for home loan based on their services.
- 74.19% of respondents were satisfied with the rate of interest and 25.81% respondents were not satisfied with the rate of the interest.
- Majority of the banks have taken one month time to sanction home loan.
- Around 74.19% of respondents' haven taken below 30 lakhs as loan amount.
- 12.90% of respondents have availed the benefit under Pradhan Mantri Awas Yojana scheme.

SUGGESTIONS

- Bank should follow simple procedure for the sanctioning home loan to customers.
- More awareness is required about Pradhan Mantri Awas Yojana (PMAY) scheme.
- Flexible repayment system and competitive interest rate must be available to the customers.
- Customer care should be approachable and user friendly.

CONCLUSIONS

On a majority, the customers agree that the products and processes provided by the Banks are effective. Customers' felt that there is no proper time to time update about interest and principal amount due from each customer. Financial institutions can improve the service by enabling automatic generated SMS or e-mails to be sent as soon as the entries are made in the loan accounts of the customers in the system. Most of the time, lack of knowledge of housing loan products the customers could not take the benefit of the same. Therefore Banks should educate the customers about the new schemes released from the Government.

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A STUDY TO EVALUATE EFFECTIVENESS OF SOCIAL AND PUBLIC SERVICE ADVERTISING WITH FEAR APPEAL

Dr. Harmeet Kaur Bhasin
Associate Professor, Department of Commerce, St. Andrew's College of Arts, Science and Commerce, Mumbai

INTRODUCTION

Understanding how messages diffuse within a target audience is paramount in advertising, where creating a conducive environment for positive diffusion is key. Language, dramatization, and storytelling are pivotal elements in crafting advertising messages, directly shaping the audience's perception. Psychologist assert that human activities stem from inherent needs, thus emphasizing the significance of purchasing motives, individuals driven by specific needs are naturally drawn to marketing messages tailored to address those needs. Central to advertising is the appeal, which seeks to ignite desire and fulfill human needs through products, services, or ideas. The execution of advertising appeals is intricately linked to their effectiveness. Fear appeal, among various appeals such as esteem, sexuality, security sensory stimulation, music, emotional, rational, positive and negative, plays a significant role in altering consumer behavior and shaping their attitudes towards products, services and ideas. Fear is one of the most important emotions humans can experience, conceptually, feeling of fear leads to anxiety, which a person feels or he or she gets afraid or worrying excessively. Fear also felt once someone faces a dangerous situation or one is exported toa threatening situation. As there is no clear-cut definition of fear appeal used in advertising, it can be understood that a fearful situation dramatized in an ad activate a person's sense of risk and vulnerability. But at the same time the ad is also acting like a pain solution as the communication also educate or provide a solution as a means to fear reduction. Fear appeals may have impact on the purchasing behavior of the consumers and encourage them to cognitively deal with a situation. Researchers have developed various theories to explain why and how fear messages characteristics affect advertising effectiveness. These theories broadly deal with the level of depicted fear within messages

Fear appeals have been widely used in social marketing with the aim of reducing human behaviour such as smoking, dangerous and drink-driving, unsafe sexual practices and alcohol abuse (Hastings et al, 2004; de Meyrick, 2001, smith and Stutts, 2003, Timmers and Van der Wijist 2007). Fear appeals can be defined as persuasive communication attempting to arouse fear in order to promote precautionary motivation and self-protective action (Ruiter el al 2001:614).

RESEARCH GAP:

The debate on the relationship between the strength of fear appeals and their effectiveness is not wholly settled, since empirical studies have produced apparently conflicting results. Many studies concluded that fear arousal enhance persuasion (Higbee, 1969: King and Reid, 1990: La Tour and Pitts, 1989, Miller and Miller, 1998; Rotfled 1988), whereas the other researcher like (Hovland el.al 1953) concluded that fear appeals often produce negative results, such as reinforcing the undesirable behaviour. Hyman and Tansey (1990) also established that capaigs using high levels of fear appeals tend to evoke extreme emotional response, such as becoming hostile or depressed.

SIGNIFICANCE OF THE RESEARCH

Fear appeal in advertising has profound societal implications. It affects consumer attitudes, perceptions and behaviors, shaping public discourse and influencing their decision-making process. In India, where health challenges are prevalent and diverse, the effectiveness of health-related advertisements ad public service advertising can significantly impact public health outcomes. Fear appeal has the potential to change the behavior of the audience towards health-related products and also those alarming issues which are important for the welfare of good health index of the country. Investigating the role of fear appeal in health communication is very important as it may help the medical industry as well as the government can think of right promotional strategy towards a healthy society. It will help them to construct a sensible ad, an impactful ad with good retention and educative value. It also makes the audience think seriously towards those issues and the grave truth and ground realities are in front of them to think rationally.

FEAR APPEAL CONCEPT OF ADVERTISING

Fear appeals in advertising are based on the psychological principle that leveraging fear can trigger emotional responses, leading to action. when fear is strategically employed in marketing messages, it has the potential to captivate audiences and drive behaviour change. This approach taps into the primal instinct for self-preservation, aiming to provoke a sense of urgency and compel consumers to take a desired action, such as purchasing a product or adopting a particular behaviour. However, the effectiveness of fear appals in advertising

 ISSN 2394 - 7780

hinges on a delicate balance. While fear can be a powerful motivator, it also carries inherent risks. Over reliance on fear- based tactics can alienate consumer, leading to backlash and damaging the brand's reputation and the ethical implications of deliberately inducing fear in marketing messages raise pertinent questions about the boundaries of persuasive communication

Fear appeal is a combination of two words- fear and appeal. The former is used to describe the motive to which advertisement is targeted, whereas, the latter is an emotional state characterized by the expectation of pain or high distress which is accompanied by increased autonomic activity mostly involving the nerves of people (Glascoff, 2000, Merriam- Webster 2002.)Fear is one of the most basic emotions humans can experience. conceptually, feelings of fear should be distinguished from anxiety, which is an individual's tendency of being afraid or worrying excessively. Fear is felt after the mind understand and learns that there is a dangerous situation which can be any of these situation

- Physical fear appeal stimulate fear in relation to physical danger threat or harm to health or life
- Social fear appeal stimulate fear in relation to violations of social norms, regulations or the law
- Economic fear appeal stimulate fear in relation to economic conditions such as loss of income, loss of job, or loss of social security.
- Self-esteem fear appeals stimulate fear in relation to the social image of the self, such as the fear of losing face in social relationships.

LITERATURE REVIEW:

Advertising has a powerful influence on people and often generates people needs. The effectiveness of advertising has been a matter of endless discussion for several decades. As advertisers increasingly seek greater communication effectiveness more careful consideration needs to be given to the selection of the type of advertising appeals used for each target group (Mackenzie, Lutz, & Belch 1989). (Dillard ad Peck -2000) showed that Public-Service advertising effectiveness was influenced by fluctuating attitudes, changes in affective responses, and cognitive reactions for both positive and negative appeals. Fear appeals in social advertising encouraged people to comply with rules and acceptable behavior by scaring the about the potential legal, health and social risks associated with illegal, unhealthy or antisocial behavior (Brennan and Binney, 2010). Fear is a primitive instinct that can occasionally guide and activate human behavior. It creates anxiety and tension, causing people to seek ways to reduce these feelings (Latour & Zahra, 1988). An advertising fear appeal posits the risk of using or not using a specific product or service, or the idea such that if you do not buy, some particular product or service, consequences will occur (Glascoff, 2000). Advertisement using fear appeals are designed to stimulate anxiety in an audience with the expectation that the audience will attempt to reduce this anxiety by adopting, continuing, discontinuing or avoiding a specified course of thought or action (Chung & Ahn 2013). A Public service announcement (PSA) is an advertisement given by any government or non-government organization with the goal to create awareness, change attitudes and behavior of pubic towards a social issue (Lundberg & Young 2001)

There is a considerable agreement among previous researchers who have investigated for fear appeals on the need for reassuring messages to overcome the threat (BeckK, Chu, G, Strecher Devellis), Witte and Allen undertook a meta-analysis of fear appeal research, analyzing over 100 studies; they concluded that, on average more fear is better but only given that efficacious messages are matched to the level of threat used in the messages. For example, when using a high threat appeal, a high efficacy message will produce the greatest behavioral change. (Witte- 1992)

RESEARCH METHODOLOGY:

To understand the role of fear appeal in advertising in association with health-related products and services the hypothesis drawn were as follows:

H_1 – Advertisements using fear appeal in public services advertising in India have a greater impact on consumer behaviour
H_2 – Advertisements using fear appeals in social ads have greater impact on audience engagement and behaviours change
H_3 – Fear appeals attracts the attention of the audience and make induces action on the part of the audience

 ISSN 2394 - 7780

OBJECTIVES

- To assess the effectiveness of fear appeal in anti-smoking ads
- To assess the effectiveness of fear appeal in social awareness of safety on roads
- To assess the effectiveness of fear appeal in global warming awareness ads
- To assess the effectiveness of fear appeal in awareness towards child abuse and domestic violence
- To assess the effectiveness of fear appeal for public service advertisements in India
- To access the effectiveness of fear appeal in eliciting desired consumer responses.

DATA COLLECTION

Sample size - 200 respondents

Data collected from both Primary and Secondary Sources.

Primary – Survey method by using quantitative tool – (Google questionnaire)

Secondary – Books, internet, journals, articles.

Data Analysis- Average method.

Sampling technique – convenience sampling

	AGE	PERCENTAGE		GENDER	PERCENTAGE
1.	16-25	40		MALE	48.4
2	26-35	35		FEMALE	49.5
3	35 -50	35		PREFER NOT TO SAY	2.1

The respondents responded in the following manner. The Average findings are as follows: Using a five-point scale the below mentioned questions had the following range for averages

Scale	Range	Response
5	4.21 - 5.00	Strongly Disagree
4	3.41 -4.20	Disagree
3	2.61 - 3.40	Neutral
2	1.81 - 2.60	Agree
1	1.00 - 1.80	Strongly Agree

	Ads. Anti-smoking Ads- Social ad- Public service ad	**Total of the responses**	**Average Total /200 respondents**	**Average - Response findings**
	Set 1 (responses After showing Ad. A and B)			
Description A	**Ad. A—Mukesh Ad- this Ad features Mukesh a 24 years old boy from Maharashtra, who suffers and dies as a result of his chewing addiction. The campaign was produced at Tata Memorial Hospital in Mumbai where Mukesh was patients. The ad shows Mukesh in a very bad condition struggling for his life.**			
Description B	**Ad. B- Sponge Ad- In this ad the sponges represent human lungs. A pair of hands squeeze the tar from the sponge, revealing the cancer-producing tar that goes into the lungs of a pack-a day smoker every year. Smokers were reminded to think about the health consequences of smoking every time they reach for a cigarette**			
1.	The bad condition of Mukesh in the Ad. will make the smokers realize the danger of smoking	**415**	**2.08**	**Agree**
2.	After watching Ad. A and B smokers may fear to smoke	**436**	**2.18**	**Agree**
3	After watching Ad. A and B all smokers may quit smoking	**555**	**2.78**	**Neutral**
4	After Watching Ad. A and B majority of	**543**	**2.72**	**Neutral**

ISSN 2394 - 7780

	the smokers may stop smoking			
5	After Watching Ad. A and B at least few of the smokers may stop smoking	**440**	**2.20**	**Agree**
6	The bad situation on the lungs due to smoking will make the smokers think about their action and will likely to try to correct it	**250**	**1.31**	**Strongly Agree**
7	These ads will make the youngsters realize their mistake and will put them to right action	**290**	**1.45**	**Strongly Agree**
	Responses showing After Showing ad. C, D and E safety while driving			
Description C	**BMW ad – the ad shows a picture of a man with one artificial limb. The head line says "spare parts for human are not original as those for car' "don't drink and drive.**			
1.	Ads which such fear appeal which make people understand how important is our life and every part of the body makes a good impact of people	**279**	**1.40**	**Strongly Agree**
2.	The fear appeal of losing a part of the body or becoming handicap will make majority of the people refrain from the act of drinking and driving	**286**	**1.43**	**Strongly Agree**
3	The fear impact of the illustration also brings in a retentive factor for remembering the consequence of wrong act	**423**	**2.12**	**Agree**
Description D	**Two road safety ad. Ads of government of Australia road safety ad . An x-ray picture is put up in a public service ad which shows a broken back. And another picture which shows a broken neck the broken back and neck is shown detached with an open seat belt and can be attached with a seat belt if used. The ad copy says One click could change your future. Belt up.**			
1	Ads which such fear appeal which make people understand how important is our life and every part of the body makes a good impact of people	**358**	**1.79**	**Strongly Agree**
2	The fear appeal of losing a part of the body or becoming handicap will make majority of the people refrain from the act of not following the simple traffic rule yet very important one.	**333**	**1.67**	**Strongly Agree**
3	The fear impact of the illustration also brings in a retentive factor for remembering the consequence of wrong act	**370**	**1.85**	**Agree**
Description E	**An illustration showing A women feeding his grown-up boy. The boy has got stiches on his head. The body copy says. "I won't wear a helmet; it makes me look stupid. The copy also gives the statistics that. Every year over 12,000 people die on the roads and 30,000 is seriously injured. that means thousands of families left picking up the pieces. families tortured by the loss of a loved one, cripped by reduced income or the sudden need to care for a relative with permanent brain damage. The sad truth is that most of these cases could have been prevented by simply wearing a helmet when you think about it, there are no excuses. "Where helmet there are no excuses**			
1	Ads which such fear appeal along with statistics will make people understand	**255**	**1.28**	**Strongly Agree**

	realize how important is our life and the ad makes a good impact of people			
2	The fear appeal of losing a part of the body or becoming handicap y just not following a simple rule of wearing helmet will make majority of the people refrain from the act of doing so	**289**	**1.45**	**Strongly Agree**
3	The fear impact and the depressing statistics of the illustration also brings in a retentive factor for remembering the consequence of wrong act	**310**	**1.55**	**Strongly Agree**
Description set F (global warming, save water and save earth ad.)	**1.Colgate India Ad released on World water day, urging consumers to turn off the tap, while brushing their teeth. Leave it on and that's six litres per minute down the drain, literally! #EveryDropCounts is the message, loud and clear** **2.WWF Ad. An ad which shows an illustration of shark in the ocean (the tag line says horrifying) and the illustration which shows nothing in the ocean (the tag line says more horrifying) as the animal life in the sea is dying** **3. A Nivea ad which shows earth as an ice-cream on an ice cream cone and is melting away. The tag line says 'Don't let is melt. Save it before it is too late"**			
1	Fear appeal related to these global warming ads may help sensitize the audience towards the issue	**370**	**1.85**	**Agree**
2	Fear of losing the resources for the future generation impacts the audience and make them move towards right action as a good citizen like the following	**388**	**1.94**	**Agree**
3	A strong negative situation shown in the ad may make people take a right action as Not using plastic bags Saving water Planting more trees Removing plastics from the ocean	**326**	**1.63**	**Strongly Agree**
Description G (Domestic Violence)	**Safe at home foundation – The image shows a boy's brain where the fight between parents is engrained. The body copy says Children who witness domestic violence are more likely to become victims or abusers as adults.**			
1.	This ad impacts the minds of people to think very seriously about the problem which is generally ignored by the parents who fight badly in front of their kids without understanding the impact of the same on their psychology	**355**	**1.78**	Strongly agree
2.	This ad may make an impact to reduce the chances of such behaviors in front of the kids	**375**	**1.88**	Agree
3	This ad may stop domestic violence or bad relationship between parents	**480**	**2.40**	Neutral
4	This ad will make people empathies with kids who go through such situation and would know how to deal with them	**398**	**1.99**	Agree

The average method makes us agree to the all the three hypotheses. Which can be further investigated by taking this research further with statistical analysis.

ISSN 2394 - 7780

FINDINGS

While watching these fear appeal and negative appeal the audience felt very uncomfortable watching those Ad. specially the sponge Ad and Mukesh Ad (Anti-smoking Ads.). The audience experience a very odd feeling and felt very fearful watching the ad even though most of the viewers were non – smokers. the light smokers took it as a warning and felt thought of reducing the frequency. The heavy smokers were very quiet about the whole situation and said it was impactful. Most of them strongly agreed that such ads though had a negative appeal with no element of entertainment are very important for social awareness. This ad may definitely will make people think about their behaviour, but they were very neutral about chances of heavy user to quit smoking.

The ad which was related to drink and drive showing the grave reality of landing in a situation of becoming handicap definitely had made a great impact on the minds of the consumers. Most of them had strongly agree that such demonstration is required to bring in a strong message for the consumer behaviour towards their safety. Similarly, the same response was also seen with the seat belt and helmet ad. It is very important to make the people aware with such fear appeal about smaller safety measures like wearing helmet not with the reason of avoiding to pay the fine or wearing seat belt with not with the fear of avoiding to pay fine but with the fear of losing one’s life. Of making the family not grief for their loved ones for losing them or them becoming handicap. These messages come very loud and clear with the fear appeal.

The third section of ads which were about global warming, saving water and saving and saving earth also had impacted the consumer though process positively towards the issue and cause. Multiple messages are there in the society towards these issues. the fear appeal needs to really have a very alarming and warning impact just like the nivea ad about the boy holding a drain on the famine driven land, which truly had made the audience agree strongly towards changing behaviour to work towards the cause. The audience largely have become blind towards such messages and so it is very important to hit very hard with a fear appeal towards these areas.

The last section of ad deals with the child abuse or the mental state of child and it shows how the family issues and problems in relationship between parents hit the mental health of the child. This illustration of the child brain with engrained disturbance brings a very serious though process in the audience. Most of the audience had appreciated the way the appeal works to bring in the awareness towards this very neglected issue.

CONCLUSION

Fear induced messages have the capacity to command attention and focus which in-turn increases message retention. Fear can make individual rethink, reevaluate their current behaviour and consider the potential consequences making them more receptive to persuasion and behaviour change. ‘Fear appeals can be instrumental in communicating critical information specifically related to public health, safety and security of the family, global warming , saving earth , road safety , child abuse , anti-smoking , anti-drugs etc. In short is a right amount and right type of illustration used in advertisement using fear appeal can work wonders for spreading such important message. A right amount of fear makes the consumer think about his behaviour and there is a possibility that they may rethink and change the behaviour for their betterment.

RECOMMENDATION

1. Fear appeal should be used with a little positivity roped in along with emotional appeal showing a better solution and positive solution in the end this will help in changing consumer behaviours
2. Overreliance on fear appeal can make the audience seek a distance from the message to avoid discomfort. It may also create a sense of helplessness or resignation in consumers leading them to ignore the message and so it is very important to use the right amount of fear in the communication with a blend of rational solution to tackle the fear situation.
3. The fear appeal ad needs to take care of ethical issues in ad and also a bit of aesthetics which is the basic rule of creativity.
4. Road safety advertising need to include a bit fear reduction in fear-based ads to improve road safety behavioural outcomes and also to make sure that the audience don’t run away from watching it as they become a bit uncomfortable to watch too fearful situation.
5. The use of fear appeals also raises several ethical issues; the threatening messages can create unnecessary anxiety among the audience members. So, it is very important to use it very cautiously and stick to those concern which are of grave priority and requires a urgent change in consumer behaviours either for the society welfare or their safety for health and life.

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Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, *2*(3), 29–33.

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- **Multiple author journal article:**

Khan, M. R., Islam, A. F. M. M., & Das, D. (1886). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology*, *12*(1), 129-136.

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- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

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- **Edited book having one editor:**

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- **Electronic sources should include the URL of the website at which they may be found, as shown:**

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- **Unpublished dissertation/ paper:**

Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

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Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

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Central Bank of India (2005). *Income Recognition Norms Definition of NPA.* Retrieved August 10, 2005, from http://www.centralbankofindia.co.in/ home/index1.htm, viewed on

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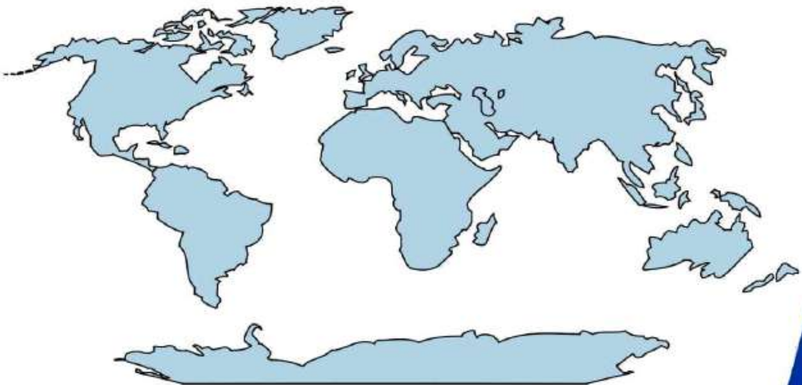

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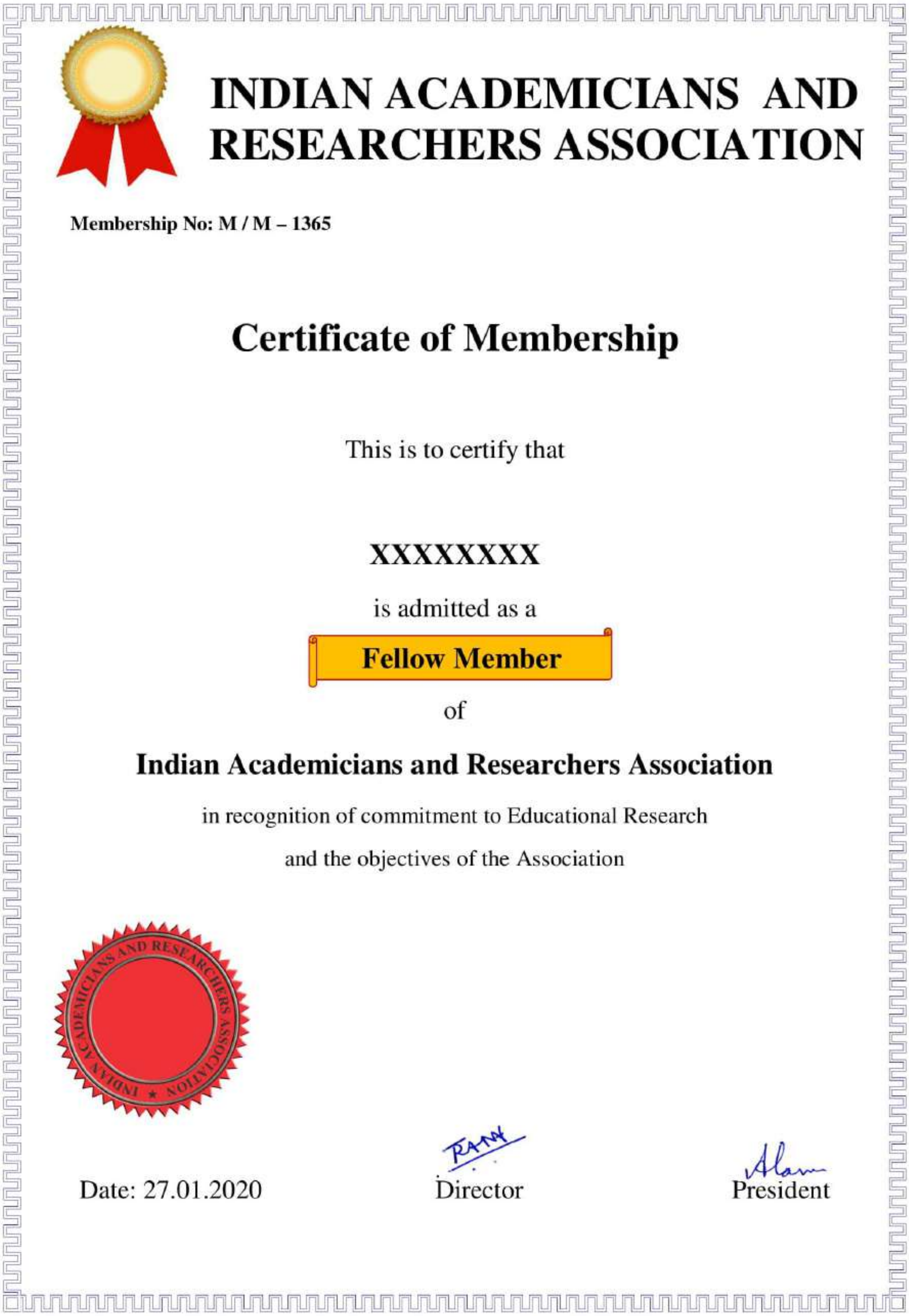

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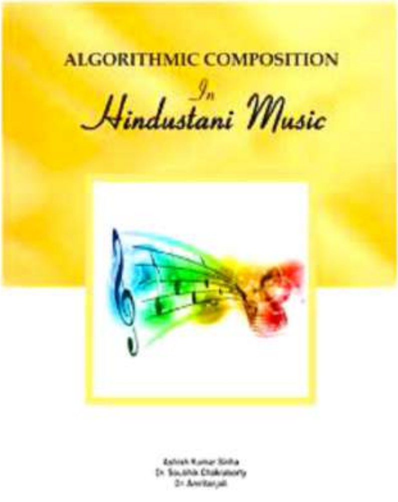

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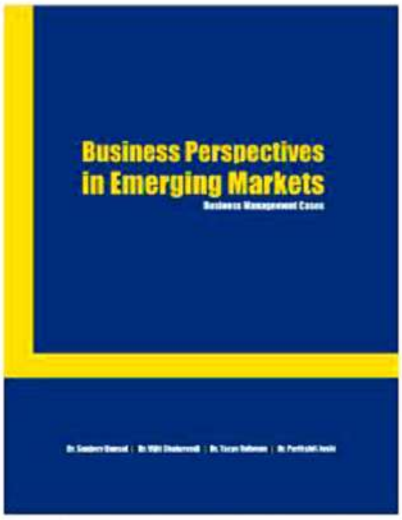

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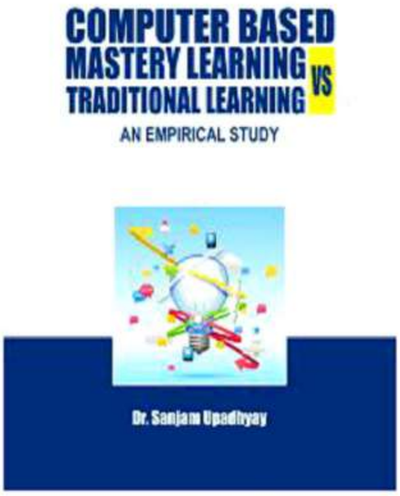

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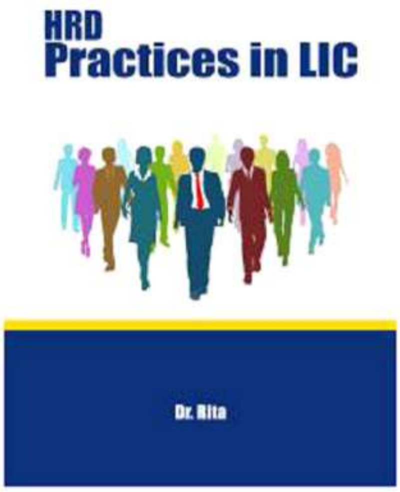

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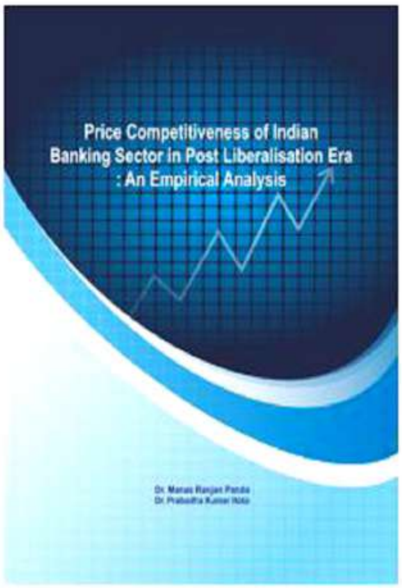

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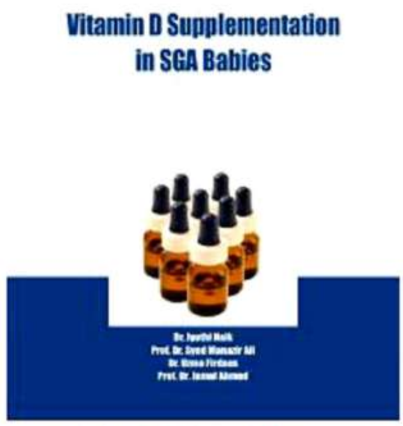

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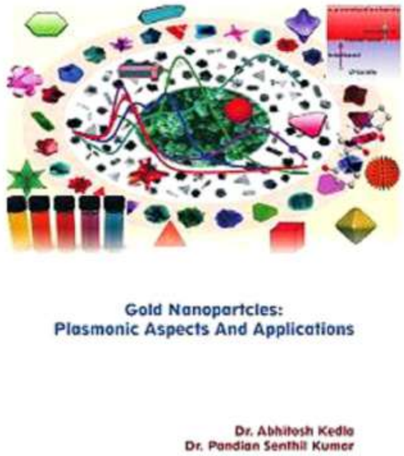

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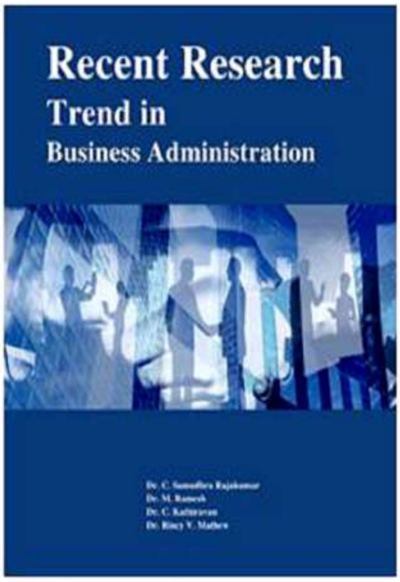

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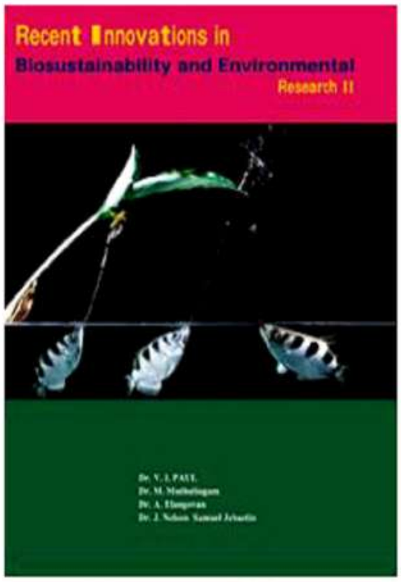

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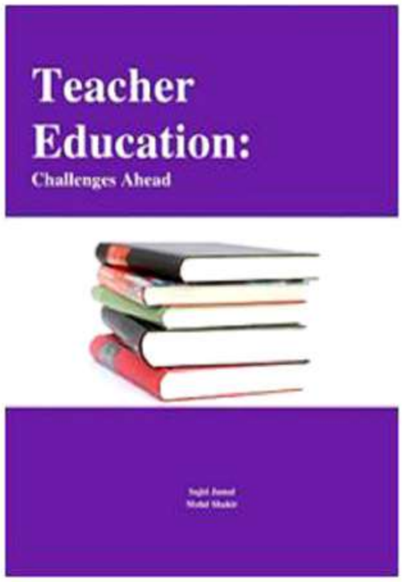

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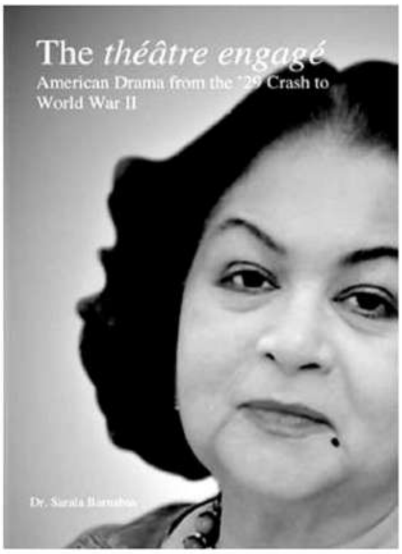

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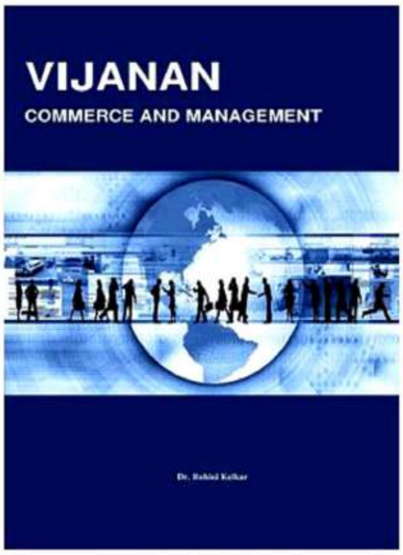

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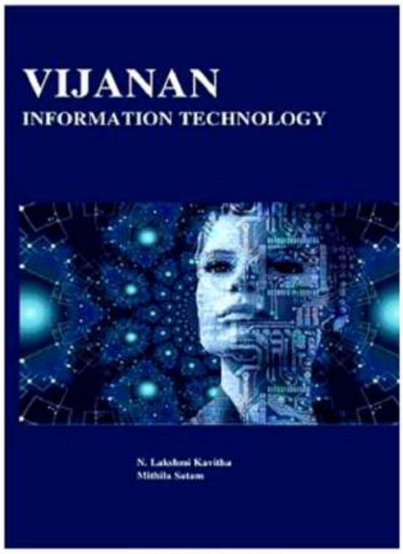

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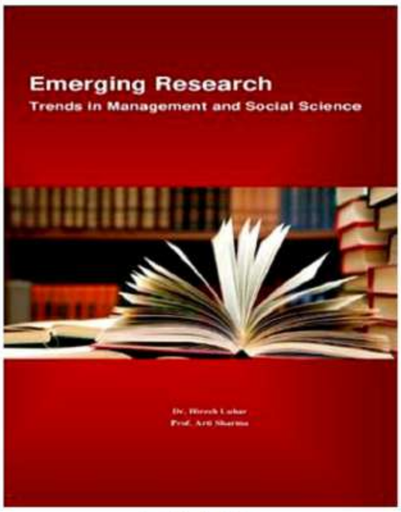

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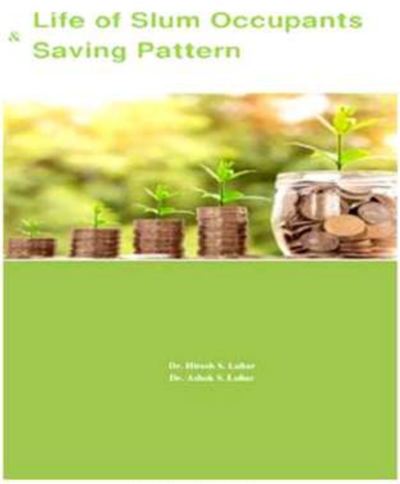

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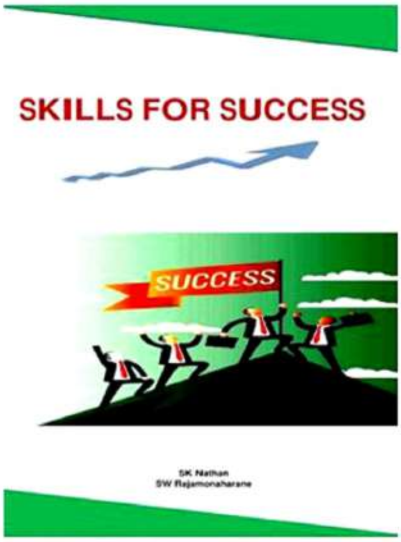

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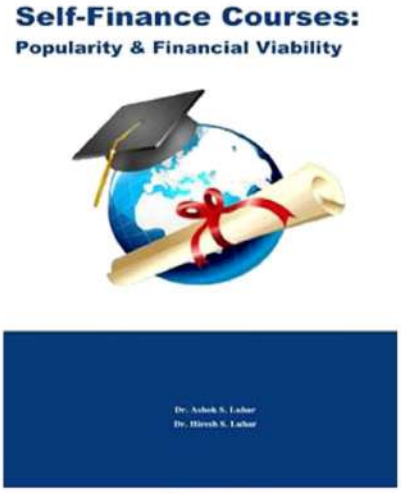

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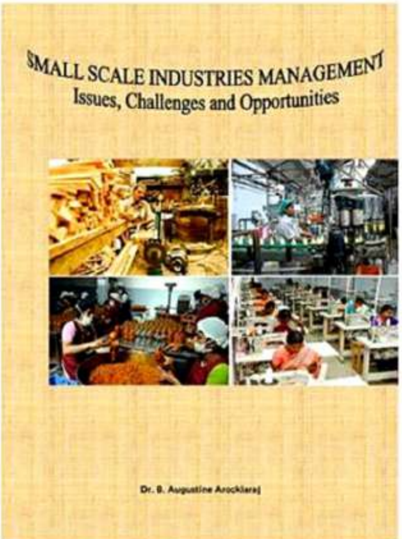

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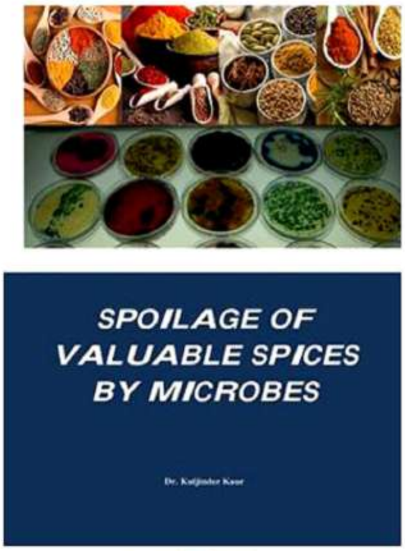

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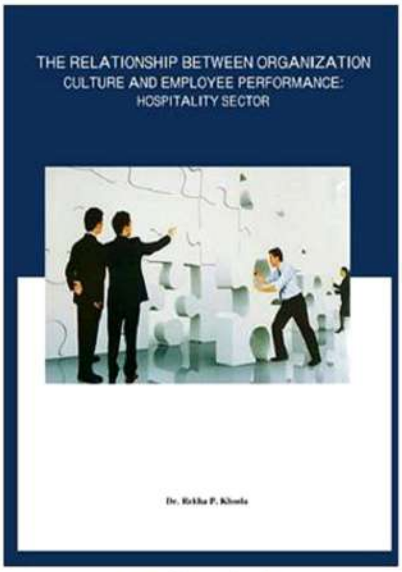

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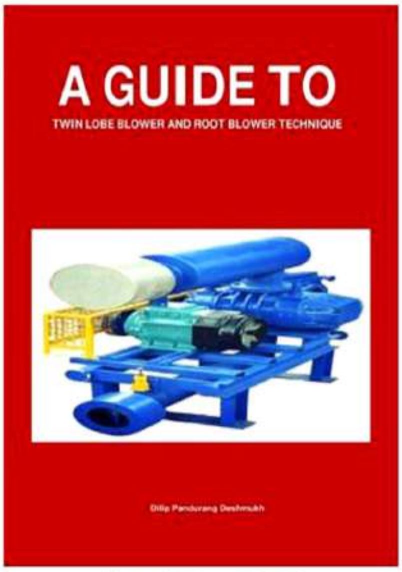

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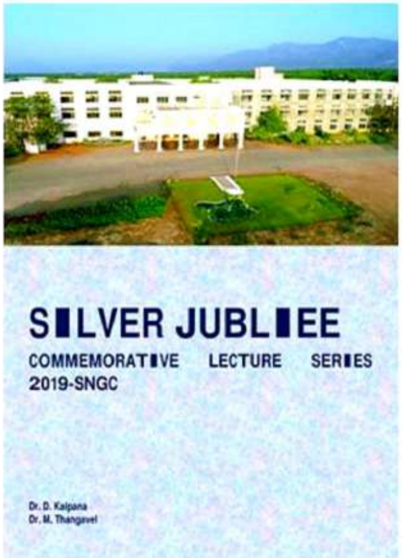

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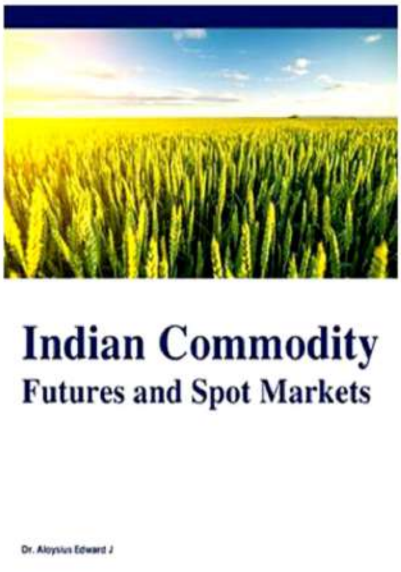

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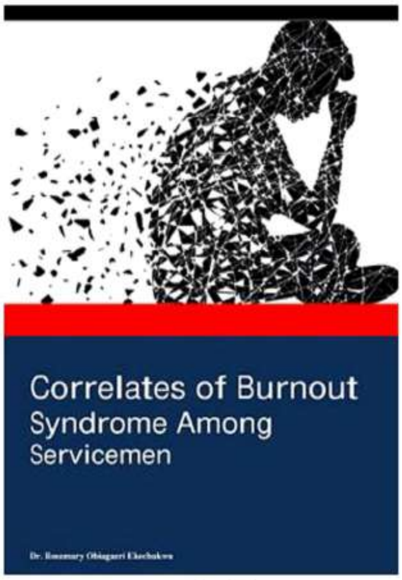

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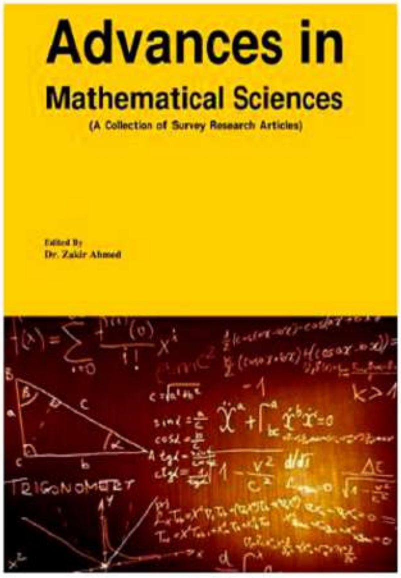

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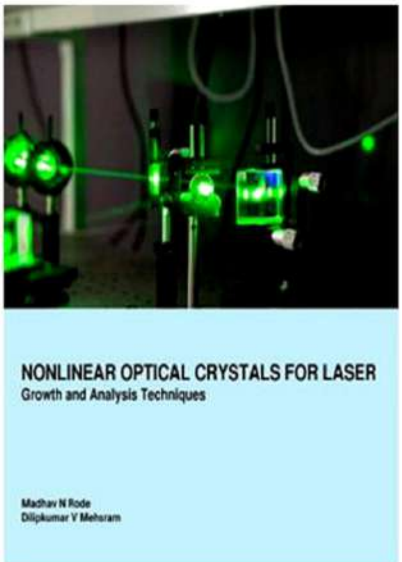

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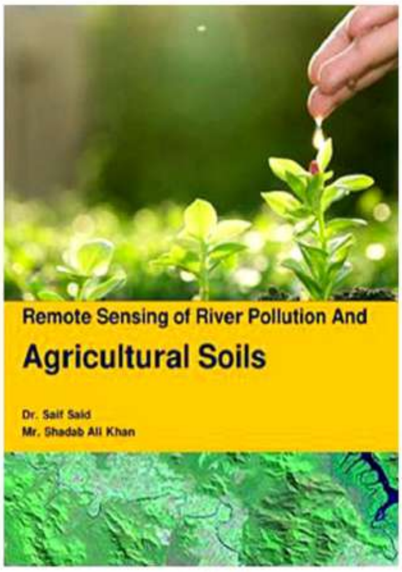

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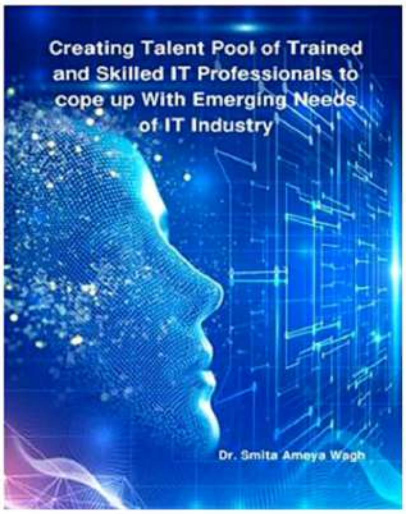

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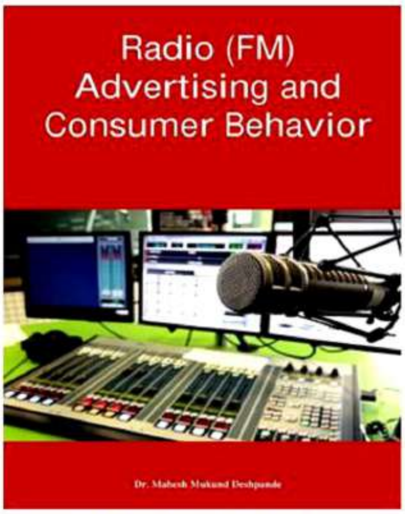

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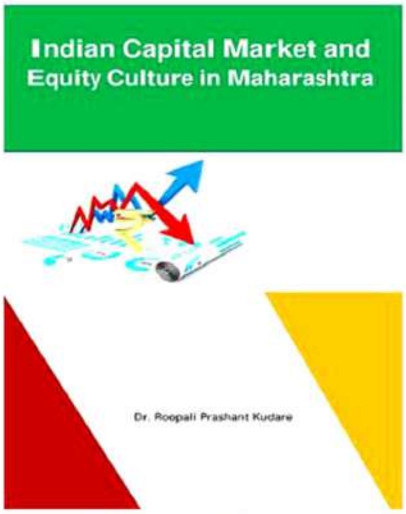

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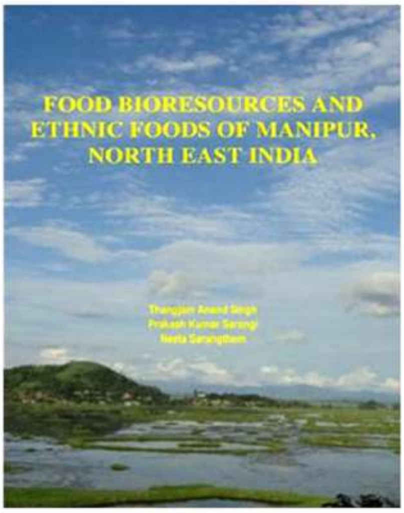

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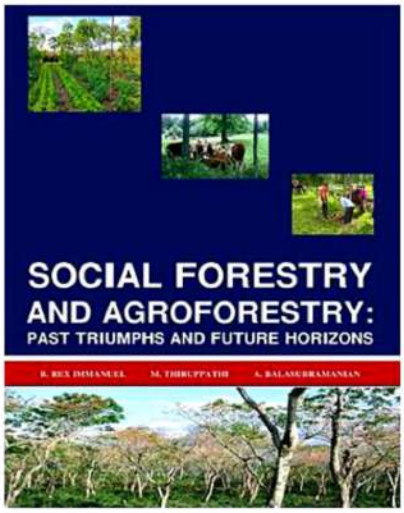

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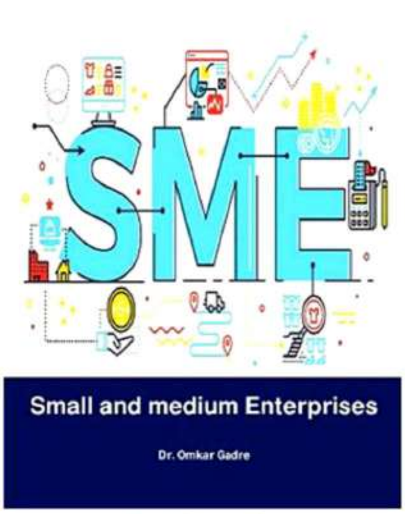

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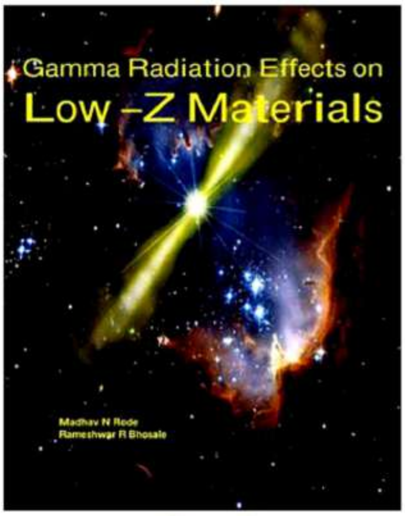

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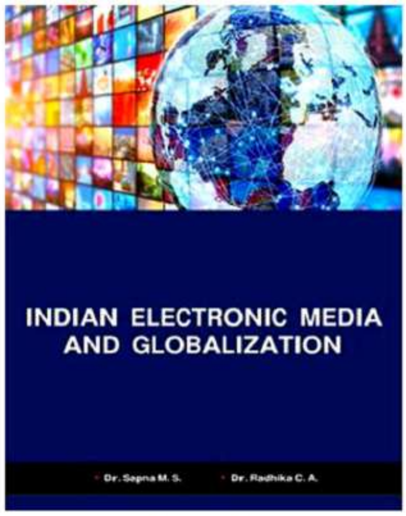

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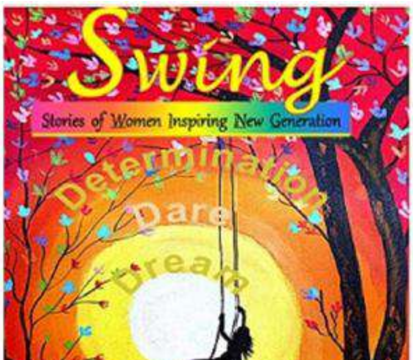

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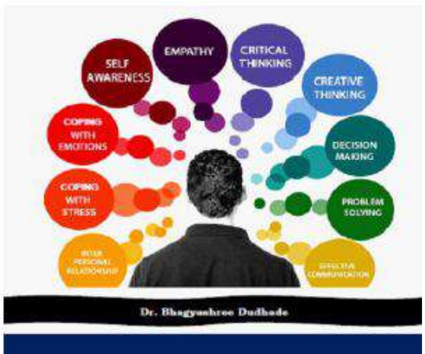

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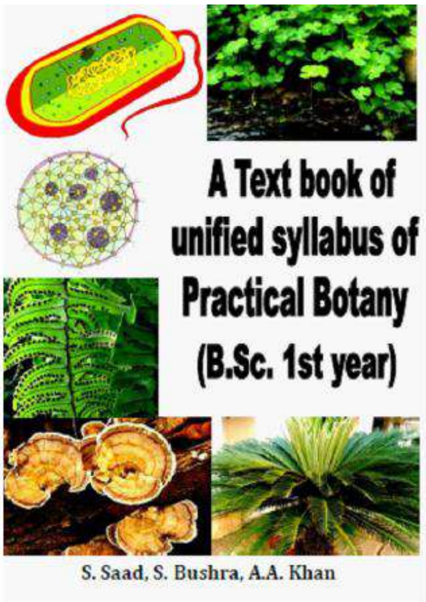

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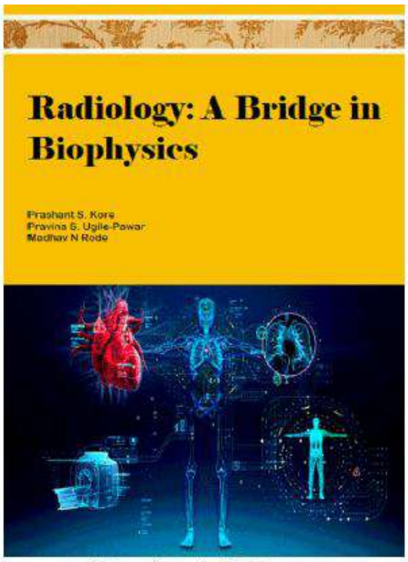

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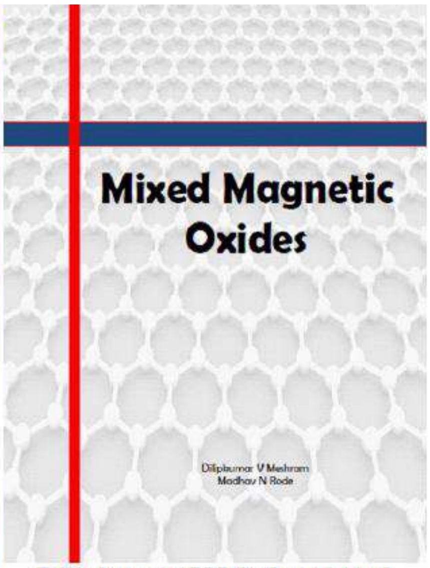

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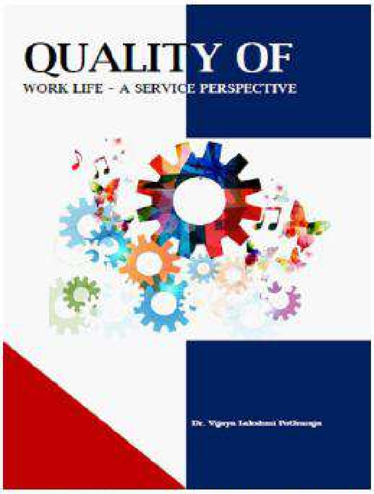

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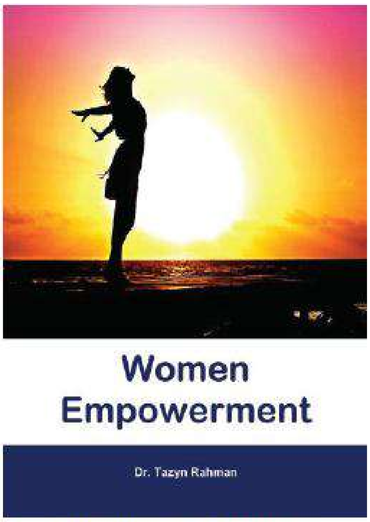

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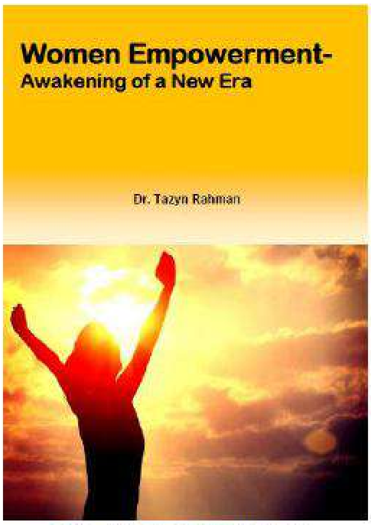

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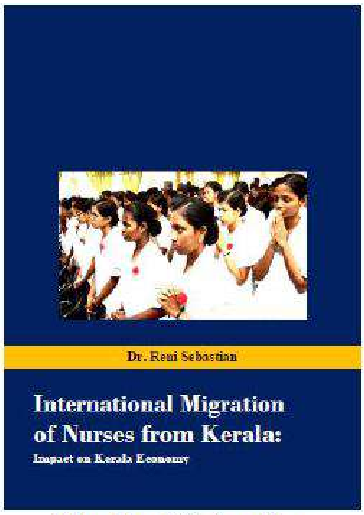

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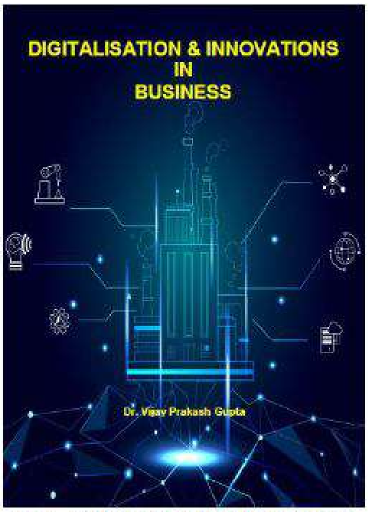

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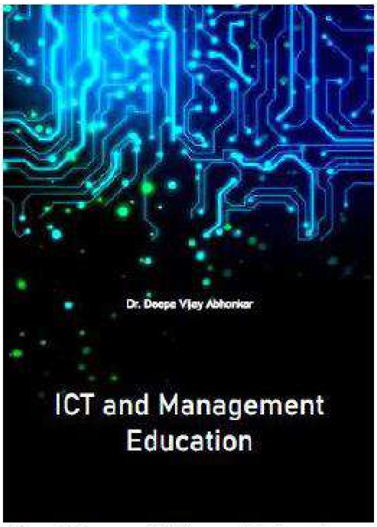

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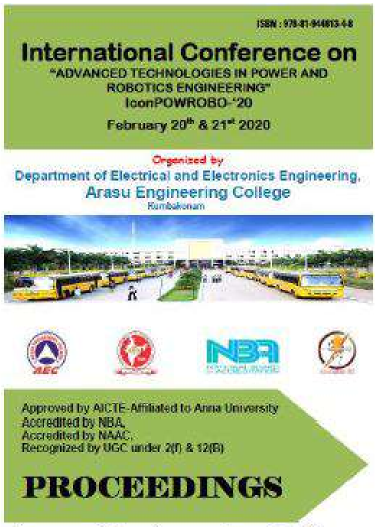

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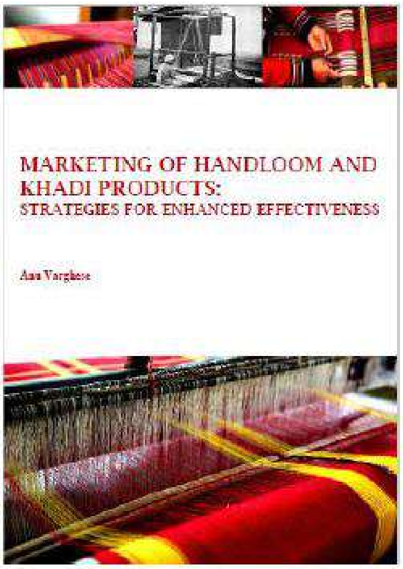

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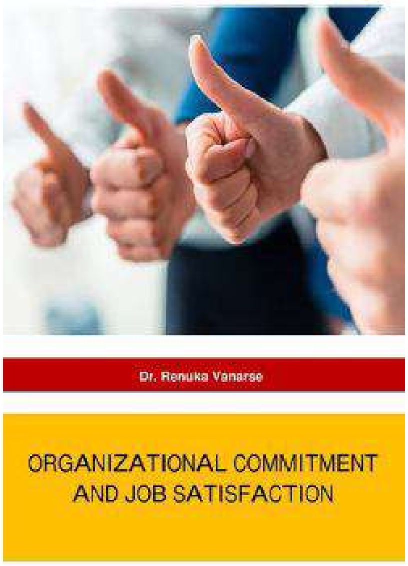

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