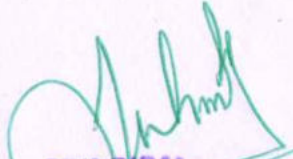




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A CRITICAL APPRAISAL OF THE COLONIAL NARRATIONS OF THE MOUNTAINOUS LANDSCAPE IN WAYANAD

Author(s): Dr. Anoop Thankachan K.

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ECHOES OF TRANSFORMATION: UNRAVELING THE CONSEQUENCES OF CHANGING AGRICULTURAL TRENDS IN WAYANAD

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Abstract:

This article explores the agricultural and environmental transformations in Wayanad, Kerala, over the past few decades. Wayanad, situated in the Western Ghats, has seen a decline in traditional paddy fields due to shifts towards commercial crops like coffee and pepper, and increasing real estate demands. The region's socio-economic challenges, including low Human Development Index and gender development issues, highlight the impact on local communities. The article emphasizes the need for sustainable agricultural practices amidst environmental concerns such as forest depletion and mining.

Key Words: Wayanad, Agricultural transformation, Land use change, Environmental impact, Socio-economic challenges.

Introduction

India is a conglomeration of many agrarian villages and towns. The growth and decline of these rural communities mark the smooth progress of the country. Changes in agricultural patterns in rural India have undergone a major transformation in the last three to four decades. Wayanad is an important part of the Western Ghats, situated at an altitude of 2300 feet above sea level. Wayanad is a district in Kerala which shares the border with the southern states of Tamil Nadu and Karnataka. Wayanad has been inhabited by different types of people at different times. All of them realized the agricultural importance of Wayanad. During British rule, the economic importance of the region was recognized and plantation crops were cultivated on a large scale. The uncontrolled exploitation of forest resources and the emergence of plantation crops have led to unprecedented environmental changes.

Wayanad is a region of thick forests, hills, hill slopes and low lying areas. These low lying areas have fields and rivers, making the region cultivable. Kabani, which is a tributary of Kaveri is a blessing to Wayanad. Flowing towards the east, it joins the Bay of Bengal. Brahmagiri and Chembra are the highest peaks in Wayanad. Water sources like, streams and rivers act as a big boon for the survival and existence of animals and biodiversity of Wayanadⁱ. Being a part of the Nilgiris biosphere reserve in the Western Ghats, Wayanad is known for its flora and fauna for centuries. The climatic condition of Wayanad is entirely different from that of the other regions of Kerala, due to its height from the sea level and the varieties of plants it possesses.

The majority of the people still directly or indirectly depend upon agriculture. Changes in land-use and land-cover in the region are potentially and critical importance to lakhs of peopleⁱⁱ. Out of the 2131 square km land of Wayanad, 39 percent is forest, 31 percent is large scale estates, and only 30 percent was small scale holdingsⁱⁱⁱ. To know the accurate picture of the agriculture and environment of present Wayanad, we should understand the main changes after



Segmentation of Malayalam Handwritten Characters into Pattern Primitives and Recognition using SVM

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Abstract: This paper describes a lexical analysis (segmentation) approach in Pattern Recognition for Online Handwritten Character Recognition (OHCR) in Malayalam. The subunits (Pattern Primitives) in the single stroke vowel characters in Malayalam are identified and marked with pattern primitives to obtain a reference set of characters. Segmentation of the handwritten character samples into pattern primitives is made using a Combined Approach of Ramer Douglas Peucker algorithm and Eight Direction Freeman Code as per reference set. Features that are unique in the primitives of a character are extracted. The discriminating features identified are the direction of first primitive, segment count, cusp in second primitive, crossing in third primitive, and cusp in seventh primitive. The experiments were conducted on 100 samples per character that showed exact segmentation as per the reference set. With a five dimension feature set, the study achieved a recognition rate of 95.77% for five-fold cross-validation using Support Vector Machine with RBF kernel. The study shows that the segmentation of characters into pattern primitives is an effective method to realize accurate Malayalam OHCR systems for real-time applications.

Keywords: OHCR, SPR, Pattern Primitives, RDP, EDFC

I. INTRODUCTION

In the field of human-computer interaction, machine understanding of natural handwriting, termed handwriting recognition, had an in-depth study for centuries. Advances in technology blended more promising results for handwriting recognition methods especially in Online Handwritten Character Recognition (OHCR). OHCR is nowadays a popular technique and used successfully in real-time applications extensively. The studies in OHCR, focused mainly on Latin and CJK scripts, and structurally, the majority of the characters in these scripts are a combination of linear segments [1]. Most of the studies in literature used more number of features and various classifiers. In the Indian context, the geometrical structure of a character is effectively

used as a feature in many OHCR studies. The geometrical features of Indic scripts are described in various studies [2]. It is observable that the Indic script contains as many similar shapes when it is divided into segments based on some features like direction change, dominant points, etc. Such generic parts are called primitives, which could be used to distinguish between different classes of characters[3].

An in-depth study on Syntactic Pattern Recognition (SPR) is described by K S Fu and P H Swain, which reports the concept of describing patterns in terms of primitive elements, sub-elements, and their relationships [4]. In the Indian context, a primitive based approach for handwritten Bengali alpha-numeric characters is effectively used in a study by Abhijith Dutta and Santanu Chaudhury [5]. The studies that address recognition of online handwritten character using pattern primitives are not attempted in Malayalam. This paper describes a recognition scheme for online handwritten Malayalam characters based on primitive segments.

Malayalam is the official language of Kerala, a southern state of India. The language is also used in the Indian union territories of Lakshadweep and Pondicherry. The language has 13 vowels (including two diphthongs), 36 consonants, and five chillus. It also consists of vowel modifiers and special symbols including anusvaram, visargam, and chandrakkala.

The detailed description of the studies is given in the following sections that are organized as follows. In section II, the methodology of the study is described. The device and the method of data acquisition is described in section III. Various pre-processing techniques used in the study are discussed in section IV. Descriptions of different pattern primitives of single stroke vowels and the Combined approach for segmentation is mentioned in section V. The distinguishable features of the character samples and extraction of these features are described in section VI. The classification experiments using SVM is detailed in section VII. Results are analyzed in section VIII, followed by the conclusion and future directions described in section IX.

II. METHODOLOGY

The study focuses on the structural aspects of Malayalam characters. Rather than considering the features of the entire character, the study considers subunits (pattern primitives) of the character and the features of the pattern primitives are identified. A character reference set that is manually marked with segmentation points corresponding to pattern primitives is created in the study.

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Primitive Segmentation of Online Malayalam Handwritten Strokes using Ramer-Douglas-Peucker Algorithm and Eight Direction Freeman Code

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Abstract— This paper implements the segmentation of Malayalam Online Handwriting strokes using Ramer-Douglas-Peucker algorithm (RDP), Eight Direction Freeman Code (EDFC) and Combined approach of both. The segment points obtained from these techniques were compared against a manually marked reference set to verify segmentation accuracies. Experiments show that combined approach gives promising results compared to the other methods. The segments obtained in the work can be used as sub-primitive set for OHCR in Malayalam.

Keywords—RDP; EDFC; OHCR; Malayalam;

I. INTRODUCTION

Machine Learning, a branch of Artificial Intelligence has infinite dimensions to coalesce human- machine interaction. It has proven laudable in most of the scientific problems pertaining to training an artificial model to mimic human motor learning model. In machine learning, a computing device is learning from data by continuous training through various algorithms. The model obtained is a true clone of the natural model. For a human, all the five organs are continuously monitoring the environment and trained to act upon situations through certain communication modes. And the medium of the communication are writings, actions, and sound. Hence Machine learning always tries to automate these communications in an algorithmic way. The proposed work exploits the writing aspect of communication and implements a segmentation scheme which is useful in recognition process of Online Handwritings in Malayalam.

The rapid growth of digital devices depicts enormous amount of data in digital form in the storage devices. As humane prefers to communicate in natural languages; the use of Online Digitisers, Smart boards, Touch screen kiosks and mobile devices are increasing for electronic writing. But most of them store the pages in an image format, where the exact information is in a limited region. Online Handwriting is an exception, where the handwritings are stored as a sequence of (x, y) positions. This sequence of points exactly represents the handwritten strokes and can be treated as a non linear time series. The non linearity of the handwriting makes the major challenge to fit the sequence to a general mathematical model. Also the series is progressive in the order of time. By

analyzing the time, one can identify the order in which a letter is written in to the paper/device. This time dependency makes the online handwritings to be interpreted as a time series. Time series segmentation is a fundamental component in the process of analysis and research of time series data [1].In the work, the direction and shape features are considered,rather than the time series nature.

The proposed work segments the given handwriting stroke series of a grapheme into N segments based on Douglas Peucker Algorithm [2] and Eight Direction Freeman Code [3]. The entire series is thus broken in to sub-series namely primitive segments based on the reference stroke set. The



Fig.1 Reference Grapheme set of Malayalam Vowels

reference set for vowels is shown in Fig.1.The reference set is created from an online stroke database created using e-write mate digital pen device. The reference set is manually marked with segmentation points. The dataset is segmented and tested against the reference set and the segmentation accuracy is obtained.

The most common feature of Malayalam graphemes is that, it has lot of similarities in shape. These similarities are useful when recognition is performed on them. The simplest way to test the similarity is by divide and conquers method. First the graphemes are segmented and similar segments are identified visually and may be stored to form an online primitive set [4] data base. This primitive set can be used for recognizing various strokes in Malayalam especially in the context of real time recognition based on predictive models.

The rest of the paper is organized as follows. The section II describes data acquisition and pre-processing. Section III describes Ramer-Douglas-Peucker algorithm based segmentation, Direction Code based segmentation, and Combined approach for segmentation. Experimental results are outlined in section IV and Section V presents conclusive remarks with future directions.



Impact of Climate Change on Paddy Cultivation in Kerala

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<i>Article History</i>	<i>Abstract</i>
CC License CC-BY-NC-SA 4.0	<p>This study investigates the impact of climate change on paddy cultivation in Kerala, focusing on yield and yield variability. Kerala's agriculture is heavily dependent on paddy cultivation, making it crucial to understand the implications of climate change on this sector. The study analyzes climate variability in Kerala, examining changes in temperature and rainfall patterns over the past decades and their effects on paddy yield. Using the Just and Pope production function, the research evaluates the relationship between climatic factors and paddy yield, incorporating both mean and variance regression models. Results indicate seasonal variations in rainfall and temperature, with specific seasons showing positive or negative impacts on paddy yield. For instance, winter and summer temperatures positively affect yield, while excessive rainfall during the autumn season negatively impacts productivity. The study highlights the increasing variability in rainfall during the southwest monsoon, posing a substantial risk to the agricultural economy. Moreover, the analysis shows that temperature and rainfall interaction play an important role in determining yield outcomes. The research highlights the importance of adopting climate-resilient practices to combat the adverse effects of climate change. These practices include conservation agriculture and developing paddy varieties that can withstand higher temperatures. By assessing how climate variability impacts paddy cultivation, this study provides insights for both policymakers and farmers. It stresses the need for practical strategies to adapt to and mitigate climate change, ensuring food security and sustainable farming in Kerala.</p> <p>Key Words; <i>Climate change, paddy cultivation, yield variability</i> JEL: <i>Q15, Q54 Q57, Q18, O13</i> UDC: <i>551.5 (551.58),</i></p>

Introduction

Intergovernmental Panel on Climate Change (IPCC) in its major assessment reports assert that ongoing climate change is real and anthropogenic. Every sector of the economy will be affected by climate change, however, being a climate-dependent and sensitive, the agriculture sector will be most vulnerable. Changes in global
Available online at: <https://jazindia.com>



Self-Regulatory and Self-Governance Frameworks of Microfinance Programme in Kerala

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Abstract

We assess the constitution, mode of operation, and self-governance and self-regulatory frameworks of Self-Help Groups (SHGs) Federation in a microfinance programme in a Coastal region in Kerala. This article uses the individual data of 100 microfinance participating households and the data of 15 credit delivery groups in the Evariantic Social Action Forum (ESAF)-MFIL/ESAF-SHG federation in Kerala, India during 2011 and 2019. The data collected from the Trikkunnappuzha, a coastal region of Kerala and the family members of SHGs are mainly Fishermen. This study shows that formation of sample SHGs have been carried out by the field staff (credit officers) of ESAF-MFIL, by utilizing local information networks to mobilize members of new SHGs. This study also shows that SHGs operate with the help of a hierarchy of organizations, namely, branches of ESAF-MFIL and tiers of ESAF-SHG federation. We find that the presence of SHG members in the weekly meetings of SHGs and the participation of members in the discussions at the meetings are crucial for ensuring the smooth functioning of SHGs. We also find that members' compliance with the 'rules' and 'norms' of SHGs, and various other governance attributes are important for the smooth operation of SHGs and delivery of financial services by an MFI. We also find that various governance attributes, such as attendance of respondents, maintenance of transparency, awareness of members about the bye-laws of the group, equal treatment of SHG members, verification of accounts, maintenance of accounting standards of SHGs, responsiveness of SHGs and consensus among the members, are interdependent and crucial in the operation of sample SHGs.

Keywords: Local information network, Self-governance, Self-regulation, SHG, Social performance
JEL Classification: C35, D31, O16, O17

1 Introduction

There are various modes of governance such as self-governance, co-governance, hierarchy governance, which determine the day-to-day governance of an organization. Norms and principles of governance are the main objects of governance, which determine the 'interactions' among the participants in the governance processes. Social relations can be an interaction in an informal group or in a social organization. These interactions are enforced on the basis of trust among the members of the organizations, who are the participants in the governance processes. We can also find social interactions in families, friends, neighbours and informal groups such as Self-Help Groups (SHG). Interactions in SHG members can influence relations, behavior of members and outcomes such as access to credit, mobilization of savings. We find such pattern in our study.

We examine the social performance of a microfinance programme. The Social Performance Task Force (SPTF) defines social performance as effective translation of an organization's social mission and reflecting it into practices. It includes those dimensions in which the members of an organization hold their organization accountable¹. Thus, social performance refers to arrangements/systems and individual behaviour within an organization as well as direct and indirect impact of the organization's activities on various stakeholders. Therefore, understanding of an organization is crucial for social performance assessment.

A detailed examination of the structure, system and culture of an organization is essential to carry out social performance assessment. Therefore, we examine the organization's history, track record, regulatory status, ownership and governance. We have also examined the status of the clients before and after the microfinance intervention. However, we could not include various social performance variables in our analysis, due to lack of availability of data. In this article, we examine the nature of the self-regulatory and self-governance frameworks of SHGs, since SHGs are social organizations that are important stakeholders in the microfinance business process. The analyses help us to obtain

¹ Prior to this, Imp-Act (2005) defines social performance as the effective translation of an MFI's mission into practice, in line with commonly accepted social values (see IFAD, 2006; www.sptf.info and www.Imp-Act.org).

Effects of Adaptation to Climate Change on Technical Efficiency of Paddy Farmers in Panamaram

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Abstract

Growing body of scientific literature published by the reports of the Intergovernmental Panel on Climate Change (IPCC) undoubtedly states that ongoing climate change is real and anthropogenic. Every sector of the economy will be adversely affected by ongoing climate change; however, immediate effects are being felt on agriculture sector as it is the man-made adjacent to the natural ecosystem. Although, mitigation and adaptation are the two-policy response to climate change, vulnerability of the agricultural system to climate change may be lessened to a large extent by increasing adaptation capacity of the agriculture to climate change. An attempt is made to understand efficiency effects of coping strategies and adaptation practices of Panamaram paddy farmers to climate change in Wayanad district of Kerala. Panamaram is one of the four Community Development Block of the Wayanad District of Kerala State of India, has largest concentration of production and area under paddy. Majority of the farmers are small and marginal and practices paddy cultivation only once in a year on their unirrigated plots. Technical efficiency of farmers coping and adapting to climate change is investigated using stochastic frontier production function approach. Based on random sample of 138 paddy farmers, study found that efficiency effects of adaptation strategy of the paddy farmers is more effective compared to coping strategies. In response to different climatic anomaly, especially irregular rainfall pattern and incidents of flood, majority of the farmers resort to delay in sowing as an important coping strategy. Whereas farmers in long term end in view adopt changes in the cropping pattern as an important adaptation practice to climate change. Therefore, study suggest importance of adaptation practices and coping strategies to climate change in farm level planning.

Keywords. Climate change; Paddy cultivation; technical efficiency; stochastic frontier; climate change adaptation, coping strategies.

Introduction

The agricultural sector is at the heart of the economies of the less developed countries (FAO, 2002). However, the importance of this sector in context of less developed countries reveals decreasing contribution of agriculture to gross domestic product on one hand and increasing dependence of growing population in agriculture on the other (Annemarie, 2015). With reference to Indian economy, when more than 70 per cent rural households depend on agriculture and provides employment to over 60 percent, however, contribute only around 17 percent to gross domestic product (Narasimha et al, 2010). Moreover, recently central role of agriculture in the growth and development process has been challenged due to many reasons. There is policy, technological and environmental related fatigue which constraints agriculture to realizes its full potential.

Intergovernmental Panel on Climate Change (IPCC) in its major assessment reports unequivocally document the presence of climate change. Major perceived realities with climate change include melting of polar and mountain ice caps, resultant sea level rise and drowning of coastal areas, irregular rainfall

Navigating Agricultural Sustainability: The Interplay of Climate Change, Resilience, and Sustainability Indicators

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Abstract: The concept of sustainable agriculture has evolved overtime since the 1980s, driven by increasing concerns about climate change and its impacts. This review explores the theoretical foundations and practical indicators of agricultural sustainability, emphasizing the three core dimensions: economic, social, and environmental. Various scholars have contributed to defining agricultural sustainability, highlighting the challenges of soil degradation, resource depletion, and environmental impacts. Theoretical perspectives, such as hierarchical approaches and sustainable intensification, propose integrating biological and ecological processes to enhance productivity while minimizing harm. Practical frameworks often use indicators and system properties to assess sustainability, considering factors like resilience and adaptability to climate change. The review underscores the complexity of achieving sustainable agriculture, noting that context-specific strategies and dynamic assessments are essential. Integrating local knowledge and reducing reliance on external inputs are crucial for long-term sustainability. The interplay between different scales and the need for adaptive, resilient systems are central themes, emphasizing the importance of addressing climatic risks and uncertainties in sustainable agriculture.

Keywords: Agriculture sustainability, Sustainability indicators, Climate Change

1 | INTRODUCTION

There has been a rapid growth of literature on sustainable development, particularly after the inception of the "United Nations Commission of Sustainable Development" since the 1980s. During this period, the issue of climate change received more comprehensive coverage in public thought through the evidence related to climate change (Leal Filho, 2015). The Intergovernmental Panel on Climate Change (IPCC) unequivocally affirms in its comprehensive assessment reports that climate change is occurring and primarily driven by human activities (Park, 2014). While climate change will impact various sectors of the economy, the agriculture sector, being highly climate-dependent and sensitive, is particularly vulnerable (FAO, 2017). Observed climate change impacts globally include rising global average

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Access Online



THE EVOLVING LANDSCAPE OF PADDY CULTIVATION IN KERALA**Dr. Basheer K K^{1*}, Dr. Muneer Babu M.², Mr. Biju Abraham³**

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Abstract

This study explores the evolving landscape of paddy cultivation in Kerala, focusing on the socioeconomic, technological, and environmental changes that have shaped this sector. The study based on both secondary and primary data sources, investigates the role of collective farming initiatives such as Padashekhara Samithies and Joint Liability Groups (JLGs) of Kudumbashree in addressing challenges like labour shortages, climate change, and technological changes. The study also examines the shift towards commercial crops, technology adoption in terms of the use of High Yielding Varieties seeds (HYVs) and implications for food security and sustainability. The study observes that despite the support from initiatives like Padashekhara Samithies and JLGs of Neighbourhood Groups (NHGs), paddy cultivation in Kerala faces labour shortages, climatic uncertainties, and declining profitability, emphasizing the need for sustainable and climate-resilient practices, conservation of traditional paddy varieties, and adoption of modern machinery. Future research, therefore, should focus on developing innovative solutions to labour shortages, enhancing climate-resilient practices, and promoting the conservation and use of traditional paddy varieties to ensure the sustainability of paddy cultivation in Kerala.

Keywords: Paddy cultivation, collective farming, climate change, labour shortage, technology adoption, commercialisation.

JEL: Q10, Q13, Q18.

UDC: 63, 631.11, 631.16, 338.43

1. Introduction

The agriculture sector in Kerala occupies a significant role in the Kerala economy. According to the Kerala State Economic Review for 2021, however, the agriculture economy faces challenges on account of decelerating growth, risks from climatic uncertainties and variabilities, variations in commodity prices, and marketing of agricultural produce. Thomas (2011) observes that paddy cultivation in Kerala faces numerous challenges, including long-term policy, technological, and environmental issues that necessitate attention and addressing. There are several other research highlights numerous challenges faced by paddy cultivation in Kerala, including declining



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TRANSFORMATION OF SPACE FROM CROWN TO COLONIAL CITY: SITUATING CALICUT, KERALA

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News Use: Exploring the Hopes and Fears in Digital Times

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Abstract

With the advent of digital media, the media environment is witnessing drastic changes in news consumption, distribution, and production. 24/7 news culture raised many questions regarding the medium and its audience. Journalistic practices have changed as journalists are equipped with new digital tools. The choice and habits of the audience also changed with digitization. The present study compiled and analysed these studies to gain a better knowledge of the elusive and ever-changing aspects of digital media news, which have been the subject of several studies from various nations. It was found that news delivery and consumption studies focused on the changing role of journalists. Displacement studies play an essential role in digital news studies. Digital natives have been discovered to use these platforms with ease. While they do not actively seek news and information, they do come across media content as part of their social lives on social media platforms.

Keywords

Digital News, Media Audience, Digital Natives, Displacement

Introduction

The hope surrounding the bright days ahead of digital media narratives attracted both the worlds of industry and academia. The emergence of the new medium, the internet, has transformed the facets of journalism with its relative advantages, such as the pace of dissemination of news, the low cost of production and distribution, and the opportunity to interact with users. Further, it possesses the three essential advantages of radio, print, and television. It has the immediacy of radio, the details of the print, and the impact of television's sight, sound, colour, and motion (Editor & Publisher, 2005).

Among the services provided by the Internet, digital/online news is the most sought-after content. Globally, news websites and digital newspapers are among the most frequently viewed sites on the Internet. (Eveland, Marton, & Seo, 2004; Levins,

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Mapping/Locating Data Journalism Research in India

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Abstract

Data Journalism has gradually appeared over the last decade, driven by the availability of enormous data in digital form. Currently, a considerable amount of data journalism projects are being produced all over the world. In recent years data journalism (DJ) has drawn significant attention both in academia and in media and as a result, this has generated a sizeable body of research literature focusing on various communication premises and approaches as well as social contexts. India is not an exemption to this trend. This article explores the existing research trends in data journalism in India. To better understand its current state in the country, the researchers observed and reviewed the published research literature and works that studied data journalism and related practices empirically. Analyzing these studies allows to map the development of the literature and identify gaps in data journalism research in the country. This article offers some suggestions for future research in the field of data-driven journalism.

Keywords

Data Journalism, Data Visualization, Algorithmic Journalism, Data Journalism Education, Data Ethics and Privacy, Data-driven Stories.

Introduction

With the rise of ICTs, our modalities for living and communication, settling on choices and understanding the truth are being changed. In like manner, the ordinary rationale of news coverage has also impressively been changed by inculcating computational speculation into the newsrooms. Having no ideal definition for what comprises data in journalism, tied with various labels (such as data journalism (DJ), data-driven journalism, database journalism, algorithmic and automated journalism, computational journalism, computer-assisted reporting (CAR), data visualization etc.) for data-related journalistic practices, understanding data's place inside journalism is challenging. Simon Rogers who built up the *Guardian's* Data Blog in 2009, contends that the newspaper has been doing data journalism since 1821 when its first edition conveyed a table of information about Manchester Schools (Rogers, 2013).

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Research article

Quantum chemical investigation of the antiradical property of avenanthramides, oat phenolics



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ABSTRACT

Avenanthramides (AVs) are polyphenolic components found in oats. The present work is devoted to the exploration of structure-based radical scavenging activity of nine AVs; **2p**, **2f**, **2c**, **1p**, **1c**, **1f**, **1s**, **2s**, and **3f**, using M06-2X functional level of density functional theory with basis set 6-31+G(d, p) both in gas and ethanol medium. The act of compounds towards the electron transfer mechanism was analyzed with the help of a Donor-acceptor map (DAM) and classified as antioxidants and anti-reductants. The main mechanism of radical action, HAT, SET-PT, and SPLET were examined and found to be the preference of HAT and SPLET respectively in the gas phase and ethanol medium. The computed quantum mechanical atom in molecule (QTAIM) parameters; the intramolecular H-bonding, Noncovalent interactions, aromaticity also acted as pillars to supports the activity of compounds. The activity was found to be increasing with the stabilizing group ortho to the reactive phenolic OH group.

1. Introduction

Grains are one of the most important dietary components of most of the world's population and are packed with nutrients including proteins, fibers, vitamins, minerals, and antioxidants [1]. A diet rich in the whole grain is associated with a reduced risk of many chronic diseases such as cardiovascular diseases, cancers, and type 2 diabetes [2]. Some of these issues are driven by excess free radicals present in the body [3]. Luckily, an antioxidant-rich diet can help to improve antioxidant levels in the blood and reduce the risk of these diseases. There are too many research papers on both theoretical and experimental research into the antioxidant role of phytochemicals found in fruits and vegetables and are still underway [4, 5, 6]. Nevertheless, cereals are largely ignored as a key contributor to dietary antioxidants.

Avenanthramides (AVs) are secondary metabolites found in oats (*Avena Sativa*, L). These polyphenolic compounds are essential components of oats groats, hull, leaves, and bran and which together contribute 0.2–0.8 mg/g of oats grains [7]. Structurally, AVs are cinnamoyl anthranilic acid derivatives, but as per substitution (hydroxyl group, methoxyl group, hydrogen) on both rings distinguish them from each other [8]. From literature, the major avenanthramides isolated are mainly differed as per substitution on the cinnamic acid part of the avenanthramide molecules [9]. It may be ferulic acid, p-coumaric acid,

caffeic acid, sinapic acid derivatives, and give notations f, p, c, and s respectively in their simplest representations. Avenanthramides according to substitution on the anthranilic acid part are reported, but little in number [10]. These low molecular weight, soluble polyphenol compounds have been shown to possess beneficial biological properties including anti-inflammatory, antiatherogenic, antiproliferative, anti-cancer, anti-itch that may be useful in the prevention of coronary heart diseases and cancers [11]. Different commercial oat products are available on the consumer market as rich sources of phenolic acids and avenanthramides [12, 13].

The compounds such as α -tocopherol, various hydroxyl cinnamate esters of long-chain alcohols, hydroxy fatty acids, Vallin, caffeic acids, etc., are also included as antioxidant compounds in oats in the company of AVs [10, 14, 15]. Such compounds protect lipids from oxidation and enable long-term stabilization of the grains of oats. The derivatives of α -tocopherol and cinnamic acid are highly sensitive to oxygen use, and also heat and light. The long-lasting antioxidant function of oat grains can, therefore, be expected to come from the polyphenolic components AVs [10]. Hence the storage and heat stability of oats grains are concerned polyphenol AVs can persist its activity for a long time than polyphenol present in the fruits and vegetables. Therefore more attention needs to be paid to grains that contain antioxidant AV compounds.

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**Paytm® or Paytn – The Fintech Unicorn where
App Users pay through Mobile while, Investors
pay through Nose**

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Abstract

With over 2100 FinTechs, India dominates the global scenario through the highest fintech adoption rate. Demonetisation and restriction of physical movements of people due to Covid-19 pandemic gave a shot in the arm for digital payments which hastened the development of FinTech. As per the Credit Suisse report, 70 per cent of Fintech Unicorns were into Payments and Digital lending. Paytm, which

**SECTORAL DEVELOPMENT OF CULTURAL TOURISM CENTERS IN
KERALA – A STUDY BASED ON THE SPECIALITIES OF CULTURAL
TOURISM PRODUCTS IN GOD’S OWN COUNTRY**

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An Analysis of the Cultural Tourism Product Satisfaction Level in Kerala

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Abstract

Cultural Tourism implies "A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. Kerala, referred to as 'God's Own Country', enjoys unique geographical features and its classical art forms, colourful festivals, exotic cuisine etc., are some of the cultural marvels that attract travellers. Though the share of cultural tourism in the tourism development of the state has not been assessed in quantitative terms, the arrival of foreign and domestic tourists to cultural tourism destinations in Kerala undoubtedly accentuate the contribution of cultural tourism to the state's exchequer. The level of satisfaction that cultural products that the state tourism offers is subjected to analysis to explore the principal factors and confirm whether they are significant reflections of satisfaction from cultural products. The study asserts the need for redefining and revamping the role of cultural events, monuments such as the Synagogue and other religious places and aims to provide a high level of satisfaction so as to attract cultural tourists to destinations in Kerala.

Keywords: Cultural tourism, Cultural tourism products, Monuments, Rituals, Festivals, Folklore

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**CULTURAL TOURISM CENTERS - A GEOGRAPHICAL PRESENTATION OF
CULTURAL TOURISM PRODUCT IN KERALA.**

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AN INNATE POTENTIAL OF DIFFERENTLY-ABLED ENTREPRENEURS - A STUDY ON THE RELATIVE INFLUENCE OF RESIDUAL POTENTIAL AND EDUCATIONAL STATUS OF DIFFERENTLY-ABLED ENTREPRENEURS IN INDIA

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Abstract

Entrepreneurship is the process of starting a business or non-business organizations. Entrepreneurs initiate change in the structure of business and society. This change is accompanied by growth and increased output, which allows more wealth to be divided between the various participants. Thus, entrepreneurship increases the national income and enhances economic development. It can be looked upon as a means of income generation and development. The role of entrepreneurship development is very important in the economic and social development of several sections of people, especially among women and socially marginalized groups of Scheduled castes Scheduled tribes, and Differently-abled people. They bring economic growth to a country and society at large. Entrepreneurship development is a tool to overcome poverty, unemployment, economic underdevelopment, and social exclusion. This study analyses the functional relationship of the residual potential of Differently-abled entrepreneurs and the association of factors of residual potential with entrepreneurship development.

Key words:- Entrepreneurship, Residual Potential, Differently-abled Entrepreneurs.

In India, the evolution of entrepreneurship can be traced back to centuries in the terms of handicrafts, craftsmen and entrepreneurial people in the village community. The cast based workers such

as farmers, artisans, priests were considered as a compact system of village community.

Manufacturing entrepreneurship in India emerged into talented forms in the periods of Royal rule.

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COVID-19 - THE SANITISER EFFECT OF FOREIGN TOURIST ARRIVALS ON FOREIGN EXCHANGE EARNINGS TO INDIAN ECONOMY

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Abstract

The devastating effect of Covid-19 on all sectors of the economy has been a concern globally ever since the advent of the pandemic worldwide at the onset of the third decade of this century. The hardships to people, blanketed by a grief struck disease phase and its consequences, loss of lives of loved ones and a by and large restriction on physical movements cannot be viewed back without absorbing the agony it has caused. Loss of job and inability to find one due to lock downs and restrictions in movement had been the highlights of those days before vaccinations and other medical support had appeared as a silver lining on the dark clouds. The recovery, though initial, had tremendously given a jerk in tourism activities with more arrival of foreign tourists after the ban on air travel completely or partially. With increase in foreign tourists' arrivals, the foreign exchange earnings from tourism to the economy has also witnessed a jolt in the arm. The variations in foreign exchange earnings from tourism explained by variations in foreign tourist arrivals to India, reveals that the per cent of such variations explained after advent of pandemic is more than the pre covid-19 period.

Keywords: Covid-19, Pandemic, Foreign exchange earnings, foreign tourist arrivals, OLS Regression

1.1 Introduction

The entire world has been brought to standstill ever since the setting in of the pandemic Covid-19 as early as January 2020. The unprecedented, at least for a century, event of such a disastrous virus, and its impact on economies globally caused major disruptions in the all walks of life, let alone the millions of human lives it took away. Large scale downsizing in almost all the industries, the paradigm shift in the outlook towards work caused by lock downs and restricted movements, online work from home culture that evolved etc. had been the normal norms of the resultant disrupted way of life ever since the dawn of the third decade of this century. Jeopardising the vital need of movement from one place to another on which the entire industry travel and tourism industry is built upon, the lock down and travel restriction has been the 'Sword of Damocles' over the travel and tourism industry.

As per a report by the World Travel and Tourism Council (WTCC), COVID-19 has caused the tourism industry almost USD 22 billion and a loss of almost 50 million jobs worldwide as estimated after 23 months of the set in of onslaught of the pandemic. In India, the tourism ministry reports job losses to the tune of 14.5 million in the first quarter, 5.2 million during the second quarter and another 1.8 million in the third quarter of 2020-21, after lock down was imposed¹. In spite of the bleak picture that emerged in early 2020, with a massive vaccination drive initiated across the country, the future of India's travel and tourism industry started pale not to vanish but to brighten itself up in the months to follow. The advent of foreign tourists arrival to India from 1.83 per cent over previous month in May 2020, after a nose dive of 99 per cent in April 2020 over March 2020, to 71 per cent in November 2020 the potential of foreign exchange earnings from tourism also showed a brighter outlook. A closer look into the trends of foreign exchange earnings pattern in 2020 also revealed a similar pattern where April 2020 showed a 98 per cent decline over previous month not only to recover by 32 per cent in May over April but also to rise up to 70 per cent in

Legislation As A Tool for the Progress of Visually Challenged In India

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Abstract

When one analyses the growth of the differently abled or visually challenged community from a historical point of view, one gets the conclusion that it is in the post world war age where the right based approach was possible that they get the most inclusive acceptance in the society. As a result of international year for disabled and the decade for the disabled and different conferences that were organized in this period that the activists and the governments raised the issues of creating a valid legislations for the disabled specifically in compliance with the international direction covenants and conventions India also have adopted and implemented a few very important legislations for the wellbeing of the disabled across the country. The visually challenged are one of the recognized disabled groups who have played a significant role in creating such legislations. This article is an attempt to estimate and assess how effective where the legislations in curbing or solving the various challenges and barriers to the differently abled community in India. The paper examines the different laws and the significance objectives and aims that they have towards the disabled welfare.

KEYWORDS: Nothing about us without us, Copy right Act, Mental ill health Act, Lunacy Act, RCI Act, PWD Act, Economic and social commission for Asia and Pacific, National Trust Act, Right to Education Act, Rights of the Persons with Disabilities Act.

Introduction

The world began addressing the problems of the visually challenged with a serious perspective only after the Second World War. The large number of disabled persons produced by the two world wars forced the world to examine the disabled and their problems from a more serious and dynamic perspective. The nonprofit charitable organizations from among the disabled who tried to invalidate and interrogate the charity based exclusivist paradigms of the public and advocated an more inclusive and politically correct perspective where their main slogan was "Nothing about us without us" also contributed significantly in the development of an alternative and advanced perspective (INTRODUCTION CHAPTER1 n.d.). They established the reality that disabled rights is a human right issue and a more inclusive approach is to be followed with reference to the empowerment of the disabled.

The issues of disabled had to be discussed through a new framework and international remedies were searched for. This new enthusiasm for the empowerment of the disabled was initiated in the west and later it was imparted and more or less imitated and implemented by the east. It is how the so called legislation's for the empowerment of the

The Role of State Government in the Empowerment of Persons with Disabilities in Kerala – Challenges and Prospects

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Abstract

There are only two areas where the question of the term disability or disablement appears in Indian constitution. The first one is with respect to the directive principles of state policy where the constitution instructed the ruling government to implement different conditions for the wellbeing of the under privileged like the disabled. The second is the category of the state government where the central government rules by which the state governments have to brought out rules and regulations in respect to the central legislation. So, irrespective of any welfare measures legislations, schemes and programs implemented by the central government for the wellbeing of disabled. It is ultimately, the state governments play a significant role empowering or enabling a very positive ambiance for the disabled to survive. Even if it is the central law which is mandatory for the success, it depends on how the state implements the same. As a result of different NGOs who are worked in the field of disability welfare, the Kerala government is not that far in implementing scheme for the disabled people including the visually challenged. There are many challenges and there are many positive outcomes that the welfare approach of the Kerala state towards the differently abled community is raised. This paper aims at analysing what is the perspective of the Kerala government and what has been the perspective of the Kerala government with respect to the welfare of the disabled and what are its main challenges and issues.

KEYWORDS: State reorganization Act, International year for disabled, UNCRPD, The State Commissionerate for persons with disabilities Kerala, Social Security Mission, Kerala State Policy for Persons with Disabilities.

Introduction

On the 1st of November 1956, the state of Kerala was formed by the States Reorganizations Act. Kerala is a state in the south-western part of India. It is inhabited by 33.3 million people as per the 2011 census. Kerala has the highest literacy rate in India of 93.91% (2011) (SINGH 2016). Like any other state in India Kerala has also formulated and implemented programmes and policies for the entire population including the backward sections of the society which consists of the disabled population as well. According to the 2011 census (2014-15 n.d.) In Kerala there are about 7, 61843 disabled persons and the male population is 51.81% and female population is 48. 19%. The persons with disabilities deserve proper care, protection, training, employment and rehabilitation.

ROLE OF ARCS IN CREDIT RISK MANAGEMENT OF THE INDIAN BANKING INDUSTRY

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Abstract

The considerable rise in Nonperforming Assets of the banking Industry in India is a significant matter with regard to its survival. The trend in distressed assets shows a high rate of Nonperforming Assets which create serious problems to our banking sector. Several solution mechanism and legal frameworks have been setup by Reserve Bank of India to reduce the quantum of the stressed assets. Internationally, the implementation of legal mechanism is considered as effective tool for speedy recovery of the debt. In India Asset Reconstruction Company is constituted to buy the debtors in the hands of the bank and release the debt. The emergence of Asset Reconstruction Company in India was due to the implementation of prudential norms of credit risk management for reducing the burden of nonperforming Assets. Asset Reconstruction Company helps the banks to maximize the recovery of debt and allow them to concentrate on better management of new business opportunities. This paper examines the role of Asset Reconstruction Company in Indian banking Industry.

Key words: Asset Reconstruction Company, Nonperforming Assets, stressed Assets, Credit risk

1. INTRODUCTION

The Banking institutions play a vital role in the economic development of every country. The survival of banking Industry mainly depends on the effective utilization of financial resources. Traditionally banks collect deposits from the public and make loan and advances out of deposits collected. The reforms in banking sector paved way for a vibrant, stable, healthy and efficient banking system. The efficiency of the banks can be measured in terms of the profits earned. The main source of revenue for this type of organization is the interest collected on loans and advances. Better utilization of fund and ensuring asset quality are the main concern to survive in a regulated banking environment. The main income generating activity involves more risk to the banker in the form of Nonperforming assets. The non-performing Assets will lead to adverse effect on the asset management and stagnation of the financial resources. The corporate sector started make huge investment in the expansion and diversification of their



Credit Risk Management in Indian Banking Industry- Evaluation of Crisis in Co-operative Banking Sector

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Abstract

Banking sector has witnessed dynamic changes in institutional development and innovation. There are some risks which create hindrance on the development of banking sector Risk is an integral part of banking business as it handle with loans and advances for different sections of economy. The banks face the problem of significant rise in Nonperforming Assets. This problem creates serious impact relevant with regard to survival of Indian banking sector. Credit risk arise when the bank is not able to control the loss due to non recovery of its credit. Reserve bank of India issues some guidelines and to manage the alarming situation of NPA tactically. The banks are expected to follow uniform procedure for managing the stressed assets. In India the cooperative banking sector play an important role in enhancing the credit facilities to the rural mass. The co-operative banking sector tries to manage the problem of NPA through the implementation of rules and regulations of the financial authorities concerned. At the same time they adopt some strategies of their own to control the quantum of stressed assets. There are some problems with regard to NPA management in cooperative banking sector. A realistic approach towards proper management of Nonperforming Assets facilitates prompt recovery of amount due from the borrowers. This paper tries to study the problems persists in the area of NPA management in cooperative banking sector and the measures adopted to control the present situation.

Keywords: nonperforming assets, credit standard, credit norms

1. Introduction

Since 1912 the co-operative credit institutions have been playing an important role in the financial system of the economy. The co-operative banking system serves the banking needs of small and medium income groups. Generally it is not adequately considered by the public and private sector banks. It acts as supplement to the activities of the commercial banks in mobilizing savings and meeting the credit needs of the local population. Cooperatives banks have played an important role in the socio –economic development of rural masses. After independence the emergence of Co-operative movement have remarkable role in poverty eradication and economic development of the Nation. At present, there are more than five lakh co-operative societies which have spread over the rural economy. Co-operative credit societies are mainly constituted to encourage thrift, self help and co-operation among the members. The problem of NPA has become a crucial one in the operation of Indian banking system. When an account becomes NPA it will affect the profitability, liquidity and general performance of the banks. If it is not controlled properly, the situation of capital erosion may happen in the future. The RBI and statutory auditors consider the status of NPA as a criteria for giving grade to the banks. The asset classification and provisioning is to done correctly according to the norms and guide lines of RBI. The loan account should be creative in the sense to ensure minimum expected return from the distributed amount among the borrowers. It is the main source of revenue to the banking institutions. When loan asset is not

able to generate expected return in the form of interest, it will become Nonperforming asset. This situation creates adverse impact on the long term survival of banking business. The development of banking system is entirely based on effectiveness of debt recovery. Recently there is tendency to demand for the cancellation of debt due to the Co-operative Societies by the farmers Union. Co-operative banks are under Political pleasure to write off loan given to different purpose. In India various Committee recommendations in this regard suggested several measures to reduce the quantum of NPA. The norms and procedure of Reserve Bank of India for controlling the situation of NPA shows positive direction for the recovery of debt dues.

2. Review of literature

Kaveri (2001) ^[3], in this study, “Loan Default and Profitability of Banks” it is concluded that Prevention of NPAs required an immediate attention because fresh accrual of NPAs had created more recovery efforts. Credit monitoring in banks should be strengthened by creating a database. Potential NPAs should be identified well in advance through a system of monitoring of advances on a regular basis and concerned parties should be contacted immediately.

Shekhar (2003) ^[4], conducted a study on “Reduction of NPAs-Key to Banking Reforms” pointed that in a proposal to help banks and financial institutions recover funds, the government enacted the SARFAESI Act, 2002 with hope that the problem would be resolved amicably for the benefit of both the banks and the industry, paving the way for easy



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CREDIT RISK MANAGEMENT PRACTICES AND PERFORMANCE OF CO-OPERATIVE BANKS IN KERALA

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ABSTRACT

The banks and financial institutions face the problem of considerable rise in Nonperforming Assets and the issue becoming more relevant with regard to survival of Indian banking sector. In order to manage the situation tactically, several solution mechanism and legal framework have been setup by Reserve Bank of India. The co-operative banking sector tries to manage the problem through the adherence of rules and regulations put forward by the authorities concerned. At the same time they adopt some strategies of their own to control the quantum of stressed assets. In India the existence of strong Co-operative sector is inevitable as it fill the gap of banking needs of small and medium income group. The banks are urged to ensure uniform and consistent application of prudent norms and other legal measures for reducing the burden of nonperforming Assets. The realistic approach towards credit risk management practices prompt the repayment by the borrowers and improve the record of recovery in various loans. This paper tries to study credit risk management practices and performance of co-operative banks in Kerala.

Key words: Nonperforming Assets, stressed Assets, Credit risk, Strategy

1. INTRODUCTION

The Co-operative Banking has been playing an important role in the Socio -economic development by satisfying financial requirement of rural people. The long term and short term Co-operative banking system in the country fulfilling the financial need for agriculture and allied activities of Indian farmers. Most of the Co-operative Societies have close touch with rural people catering the credit needs of them. With a view to promoting agricultural activities and small scale units in different part of the country especially in backward area, the Co-operative movement was started in 1904. After independence the emergence of Co-operative movement have remarkable role in poverty eradication



Relevance of basel norms in credit risk management of Indian banking industry

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Abstract

The Indian Banking Industry has witnessed tremendous changes with the influence of financial sector reforms. Central bank of the country enabling effective implementation of regulatory framework. However the size of NPA in the Indian banking Industry has been on raise because of various factors. The problem of asset quality will affects all the stakeholders of the bank and creates negative impact on Indian economy. Reserve bank of India advises its banks to follow the prudential norms of lending to ensure the asset quality. RBI's goal in this regard is to achieve harmony with international standard of credit risk management. All banks should follow uniform and reliable norms for reducing the problem of credit risk element in lending portfolio. The uniformity in credit risk management approach helps the banks to handle the deterioration of asset quality in the industry. The capital requirement is uniformly applied to all commercial banks as per the Basel Norms. This paper makes an analysis on the relevance of Basel norms in credit risk management practices of Indian banking Industry.

Keywords: nonperforming assets, credit risk, basel accord, legal framework

1. Introduction

Banking services all over the world are regulated by the legal frame work of the land. The banking sector considered as the backbone of economic system of the country. A strong banking Industry is crucial one for leading the economy smoothly. If the credit risks management system in not regulated properly, it would have result disastrous impact on the economy. Monetary authorities regulate the functions of financial institution to stimulate the development. Regulation promotes better definition of risk, improve the safety of financial institutions, and develop systematic methodology for measuring risk. Deregulation in economic activities increased the competition and resulted high degree of risk element in the business. Overseas transactions lead to competition between multinational entities. The competition resulted in increasing the risk element in banking Industry and it translated into several bank collapses. The Basel committee report focused on reducing credit risk prescribing minimum capital requirement and credit risk weight assignment for the banks. The accord give in depth definition of capital, Tier I which include equity and disclosed reserves, and Tier II supplementary capital. Banks have to identify these two categories of capital and assign risk weights to assets. In India RBI advised banks to transfer 25% of surplus to reserve fund. All banks should attain capital adequacy norms.

2. Review of literature

Cygnus (2005), The Indian retail banking was thriving and retail loan portfolio would be biggest segment and would witness a incredible growth. The areas of concern identified in the study were mainly raising NPA in consumer loans. The rising trend in NPA due to the delinquency rates in credit cards and frauds in home loans. Increasing tenancy in

loan distribution invite the necessity of effective credit management system. He suggested for skilled work force, proper credit delivery, effective monitoring policy, and vigilant regulatory framework. These are all some of the requirements to meet the challenges in Indian banking Industry.

Noronha (2006), a study on "Non Performing Asset Management-Key to Robust Banking System". The main analysis includes the factors which cause for NPA and its impact. According to his findings, unfavorable climate conditions, natural calamities like flood were the main factors which results excessive defaults in agriculture loans. Another factor for huge amount of NPA was inadequate and untimely loans provided by the banks to farmers. According to the study accumulated NPAs were the result of large-scale government association in the banking sector and lose of proper control in the process of lending.

Bhatia (2007), conducted study on the topic, "Non-Performing Assets of Indian Public, Private and Foreign Sector Banks: An Empirical Assessment". The analysis sates that one of the important parameter to evaluate the performance and financial soundness of banks is the volume of NPA. The quantum of NPAs affects the stability and growth prospects of banking Industry.. The study revealed that macro economic factors and internal aspects influence the amount of NPA of banks.

Vivek Srivastava, Deepak Bansal (2012), studied "Trends of Non-Performing Assets in Private Banks in India". The evaluation is made on upward trend or downward trend of NPAs in Private banking sector. Study was based mainly on secondary data which was collected for period of 5 years. The statistical analysis is on the basis of averages and comparative percentage. The main finding of the study was the situation of Nonperforming assets was quite disturbing the effective function of the banks. However little



THE IMPACT OF NEIGHBOURHOOD CONTEXTUAL FACTORS ON ALCOHOL USE AND ALCOHOL PROBLEMS IN WAYANAD, KERALA

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Abstract: This study explores the impact of neighbourhood contextual factors on alcohol use and related issues in Wayanad, Kerala, India with a notable prevalence of alcohol-related problems, particularly among the Scheduled Tribes (STs), constituting 18% of the population. Recognizing the diverse negative consequences associated with alcohol use, including health, social, economic, and psychological problems, alongside discrimination and stigma, this research employs a mixed-methods approach. Quantitative data collected from respondents Qualitative insights were gleaned from 60 purposively selected respondents through semi-structured interviews, exploring their experiences with alcohol use and problems, and the influence of contextual factors. Findings reveal higher rates of alcohol use and issues among STs compared to non-STs, varying significantly across villages. The study underscores the impact of neighbourhood contextual factors – poverty, low literacy, diminished social capital, and increased alcohol availability – on alcohol use and problems, independent of individual socio-demographics. Qualitative data corroborate and elucidate the underlying mechanisms. The study concludes that interventions should address both individual and neighbourhood factors to tackle alcohol-related challenges effectively. Additionally, it advocates for mixed-methods research to comprehensively understand these issues, suggesting spatial analysis as a valuable tool for identifying and addressing alcohol hot spots. Ultimately, the study contributes to the alcohol-related literature in India, offering valuable insights for policymakers, practitioners, and researchers in addressing alcohol dependence and discrimination in Wayanad.

Keywords: alcohol use, neighbourhood contextual factors, alcohol problems, Scheduled Tribes.

I INTRODUCTION

Alcohol consumption is a multifaceted public health concern that transcends individual choices and is deeply influenced by the surrounding social and economic environment. In the verdant district of Wayanad, Kerala, nestled amidst the Western Ghats of India, the prevalence of alcohol use and its associated problems presents a unique challenge. This is particularly true among the Scheduled Tribes (STs), who make up a significant portion of the district's population. The intricate tapestry of Wayanad's society, characterized by its diverse



Maternal Health of Tribal Women in Kerala: Challenges and Interventions

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ABSTRACT

INTRODUCTION

Maternal health is a critical aspect of public health that encompasses the health of women during pregnancy, childbirth, and the postpartum period. Ensuring good maternal health is essential for reducing maternal morbidity and mortality and for the overall well-being of both mothers and their children. In tribal communities, maternal health is influenced by a complex interplay of socio-economic, cultural, and environmental factors.

Kerala, often lauded for its high human development indicators and robust healthcare system, presents a paradox when it comes to its tribal populations. Despite the state's overall progress, tribal communities in Kerala continue to face significant health challenges. The maternal health of tribal women is an area of concern due to factors such as limited access to healthcare facilities, socio-economic disadvantages, and cultural practices that may not align with modern healthcare protocols.

Tribal communities in Kerala, such as the Paniyas, Kurichiyas, and Adiyas, reside primarily in the hilly regions of Wayanad, Idukki, and Palakkad districts. These areas are characterized by geographical isolation, poor infrastructure, and limited access to healthcare services. The traditional lifestyle and practices of these communities further complicate the delivery of maternal health services.

Maternal health among tribal women in Kerala is affected by various factors, including nutritional deficiencies, high rates of anaemia, lack of antenatal and postnatal care, and the prevalence of home births. The healthcare delivery system often struggles to reach these remote areas, and when it does, cultural barriers and mistrust of modern medical practices hinder the utilization of services.

This research aims to delve deeper into the maternal health issues faced by tribal women in Kerala, examining both the systemic barriers and cultural factors that contribute to poor health outcomes. By understanding these challenges, the study seeks to propose effective interventions and policy recommendations to improve maternal health services and outcomes for this vulnerable population.

The importance of addressing maternal health in tribal communities cannot be overstated. Maternal health is not only a matter of individual well-being but also a critical component of public health that affects the health of future generations. Improving maternal health among tribal women in Kerala is essential for achieving equitable healthcare and ensuring that all women, regardless of their socio-economic or cultural background, have access to the care they need.

This study, therefore, seeks to contribute to the existing body of knowledge on maternal health in tribal populations and provide a foundation for informed policymaking and program development. By highlighting the unique challenges faced by tribal women and proposing tailored interventions, this research aims to pave the way for a healthier, more inclusive future for all women in Kerala.

OBJECTIVES

- 1 To assess the status of maternal health among tribal women in Kerala.
- 2 To identify the socio-economic, cultural, and healthcare barriers affecting maternal health in tribal areas.
- 3 To evaluate the effectiveness of existing healthcare services and programs aimed at improving maternal health in these communities.
- 4 To suggest interventions for enhancing maternal health outcomes among tribal women in Kerala.

STATEMENT OF THE PROBLEM

Despite Kerala's notable achievements in healthcare and human development, significant disparities exist in maternal health outcomes among its tribal populations. Tribal women in Kerala face unique challenges that hinder their access to quality maternal healthcare. These challenges include geographical isolation, socio-economic disadvantages, cultural practices, and mistrust of modern medical systems. Consequently, tribal women experience higher rates of maternal morbidity and mortality, inadequate antenatal and postnatal care, and a preference for home births over institutional deliveries.

Rapid Growth Of Sustainable Finance In Emerging Markets: Opportunities And Potential Risks

Shaji Thaddeus^{1*}, Arun K², Prasanna A C³,

ABSTRACT

In developing economies, the domain of sustainable finance is experiencing rapid growth attributed to several factors, including an increasing investor appetite for ethically aligned investments, heightened environmental awareness, and advancements in financial technology. This research investigates the primary determinants propelling this growth as well as the potential risks and challenges that may influence the long-term viability of the sector. Employing a quantitative methodology, data was amassed from 300 stakeholders encompassing investors, financial institutions, and policymakers via a meticulously designed questionnaire. The analysis indicates that environmental awareness and investor demand constitute the most pivotal factors propelling the growth of sustainable finance, whereas regulatory ambiguity and greenwashing pose substantial risks. The results highlight the imperative for more robust regulatory frameworks and enhanced transparency to uphold investor trust and guarantee the authenticity of sustainable finance initiatives. This research provides practical suggestions for policymakers, investors, and financial institutions aimed at enhancing the resilience and effectiveness of sustainable finance within developing economies. By addressing the recognized risks and capitalizing on the essential drivers, emerging markets can more effectively align their financial practices with sustainable development objectives, thereby promoting enduring economic growth while advancing environmental and social goals.

Keywords: Sustainable finance, emerging markets, environmental awareness, investor demand, regulatory uncertainty, greenwashing, financial technology, risk management, economic growth, sustainable development.

INTRODUCTION

Sustainable finance has emerged as a vibrant and swiftly expanding domain, particularly within emerging markets, where the imperative to reconcile economic advancement with environmental and social obligations is becoming increasingly paramount. As these markets endeavor to incorporate sustainability into their financial frameworks, innovative financial instruments and investment methodologies are being devised, aimed at fostering long-term economic stability while simultaneously addressing urgent environmental and social issues. Several pivotal factors, including an increase in environmental consciousness, a rising demand among investors for ethical and sustainable investment opportunities, and advancements in financial technology, are propelling the ascent of sustainable finance in emerging markets. These elements are generating novel prospects for both investors and enterprises, thereby facilitating the allocation of capital towards initiatives that further sustainable development objectives. Nevertheless, the proliferation of sustainable finance in these markets is accompanied by significant challenges. Risks such as regulatory ambiguity,

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**ILLUMINATING THE IMPACT: DISSECTING BEHAVIORAL BIASES AMONG
SHARE MARKET PARTICIPANTS**

Dr. Ganesh R¹, Shaji Thaddeus²

ABSTRACT

The vitality of a nation's economy hinges upon the health of its capital market, necessitating investors to exhibit unwavering rationality. Traditional studies grounded on EMH theory (Efficient Market Hypothesis) and Modern Portfolio Theory (MPT) assumed human decision-making to be rational, yet the market's response deviated from their predictions. In light of these discrepancies, behavioral finance emerged, acknowledging the existence of irrational behavior due to an array of psychological and behavioral biases. Notably, the disposition effect, a significant bias, imparts a profound influence on market dynamics. This comprehensive study investigates global research on the disposition effect, providing compelling evidence of its ubiquity across markets. By fostering investor awareness, the study aims to foster rational behavior and mitigate the influence of the effect of loss aversion bias.

Keywords: Modern Portfolio Theory, Stock market, Investor bias, Efficient Market Hypothesis, Disposition effect,

INTRODUCTION

Capital market plays a pivotal role in shaping a nation's economic landscape, making the behavior of investors a critical factor in its vitality. Traditional studies in the stock market and economics have relied on the pillars of EMH and MPT assuming rational decision-making by market participants. However, these theories have encountered challenges in explaining deviations from their predictions, leading to the emergence of behavioral finance as a paradigm that acknowledges the intrinsic irrationality of human decision-making, influenced by psychological and behavioral biases.

Among the multitude of biases impacting investor decision-making, the disposition effect stands out as a significant factor with a profound influence on market dynamics. The market ecosystem is greatly impacted by the disposition effect, a behavioral bias where investors tend to quickly get rid of stocks that are performing well and hold onto stocks that underperform.

To explore the widespread influence of the disposition effect on investors and market results, this review looks at past studies from around the world. By examining and combining these findings, this research uncovers solid evidence about the widespread existence of this bias in various markets. Additionally, the study explores how this bias works and the effects it has, as well as potential ways to reduce its impact and encourage more logical investor behavior.

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The Role of Foreign Institutional Investors in Shaping the Nifty 50 Index and Market Ownership

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ABSTRACT

A robust stock market has a vital role in the economic growth of a country and in such a kind of share market the share price is influenced by purely on demand and supply of shares. The present study examines the influence of Foreign Institutional Investors (FII's) on Indian stock market. The study inspects the period of the past ten years April 2009-10 to March 2018-19. The data period is limited to 2019 March only to avoid the Covid-19 period which could influence some exceptional uncertainties. Nifty 50 index is considered as a proxy for Indian stock market for the study and the index is considered a benchmark for Indian equity market. The study examines the trend of FIIs in each year during the period, and the change made in return, the volume traded, volatility, bulk and block net investment due to changes in FII net investment. Though the result didn't show any significant effect between any variable, the interesting findings pointed out a positive relationship between bulk and block holder's net investment and FII's net investment and this is a sign of exhibiting herding behaviour. This herding behaviour could be attributed to loss aversion or snake bite effect in the past and to reduce the risk in investment of huge money.

Keywords: Foreign Institutional Investor (FII), Bulk & Block Trading, Anomalies, Herding, Snake Bite Effect and Loss Aversion Bias.

JEL Code: E22, E44, G00, G41, C01, C12,



LEVERAGING DIGITAL SOLUTIONS FOR IMPROVED CUSTOMER RELATIONSHIPS IN NATIONALISED BANKS

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ABSTRACT

An examination of E-CRM's (Electronic Customer Relationship) theoretical underpinnings and real-world consequences for nationalized banking institutions is presented in this study. Beginning with an exploration of ECRM's theoretical underpinnings, including its customer-centric ethos and digital integration, the study assesses its feasibility within the unique operational landscape of nationalized banks. The paper highlights the theoretical advantages of ECRM, such as enhanced customer engagement and data-driven decision-making, while addressing potential theoretical challenges like data security and systems integration. By offering theoretical solutions, this research establishes a robust framework for understanding and implementing ECRM within nationalized banks, fostering an environment of enhanced customer satisfaction and loyalty.

Keywords: E-CRM (Electronic Customer Relationship Management), Nationalised Banks, Customer-Centric Approach, Relationship Marketing, Data Privacy, Data Security and Customer Engagement.

INTRODUCTION

E-CRM also known as Electronic Customer Relationship Management stands by way of a pivotal application of internet-based technologies encompassing email, websites, chat interfaces, forums, and various digital channels to attain the fundamental objectives of Customer Relationship Management (CRM). This strategic approach entails a meticulously structured and harmonized process that mechanizes and streamlines the intricate web of marketing, sales, and service operations. Notably, an efficacious E-CRM framework not only heightens operational efficiency but also orchestrates more meaningful interactions with customers. It empowers enterprises to tailor products and services, impeccably aligned with each customer's unique requirements.



STRATEGIC MIND SHAPERS: DECODING THE SUCCESS OF BEHAVIORAL MARKETING IN INDIAN CORPORATE LANDSCAPE

Dr. Ganesh R¹ Shaji Thaddeus² Arun K³

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ABSTRACT

Traditional marketers use advertisement in various media such as Television, radio, newspapers etc. However, there is a huge chance of skipping these advertisements by the consumers due to various reasons such as boringness, lack of interest etc. Thus, marketers develop a new strategy called behavioural marketing or personalised advertisement strategy in which the firms will send advertisements personally by understanding their tastes and interest. The study inspects the success of behavioural marketing strategies adopted by corporate among Indian consumers through a structured questionnaire targeting 400 respondents. Quota sampling method is used in this study because 100 samples are selected from each domicile (rural, semi-urban, urban and metropolitan). The result of the study will highlight the present level of success in their advertisement promotional strategy and helps them to improve further by analysing the different consumer behaviour.

Keywords: Behavioural Marketing, Personalised Advertisement, Advertisement Strategy, Advertisement Medium, Promotional Strategy and Consumer Behaviour.

JEL Code: M30, M37, O32 and P25

INTRODUCTION

The success of marketing strategies or programs plays a crucial role in the success of every business firm. Advertisement plays a major role in promoting the products to the consumer (Story and French, 2004; Caraher and Landon, 2007; Zolfani et al. 2012). In earlier

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എൻ.വി.കൃഷ്ണവാരിയർ
സ്ഥാപക പത്രാധിപർ

വിജ്ഞാനകൈരളി

കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട് പ്രസിദ്ധീകരണം

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ചരിത്രം, വർത്തമാനം, വ്യവഹാരം
ഡോ. രേഖ രാജ്

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വ്യത്യസ്ത സാമൂഹിക സാംസ്കാരിക വിഭാഗങ്ങളിൽ പെടുന്ന ജനതയുടെ വ്യത്യസ്ത അംഗീകരിച്ചുകൊണ്ടുള്ള പൊതു ലോകക്രമത്തെ പറ്റി ചർച്ച ചെയ്യുന്ന ലേഖനം.



പോസ്റ്റ്ഹ്യൂമൻ ചിന്താധാരയിലെ
നിയന്ത്രണ രേഖകൾ
ബിജോയ് ഡാനിയേൽ
ഡോ. നസ്സീൻ എ.

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മനുഷ്യന്റെ സമ്പൂർണ്ണ മേധാവിത്തത്തിൽ നിന്നു മാറി നിയന്ത്രണങ്ങൾ നഷ്ടപ്പെട്ടു കൊണ്ടിരിക്കുന്ന ആധുനിക കാലഘട്ടത്തിന്റെ നിയന്ത്രണരേഖകളെപ്പറ്റിയുള്ള ചിന്ത



വിജ്ഞാനാധിഷ്ഠിത
സമ്പദ്വ്യവസ്ഥയുടെ സാധ്യതകളും
കേരള വികസനത്തിന്റെ ഭാവിയും
ഡോ. കെ.പി. വിപിൻ ചന്ദ്രൻ
ഡോ. സന്ധ്യ പി.

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സമ്പദ്വ്യവസ്ഥയുടെ നട്ടെല്ലാകുന്ന വിജ്ഞാനാധിഷ്ഠിത ആശയങ്ങളുടെ സാധ്യതകൾ വിലയിരുത്തുന്ന ലേഖനം

വിജ്ഞാനകൈരളിയിലെ ലേഖനങ്ങളിൽ പ്രകടിപ്പിക്കുന്ന അഭിപ്രായങ്ങളുടെയും ആശയങ്ങളുടെയും ഉത്തരവാദിത്വം ലേഖകർക്കായിരിക്കും. അവ കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ടിന്റെയോ ഗവൺമെന്റിന്റെയോ ഔദ്യോഗികാഭിപ്രായമായിക്കൊള്ളണമെന്നില്ല. - എഡിറ്റർ



മലയാള ഭാഷാധിനിവേശം വയനാടൻ (മാത)ഭാഷയിൽ

ഡോ. സിനുമോൾ തോമസ്

ഭാഷ അനുദിനം വളർന്നുകൊണ്ടിരിക്കുന്ന ജൈവിക പ്രതിഭാസമാണ്. പദതലത്തിലുള്ള കൊടുക്കൽ വാങ്ങലുകളാണ് (ആദാനപ്രദാനങ്ങളാണ്) ഭാഷയുടെ വളർച്ചയുടെ തോത് വർദ്ധിപ്പിക്കുന്നത്. ഒരു ഭാഷയിലേക്ക് മറ്റു ഭാഷകളിൽ നിന്ന് സ്വീകരിക്കുന്ന പദങ്ങളെയാണ് പരകീയ പദങ്ങൾ എന്നു പറയുന്നത്. പുതിയ പദാവലികളെ സ്വീകരിക്കാത്ത ഭാഷകൾ നിശ്ചലമായി തുടരുകയാണ് പതിവ് അവയെ മൃതഭാഷകളായാണ് ഭാഷാശാസ്ത്രം പരിഗണിക്കുന്നത്. അന്യഭാഷകളുമായുള്ള വിനിമയമാണ് ഒരു ഭാഷയെ ജൈവികമായി വളർത്തുന്നത്. മലയാളത്തിന്റെ ഭാഷാഭേദമായി ആദിവാസി ഗവേഷകർ പരിഗണിക്കുന്ന ഒരു ഗോത്രഭാഷയാണ് വയനാടൻ പുലയരുടെ മാത ഭാഷ. തനതായ പദാവലിയും ഉച്ചാരണ പ്രത്യേകതകളും വാക്യലടനയും കൊണ്ട് സവിശേഷതയാർന്ന തനിമയുള്ള ഭാഷയാകുമ്പോഴും മലയാളത്തിന്റെ ഭാഷാഭേദമായാണ് ഈ ഗോത്രഭാഷയെ പരിഗണിച്ചു പോര

ുന്നത്. ഈ ഭാഷയ്ക്ക് മലയാളത്തോട് മാത്രമല്ല തമിഴ്, കന്നടം എന്നീ ദ്രാവിഡഭാഷകളോടും അടുപ്പമുണ്ട്. വയനാടൻ പുലയരുടെ ഗോത്രഭാഷയിലെ പദതലത്തെ മാത്രം പരിഗണനാ വിഷയമായി സ്വീകരിച്ചു കൊണ്ട് ഈ ഭാഷയിലെ അന്യഭാഷാസ്വാധീനത്തെക്കുറിച്ചും പരകീയ പദങ്ങളെക്കുറിച്ചുമാണ് ഈ ലേഖനത്തിൽ പഠനവിധേയമാക്കുന്നത്. വയനാട്ടിൽ മാത്രം അധിവസിക്കുന്ന ഗോത്രവർഗ്ഗ ജനതയാണ് മാത/ മാതർ /വയനാടൻ പുലയർ എന്നീ പേരുകളിൽ അധിവസിക്കുന്ന വിഭാഗക്കാർ. ഓരോ ആദിവാസിസമൂഹത്തിനും ഉള്ളതുപോലെ ഗോത്രപരമായ ആചാര സവിശേഷതകളും മറ്റനവധി സാംസ്കാരിക പ്രത്യേകതകളും കൈമുതലായി സൂക്ഷിക്കുന്ന ഒരു ഗോത്ര ജനതയാണ് വയനാടൻ പുലയർ എന്ന മാതപുലയർ. ഗോത്ര സ്വഭാവം പുലർത്തുകയും സാംസ്കാരിക സവിശേഷതകൾ കാത്തുസൂക്ഷിക്കുകയും ചെയ്യുന്ന ഈ വിഭാഗത്തെ സർക്കാർ പട്ടികവർഗ്ഗ പട്ടികയിൽ ഉൾപ്പെ

മലയാളപ്പച്ച

ഭാഷ, സാഹിത്യം,
സംസ്കാരം

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മാനവാനന്തരതയുടെ മാനങ്ങൾ

മലയാളവിഭാഗം, കെ.കെ.ടി.എം. ഗവണ്മെന്റ് കോളേജ്, പുല്ലൂറ്റ്, കൊടുങ്ങല്ലൂർ

ഈ മനോധർമ്മങ്ങളുടെ വിപ്ലവത്തിൽ മനുഷ്യൻ എന്തു കാര്യം? 'ഇതി മന്വന്തരം ശുഭം' എന്ന നാടകത്തിന്റെ പുനർവായന ഡോ. ഷിജു കെ.	119
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*മലയാളപ്പച്ചയിൽ പ്രസിദ്ധീകരിക്കുന്ന പ്രബന്ധങ്ങളുടെ
പുർണ്ണ ഉത്തരവാദിത്തം അതതു ലേഖകരിൽമാത്രം നിക്ഷിപ്തമാണ്*

മാനവാനന്തരവിചാരലോകം സൈബർകവിതകളിൽ

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ഇരുപതാം നൂറ്റാണ്ടിന്റെ പ്രാരംഭദശകത്ത് സാങ്കേതികവിദ്യ മനുഷ്യസമൂഹത്തിനുമേൽ സ്വാധീനം ചെലുത്തിയിരുന്നു. ഇരുപത്തൊന്നാം നൂറ്റാണ്ടിലുണ്ടായ മനുഷ്യലോകവും യന്ത്രലോകവും തമ്മിലുള്ള അതിരുകൾ അടർന്നുമാറുന്ന സ്ഥിതിവിശേഷമാണുള്ളത്. പുതിയകാലത്ത് മാനവികത എന്നത് കേവലം മനുഷ്യകേന്ദ്രിയമായി മാത്രം അടയാളപ്പെടുത്താൻ കഴിയില്ല എന്ന രീതിയിൽ ചിന്തിക്കാൻ പ്രേരിപ്പിക്കുന്ന തലത്തിലേക്ക് മനുഷ്യനും യന്ത്രസാങ്കേതികവിദ്യയും തമ്മിലുള്ള ബന്ധം മാറിക്കഴിഞ്ഞിരിക്കുന്നു. സമകാലിക മലയാളത്തിലെ സൈബർ കവിതകളിൽ പോസ്റ്റ് ഹ്യൂമനിസം/മനുഷ്യതരമാനവികത/മാനവാനന്തരത എങ്ങനെ ആവിഷ്കരിച്ചിരിക്കുന്നുവെന്ന അന്വേഷണമാണ് ഈ പ്രബന്ധം.

താക്കോൽവാക്കുകൾ: പോസ്റ്റ് ഹ്യൂമനിസം, ആന്ത്രോപ്പോസിൻ, ട്രാൻസ് ഹ്യൂമനിസം, സൈബോർഗ്, സൈബർ കവിതകൾ

ആമുഖം


സമകാലമനുഷ്യന്റെ ജീവിതം നാളിതുവരെയുള്ളതിൽനിന്നും തികച്ചും വ്യത്യസ്തമായി യന്ത്രങ്ങളുമായും സാങ്കേതികവിദ്യകളുമായും നിരന്തരം സഹവർത്തിപ്പും സഹജീവിപ്പും മുന്നേറുന്ന തരത്തിലാണുള്ളത്. കൃത്രിമാവയവങ്ങൾ, മൊബൈൽ ഫോണുകൾ, കമ്പ്യൂട്ടറുകൾ, വാഹനങ്ങൾ, നിത്യോപയോഗ ഉപകരണങ്ങൾ തുടങ്ങി നാനാതരം യന്ത്രസംവിധാനങ്ങളുമായി

RESEARCH

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Social media, vaccine hesitancy and trust deficit in immunization programs: a qualitative enquiry in Malappuram District of Kerala, India

Anoop T. Nair¹, Kesavan Rajasekharan Nayar², Shaffi Fazaludeen Koya^{2,3,4*} , Minu Abraham², Jinbert Lordson², Chitra Grace², Sreekutty Sreekumar², Priya Chembon², Kamala Swarnam⁵, A. Marthanda Pillai⁵ and Anant Kumar Pandey^{2,6}

Abstract

Background: With increased penetration of the internet and social media, there are concerns regarding its negative role in influencing parents' decisions regarding vaccination for their children. It is perceived that a mix of religious reasons and propaganda by anti-vaccination groups on social media are lowering the vaccination coverage in Malappuram district of Kerala. We undertook a qualitative study to understand the factors responsible for generating and perpetuating vaccine hesitancy, the pathways of trust deficit in immunization programs and the interaction between various social media actors.

Methods: In-depth interviews and focus group discussions were conducted among parents/caregivers, physicians, public sector health staff, alternative system medical practitioners, field healthcare workers and teachers in areas with highest and lowest vaccination coverage in the district, as well as with communication experts.

Results: The trust deficit between parents/caregivers and healthcare providers is created by multiple factors, such as providers' lack of technical knowledge, existing patriarchal societal norms and critical views of vaccine by naturopaths and homeopaths. Anti-vaccine groups use social media to influence caregivers' perceptions and beliefs. Religion does not appear to play a major role in creating vaccine resistance in this setting.

Conclusions: A long-term, multipronged strategy should be adopted to address the trust deficit. In the short to medium term, the health sector can focus on appropriate and targeted vaccine-related communication strategies, including the use of infographics, soft skills training for healthcare workers, technical competency improvement through a mobile application-based repository of information and creation of a media cell to monitor vaccine-related conversations in social media and to intervene if needed.

Keywords: Vaccine resistance, Vaccine hesitancy, Trust deficit, Anti-vaccine messages, Social media

Background

An emerging body of evidence suggests that anti-vaccination campaigns within social media and by some alternative system medical practitioners, including

naturopaths and homeopaths, negatively influence immunization [1–3]. Deficiency of trust in both healthcare providers and mainstream medicine is a major determinant of resistance to vaccination [4]. Vaccine hesitancy refers to the delay in acceptance or refusal of vaccines despite the availability of vaccination services [5]. In contrast, the term 'vaccine resistance' refer to a 'conscious decision to refuse the recommended

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**അയിത്തവും ആമചാടി തേവനും: വൈക്കം സത്യാഗ്രഹത്തിന്റെ
കാണാപ്പുറങ്ങൾ
സുജ.കെ.എസ്**

സംഗ്രഹം: അവർണ്ണരുടെ സഞ്ചാരസ്വാതന്ത്ര്യം ലക്ഷ്യമാക്കി ആരംഭിച്ച ഒരു മഹത് സത്യാഗ്രഹത്തിന്റെ നൂറാം വാർഷികമാണ് 2024. ഇന്ത്യൻ ദേശീയ പ്രസ്ഥാനം, അതിന്റെ പ്രവർത്തിപഥത്തോട് അയിത്തോച്ചാടനം, അടിയാള വിമോചനം മുതലായ ആശയങ്ങളെ കൂട്ടിച്ചേർത്തത് വൈക്കം സത്യാഗ്രഹത്തോടെയായിരുന്നു. 603 ദിവസം നീണ്ടുനിന്ന ഈ സത്യാഗ്രഹം ഭാഗികമായി മാത്രമേ വിജയിച്ചിട്ടുള്ളൂവെങ്കിലും 1935 -ലെ ക്ഷേത്രപ്രവേശനം പോലെയുള്ള മഹാത്മ്യങ്ങളിലേയ്ക്ക് അത് വഴിതെളിയിച്ചു. വൈക്കം സത്യാഗ്രഹത്തിൽ പങ്കെടുത്ത് കടുത്ത പീഡനങ്ങൾ ഏറ്റുവാങ്ങിയ ആമചാടി തേവനെപോലെയുള്ള ദളിതരെ വിസ്മരിക്കുമ്പോൾ ചരിത്രം അതിന്റെ ഉദ്ദേശശുദ്ധിയിൽ പിന്നിലായിപ്പോയി എന്നത് ഖേദകരം തന്നെ.

താക്കോൽവാക്കുകൾ: സത്യാഗ്രഹം, അയിത്തോച്ചാടനം, സഞ്ചാരസ്വാതന്ത്ര്യം

കേരളത്തിന്റെ സാമൂഹിക നവോത്ഥാനത്തിലെ ഒരു നാഴികകല്ലാണ് വൈക്കം സത്യാഗ്രഹം. വൈക്കം ക്ഷേത്രത്തിനു സമീപമുള്ള റോഡുകളിൽ

സുജ.കെ.എസ്., ഗവേഷക, ചരിത്ര വിഭാഗം, ഫറോക്ക് കോളേജ് കാലിക്കറ്റ് യൂണിവേഴ്സിറ്റി. അസിസ്റ്റന്റ് പ്രൊഫസർ, ചരിത്ര വിഭാഗം ഗവൺമെന്റ് കോളേജ്, കൽപ്പറ്റ

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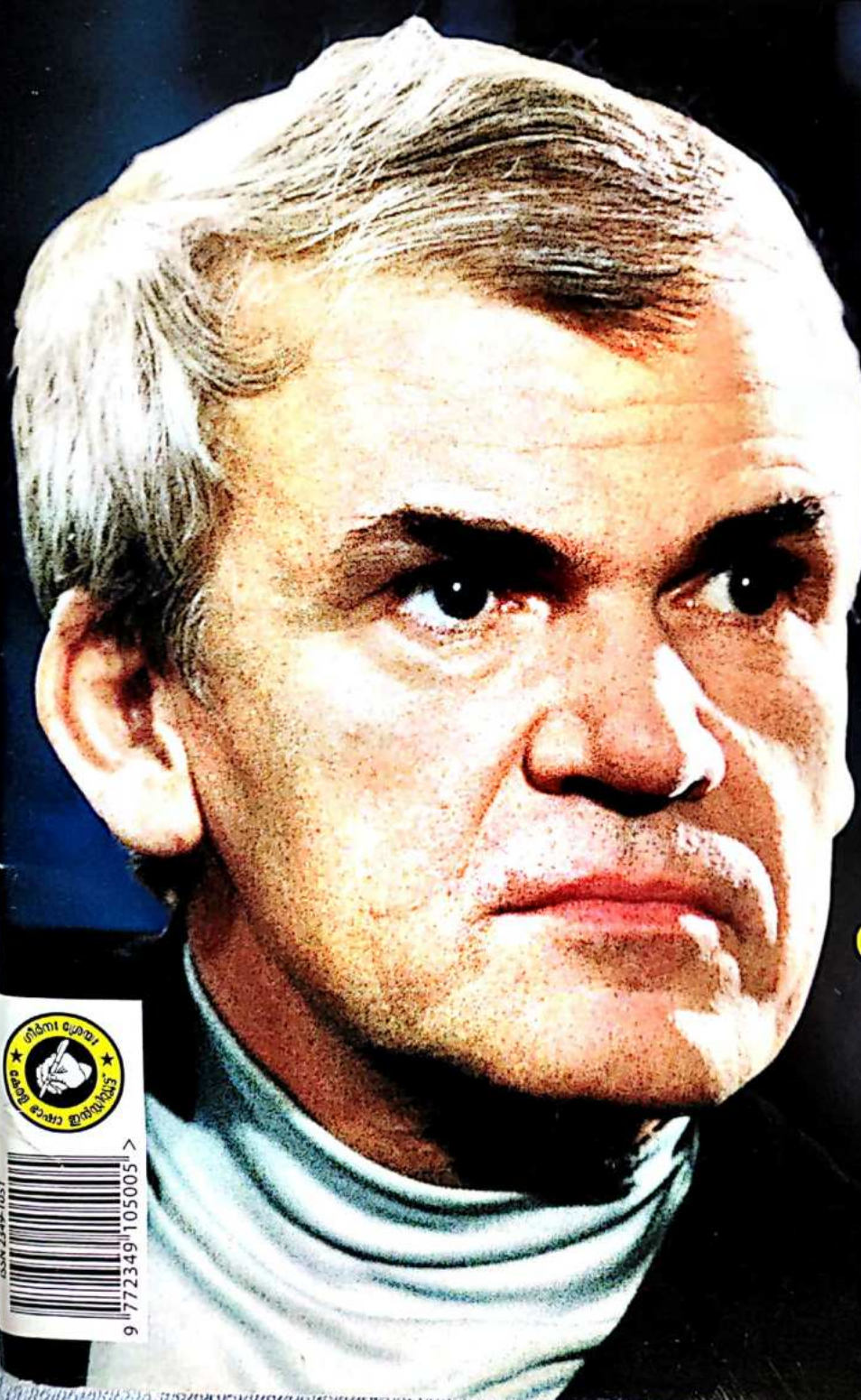
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കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട് പ്രസിദ്ധീകരണം



കുന്ദരയുടെ രചനാലോകം

മനുഷ്യയന്ത്രങ്ങളും
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മാധ്യമങ്ങളും
ലിംഗനീതിയും





എൻ.വി.കൃഷ്ണവാരിയർ
സ്ഥാപക പത്രാധിപർ

വിജ്ഞാനകൈരളി

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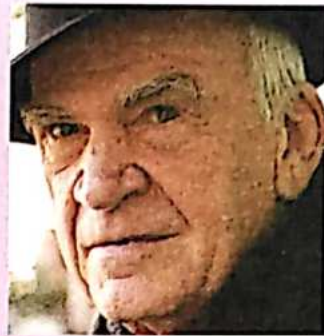
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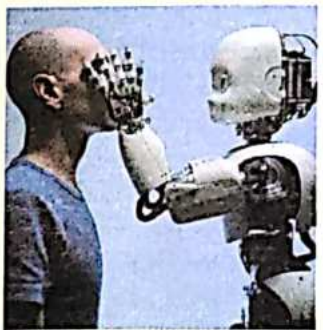
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സുജ കെ. എസ്.

ഈ അടുത്ത കാലത്തായി ജനകീയചരിത്രം പ്രമേയമാക്കുന്ന ഗ്രന്ഥങ്ങൾ നിരവധി യായി പ്രസിദ്ധീകരിക്കപ്പെടുന്നു. അത്തരം പല പഠനങ്ങളും സെമി അക്കാദമിക് (Semi Academic) സ്വഭാവം പുലർത്തുന്നവയാണ്. പ്രദേശങ്ങളെ അടിസ്ഥാനമാക്കിയുള്ള പഠനങ്ങളാണ് ഇവയിൽ ഏറെയും. കടിയേറ്റം, കിഴാളത്തം, അടിച്ചാളത്തം എന്നിവയായിരിക്കും പ്രധാനമായും ഈ കൃതികളുടെ പ്രമേയം. പലപ്പോഴും ഇവയൊന്നും പ്രാദേശിക ചരിത്രമോ ബൃഹത് ചരിത്രമോ ആയിക്കൊള്ളണമെന്നില്ല. വി. അബ്ദുള്ളക്കുട്ടി എഴുതിയ 'അരിക്കോടിന്റെ കിസ്സ,' സി. കെ. ബി. നിലമ്പൂർ എഴുതിയ 'നിലമ്പൂർ ചരിത്രം,' ഡോ. കെ. കെ. അബ്ദുൾ സത്താർ എഴുതിയ 'കൊണ്ടോട്ടിയുടെ ചരിത്രം' എന്നിവ ഇത്തരം പഠനങ്ങൾക്ക് ഉദാഹരണങ്ങളാണ്.

വയനാട്ടിലെ ദീർഘകാലചരിത്രം പ്രതിപാദിക്കുന്ന ഒരു രചനയാണ് 'കുറുപ്പുവൈ.' ഈ ഗ്രന്ഥം എഴുതിയ മുണ്ടക്കയം ഗോപി വർഷങ്ങളോളമുള്ള തെളിവ് ശേഖരണത്തിന്റെയും ഫീൽഡ് വർക്കിന്റെയും ഫലമായാണ് ഈ കൃതി രചിച്ചത്.

ഏറെക്കുറെ ജനകീയ മാനങ്ങളിലൂടെ വയനാടൻ ചരിത്രത്തെ നോക്കിക്കാണാൻ ഈ പുസ്തകം നമ്മെ പ്രേരിപ്പിക്കുന്നു. ഒരു അർദ്ധ അക്കാദമിക് (Semi Academic) തലം വായനക്കാരന് നൽകുന്നതാണ് കുറുപ്പുവൈ.

കോട്ടയം ജില്ലയിലെ മുണ്ടക്കയത്തിനടുത്തുള്ള പാറത്തോട് നിന്ന് വയനാട്ടിലേക്ക് എത്തിച്ചേർന്ന ഗോപി തോട്ടം, കർഷകത്തൊഴിലാളി മേഖലകളിൽ ഇടതുപക്ഷ പ്രസ്ഥാനത്തിന്റെ സാരമായി പ്രവർത്തിച്ചു. 'അറിയപ്പെടാത്ത വയനാട്,' 'പഴശ്ശിരാജാ ചമയങ്ങളില്ലാതെ,' 'എടക്കൽ കാലത്തിന്റെ സാക്ഷി' മുതലായ ഗ്രന്ഥങ്ങളും അദ്ദേഹം രചിച്ചതാണ്.

വയനാട് എന്ന പേരിന്റെ ഉൽപ്പത്തിയെക്കുറിച്ച് ചരിത്രകാരൻമാർക്കിടയിൽ വ്യത്യസ്തമായ അഭിപ്രായങ്ങൾ നിലവിലുണ്ട്. 'മയക്ഷേത്ര' എന്നായിരുന്നു വയനാടിന്റെ സംസ്കൃത നാമമെന്ന് മലബാർ മാന്യൽ ഓഫ് അഡ്മിനിസ്ട്രേഷൻ (രണ്ടാം വാല്യം 1885) പറയുന്നു. പിന്നീട് അത് വയനാട് ആയതാകാം. പേര് സൂചിപ്പിക്കും പോലെ തന്നെ 'വനനാട്' വയനാട് ആയിത്തീർന്നതായിരിക്കാം എന്നും ഒരു



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