SILVER JUBLIEE

COMMEMORATIVE LECTURE SERIES 2019-SNGC

Dr. D. Kalpana
Dr. M. Thangavel

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2019-SNGC

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SILVER JUBLIEE COMMEMORATIVE LECTURE SERIES 2019-SNGC

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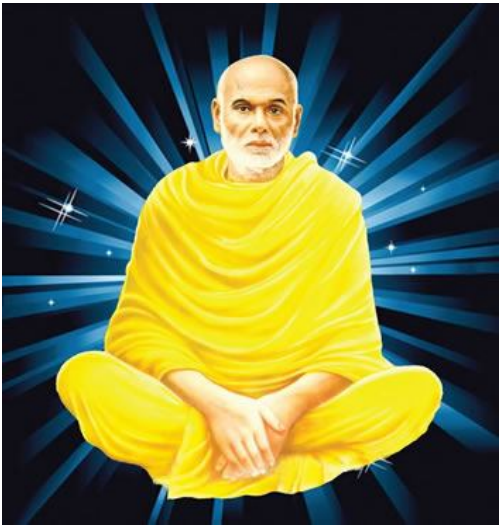

SREE NARAYANA GURU

Preface

Sree Narayana Guru College has completed 25 years of its service in various fields of education namely Commerce, Management studies, Life sciences, Computer science and Humanities. To mark the occasion the college extended its celebration by means of inculcating knowledge to the students in the form of expert lectures in various fields of study, it was conducted for 8 days where the eminent personalities addressed practically to the students in various fields. So, to keep this occasion as memory the lectures given by various personalities has been keenly noted and it has been constructed as a book.

Dr. M. Ilangovan
Principal
Sree Narayana Guru College
Coimbatore

Acknowledgement

We are fortunate to have the blessings of SREE NARAYANA GURU for bringing out this edition in a successful manner. We also thank Sri. N. Prabhakaran – Chairman SNGET, Sri. P. M. Vasu – Secretary SNGET, Mrs. Shylaja Venu – Vice Chairperson SNGET, Mrs. Vijina Premnath – Joint Secretary SNGET, Sri. P. A. Raj Kumar – Treasurer SNGET and Dr M Ilangovan – Principal of Sree Narayana Guru College for giving us an opportunity and continuous support to enhance the silver jubilee celebrations by conducting COMMEMORATIVE LECTURE SERIES.

Furthermore we would also like to acknowledge with much appreciation the crucial role of the Teaching staff and Non Teaching staff for extending their cooperation and contribution to this edited book

Editors

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IMPACT OF SOCIAL MEDIA IN MANAGEMENT

Senthilkumar Rajappan
Fonder/ Chief Strategist, Halcyon Digital, Coimbatore

We really don't have a choice about to transform digital, the choice is how well do we do it.

This quote by Eric Qualmann sums up the predicament of everyone in this world who has a view on digital. Be it the smallest of the retailers or the biggest corporations of the world, it is very important that they are engaging with their customers few or in large numbers on social.

The most important aspect is the number of people who are on social media, a very easy way of looking at it the population of countries would make Facebook the biggest country with over 2.41 billion people using it far ahead of population of China and India.

Fig-1: Countries by population

A graphic representation of population by number of people in the above picture says it all. Facebook, followed by Youtube and then the real country of Peoples Republic of China, then you have WhatsApp followed by India.

India is also its biggest growing market as the internet penetration is just about to get rapidly increasing, thanks to a telecom service provider Jio from the house of Reliance, it has changed the internet discourse in the country for ever.

The demography of the world with over 50% of the population under 30 makes it all the more interesting because they are the ones who the brand and corporates want to talk to and you will find them on social.

It is also a fact that people will trust Amazon more than their own bank. While 93% of buying decisions are influenced by Social media the rest will be changing over to social media in sometime because its no more a choice now. With such influence the social media has impacted all segments across the value chain.

As we saw the second most populated country is Youtube, the penetration of videos will be a game changer of sorts and it is estimated that 30% of the internet usage will be on videos, given the way the internet charges are falling especially in India, this perhaps would be a great even be more with the likes of tiktok and sharechat making a dent in the world and more so in the Indian market.

So how has this impacted the management side of the business? If you see the news these days, the CEOs and CXOs are getting more traction in social than the press, ideally the press gets its news from the social media posts of these CEOs and company officials, quite importantly the blogs have become the PR media vehicle to announce important information to the public.

Elon Musk the CEO of Tesla is a classic example of the best social media usage from a CEO's perspective. That one of his tweets rallied the stock price and became controversial is another matter altogether. It again shows how these things can affect the whole organisation postively or negatively given the context of such an instance. He later had to settle the whole issue with the US Financial authorities later.

One more time he sets the twitter on fire is when he said he is quitting twitter. Why should all these matter may be the question. But today in the digital age, the digital media led by social has come to be viewed as important simply because of its wide reach at sometimes no cost. No other media has such extensive reach. You could put the product for the whole world to see and sell it to the world if you have the numbers that is.

In the Indian side we have Anand Mahindra leading the CEO's list with his very interactive twitter timeline. He has used twitter as a CRM tool quite a few times when even internal people would have been unaware of the circumstances that crops on twitter and when people tag him he responds to it and makes amends for the company's sake. This goes a long way in retaining customer confidence and trust.

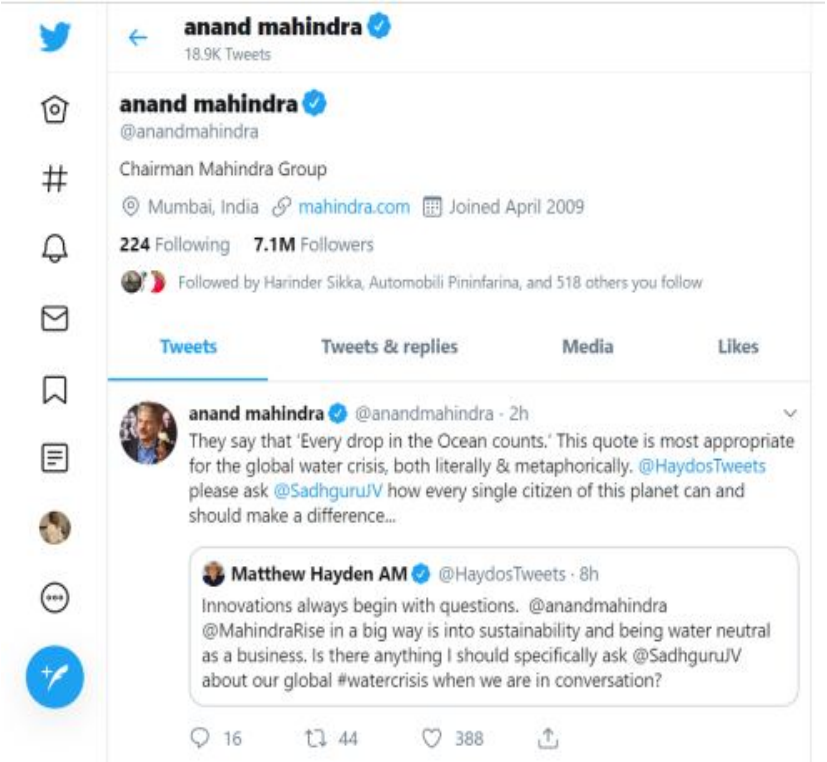

Fig-2: Screen grab of Anand Mahindra's twitter time line

The principle advantage of a social media program is the opportunity to strengthen the relationship between a company and its customers. A study shows 67 percent of Twitter users who become followers of a brand are more likely to buy the brand's products. And it helps Reach new

customers through the conveyance of the corporate message on a social media channel.

The social media gets you a competitive advantage. The ability to listen to a competitor's message enables a company to develop business strategies and tactics that directly counter that competitor's initiatives.

As for as cost its negligible to compare with traditional media. A reliance on relatively low-cost social media channels to market products to millions of consumers supports a company's efforts to control costs.

A Brand Fog study claims when executives are active on social media, consumers develop a higher level of confidence in the company's leadership. A whopping 81% of the several hundred respondents felt that leaders who engage on social media are "better equipped to lead a company, communicate values and shape a company's reputation in today's changing world.

In one of the surveys last year the CEO of Walmart, Doug Mc Million was voted as the best Social Media CEO, it has great lessons for Indian CEOs especially with Walmart being a big player in Indian e-commerce space with the acquisition of Flipkart last year.

The social media has changed the definition of a modern day leadership. A modern leader needs to influence, inspire, and inform people with direct, engaging and authentic digital communication. And it doesn't get more hands on with social media than this. A social media savvy CXO can make it happen with the customers and take the brand places.

In conclusion there is no doubt about the influence and impact of social media, it only remains to be seen how effectively we use it and the CXO take it upon themselves to be heard and also listen in to the customer base that the social media has to offer.

RECENT ADVANCES IN FLUORESCENT PROBES FOR CANCER CELL LABELING

Sankarprasad Bhuniya
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The image is a visual presentation of the object, which gives knowledge about the physical feature of the said object. The imaging becomes a unique and frequently used term in health care science even in the academic sector. In clinical science, mostly imaging strategy used for diagnosis of various deceases including ancient disease cancer. On the other hand, academicians are used imaging strategy to educate the fellows to understand the fundamental basis of life by providing information on cellular to the subcellular level. In the clinical sector, magnetic resonance imaging (MRI), positron emission tomography (PET), computed tomography (CT), ultrasound, etc. are used to take the image of soft/hard tissue for understanding any defect or abnormality; however, none of the said clinically approved imaging strategies are able to provide information on the cellular and subcellular level. In fact, even now, information on deadly diseases is identified in vitro live-cell imaging using fluorescent microscopic imaging or using staining kit. After the discovery of fluorescence dye in 1871, since then fluorescence imaging becomes an essential tool in biomedical applications to understand biological events and to gather the subcellular information. Fluorescence modality has some essential features such as, less expensive, easy to modify, reliable techniques to use, and readily provides spatiotemporal images in a noninvasively or minimally invasive way. Thus, fluorescence modality is used in live cells for tracking of small molecule, proteins, monitoring of several drugs, and unfolding several biological events. After discovery fluorescent probe for nitric oxide (NO) in 1982, several fluorescent probes for essential metal ions such as sodium, potassium, calcium, magnesium, zinc, iron, cadmium, etc. have been developed.

Recent days, chemists are interested in unfolding unusual events are associated with cancer cells. In general, there are a hundred verities of

cancer in concerning the origin and locations. Thus, it is an unprecedented challenge in cancer cell labeling to develop a unique marker; which can shot out any type of cancer cells irrespective of their origin and location. In the molecular level, all most all cancer cells invariably associated with acidosis. Almost all the cancer cells invite anaerobic glycolysis, which is the primary cause for lactic acid production, and inevitably proton flow change in the opposite direction from intracellular cellular region to extracellular region. The "Warburg" effect makes lysosomes, mitochondria, and extracellular surface acidic in nature and deviated pH from the normal stage. Such acidic feature activates various proteolytic enzymes which mismanage interpretation of central immune defense system; finally, unnoticeably cancer cells growth increases uninterruptedly. Several fluorescent probes have been developed for mapping of fluctuation of pH in cell organelles; in the context of cancer cells labeling, a suitable ligand is incorporated with the fluorescent probe to enhance cancer cells specific uptake. Recently, we developed a fluorescent probe which scrolls inside cells and defined the pH of the cell organelle in a time depending manner. Indeed, it differentiated cancer cells vs. healthy cells without the help of any cancer directing ligand (which guide the probes to enhance uptake in cancer cells).

Apart from acidosis in cancer cells, a body of research indicates that endogenous H_2S production is relatively higher in cancer cells compared with normal cells. A couple of enzymes are responsible for the overproduction of H2S in cancer cells such as cystathionine β- synthase and cystathionine γ lyase. The endogenous H_2S in cancer cells increased the life-time of the cell cycle process and provided safe-guard to the cancer cells from the intervention of chemotherapeutics [1]. The recently developed fluorescent probe has differentiated cancer cells vs. normal cells within 5 min by providing a fluorescence signal [2]. Several chemotherapeutics are effectively delivered to the cancer cells and in vivo tumor region without the help of any tumor-targeting ligand by utilizing endogenous H_2S as a suitable cancer biomarker. It seems that targeting of endogenous H_2S for repairing tumor tissue would be another strategy in cancer therapy. Truly, cancer is a prehistoric disease; it is along the way to go to understand cancer biology. We common people must keep our hope

alive; one-day success rate against cancer mortality will increase over 50 %. Till then, our faith and hunt for the suitable antagonist and diagnostic tool will continue.

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HOW TO CREATE MATHEMATICAL PROBLEMS IN GOVERNMENT RELATED COMPETITIVE EXAM AND MNC'S?

Dr. N. Sivakumar
Associate Professor, Department of Mathematics, Hindustan College of Arts & Science, Coimbatore

"The true purpose of learning and cracking mathematics is to frame the mind to think and for that reason it is priceless"

The one question that you face soon after you start your school is "What do you want to be when you grow up? You would invariably end up saying Doctor, Teacher, and Pilot just to end speculation there. But the misery doesn't end there. The question continues to haunt you even after you have chosen your stream of study in college. While some convert their choice of subject into serious career options, there are many others who completely deviate from their academics choosing an altogether new path.

Campus Recruitment, Recruitment for Government jobs, MNC's etc, in the present world, has become a tough to crack owing to the sheer number of students competing for it and the kind of quality that organisation/PSV's/Government bodies/company's seek in its employees. It is against this back drop that this lecture series would be a one-stop solution for aspirants questing to improve quantitative aptitude involving mathematics problems.

An aptitude test is a type of psychometric assessment that evaluates the talent/ability/potential to perform a certain task. It isan instrument, which is used to determine and measure an individual's ability to acquire, through future training some specific set of skills. Aptitude tests often include items which measure more specialised abilities such as cognitive, verbal and numerical etc, that predict scholastic performance in educational programs. The aptitude tests are based on the structure of intellect proposed by a renowned Psychologist, J.P.Gnilford in 1955 and the theory of multiple intelligence proposed by the Psychologist, Howard Gardner in 1883.

These tests can be used to help a student in following ways

- Choose among educational and career options based on strengths and weakness.
- Help them understand why they do well or poorly in certain subjects.
- Can suggest new career option not previously considered
- Change or raise educational and career aspirations.

However, the aptitude test cannot pinpoint a specific career or a specific subject, they candefinitely suggest broad areas in which the individual has abilities to perform well as well as what area need to be worked on. An aptitude test is a series of questions or statements that one answer or responds to, that are then scored. The result are provided in the form of a report that gives feedback on the interest, abilities, skills, personality etc., depending on the type of test, the student is undergoing.

Mathematics is the study of quantity, structure and change. It is the key and aid for learning other subjects such as Science, Commerce, Engineering etc. Mathematics is the science of calculations and computation. Man works from instinct, talent and even genius, but ordinarily he works as a logical entity requiring specified data or premises to start from, or more or less elaborate steps of reasoning to arrive at a conclusion. A person may get a result from hit and trial but when he is called upon to prove it, he must have recourse to logic.

The more you know about the number system, the more logic is clear, a person who is good in number system need not worry about mathematics.

Give more attention to the areas in which you find yourself weak. Human beings are not computers in which everything is programmed and standardized. So it is alright if we're weak in few areas and strong in other areas. The most important thing is to overcome this weakness and turn this too in your list of strengths. The standard curriculum which we pursue in school and college rarely includes a major part of tests which we expected to attempt in a competitive examination of banking, insurance etc. So, if a fresher just out of college finds initial discomfort while going through questions of reasoning, quantitative aptitude etc., there is nothing

unusual about it. However one should appreciate the fact that if we really want to succeed in the competition, we have to learn, practice and possibly master what is expected to be asked in the examination. In our country English and Mathematics are weak spots for many. So a bunch of such aspirants should do everything to fix this weakness. Again you've to customise your preparation according to the requirements of the examination. On a lighter note weakness only in certain particular areas of a subject.

For example in English one may be confused about the use of articles (a, an, the) or may face difficulty with regard to tenses. The need is to be aware of the topics where you need more preparations. Your allocation of time should be accordance to that initial focus on qualifying in preliminary examination. When you apply for a competitive examination which has more than one part you to adopted for a single phase examination of-course in both the cases your objective is to come out as a winner.

As a final phase of lecture, I can conclude that quantitative aptitude involving mathematical problems has come to acquire a special place of respect and acceptance among budding students and aspirants appearing for a wide gaunt of competitive exams. As a front runner and first choice, my lecture has solidly stood by the younger generation of students and helped them to fulfil their dreams by providing a strong understanding of mathematical problems and even more rigorous practice of it.

Hence I conclude my speech by quoting the words of inspiration and motivation which leads to success in all the parameters and dimensions of professional careers of ignited youth of this great nation India by making the nation as a developed one at the earliest.

“Learning gives creativity.....

Creativity leads to thinking.....

Thinking provides knowledge.....

Knowledge makes you great.....

Jaihind.....”

COMMUNICATION IN THE WAY OF LIFE

S. Veera Raghavan
Director, Winners Academy, Coimbatore

Excerpts received from Prof.S.VeeraRaghavan, M.A., Director, Winners Academy, Coimbatore on the eve of 25th Silver Jubilee celebrations at Sree Narayana Guru College conducted by the PG & Research department of English, Commemorative lecture series on 29th July 2019.

Ms. Ramseena of I B.A English sang the prayer song. Dr. A.J.Manju, Head and Associate Professor welcomed the gathering with her lovable words. Assistant Professor C.B.Santhi duly introduced the chief guest Prof.S.VeeraRaghavan,M.A., Director, Winners Academy, Coimbatore. Thanking the management, Principal, HoD, staff and others he commenced his oration on the importance of communication.

He stated that Mandarin (Chinese Language) is the language spoken by the large number of people in the world and widely spoken language is English. English is a connecting language in the entire world. English is a passport to the world and plays the role of common linking language which kindled the enthusiasm of the students and took part actively.

The entire session was done in the interactive method. He tried to tune their mind and heart with his motivational speech. Communication is a general phenomenon without which there exists no life. Communication in business, corporate world, management, medical, engineering, interviews and life is indispensible. Communication over the phone and in person needs clarity. It is also inevitable in class room interaction and at work place. We convey our ideas through signs. Overall there are four stages of communication. They are - Listening , Reading, Writing and Speaking (LSRW) are the important aspects in communication. Each one is linked with another. If we don't listen and read, cannot write and speak. The communication is exchange of ideas, facts, and thoughts. It is a meaningful process of interaction. We try to transfer some information from one person to another or from person to another, one firm to another

firm. Here the words play an important role. Every word we utter has significance.

Whenever we speak it must reveal our idea to the other person or audience. Keeping it short and sweet is called KISS principle in communication. Especially, when we try to express in English everyone has got a trouble or phobia (fear). This is called Anglophobia(fear to speak in English) where Phobia means excess fear. People always think that they may go wrong when they speak English. It should be noted that in the course of time we will overcome the phobia, avoiding our own mistakes we can overcome the fear by the way of practice. People lack the practice but demands to speak beautiful and stylish English. Without making mistakes no one can be perfect in their language. In the course of time we will be alright, avoiding our own mistakes by the way of practice. Making use of the least number of words may mislead to a misconception of ideas and thoughts. Slowly but firmly we have to improve our vocabulary, with constant communication we can improve the vocabulary and fluency in proper communication which builds confidence. This proper communication helps us as to the organize, plan, control, increase, direct which reaches the expected and desired goal.

Body language, non verbal expression signs and symbols also play a vital role in communication. Listening is the best method of learning. If we listen well, we can execute well and we can understand well**.** While listening, our mind may be disturbed by some way or the other. Concentration is very essential for a active listening. Note making is essential while listening.

Through reading we can enhance our knowledge in a variety of fields. Book reading, newspaper/ story reading, will be helpful to widen our knowledge. All the top personalities of the world, mentioned that book reading has changed their lives, attitudes and knowledge. Louder reading will be helpful to understand the pronunciation and spelling. Writing is one of the most essential skills of communication**.** Without writing no books will be in existence. Books are written in scripts or typed or printed format. E-Mail plays the most important part in communication. In those days we have to draft and post a letter which takes a long time to reach the

destination but nowadays it's only a matter of second**.** We must learn the E-Mail etiquettes. The body of the letter is essential. We must be precise and use apt word.

Hence if we begin to understand the value of listening, reading, writing and speaking, communication is not far away since it determines our personality, business, goals, our ethics etc. Communication plays a vital role in the life of an individual.

Ms.B.Suganya, Assistant Professor proposed a vote of thanks.

AGRICULTURE 4.0

Dr. S. Sridevy
Assistant Professor (Computer Science), Department of Physical Sciences and Information Technology, Agricultural Engineering College and Research Institute, Tamil Nadu Agricultural University, Coimbatore

1. Introduction

Agriculture is the science and art of cultivating plants and livestock and was the key development in the rise of sedentary human civilization, whereby farming of domesticated species created food surpluses that enabled people to live in cities. The history of agriculture began thousands of years ago. So traditional agriculture changed its form as Agriculture Industry so as to meet the demands of society today. This industry is progressing to fulfilling its goals through amalgamating disruptive technologies thus demanding the revolution on par with the industry revolution and destined to Agriculture 4.0. This article gives a glimpse of what Agriculture 4.0 to expose the computer science graduates to update the disruptive technologies leveraged in agriculture.

2. World Government Summit

The world government summit is a global platform dedicated to shaping the future of governments worldwide. Each year, the summit sets the agenda for the next generation of governments, focusing on how they can harness innovation and technology to solve universal challenges facing humanity.

2.1 Oliver Wyman

Oliver Wyman is a leading global management consulting firm founded in 1984, the firm adopted its current form in May 2007, when Mercer Oliver Wyman joined with Mercer Management Consulting and Mercer Delta to become one firm named Oliver Wyman. It is part of the Oliver Wyman Group, a business unit of Marsh & McLennan.

Oliver Wyman combines deep industry knowledge with specialized expertise in strategy, operations, risk management and organization transformation.

The World Government Summit launched a report called Agriculture 4.0 – The Future of Farming Technology, in collaboration with Oliver Wyman for the 2018 edition of the international event. The report addresses the four main developments placing the pressure on agriculture to meeting the demands of the future:

- Demographics
- Scarcity of natural resources
- Climate change and
- Food waste

3. Agricultural Industry Challenges

3.1 Demographics

In the coming decades, world population is expected to grow to by 33 percent, to almost 10 billion by 2050, up from 7.6 billion (as of October 2017). By 2100, the global population is expected to reach 11.2 billion. That figure may understate actual fertility rates—under other scenarios, population could hit 16.5 billion.

Population growth will boost demand for food, even in a modest economic growth scenario, by roughly 50 percent as compared to 2013 agricultural output.

3.2 Natural Resources

The world's farmland is becoming increasingly unsuitable for production: On the basis of certain metrics, 25 percent of all farmland is already rated as highly degraded, while another 44 percent is moderately or slightly degraded. Water resources are highly stressed, with more than 40 percent of the world's rural population living in water-scarce areas. Land has long been recognized as a finite resource, but in earlier times degraded farmland would simply be replaced by bringing new, unused land into cultivation. Such lands are rare nowadays, and what remains often cannot be farmed on a sustainable basis. Land shortage has resulted in smaller farms, lower production per person, and greater landlessness—all adding to rural poverty.

3.3 Climate Change

Climate change is a fact—and it is rapidly altering the environment. The degree of manmade emissions of greenhouse gases (GHGs) has reached the highest in history, according to a 2014 report of the Intergovernmental Panel on Climate Change (IPCC).

3.4 Food Waste

Between 33 percent to 50 percent of all foods produced globally is never eaten, and the value of this wasted food is more than $1 trillion. To put that in perspective, US food waste represents 1.3 percent of total GDP. Food waste is a massive market inefficiency, the kind of which does not persist in other industries.

4. Agriculture Revolutions

4.1 Agriculture during the first industrial revolution

In the 18^{th} and 19^{th} centuries, people started move away from farms and into the cities, where new types of employment were becoming available which led to the farm labour scarcity. Hence the first industrial revolution moved agriculture from agrarian society dependency to mechanisation.

4.2 Agriculture during the second industrial revolution

The second industrial revolution led to the advances such as telephones, light bulbs, diesel engines, airplanes, the Model T and the introduction of assembly lines. Improvements in transportation, especially the expansion of railways, helped to move farm inputs, farm produces, livestock, farming machinery expanded farm markets and made farming more efficient.

4.3 Agriculture during the third industrial revolution

The third industrial revolution, also called digital revolution saw technology advancing from mechanical and analog to digital. Agricultural technology experienced many advances. Farmers started using high-yielding varieties (HYVs), insect- and weed-resistant crops, effective fertilizers and pesticides. Satellite technology and biotechnology enabled farmers to increase their produces as well as record and analyse their production.

4.4 Agriculture during the fourth industrial revolution

Forth Industrial Revolution or Industry 4.0, articulated around the concept of the denominated “Smart Factories” where machines and systems are interconnected with the premises themselves under de leitmotiv of the search of adaptability and efficiency of production systems. In this frame, information is the driver of processes and is obtained thanks to continue data acquisition from sensors deployed all around the place, the availability of high performance communication networks, high capacity of storage and, processing and analyses of the data to convert them in information.

The Forth Industrial Revolution starts to be present as Agriculture 4.0 in farming scope by means of Smart Farms, that, similar what is happening with Smart Factories, pursue the interconnection of machines and systems with the premises, in this case, agricultural parcels and first processing facilities.

4.5 Agriculture 5.0

Agriculture 5.0 will be based on the integration of robotics and artificial intelligence. It could be visualized that it is going to be a revolutionary scenario of fully robotised agriculture from farm to fork.

5. Agriculture 4.0: Disrupting the system is doable with new technologies

The goalof Agriculture 4.0 is the adaptability of production systems,to improvements in crop rotation to obtain better production levels, and, in the other hand, efficiency of production systems, by means of optimization in the use of water, fertilizers and phytosanitary products, originating what is denominated as Precision Agriculture.In this scenario, information is again the driver axis of processes. However, challenges are quite different from those of industrial environment.At the same time, the use of disruptive technologies in agriculture called as future technologies like remote sensing and geographical information systems, internet of things (IoT), cyber physical systems (CPS), plant and animal genomics, advanced data analytics etc. could lead to farming practices more productive and precise in deployment and thus more sustainable agriculture.

6. Applications of Disruptive technologies in agriculture

6.1 Crop production forecasting: to forecast the expected crop production and yield over a given area and determine how much of the crop will be harvested under specific conditions. Researchers can be able to predict the quantity of crop that will be produced in a given farmland over a given period of time. Thereby directing the farmers to cultivate right crop for the forthcoming season in order to increase farmers income and ensure food availability.

6.2 Assessment of crop damage and crop progress: assessing the crop damage due to diseases, nutritional deficiency, weed infestation appropriate site specific, time specific agronomic practice recommendation can be given to the farmers in order to increase the yield.

6.3 Crop Identification: whenthe cropshows some mysterious characteristics, the data from the crop is collected and communicated to the labs where various aspects of the crop including the crop culture are studied. Based on which the agronomic practices are recommended to the farmers to protect the crop.

6.4 Identification of planting and harvesting dates: Because of the predictive technology available especially the IoT data integrated with meteorological data and big data analytics farmers can nowobserve a variety of factors including the weather patterns and the soil types to predict the planting and harvesting seasons of each crop.

6.5 Crop yield modelling and estimation: allows farmers and experts to predict the expected crop yield from a given farmland by estimating the quality of the crop and the extent of the farmland. This is then used to determine the overall expected yield of the crop.

6.6 Identification of pests and disease infestation: plays a significant role in the identification of pests in farmland and gives data on the right pests control mechanism to be used to get rid of the pests and diseases on the farm.

6.7 Soil moisture estimation: Soil moisture can be difficult to measure without the help of technology and gives the soil moisture data

and helps in determining the quantity of moisture in the soil and hence the type of crop that can be grown in the soil.

6.8 Irrigation monitoring and management: moisture quantity of soilsis used to determine whether a particular soil is moisture deficient or not and helps in planning the irrigation needs of the soil.

6.9 Soil mapping: Soil mapping is one of the most common yet most important uses in farming. Through soil mapping, farmers are able to tell what soils are ideal for which crops and what soil require irrigation and which ones do not. This information helps in precision agriculture.

6.10 Monitoring of droughts: Remote sensing technology is used to monitor the weather patterns including the drought patterns over a given area. The information can be used to predict the rainfall patterns of an area and also tell the time difference between the current rainfall and the next rainfall which helps to keep track of the drought

6.11 Climate change monitoring: play an important role in the determination of what crops can be grown where.

7. Challenges of Agriculture 4.0

7.1 **Implementation of sensors on field**: It´s true that, in theory, we can deploy as many sensors as we wish, but there are two main problems: energy supply for sensors, that can be solved using low-consumption sensors and alternative mechanisms to answer energy needs; and the transfer of data to the storage and processing systems, that could be difficult to solve in environments where broad-band networks (3G and superior) are practically inexistent and, sometimes, there are not even 2G coverage.

7.2 Leveraging drone technology: Although some big factories have already started to use drones to get data, it is in farming context where obtaining long distance data is really efficient and profitable. Satellites and drones are today and in years to come basic tools to get necessary data to support agriculture development.

7.3 Data storage and processing are very relevant issues. A drone equipped with a last generation camera is able to cover 200 Ha in about

two hours taking data with 2 cm2 resolution. That means about 50 million of points with several data level. Their processing is not obvious and remote sensing, a disciple that has been developing potent basis over big processing systems (supercomputers) for years, faces now the challenge to be able to offer massive-consumption services.

7.4 The interconnection of all the elements among them and with de territory. Over the basis of the implementation of cloud-based services, the barrier outlined before regarding to the availability of connection to high capability mobile communication networks, requires the **development of ad-hoc systems** capable of providing access to services in situations of low or inexistent coverage. In addition, it´s necessary to address the psychological barrier that has always existed among professionals of farming sector to incorporate new technologies to their daily work, by applying a high level of empathy to design experiences in accordance with their necessities and working environment.

8. New Trend in Agriculture 4.0 – Cyber Physical Systems (CPSs)

Cyber-physical systems (CPSs) are interconnected systems of physical, autonomous and intelligent components able to monitor and interact with physical entities by managing data flow and operations. The CPSs have been applied in a wide range of domains including industrial control systems and factory automation, energy production and management, traffic control and transportation systems, public safety, healthcare and assisted living applications, food control and precision agriculture. The CPSs demonstrate their capability to enhance the performance obtained by simple recent embedded systems and introduce a new class of collaborative systems.

Agricultural cyber-physical systems (ACPSs) are the agricultural scenario applications of the CPSs. The applications are based on advanced electronic technologies and agricultural facilities to build integrated farm management systems that are able to interact with the physical environment in order to maintain ideal environmental values. They are expected to be able to gather the essential and appropriate information about climate, soil and crops, with high accuracy. The gathered data are

used to manage the external resources such as watering, humidity, plant health etc.

9. Conclusion

Challenges based by the agricultural industry is to be given with prime importance in giving solution is obvious. The agricultural revolution must ensure not only food availability, safety and security but also having a responsibility of preserving the natural resources and as well protecting the environment. The future with interdisciplinary integration of technologies need to be developed and deployed to assure the life in future generation. Non-agricultural discipline professionals need to be educated to preserve nature and feed the future.

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READING BRAIN – USE IT OR LOSE IT "A dumb person becomes a communicator and a lame climbs mountains of knowledge through reading"

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Introduction

Reading moulds the brain of ordinary human to become extraordinary personality. The most complex thing in this world is to understand how brain works. It is of course the complex machine – the muscle internet in the universe. New imaging scanning technology like MRI allows us to observe the living brain at work. Reading which is often taken for granted can help unlock our remarkable power. Reading builds new connection in the brain, which in turn allows us to use words as stepping stones to understand other's worlds. Books have the power to change the humanity**.**

Essential of Reading

Reading is the passion of the greatest personalities of all times since ages which helped to pass on knowledge through generations. Thus reading habit influences in the promotion of one's personal development in particular and social progress in general. Regular and systematic reading sharpens the intellect, refines the emotions, elevates tastes and provides perspectives for one's living thereby prepares a person for an effective participation in the social, religious, cultural and political life. Reading fires the imagination of the person by adding new sight to eyes and new wisdom to mind.

Reading is a vital factor affecting intellectual and emotional growth. "Reading is as a process of thinking, recalling and relating concepts under the functioning of written words". "The interaction of what is in the head with what is on the page within a particular context that causes students to comprehend what they read". Thus, reading is the ability to recognize and examine words or sentences and understand the information within.

Reading is a basic skill for lifelong learning and lifelong reading can be established through leisure reading. Now, the meaning of reading has undergone many changes.

Read – Does it require by nature?

- Human beings never born to read.
- We were born to speak, hear, see, smell ….
- Ability to encode symbols transferred to understand the meaning
- Distinctive sense distinguishing difference between shapes for instance, a stick from deadly snake
- Visual sense meant lot to them

What the human had to do is to rearrange its existing parts in the brain. This distinctive skill was adopted to serve another super – skill altogether. When we invented alphabet and started to read, ancient hunters became modern readers.

What is reading?

It is a Skill or activity of getting information from books and other Medias

What to Read?

- Fiction, Nonfiction etc.,

Why to Read?

- Significant number of benefits
- It is an intellectual journey – agree /disagree authors view
- Evaluate everything with previous experiences and
- Enables to navigate the world.
- This is the formation of network connection in the world.

Where? When ? How ?.....Number of advantages. Here I cover the following

- Reading for – pleasure
- Reading for– Moulding

- Reading for– Self Motivation
- Reading for– Transformation
- Reading to become a complete human being with humanism

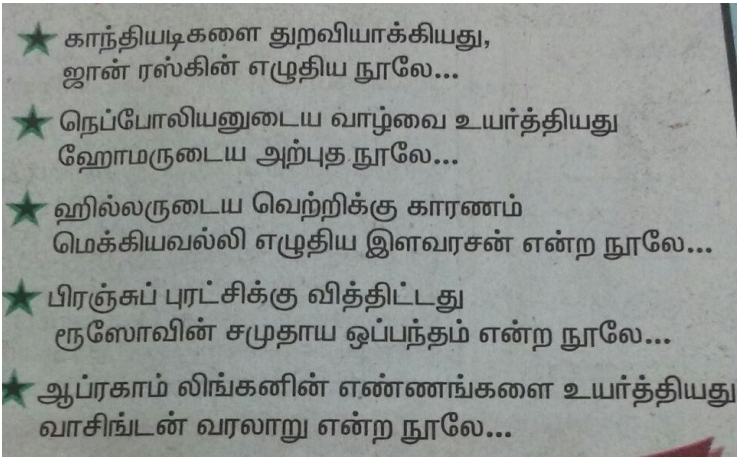
Reading for – pleasure

- Leisure reading, also known as recreational reading
- Health benefits, social benefits and improve our sense of connectedness to the wider community. Increases our understanding also improves empathy and gives us an insight into the world view of others.

Reading for Moulding

- Reading Builds / Moulds Character
- Introduced new vocabulary words, creativity, and overall knowledge expansion.

Reading for Self Motivation



Reading for Transformation

Number of Life changing experiences/ turning points for example

- Dr. APJ Abdul kalam , Rangarajan, Vidhaykar, Ratan , Sachin and so on

Reading makes complete human being

Ultimately Reading transforms life to become a complete human being with humanism like

- Gives meaning of life.
- Grooming personality
- Gain confidence
- Form healthier society.

Significance of Reading different kinds of books for example

Spiritual reading emphasizes the readers' thoughts and the way to rule their mind.

Stay Fit reading not only improves physical fitness levels, but also hones their cognitive skills.

Ardent Readers inspire the users to visit the library, frequently and motivate them always to have something good, to read at hand. For Educators and Novice inculcate the habit of reading

For Creativity & Innovation make imaginary mastermind for finding new perspectives and looking the happenings in a different angle.

Consequences and Impact of Reading

Spread Reading, Spread Happiness". Reading & Reflecting, Drafting & writing, Presenting & Publishing knowledge

- Reading – better way of understanding lives
- Words no longer to comprehend – but to experience
- Reader becomes the book – and the book becomes the reader. It is a cerebral workout
- Reading – more than an act of finding out information
- It provides a means to muscle up our ability to network.
- When we are reading the novel – entering into the world of imagination

- Reading gives – rehearsal stage as big as the world
- The power of reading to produce network is -- being used to heal the troubled minds.
- Eg: book review – Interaction and evaluation of events and character
- Reading – sometimes work better than antioxidant.
- Five thousand years the reading journey continues
- As the world of technology changes, our reading style changes.
- But it is the reading which remains a key to the wider world.
- Reading transform everyone who wishes to be …..

Its time to Read.!!! Read !!! Read!!! And LEAD……

CAREERS IN MATHEMATICS AND OPPORTUNITIES FOR STUDENTS

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Where Can Math take us?

Mathematics is challenging, rewarding and fun. It is both logical and creative. Students who major in mathematics have a variety of opportunities. The mathematics major prepares students for traditional pursuits such as graduate study, teaching and work as an actuary. Students with a love of math find mathematics major can be combined with a pre-professional curriculum or a major in the sciences or engineering to provide a strong background for graduate study or employment in a field related to mathematics.

The mathematical economics major provides an opportunity for students with an interest in mathematics and business or economics to combine these interests. The Department of Mathematics offers both a Bachelor of Science and a Bachelor of Arts degree. Each degree can be taken with Option A: Mathematics or Option B: Mathematical Sciences. The mathematics option is chosen by most students. The mathematical sciences option combines the study of mathematics, statistics and computer science and prepares students for careers involving the applications of mathematics. Mathematics minor is available for students who would like to continue their study of mathematics, while majoring in another field. In addition to the bachelor's degrees, the Department of Mathematics offers programs leading to the Master of Arts (M.A.), Master of Science (M.S.), and the Doctor of Philosophy (Ph.D) degrees.

BEST INSTITUTES FOR STUDYING HIGHER STUDIES IN INDIA

- The Institute of Mathematical Sciences (IMSc). Location: Chennai, Courses: **Ph.D. & Post-Doctoral**. **Opportunities:** Visiting Student Programme, Summer and Winter Internship.
- Indian Statistical Institute (ISI) Location: Delhi, Ban- galore, Kolkata, Tezpur, Chennai. **Courses**: B.Math, M.Math, Ph.D. & Post-Doctoral.

Opportunities: Visiting Student Programme, Summer and Winter Internship.

- Indian Institute of Science (IISc) **Location**: Bangalore. Courses: B.Sc.(Research), Integrated Ph.D, Ph.D. & Post-Doctoral. **Opportunities**: Visiting Student Programme, summer and Winter Internship.
- Harish-Chandra Research Institute (HRI) Location: Allahabad. Courses: Int M.Sc-Ph.D. Opportunities: Visiting Student Programme, summer and Winter Internship.
- Tata Institute of Fundamental Research (TIFR) Location: Mumbai, Bangalore. Courses: Int M.Sc-Ph.D, PhD. Opportunities: Visiting Student Programme, summer and Winter Internship. Note: In Bangalore, TIFR Centre for Applicable Mathematics.
- Chennai Mathematical Institute (CMI) Location: Chennai Courses: B.Sc, M.Sc, Ph.D. Opportunities: Visiting Student Programme, Summer and Winter Internship.
- Indian Institute of Technology (IIT) Location: Bombay, Delhi, Madras, Kharagpur, Kanpur, Guwahati. Courses: M.Sc, Ph.D. Opportunities: Visiting Student Programme, Summer and Winter Internship.
- Indian Institutes of Science Education and Research (IISER) Location: Mohali,Pune, Thiruvananthapuram, Bhopal, Kolkata. Courses: M.Sc, Ph.D.
- National Institute of Science Education and Research (NISER) Location: Bhubaneshwar. Courses: Integrated M.Sc, Ph.D.
- National Institute of Technology (NIT)
- Institute of Mathematics and Applications, Bhubaneshwar.
- Some Central and State Universities.

MATHEMATICS SCHOLARSHIPS

Mathematics Scholarships and grants are available for college students. Mathematics teaches patience, discipline and step-by-step problem-solving skills. Students with a substantial background in mathematics have an unlimited number of career opportunities. Mathematics opportunities are provided for students to study in their own country as well as to study abroad in renowned universities and institutions. Various mathematics scholarships and grants are offered for students to study further.

For **M.Sc:** National Board for Higher Mathematics (NBHM), Govt. of India and fellowship is Rs.6000 per month; JAM- Joint Admission Test by any Indian Institute of Technology, Govt. of India.

For **Ph.D:** CSIR - UGC(JRF)/ NBHM/ GATE(JRF) - JRF Fellowship: Rs. 31000/- month + 30% HRA + Contingency Rs. 20000/- annum(First three years), SRF Fellowship: Rs. 35000/- month + 30% HRA + Contingency Rs. 25000/- annum(last two years); DST Inspire Fellowships for University PG First Rank Holder; OBC National Fellowships, UGC; SC/ST National Fellowships, UGC; Maulana Azad National Fellowship for Minority Students and National Scholarship Portal, Govt. of India.

For **Post-Doctoral:** National Post - Doctoral Fellowship, SERB, Govt. of India, amount**:** Rs. 55000/- per month + 30% HRA + Contingency 200000/- per annum + 100000/- per annum; Kothari Post - Doctoral Fellowship, UGC, Govt. of India, amount: Rs. 43800 per month(I year), Rs. 45000/- per month(II year) & 460008/- per month(III year) + 30% HRA + Contingency Rs. 100000/- per annum; NBHM Post - Doctoral Fellowship, NBHM, Govt. of India, amount: Rs. 36000/- per month(I year) + 30% HRA + Contingency Rs. 36000/- per annum and Women Post-Doctoral Fellowship, UGC, Govt. of India, amount: Rs. 38,800/-(first three years) & Rs. 46500/- per month (last two years) + 30% HRA + Contingency Rs. 50000 per annum (Five years).

CAREER OPPORTUNITIES

Career opportunities are unlimited for mathematics majors. They may pursue graduate education, career paths in business, science or technical fields or disciplines such as social services, education and government.

Some of the occupations that mathematics majors enter include: accountant, actuary, computer programmer, doctor, engineer, investment manager, lawyer, government research and laboratories, theoretical mathematician, mathematician, numerical analyst, statistician, teacher, market researcher, systems analyst, banking, government and space/aircraft industry.

COMPONENTS OF A SUCCESSFUL MATHEMATICS CAREER

SKILLS

Given the amount and importance of data that is used in mathematics careers, workers in these fields must be highly skilled – not only in performing calculations. The following are some skills that employees need to multiply their chances of success.

Active learning skills

Those who work in math-related jobs are required to take in a lot of complex information in order to create theories, find solutions, and provide guidance. This requires active learning skills, which allow them to stay informed about the data and issues that impact their industries.

Communication Skills

Although handling numbers is a huge part of mathematics careers, on a day-to-day basis, professionals must know how to handle people. As a result, verbal and written communication skills are critical. Whether they are communicating with their peers or with lay people, math professionals must know how to craft written or verbal messages in a way that a specific audience can understand.

Decision Making Skills

Workers are often responsible for making judgment calls that affect their clients. People rely on their expertise and their ability to understand complex information, so they need strong decision making skills that allow them to act as trustworthy advocates on behalf of their clients.

Systems Analysis Skills

This skill entails figuring out how systems work and change, given the conditions of their environment. This can help professionals understand how the fast-changing worlds of science, technology, and finance can

influence the work they're doing and the organizations or individuals they're trying to help.

Teamwork Skills

Although some may erroneously have the image of a lone scientist working in an office without another person in sight, mathematics careers actually require a great deal of collaboration. In order to find solutions to technological and mathematical problems, these workers must be able to effectively work as a member of a team, always keeping in mind the bigger picture and how their work affects those around them.

TOOLS AND TECHNOLOGY

Tools and technologies are essential in mathematics careers to ensure accuracy and efficiency. The following are some examples of the instruments these professionals rely on. They are: Accounting software, such as JD Edwards software, Fund accounting software, Sage 50 Accounting, and Intuit QuickBooks; Analytical or scientific software, including programs such as Minitab software, SPSS Amos, UNISTAT Statistical Package, Wolfram Research Mathematica, and Cytel StatXact; Compliance testing software; Data scanners; Graphing calculators; High capacity removable media drives; Map creation software, like Microsoft MapPoint, ESRI ArcView, and ESRI ArcGIS software; Optical disk drives; Project management software, such as Microsoft Project and Microsoft SharePoint software and Tableau software.

CONTEMPORARY BUSINESS PRACTICES IN KERALA

Prof. S. Rajasekharan Nair
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Introduction

From the managerial perspective it is important to keep in mind that India has had a successful international trade since ancient times. Today, at the start of the 21st century, India is a successful emerging market economy.

India has a huge population of over 1.6 billion (in 2017) which is growing and hence great cultural pluralism and diversity. Key economic indicators show high gross domestic product (GDP) of US$ 1870.7 billion and at the same time a relatively low GDP per capita of just US$ 1504.54 (World Economic Forum, 2015).

Although the GDP per capita is currently low compared to advanced economies of the world, it has shown a constant significant improvement trend in the last thirty years. The Indian economy is ranked 55th out of 140 world economies. This overall economic ranking according to the Global Competitiveness Index is a significant improvement as India has climbed 16 places in comparison with its previous ranking. Dynamics of many indicators are positive, but for some areas need improving. Very positive trends have been recorded in areas of institutions where ranking is improved by 10 places, and infrastructure has gone up 6 places.

On the other hand, there is a long tradition in Indian culture that should be approached having in mind all its specific aspects. Using opportunities linked to modern Indian business is possible with a competitive advantage of a rapidly growing large domestic market and world-class talents. Specifics of management are reflected through today's India's way of doing business.

India is becoming more and more attractive for foreign direct investments, as a location for production, especially in the "knowledge" industries, but also in the sphere of higher value added services, where India's emerging advantages are present. From the aspect of demand, the existence of an unsaturated consumer market is significant. The country receives

increased attention of multinational companies while acknowledging the fact that the Indian subcontinent was associated with the British East India Company as one of the earliest multinationals known in the domain of the East Indian spice trade.

There are many business challenges and opportunities in the changing Indian economy along with new horizons emerging in Indian management. Planned economic development of the country is oriented towards achieving sustainable and inclusive development. Today, India is globally recognized as an economic power. The dramatic rise of India in the global economy has been attributed to many factors, the major one being the focus on economic reforms. A large pool of human capital, in particular a young talented well-educated work-force, is one of the major drivers of its economic growth.

Indian managers are now recognized as world class managers by many companies. They exhibit a global mindset. Rapid strides in knowledge-based industries, especially information technology (IT), biotechnology, and pharmaceuticals, rejuvenation of the manufacturing sector, changes in the agriculture sector have contributed to making India one of the fastest growing economies in the modern world. Mangers are aware of the advantages of an adopted market-oriented approach to development, opening of the economy, realizing economies of scale and scope in Indian enterprises, as well as of the importance of modern technologies, especially information and communications technologies. Export orientation is evident, along with increasing the share of services.

Implications of Culture for Indian Management Thoughts

From the aspect of management, culture can be determined as acquired knowledge that people use to interpret experience and generate social behaviour. This knowledge forms values, creates attitudes, and influences behaviour. In order to understand the complex and multidimensional nature of culture, it is necessary to study elements such as: language, religion, preferred behaviour, customs, material products, aesthetic criteria, education and social institutions. Special variables of culture determine basic attitudes towards the phenomena of time and materialism, as well as attitudes towards change, individualism and work experience.

Culture can influence the way in which managers think and behave, but also their attitudes, approaches, decision-making, along with technology transfer and business-government relations.

India has a very long history of continuous culture and tradition in an international setting. Hindi is the dominant language, but, in fact, India is a multilingual nation. The knowledge of English is relevant from the aspect of business. There are a large number of highly educated people, especially in the sphere of engineering, computer science, management and medicine. From the standpoint of companies wanting to successfully do business in India, knowing and understanding Indian culture and local customs is very significant.

Cultural acumen can help foster human and social capital to improve organizational performance The Indian culture can be interpreted in different ways depending on the individual perception. In this context certain analytical frameworks that contribute to a better understanding can be used. A genuine multidimensional approach to the Indian culture is presented through an analytical framework where the Indian culture is considered from the viewpoint of the "ideal-real" axis and "radical-practical" axis. On the one hand, many writers point to the ideal in the Indian culture, and, on the other hand, thinkers point to the reality.

When these two views are combined, the outcome is a "grounded praxis" view of the Indian culture. Its diversity should also be pointed out. The Hindu belief system embraces rationality and emotionality that play simultaneous roles in the thinking process; it induces individuals to behave both individualistically and "collectivistically" at the same time; it also induces context sensitive patterns of behaviour. Intellect is a highly valued attribute in India. All the above mentioned has implications for managerial decisions in contemporary Indian business.

The origins of the Indian software industry are linked to Vedic mathematics. Relevant is the stress on abstract, logical, and rational thinking in ancient Indian text *Vedas*, as well as the numerous mathematical contributions of India, including squares and square roots and the origin of trigonometry. The history of ideas in the world connected to the concept of "zero" is an interesting form of a modern

perspective. The Indian concept of "zero" and the decimal place–value system as a contribution to the world are integral concepts in software and calculations.

Buddhism is important from the aspect of business ethics. It concerns the Noble Eightfold Path that should be followed in order to lead an ethical life, which includes: right faith, right resolve, right speech, right action, right living, right effort, right thought, and right concentration. Its impact on management stems from this. This means that, according to the Buddhist philosophy, the founder of an institution – corporate organization, is responsible not only for the consequences intended or unintended to come out of the activities of the organization, but also for all the intended or unintended later consequences resulting from the activities of the institution. This is close to the strategic approach of contemporary management and orientation towards the future. In a more recent period, from the aspect of management, also evident is the relevance of East Asian Zen Buddhism whose roots are linked to India.

The Indian culture intertwines several philosophical viewpoints and thus represents a collection of human values such as: *nishtha* (sincerity), *samarpana* (commitment), *kartavya-parayanta* (responsibility), *jigyasa* (curiosity to learn), *kauslam* (efficiency), *vividha* (innovation), etc. that are relevant for corporate governance, productivity and corporate social responsibility. Acknowledging the holistic approach to modern management, one can also consider the holistic approach of Indian wisdom from the aspect of integrating matter and spirit; skills and values; object and subject. Also, there is focus on developing the inner mind. The unique contribution of the Indian ethos can be expressed through the position that management with a proper combination of values and skills can assure harmony and progress of the organization, as well as of the society. Regarding change management, it is important to stress that different elements of the Indian culture are not responsive to changes in the circumstances of the modern global environment in the same manner. Paternalism is present in business organizations in India, with the traditional identification with the organization, the sense of belonging and the sense of security. Also important is a strong impact of the personality

of the leader. There is a noticeable need for planning in order to realize the long-term business success of a company.

Changes were also brought by many multinational companies present on the emerging market of India, as well as many joint ventures. Modern information and communication technologies facilitate the practice of greater sharing of information in companies, where keeping information confidential was often practiced, above all in order to retain power and control in an environment with considerable red tape. Besides the importance of familial and social networks, more and more present are computer and business networks. India is known for its sophisticated software industry and its excellence in the high-tech service sector. Viewed as a whole, a new vision of economic development for the information age is being realized. India is intensively integrating into the global economy. New business systems have evolved as a result of foreign influences and globalization. Practice has shown that Indian managers consider that unconditional loyalty to their organization is a highly ethical behaviour, which in this regard is similar to Chinese managers. The Indian business culture often focuses on friendship, favours and clanship, especially valuing friendship based on multigenerational family friendships, school friendships or personal friendships, and important in managerial practice are network-based business strategies, connections, social networking, and rich interpersonal relationships.

Contemporary management in India entails an important role of culture in creating the image of the company. Considerable harmonization of the value systems of the company and of the society itself is needed, along with expectations connected to business responsibility, adding to the philanthropic tradition in India and the striving towards a harmonious world.

The ancient Indian ethos which has stood the test of time can help in creating a more sustainable paradigm for management practice. Important for this concept are relationships with stakeholders – people such as suppliers, distributors, bankers, employees, agents, etc. that constitute “living” stakeholders; the “planet” which constitutes the natural resources and the larger environment, the “non-living” or abiotic component of the

stakeholders' domain. The living and non-living stakeholders are inter-related through the organizational systems and processes. The term "business ecosystem" is used to indicate a web of interrelationships and the level of global management is facilitated by the promotion of free trade both on a trans-national and trans-continental bases. Here in focus are creation, exchange and transfer of knowledge at various levels.

The overall strength of the Indian market is important from the economic aspect. The Indian retail market is big and fast growing. The huge Indian middle class with a large disposable income plays a vital role, as it has become consumer oriented to a large extent. In the recent period many shopping malls have been opened in India, as an expression of the modern consumer lifestyle and the interest of the large youth population. Shopping malls represent a destination for not only shopping, but also as a place for social gathering and entertainment. This has led to the concept of a "mall culture" in Indian retail space and the development of mall management. The India way of conducting business is linked to success connected with deep cultural and philosophical roots. Entrepreneurial thinking with strategic sense making, managerial adaptability and flexibility combined with a sense of purpose, form the basis of the India way. Indian managers view business as part of a wider social vision. The India way is characterized by four principal practices: holistic engagement with employees; improvisation and adaptability of managers; delivering the creative value proposition, creative value delivering to customers; and a sense of a broad mission and purpose. As regards creating competitive advantages, typical of the India way is the ability of business leaders to find a creative advantage and realize strategies that are different from others.

Conclusion

Today we can talk about exciting times for the Indian emerging market economy. India is one of the most attractive destinations for business and investment opportunities. The Indian paradigm in management is also prominent. It is important to stress that India is expected to grow fastest among emerging economies in 2017 and 2018 with a focus on sustainable development.

Interest in Indian business and management increases considering the important fact that India is becoming the world's fastest growing economy. As regards economic prospects, manufacturing is expected to receive a boost from the government's flagship "Make in India" programme, which aims to induce businesses around the world to invest in manufacturing by providing infrastructure and streamlining regulations. The needs of advanced economies would provide a boost to tradable services. Support for infrastructure is needed to realize the full potential of industry and services to create forward and backward linkages and so achieve inclusive growth.

It is important to keep in mind the expansion of managerial education today in India. Similarly, there is strong focus on management research, along with the desire for further development of original business models and management methods, which would emphasize the Indian culture. On the one hand, new premises and values are accepted, as global companies are becoming more present in India, and, on the other hand, Indian companies are more engaged in a global framework.

Also important are change management and performance management, especially in conditions of changes in the global environment and strong competition. In the recent period there has been a growth in the management consulting industry in India. Changes are expected for further development of information and communication technologies and knowledge-related industries. There are evident challenges for the Indian management oriented towards realizing business success at a global level in the future, along with a proactive and innovative approach.

MICROORGANISMS IN ENVIRONMENTAL CLEANING

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Bioremediation is gaining importance worldwide in mitigating hazardous pollutants and in the treatment of industrial wastes. Industrial developments have consumed maximum quantity of natural resources. During and after the processes of manufacturing, unutilized wastes in the form of hazardous substances have been pumped into the environment. Number and concentration of chemicals released to land and aquatic environment has dramatically increased since last 150 years. Many marine and groundwater contaminations result from accidents or unmindful dumping of wastes. Pesticides, heavy metals and other similar contaminants enter into soil, groundwater and surface water sources through widespread application in agriculture, in aquaculture and treated sewage inflow. There are about 300,000 sites in USA, 2.5 million in Europe, 250,000 in China , 30,000 in Canada, 60,000 to 200,000 in Australia , 9,000 in British Columbia, 200,000 ha in Latin America and 113,000 ha in Japan have been reported to be contaminated and need immediate attention. Though there are physical and chemical methods have been in practice, they are costly and end products will be an another waste. Indigenous microorganisms inhabiting polluted environments are bestowed with resistance and catabolic potential which makes them suitable for cleaning the polluted site. The contamination clean up strategy called bioremediation using autochthonous potential microorganisms (intrinsic bioremediation) or genetically engineered organisms (engineered bioremediation) to clean up polluted sites is gaining importance. In general, potential microbes with broad spectrum degradation activities from their native habitat have been isolated, identified, genetically modified if needed, and released back to their own habitat for better performance. These microbes produce multivariate extra and intracellular enzymes including proteases, amylases, ureases, lipases, cellulases, xylanases, nitralase, oxidases, azoreductases and hydrolases that could effectively breakdown the complex chemicals. The success of

biodegradation depends on the availability of nutrients and suitable various physico- chemical conditions prevailing in the contaminated sites. Hence those microorganisms that are capable of cleaning contaminated sites could be called as " Microbial Cleaners". Microbial transformation of organic contaminant leads normally to cell growth and reproduction. They utilize the contaminants as primary substrates or secondary substrate or as a co-metabolic substrate. In addition to converting contaminants to less harmful products, microbes can cause mobile contaminants to be demobilized by sorption, precipitation and immobilized , a strategy useful for containing hazardous materials. During these processes, microbes can cause changes in the sites that are to be taken care of when evaluating bioremediation. However, a battery of factors such as, unavailability of contaminants to the organisms, toxicity of contaminants to the organisms, microbial preference for some contaminants, hazardous byproducts may complicate bioremediation. Further, no single set of characteristics will favour bioremediation of all the chemical contaminants. . Microorganisms extending biodegradation in various environments are *Bacillus, Serratia, Acinethobacter, Actinobacter, Acaligenes, Rhodococcus, Arthrobacter, Pseudomons, Berijerinckia, Flavobacterium, Methylosinus, Microbacterium, Mycococcus, Nitrosomonas, Nocardia, Penicillium, Phanerochaete, Rhizoctomia, Saccharomyces, Candida, Trichoderma, Trametes and Xanthobacter.* No individual organism is capable of mineralizing most hazardous compounds and complete mineralization is possible in a sequential degradation by a consortium of microorganisms which involves synergism and co metabolism actions. Intrinsic microorganisms in various habitats have an amazing physiological activity and are able to metabolize and often mineralize many number of organic chemicals. Majority of bioremediation processes are carried out under aerobic conditions, but running a technique under anaerobic conditions may allow microorganisms to degrade otherwise recalcitrant molecules.

Biodegradation of a compound is often the results of multiple organisms. Apparently, depending on the site of treatment either on the contaminated site itself or excavating pollutants from polluted site, transported for treatment at another place and bringing back the treated soil to the original site , bioremediation techniques could be categorized into *in-situ*

and ex- *situ* respectively. Nature of pollution, depth and degree of pollution, geographical location, geology of polluted site , cost of treatment are some of the most important criteria before choosing the type of bioremediation technique. When microorganisms are imported to a contaminated site for enhanced degradation, the process is called "bio-augmentation". Biopile mediated bioremediation is the process piling of excavated polluted soil, followed by application of nutrients and aeration results enhanced microbial growth and degradation of pollutants. This method could be successfully applied in extreme cold environments. Addition of bulking agents like saw dust, paddy straw, wood chips and other organic materials enhance bioremediation process of constructed biopile. The process of windrows depend on periodic turning of piled contaminated soil, together with addition of water bring about increase in aeration , uniform distribution of pollutants and nutrients. This method enhances rate of bioremediation by increasing degradation activities of autochthonous and /or transient microorganisms . This can be accomplished through assimilation, biotransformation and mineralization. In a bioreactor, polluted soil can be fed either as a dry matter or slurry, maintain optimum growth parameters including nutrients and inoculum concentration, making bioreactor based bioremediation more efficient. In addition, bioreactor being a closed system, genetically modified microorganisms (GEM) can be used for bioaugmentation, the organism can be killed before treated soil are returned to field for landfilling. Land farming bioremediation technique involves spreading of contaminated soil in a layer, tillage which brings about aeration, addition of nutrients and irrigation stimulate activities of intrinsic microorganisms to enhance bioremediation during land farming. In general, *ex-situ* bioremediation techniques seems to be faster, easier to control and can be used against various contaminants.

Bioventing, an *in situ* bioremediation process, amendments are made by adding nutrients and moisture to enhance bioremediation resulting in microbial transformation of pollutants to harmless state. This methodology is popular in restoring sites polluted with light spilled petroleum products. This technique can be applied to vadose zone polluted anaerobic environment where mixture of nitrogen with low

concentration of CO_2 and H_2 can also injected to bring about reduction in chlorinated vapour. Unlike bioventing, where microbial population enhancement is through moderate air injection at the vadose zone, soil vapour extraction (SVE) maximizes volatile organic compound volatilization through vapour extraction. Bioslurping, process is the combination of vacuum- enhanced pumping, SVE and bioventing to achieve ground water remediation by indirect provision of oxygen and stimulation of biodegradation of contaminant. In Biosparging technique, air is injected into soil subsurface / aquifers to stimulate microbial activities resulting in promotion of pollutant removal from contaminated sites. Phytoremediation, a technique following plant interactions, has been successfully applied in various contaminated field. In toxic heavy metal and radionuclides contaminated soils, pollutants are removed by extraction, transformation and sequestration. At the same time, in organic compounds polluted soil, the contaminants are predominantly removed by degradation, rhizoremediation, stabilization, volatilization and mineralization. The most important matter to be remembered is that the plant should not be made available for animal consumption, toxicity of pollutant to plants, adaptability of plant to prevailing environmental conditions, plant growth, site monitoring and extension of period to achieve the desired cleanliness. Here plant growth-promoting rhizobacteria (PGPR) might play a vital role in phytoremediation.

Currently, certain genetically engineered microorganisms with higher degradative capacity have been reported. The genetic architecture of these microorganisms makes them valuable in biodegradation, biotransformation, biosorption and bioaccumulation. Microorganisms are not only effective for the degradation of pollutants, the process known as bioremediation but they can also be used for cleaning unwanted substances from soil, water, air, waste products from industries and other sources.

A JOURNEY TOWARDS UNIVERSAL CONCIOUSNESS

Dr. V. Ponnuswamy
Former Principal, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore

Introduction

Dr. V. Ponnuswamy started his lecture by explaining the origin of our Solar system. He, then sequentially recalls the scientists and their inventions about celestial objects, and how they framed Physics laws by their observation.

The Earth was the ester of the universe and that circular motion was most perfect. This idea was elaborated by Ptolemy in first century A. D into a complete cosmological model. Eight spaces surrounded our Earth are Moon, Sun, Stars, Mercury, Venus, Mars, Jupiter and Saturn.

1514 Nicholas Copernicus suggested that the Sun was stationery at the center and that the earth and the planets moved in circular orbits around the Sun. In 1687, Newton published his work in Principia Mathematica Naturalis causae for the planetary motion in elliptical orbits. This was probably the most single work ever published in physical sciences.

Newton not only put forward a theory of how bodies move in space and time, but he also developed the mathematics needed to analyze those motions. In addition Newton postulated a law of universal gravitation.

The Beginning of the Universe

St. Augustine accepted a date of about 5000 BC for the creation of the Universe according to the book of Genesis. When most people believed in an essentially static and unchanging Universe. Edwin Hubble made the landmark observation that the Universe is expanding. This means that at earlier times objects would have been closer together. His observations suggested that there was a time called the big-bang when the Universe was infinitesimally small, and therefore infinitely dense. An expanding Universe does not preclude a creator, but it does place limits on when he might have carried out his job.

The discovery that the Universe was expanding was one of the great intellectual revolutions of the 20th century. If it was expanding at more than a certain critical rate, gravity would never be strong enough to stop it, and the *Universe would continue to expand forever*.

The Friedmann Models

•Universe looks identical in which ever direction we look.

•This would also the true if we were observing the Universe from anywhere else.

In 1922, several years before Edwin Hubble's discovery, Fried wann predicted exactly what Hubble found. •If the density is less than a certain critical value, determined by the rate of expansion, the gravitational attraction will be weak to halt the expansion. If the density is greater than the critical value, gravity will stop the expansion at some time in the future and cause the universe to recollapse.

Stephen W. Hawking's conclusion

If we do discover a completer theory, it should in time be understandable in broad principle by everyone, not just a few scientists. Then we shall all he able to take part in discussion of why the Universe exists. If we find the answer to that, it would be the ultimate triumph of human reason. For then we would know the mind of God.

The Existence of black holes

A black hole is an object so dense and Massive that the gravitational field at its surface does not allow even light photons to escape. The gravitational attraction of light photons by massive regions of stars results in the absorption of radiation emitted from such regions. i.e., light photons fall back 'down' before they escape and hence such regions appear black on the surface of stars including Sun. The Set of events from which it was not possible to escape to a large distance. It means that the boundary of the black hole, the event horizon is formed by rays of light that just fail to get away from the black hole. It is like running away from police and managing to keep one step ahead.

Dark Matter and Dark Energy

Recent observations in Astrophysics and cosmology clearly indicate that our Universe is expanding with acceleration. Because of the Newtonian Mutual attraction existing between any two objects of the Universe, one would expect the Universe to contract more and more. But the observations of Hubble clearly established that the Universe is expanding.

This discovery of expansion of the Universe led in recent years to the conjecture that there must exist a kind of energy pushing galaxies away from each other despite the Newtonian attraction between them. Since the source of such energy is still unknown, it is called Dark Energy.

Conclusion

According to Newtonian mechanics the three fundamental concepts space, time, and mass are all absolute and invariant. Universe is still expanding and the Expansion of universe is an intrinsic expansion whereby the scale of space itself changes.

ADVANCES IN BEHAVIOUR TECHNOLOGIES

Prof. Dr. Vedagiri Ganesan
Director, Global Institute of Behaviour, Technologies,
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Behaviour Technology adopts Interdisciplinary Approach to fine Solutions for various Human Behaviour Problems.

It draws information from various fields like, Psychology, Sociology, Cultural Anthropology, Education Technology, Management, Religion, Physiotherapy etc.

The Desirable Behaviours can be developed and the Undesirable Behaviours can be extinguished by the application of Rewards and Punishments.

Psycho-Somatic Illnesses can be cured by various Behaviour Technologies.

Following are some of the Behaviour Technologies:

Alternate Responses Development, Aversion Therapy, Behavioural Contract, Behavioural Rehearsal, Brief Therapies, Sexual Competency, Sexual Desensitization, Emotional Management, Self Defence Techniques, Thought-Laughter Technique, Hyper- Sensitization, Paradoxical Intention, Changing Sexual Orientations, Reverse Control of Fits, Anger Reversal, Genital Muscle Relaxation, Management of Post Traumatic Stress Disorder Management of Insomnia, Management of Phobias, Management of Smoking, Management of Anxiety, Management of Depression, Management of Suicidal Rumination, Management of Homicidal Rumination, Management of Fits, Management of Masturbation, Management of Bi-Polar Disorder, Management of Introversion, Management of Social Anxiety, Management of Stress.

There Is “No Physical Health Without Mental Health” - World Health Organization

I. Impact Effect: I. Thoughts, II. Emotions, III. Hormonal Releases, IV. Changes In Bio-Chemistry of Blood

II. Impact on Cells of Vital Organs: 1. Brain, 2. Heart, 3. Lungs, 4. Kidneys, 5. Pancreas.

III. Counselling Fulfills the Public- Health Needs of the Community. Insufficiency of Health and Mental Health Professionals, Psychologist as Innovator, Prevention of the Onset of Mental Health Problems, Safe and Sure Ways of Cure for Mental Health Problems, Guaranteed Ways of Rehabilitation, Self-Administering Techniques.

IV. Behaviour Technology Offers Solutions for Various Problems of Human Behaviour for: Individuals, Small Groups, Large Communities, Desirable Behaviour Vs Undesirable Behaviour, Psycho-Somatic-Illnesses such as Hypertension, CHD, Peptic Ulcer, Insomnia, Constipation, Diarohea, Secondary, Impotence, Unorgasmia, Depression, Migrane, Lower Back Ache, Infertility, Exceesive Smoking , Excessive Drinking, Asthma, Lack of Appetite, Excessive Eating, Alcoholism, Smoking, Behavioural Rehearsal: Enactment of Desirable Behaviour with Appropriate: Facial Expression Body Posture, Action, Voice, Dialogue, Emotion, Desensitization, Development of Hierarchy, Gradual Exposure to the Threatening Stimulus, Operating as per the Comfort Level of the Client, Client-Centered Approach, Emotional Management, Aggression, Anger, Fear, Anxiety, Depression, Sex, Jealousy, Hatred, Anger-Reversal Technique Develops: 1.Courage.2.Self-Confidence, 3. Assertiveness and 4.Loveableness. And also Reduces: Frequency Intensity of Anger Laughter Therapy, Enhances: 1. Oxygen Intake, 2. Strength of Lungs, 3. Production of Endorphins, 4. Mood Shift from Anger, 5. Mood Shift from Anxiety, 6. Mood Shift from Depression, 7. Mood Shift from Sex and 8.Genital Muscle Relaxation.

Reduces: Sexual Arousal, Sexual Inhibition, Masturbation, Pre-Mature-Ejaculation, Unorgasmia, Enhances: Duration of Erection, Sexual Satifaction, Helping Behaviour Reduces: 1. Egoism, 2. Depression, 3. Aggression.

Enhances: 1. Mental Health, 2. Physical Health, 3.Socialization

Forgiveness Reduces:1. Aggression, 2. Egoism

Enhances:1. Mental Health, 2.Physical Health, 3. Socialization

Seeking Forgivance: Resolves: 1. Guilt, 2. Conflicts, Enhances: 1. Effectiveness, 2. Mental Health

Altruism or Pro-Social Behaviour:

- Reduces: 1. Depression, 2. Aggression, 3. Guilt 4. Jealousy

Enhances: 1. Mental Health, 2. Physical Health

Relaxation Techniques: Mind, Body, Breath, Golden Stamps Vs Grey Stamps. Strokes (T. A.) : Positive Vs Negative, Praise Vs Insult, Gifts Vs Criticism, Touch & Hug, Hurt, Good Food, Inhospitable, Fore Play & Sex Abstinence.

PESTICIDE ALTERNATIVE: *Wolbachia* - SEX MANIPULATION AND BEYOND

Dr. Rijesh Krishna
Chief Technology Officer (CTO), C-Six Labs Private Ltd, Cochin, Kerala

Pesticides are substances or mixture of substances intended for preventing, destroying, repelling or mitigating any pest. In India, pests and diseases, on an average eat away around 20-25% of the total food produced. Ministry of Agriculture conducted a study to trace pesticides and contaminants in samples collected from various outlets across India. Test results have revealed that 18.7% samples had pesticide residues and 12.5% of samples had high level of non-approved pesticides, which raises questions over awareness among India's Agrarian community. Also recently revealed that the **Pepsi Cola** contained 30 times higher pesticide residues while **Coca-Cola** contained 27 times higher residues than **BIS** standards for total pesticides in soft drinks. So pesticide is everywhere…...

Agriculture plays a vital role in the Indian economy. Over 70% of the rural households depend on agriculture. Agriculture is an important sector of Indian economy as it contributes about 17% to the total GDP and provides employment to over 60% of the population. So, the Indian pesticides market was worth INR 197 Billion in 2018. The market is further projected to reach a value of INR 316 Billion by 2024. So it is taken into concern that the pesticide residue in Agri products tends to increase even though the residual contamination is far higher than the standards.

As a part of Governments **'Vision 2020'** for Agriculture sector, many young entrepreneurs have started spray free farming which are free of any pesticide on the agricultural produces. One of such farming is **controlled environment farming** wherein, the plants are grown in well suited climatic conditions. But, This is not suited to cultivate many of the crops as the technology has its own limitations. There are many ways of controlling pest, synthetically and biologically, one such possible way which could give prolonged efficiency is to control the propagation of pest insect and gradually eliminate them as the **World Mosquito**

Program (WMP) works to protect the global community from mosquito-borne diseases such as Zika, Dengue, Chikungunya and Yellow fever.

The WMP introduces ***Wolbachia*** into ***Aedes aegypti*** mosquitoes, the primary vector of these viruses. *Wolbachia* are naturally occurring bacteria found in 60% of all insect species and are safe for humans, animals and the environment. Once mosquitoes with *Wolbachia* are released, they breed with wild mosquitoes. Over time, the majority of mosquitoes carry *Wolbachia.* These mosquitoes have a reduced ability to transmit viruses to people, decreasing the risk of Zika, Dengue, Chikungunya and Yellow fever outbreaks.

Wolbachia, A genus of gram-negative bacteria infects arthropod species, including a high proportion of insects and as many as 25 to 70% of all insect species are estimated to be potential hosts. Its interactions with its hosts are often complex and in some cases, have evolved to be mutualistic rather than parasitic. Some host species cannot reproduce or even survive, without *Wolbachia* colonisation. The genus *Wolbachia* is of considerable interest today, due to its ubiquitous distribution, its many different evolutionary interactions and its potential use as a biocontrol agent. *Wolbachia* species are ubiquitous in mature eggs, but not in mature sperm. Therefore, only infected females pass the infection on to their off springs.

Among the reproductive abnormalities associated with *Wolbachia* infections, **cytoplasmic incompatibility (CI)** is the most prominent one. *Wolbachia* induces modification of the paternal nuclear material which results in failure of progeny to develop unless the same *Wolbachia* strain is present in the egg. *Wolbachia's* ability to manipulate the host reproductive system along with its great pandemic has largely been recognized as potential environmental-friendly biocontrol agent. The **incompatible insect technique (IIT)** employs the *Wolbachia* – associated reproductive incompatibility as a bio-pesticide for the control of insect pests and disease vectors. Intensive research has been performed for several insect pests and disease vectors including *Ceratitits capitata, Rhagoletis cerasi, the tsetse fly, Culex pipiens, Aedes albopictus* and *Culex quinquefasciatus*. *Wolbachia* is of enormous potential to use as a biocontrol agent and its sex manipulations could be effectively used to

control insect pests and help farmers to produce pesticide free agricultural commodities.

Pesticide residues particularly **organochlorine and organophosphorous** are extremely harmful for people, specifically for children who are in the growing stage of their life. The **National Institute of Nutrition (NIN),** Hyderabad, study revealed that young children, who consume vegetables as a part of their daily diet, have higher content of pesticide residues in their bodies. The government should take up awareness campaign and discourage farmers from use of chemical fertilizer and pesticides and encourage biological control of insect pests through the **Natural Way…**

CULINARY TOURISM AND ITS IMPORTANCE IN TOURISM

B. Karthika
M.B.A. (Tourism and Travel Management), IITTM, Gwalior
Tour Manager of LPTI (Le passage to India), Delhi

Introduction about Tourism

We could say – A person who travels from one place to another for more than 24hours is called Tourism. But let's talk about it in a Corporate style – It's the commercial organization and operation of holidays and visits to places of interest.

Different types of Tourism prevail, people travel for pleasure or business, leisure, medicine, spirituality and many more purposes. Majorly Tourism is divided into different types such as, Domestic Tourism and International. Inbound tourism and Outbound Tourism.

Tourism is a growing industry, which plays a major role in the GDP of a country.

Culinary

The art of preparing, cooking, and presenting the food (Table manners are covered too).

Its not about cooking only its about the way you serving to the guest. How our india promoting the inbound tourism with the tagline of "Adithi devo Bhava".

Relation between Culinary and Tourism

Firstly, we should understand the simple concept of Food and Travel fall in the same industry.

Travellers always demand for "Home away from Home" and this is common among all the guests. But we are not on field workers but the hoteliers are on-field providing the best service to our guests and making them cherish the Tour.

There are guests who just travel asking for food in particular destinations are very common nowadays. Ask most of the Coimbatorians, they would really travel to Ooty just to sip a cup of tea.

Likewise, if the person is going for any business tour for Kannoor and definitely he will go to Thalasssery to taste the traditional Thalassery Biriyani.

People from Nasik, the place which is famous for wine tourism used to teach how to taste the wine. And the tourist can also learn the techniques of farming the grapes and how it is converted to wine. The process of wine making can be taught in Nasik, Maharashtra.

If we are taking Thailand as an example, its famous for the street foods. Chinese cuisines are famous in the world market with this tactics.

Even if we are taking an example of Maggi, In Himachal Pradesh many maggi points were there. Not only in Himachal most of Hill stations are having maggi points. It serving the hikers, riders, Trekkers, etc.,

Future of Culinary Tourism

Yes, we are towards the right path. Before years Culinary Tourism was still an unknown concept in India. Even though, India is well known for its extinct flavours and spices. We are well known to other countries just for our wide variety of Cuisine in India.

We can surely say that Culinary Tourism is a Niche Market to promote Tourism in India. Among the World's best restaurants Indian food is becoming hugely popular among Foodies in and around the world. So, It is like Foreigners get to India to mainly explore history, vast culture and extinct cuisine.

We can find destinations promoting Culinary tourism such as Jaipur, Nasik, Delhi, Agra, Varanasi, Lucknow, Mumbai (West India), etc. On the whole can mention North India is well known for Mughalai Cuisine.

So, I would like to conclude saying, Culinary tourism in India is flourishing and will provide a better platform to all the Tourism professionals in future. Keep thinking Out of your Box! Keep growing!

Conclusion

Gastronomy tourism or Culinary tourism is a growing sector in India. In Indian Market the people won't travel only for food. The travel agents can include the places with any other niche market segment like religious tourism, business tourism, etc.,

A REPORT ON COMMEMORATIVE LECTURE ON "UNION BUDGET OF INDIA - THE ASPIRATION TO BECOME A $5 TRILLION ECONOMY"

Dr. A. Senthil Kumar
Assistant Professor, Amirta School of Business, Coimbatore

The Department of Commerce has reminiscences the silver jubilee Commemorative lecture on "UNION BUDGET OF INDIA - THE ASPIRATION TO BECOME A $5 TRILLION ECONOMY" on Monday 29.07.2019 between 10.30am to 12.00pm at Vivekananda Hall.. The resource person Dr.A.Senthil Kumar, Assitant Professor (Sr.Gr) Finance & Chair-Finance Area, Amrita School of Business, is the chief guest of the day. The session has been started with the Welcome speech given by Ms.K.B.Jincy, Assistant Professor of Commerce. Followed by Dr.P.Kannan Head of the Department gave the introduction about the chief guest. Followed by Dr.Kalpana, Director of Commerce and Management Studies felicitated the gathering. The chief guest Dr.A.Senthil Kumar has taken over the session and glimpses the key concepts of annual financial statements, Revenue Budget and Capital Budget. He gave a lecture on public policy and the goal of Prime minister of India, Narendara modi who promotes for the upliftment of the Indian economy. The lecture also brought out the comparison of top world's biggest economies for 2019-2020. It also puts forth the growth of the GDP. It analyzed the budget plan for the year 2019-2020. The lecture concentrated on the new schemes and its measures related to stimulate the various forms to enhance developments in all sectors. He also spoke about Revenue budget, he said that revenue budget includes taxes and duties collected and revenue expenditure does not create any asset but supports normal running of government and he explained about, capital budget, capital budget includes capital receipts are loans and borrowing made by the government from public, foreign government, etc. capital expenditure involves creation of assets and loans provided to states and UT. The AFS is presented along with the finance bill also known as money bill under article 110(1) (a) and also he gave details about fiscal deficit is the difference between the revenue receipt plus non-debt capital receipt

(NDCR) that the total expenditure. FD is reflective of the total borrowings requirement of the government. He conveyed the four major tactics to implement public policy is Laissez faire, Nudge, Incentives, Mandate, specifically denoted that India needs investment, Infrastructure, Digital economy, Job creation in small and medium firm. He gave a valuable point about the Indian Economy. And also he explain about level and growth of per capita Income and consumption about nominal and real value of ,Per Capita GDP, Per capita NNI, Per capita PFCE. And then he included about the production of food grains million ton units index of industrial production electricity generation and its price in the WPI inflation and CPI from the year 2015 -2019 and the external sector mechanise export growth, mechanise import growth current account balance , foreign exchange resources, average exchange rate. He gave the key concepts about money and credit based on broad money (M3) growth scheduled commercial bank credit (Growth Rate) physical indicators about gross fiscal deficit., revenue deficit, Primary deficit. He briefly explained about the top 10 world's biggest economics for 2019-2020. The flow chart explains the GDP variation in percentage and GDP growth in USA 2.5% , china 6.3%, Japan 1.1%, Germany 1.8%, UK 1.4%, India 7.4%, France 1.7%, Italy1.1%, Brazil 2.3% and Canada 2.0 %.The next slide explained about the emerging marketing and developing economies from the year 2011 -2019. The data sources about WEO April 2019 database CSO for India 2019 projection for India survey's projection. He also told about the price of crude oil (Indian basket in US$ per barrel) from the year April 2011 to April 2019 about annual average and price rate. He clearly defined about the finance bill to build up the team with India in 2019. He told about the rebate under section 87(A) remains and changed for a resident individual (Whose income does not exceed 5Lakhs). The amount of rebate is 100% of income tax calculated before education cess or 12500 whichever is less. And finally he concluded with the words "Everyone at this platform has a common goal of achieving a new India by 2022.

The resource person has vibrantly delivered his content. The session has been winded up with vote of thanks given by Ms.V.Vidhya, Assistant Professor of Commerce.

कबीर की वाणी

Dr. R. Rameshkumar
Professor of Hindi, Hindusthan College of Arts and Science, Coimbatore

-डॉ आर रमेश कुमार

भारतीय धर्मसाधना के इतिहास में कबीरदास ऐसे महान विचारक और प्रतिभशाली महाकवि हैं, जिन्होंने शताब्दियों की सीमा का उल्लंघन कर दीर्घ काल तक भारतीय जनता का पथ प्रदर्शन कर रहे हैं। हिन्दी साहित्य के भक्तिकालीन ज्ञानमार्ग शाखा के प्रमुख कवि संत कबीर का जन्म चैदह सौ तिरप्पन को [1453] और उनकी मृत्यू पंद्रह सौ पचहत्तर को [1575] माना जाता है।

कहा जाता है कि उनका जन्म हिन्दू परिवार में हुआ और नीरू नीमा नामक जुलाहे दम्पति ने उनको पाल-पोसकर बड़ा किया। जनश्रृतियों में प्रसिद्ध है कि कबीर की पत्नी का नाम लोई था ।उनकी संतान के रूप में पुत्र कमाल और पुत्री कमाली का उल्लेख मिलता है।

कबीर स्वामी रामानंद के शिष्य थे और पढ़े-लिखे नहीं थे। कबीर की भाषा-सधुक्कड़ी है। कवि के रूप में कबीर जीवन के अत्यंत निकट हैं। सहजता उनकी रचनाओं की सबसे बड़ी शोभा और कला की सबसे बड़ी विशेषता है। उनके काव्य का आधार स्वानुभूति या यथार्थ है। उन्होंने स्पष्ट रूप से कहता है कि

"कहता हूँ आंखिन देखीए तू कहता कागद की लेखी"।

कबीर अंतरजगत में डूबकर रहस्य का उदघाटन करते थे। तभी तो वे रहस्यवादियों के गुरु माने जाते हैं। साधना-उद्यान में बैठकर जब वह अपने प्रियतम को हिन्डोले पर झुलाते थेए तब उनके मुख से आनन्दामृत की झड़ी लग जाती थी।

प्रीतम को पतियाँ लिखू, जो कहूँ होय विदेस।

तन में मन में नैन में, वाको कहा संदेस।।

नैनों की करि कोठरी, पुतली पलँग बिछाय।

पलकों की चिक डारिकै, पिय को लिया रिझाय।।

ज्ञानमय कबीर धर्म के आडम्बरों का कट्टर शत्रु बन गये। ज्ञान की आग में सब असत् भस्मसात हो जाते हैं। जिस वैष्णव धर्म में वह दीक्षित हुए थे उसीके बाह्याडम्बरों की उन्होंने बड़ी निर्भयता से कड़ी आलोचलना की।

माला तो कर में फिरै, जीभ फिरै मुख माहि।

मनवा तो दस दिसी फिरै, यह तो सुमिरन नाहिं।।

माला फेरत जुग भया, फिरा न मन का फेरए

कर का मनका डार दे, मन का मनका फेर।

कोई व्यक्ति लम्बे समय तक हाथ में लेकर मोती की माला तो घुमाता है, पर उसके मन का भाव नहीं बदलताए उसके मन की हलचल शांत नहीं होती, कबीर की ऐसे व्यक्ति को सलाह है कि हाथ की इस माला को फेरना छोड़ कर मन के मोतियों को बदलो या फेरो।

कबीर ने उन सभी वेद-शास्त्रोंए कुरान-पुराणोंए धार्मिक ग्रन्थों को मानने से स्पस्ट इनकार किया है जो परम्परागत मान्यताओं की ही पुष्टि करते हैं। उनके मतानुसार सच्चा ज्ञानी, तो वही है जो सबसे प्रेम कर सके।

पोथी पढ़ि-पढ़ि जग मुवा, पंडित भया न कोई।

ढाई आखर प्रेम का पढ़ै, सो पंडित होई।।

बड़ी बड़ी पुस्तकें पढ़ कर संसार में कितने ही लोग मृत्यु के द्वार पहुँच गए, पर सभी विद्वान न हो सके। कबीर मानते हैं कि यदि कोई प्रेम या प्यार के केवल ढाई अक्षर ही अच्छी तरह पढ़ ले, अर्थात प्यार का वास्तविक रूप पहचान ले तो वही सच्चा ज्ञानी होगा।

आवश्यकता से अधिक धन जोड़ने को कबीर ने कदापि उचित नहीं माना। थोडे ही में सन्तोष करने का उन्होंने उपदेश दिया

पानी बाढ़े नाव में, घर में बाढ़े दाम।

दोनों हाथ उलीचिये, यह सज्जन का काम।।

रूखा सूखा खायकै, ठंडा पानी पीव।

देखि बिरानी चूपड़ि, मन ललचावे जीव।।

साईं इतना दीजिए, जामें कुटुंब समाय।

मैं भी भूखा ना रहूँ, साधु न भूख जाय।।

साधू भूखा भाव का, धन का भूखा नाहिं।

धन का भूखा जी फिरै, सो तो साधू नाहिं॥

कबीर दास जी कहते हैं कि संतजन तो भाव के भूखे होते हैंए और धन का लोभ उनको नहीं होता। जो धन का भूखा बनकर घूमता है वह तो साधू हो ही नहीं सकता।

जैसा भोजन खाइयेए तैसा ही मन होय।

जैसा पानी पीजियेए तैसी वाणी होय।।

संत शिरोमणि कबीरदास कहते हैं कि जैसा भोजन करोगे, वैसा ही मन का निर्माण होगा और जैसा जल पियोगे वैसी ही वाणी होगी अर्थात शुद्धण्सात्विक आहार तथा पवित्र जल से मन और वाणी पवित्र होते हैं इसी प्रकार जो जैसी संगति करता है वैसा ही बन जाता है।

इस प्रकार कबीर के मुख से निरन्तर अमृतवर्षा होती रहती थीए और उनके चरणों में बैठा उनका शिष्यसमुदाय उन वाणियों का संग्र करता जाता था । आज कबीर के नाम पर हिन्दी साहित्य में बीसियों पुस्तके पायी जाती हैं । अधिकांश में वे सब उनके शिष्यों द्वारा ही संकलित हैं । कबीरदास की 'साखी', 'शब्दावली', 'वाणी बीजक' आदि बहुत मशहुर हैं ।

कबीरदास के शिष्यों में हिन्दू भी थे और मुसल्मान भी । लेकिन उनका प्रभाव सामूहिक रूप से दोनों समाजों पर नहीं पड़ा । कबीर की कड़ी आलोचनाओं से वे तिलमिला उठे और चारों ओर से उनपर आवाजें कसी जाने लगीं। यही कारण था कि शिष्ट-समाज में इस महात्मा की पहूँ चअधिक नहीं हो सकी ।

हिन्दू कहें मोहि राम पियारा, तुर्क कहें रहमाना ।

आपस में दोउ लड़ी- लड़ी मुए, मरम न कोउ जाना।

कबीर कहते हैं कि हिन्दू राम के भक्त हैं और मुस्लिम को रहमान प्यारा है । इसी बात पर दोनों लड़ कर मौत के मुंह में जा पहुंचे, तब भी दोनों में से कोई सच को न जान पाया।

मानव-यात्रा का धर्म एक है, हिन्दू या मुसल्मान होने से - केवल नाम में भेद होने से धर्म में, ज्ञान में भेद नहीं हो सकता । इसीलिए धर्म-ढोंगी पंडितों और मुल्लाओं को उन्होंने खूब खरी-खोटी सुनायी । कबीर के समान निर्भीक आलोचक अभी तक कोई दूसरा पैदा नहीं हुआ ।

दुई जगदीस कहाँ ते आये , कहु कबने भरमाया ।

अल्ला राम करीम केसो, हरि हरजते नाम धराया।

गहना एक कनकते गहना, इनि महँ भाव न दूजा ।

कहन सुनन को दुइ करि थापिनि, इन निमाज इक पूजा।

वही महादेव वही मुहम्मद, ब्रहमा आदम कहिये

कोई हिन्दु तुरुक कहावै, एक जमीं पर रहिये।

वेद कितबे वै कुतुबा वै मौलाना वै पॉडे ।

बेगरि बेगरि नाम धराये, इक मटिया के भाँडे।

कहँहि कबीर वै दूनो भूले, रामहिं किनहुं न पाया ।

वै खस्सी वै गाय कटावै, बादहिं जन्म गँवाया ।।

कबीरदास सत्यए अहिंसा और दया के उपासक एवं प्रचारक थे। हिन्दू और मुसल्मानों को वह प्रेम के एक मार्ग पर ले आना चाहते थे जिससे आये दिन के धार्मिक झगड़ों का नाश हो जाये ।

कबीर, साहित्य का सर्वाधिक सशक्त अंश वही है जिसमें उन्होंने सामाजिक भेदभाव और अन्याय के विरुद्ध अपनी आवाज को पूरी शक्ति के साथ उठाया है, उन्होंने उन सभी कर्मकाण्डों पर आघात किया है, जो किसी भी रूप में वर्ग भेद और वर्ण भेद को बढ़ाया देते हैं। छुआछूत का खण्डन उन्होंने इन शब्दों में किया हैं

काहे को कीजै पॉडे छोति विचारा।

छोतिहि ते उपजा संसारा ।।

हमारे कैसे लोहू तुम्हारे कैसैं दूध।

तुम्ह कैसे ब्रहमण पांडे हम कैसे सूद।।

छोति छोति करता तुम्ह हीं आए।

तौ ग्रभवास काहे को आए।।

जनमत छोति मरत ही छोति।

कहै कबीर हरि की निर्मल जोति।।

इस प्रकार कबीर ने अपने युग में प्रचलित सभी कुरीतियों और धार्मिक पाखंडों को दूर करने का प्रयास किया। उनका काव्य उनके सिद्वान्तों को ही प्रस्तुत करता है। उनके काव्यात्मक उत्कर्ष को नहीं, उसमें जीवन को उदात्त बनानेवाला महान संदेश प्रकट हुआ है।

जाति न पूछो साधु की, पूछ लीजिए ज्ञान।

मोल करो तरवार का पडा रहन दो म्यान।।

सज्जन की जाति न पूछ कर उसके ज्ञान को समझना चाहिए, तलवार का मूल्य होता है न कि उसकी म्यान का। उसे ढकने वाले खोल का।

सामाजिक एकता और न्याय की व्यावहारिक स्तर पर माँग पर सबसे पहले उठानेवाले संत कबीर ही हैं। उनकी दृष्टि मे ब्रहमा से प्रेम करना ही जीव मात्र से प्रेम करना है क्योंकि ष्घट घट में वह साई रमता है।

हरि से जनि तू हेत कर कर हरिजन से हेत।

माल मुलुक हरि देत है, हरिजन हरि ही देत।।

उनके स्वभाव अक्खड़पन है । इसीलिए अपने प्रशस्त नवीन-मार्ग पर चलते हुए धर्म, परंपराए शात्र, रूढ़ि आदि जो बाधाएं थीं, उन सब का निर्भीकता से विरोध किया । इसी कारण उन्होंने समस्त सामाजिक अन्याय, अनाचार, आडंबर आदि का खंडन किया।

पाहन पूजै हरि मिलै तो पूजूँ पहार।

ताते या चक्की भली, पीस खाय संचार।।

बुरा जो देखन मैं चला बुरा न मिलिया कोई।

जो मिल ढूॅढा आपना मुझसा बुरा न कोई।।

जब मैं इस संसार में बुराई खोजने चला तो मुझे कोई बुरा न मिलाण् जब मैंने अपने मन में झाँक कर देखा तो पाया कि मुझसे बुरा कोई नहीं हैण्

कबीर रूढ़ियों के कट्टर दुश्मन थे । अपने जीवन का अधिकांश भाग मुक्तिप्रदायिनी काशी नगरी में बिताकर अन्त-काल में वह मगहर आकर मरे । मगहर में मरना अशुभ माना जाता है । किन्तु जो

सूली ऊपर घर करै, विष का करै अहार ।

ताको काल कहा करै, जो आठ पहर हुसियार ।

कहे उनको काशी या मगहर की क्या फ़िक्र ।

पानी केरा बुदबुदा, अस मानुस की जात ।

एक दिना छिप जाएगा,ज्यों तारा परभात ।।

कबीर का कथन है कि जैसे पानी के बुलबुलेए इसी प्रकार मनुष्य का शरीर क्षणभंगुर है। जैसे प्रभात होते ही तारे छिप जाते हैंए वैसे ही ये देह भी एक दिन नष्ट हो जाएगी

संत कबीर सामाजिक क्रांतिकारी थे । उन्होंने हर प्रकार के सामाजिक अन्याय का विरोध किया । जाति-पॉति की विषमाताए अमीर-गरीब को भेदए छूत-अछूत, हिन्दू-मुसल्मानी भेद और विद्वेष आदि उन्होंने कट्टर विरोध किया तथा मानव-धर्म की स्थपना की ।

हजारी प्रसाद दिद्वेदी का कहाना है "कबीरदास ने बोलचाल की भाषा का ही प्रयोग किया है। भाषा पर कबीर का जबरदस्त अधिकार था। वे वाणी के डिक्टेटर थे। जिस बात को उन्होंने जिस रूप में प्रकट करना चाहा है, उसे उसी रूप में कहलवा लिया-बन गया है तो सीधे-सीधे, नहीं दरेरा देकर। भाषा कुछ कबीर के सामने लाचार-सी नज़र आती है।"

സംസ്കാരവും സാഹിത്യവും

ഡോ സി ഗണേഷ് അസി പ്രഫസർ മലയാള സർവകലാശാല തിരൂർ.

സംസ്കാരം എന്ന് കേൾക്കുമ്പോൾ നാം ഓരോരുത്തരുടെയും മനസ്സിൽ, ഓർമ്മയിൽ വരുന്നത് കലകളും അനുഷ്ഠാനങ്ങളുമാണ്. സത്യത്തിൽ ഒരു നാട്ടിലെ കലകളും അനുഷ്ഠാനങ്ങളും മാത്രമാണോ സംസ്കാരം? തീർച്ചയായും അല്ല എന്ന് നമുക്കറിയാം. എന്നിരുന്നാലും സംസ്കാരം എന്ന് കേൾക്കുമ്പോൾ കലകളെ ഓർമ്മിക്കാൻ കാരണമെന്താണ് ? നമ്മളെയൊക്കെ പഠിപ്പിച്ചത് അത്തരത്തിലാണ് എന്നാണ് അതിനുള്ള ഉത്തരം. കലകളും കലകളുമായി ബന്ധപ്പെട്ടതോ ആയ ഒന്നിനെയാണ് സംസ്കാരം എന്ന് വിളിക്കേണ്ടത് എന്ന് നാം ധരിച്ചിരിക്കുന്നു. സംസ്കാരത്തെക്കുറിച്ച് ഇന്ന് പലതരം പഠനങ്ങൾ നടക്കുന്നുണ്ട്. ആ പഠനങ്ങളുടെ രത്നചുരുക്കം സംസ്കാരത്തെ എങ്ങനെയാണ് നിർവ്വചിക്കേണ്ടത് എന്നാണ്. ഏറ്റവും പുതിയ രീതിയിൽ സംസ്കാരത്തെ എങ്ങനെ നിർവചിക്കാം? സംസ്കാരപഠനത്തിലെ പ്രമുഖ പണ്ഡിതൻ റെയ്മണ്ട് വില്യംസ് സംസ്കാരത്തെ നിർവചിക്കുന്നത് ഇങ്ങനെയാണ് : മനുഷ്യന്റെ ജീവിതശൈലി എന്താണോ അതാണ് സംസ്കാരം. ഈ നിലപാടിൽ നിന്നുകൊണ്ട് കേരള സംസ്കാരത്തെ വ്യാഖ്യാനിക്കാൻ ശ്രമിക്കുന്നത് ഉചിതമായിരിക്കും. കേരളപരിസരത്തിൽ ആലോചിച്ചാൽ കഥകളി നടന് ലഭിക്കുന്ന അംഗീകാരം മത്സ്യ വില്പനക്കാരന് ലഭിക്കുന്നുണ്ടോ? ഈ ചോദ്യം നമ്മെ സംസ്കാരത്തിന്റെ മൂല്യങ്ങളിൽ എത്തിക്കുന്നു. കഥകളി നടൻ അയാളുടെ ജീവിതശൈലി അനുസരിച്ച് ജീവിക്കുന്നു. മത്സ്യകച്ചവടക്കാരന് മത്സ്യവിൽപ്പനയുമായി ബന്ധപ്പെട്ടേ ജീവിതം നിലനിർത്താൻ സാധിക്കുകയുള്ളൂ. ഇവയിൽ ഒന്നിന് മാത്രമാണ് മേന്മ അഥവാ ഒന്ന് മാത്രമാണ് ഉയർന്നത് എന്ന് നാം ചിന്തിക്കുകയാണെങ്കിൽ എങ്ങനെ ശരിയാകും.

സംസ്കാരം ആപേക്ഷികമാണെന്നാണ് നരവംശശാസ്ത്രജ്ഞന്മാരുടെ അഭിപ്രായം. ഒരു സമൂഹത്തെ പുറത്തു നിന്നു വീക്ഷിക്കുന്നവർക്ക് അനുഭവപ്പെടുന്നതു പോലെയാകണമെന്നില്ല സമൂഹത്തിനകത്തുള്ളവർക്ക് അതനുഭവപ്പെടുന്നത്. സംസ്കാരം സമൂഹങ്ങൾ തമ്മിലും ഒരു സമൂഹത്തിനുള്ളിൽ ഉപസമൂഹങ്ങൾ തമ്മിലും ചിലപ്പോൾ വീണ്ടും ഉപസമൂഹങ്ങളായും വ്യത്യാസപ്പെട്ടിരിക്കും. ഉദാഹരണത്തിന് ഇന്ത്യൻ ഉപഭൂഖണ്ഡത്തിലെ സംസ്കാരം പുറമേ നിന്നു നോക്കുന്ന ഒരാൾക്ക് ഒരു പോലെയായിരിക്കും, ഇന്ത്യൻ ഉപഭൂഖണ്ഡത്തിൽ വസിക്കുന്നവർക്ക് അത് രാജ്യഭേദത്തിൽ വ്യത്യാസപ്പെട്ടിരിക്കുന്നു. ഇന്ത്യയിലാണെങ്കിൽ സംസ്ഥാനാടിസ്ഥാനത്തിൽ ആൾക്കാരുടെ അഭിരുചികൾ വ്യത്യസ്തമാണെന്നനുഭവപ്പെടുന്നു.

മതത്തിലധിഷ്ഠിതമായും സംസ്കാരത്തെ വേർതിരിക്കാറുണ്ട്. ഉദാഹരണമായി ലോകത്തെമ്പാടുമുള്ള ക്രിസ്ത്യാനികളെയും അവരുടെ ആചാരവിശ്വാസങ്ങളേയും ക്രിസ്ത്യൻ സംസ്കാരമെന്ന് വിശേഷിപ്പിക്കാറുണ്ട്. അതുപോലെ ഹിന്ദു സംസ്കാരമെന്നും മുസ്ലിം സംസ്കാരമെന്നും വിശേഷിപ്പിക്കാറുണ്ട്.

വിശാലാർത്ഥത്തിൽ ലോകത്തിലെ സംസ്കാരങ്ങളെ പ്രധാനമായും നാലായി തരംതിരിച്ചിട്ടുണ്ട്. പാശ്ചാത്യസംസ്കാരം(പടിഞ്ഞാറൻ സംസ്കാരം), പൗരസ്ത്യസംസ്കാരം(കിഴക്കൻ സംസ്കാരം), അറബ്യൻ സംസ്കാരം,ആഫ്രിക്കൻ സംസ്കാരം എന്നിവയാണവ.

ഒരു സ്ഥലത്തെ ജനങ്ങൾ തങ്ങളുടെ സംസ്കാരത്തെ ഉപേക്ഷിച്ച് മറ്റു സംസ്കാരത്തെ സ്വീകരിക്കുന്നത് അപൂർവ്വമല്ല. ജനത സ്വയം സ്വീകരിക്കുന്നതുമൂലമോ, അധിനിവേശസംസ്കാരം ബലംപ്രയോഗിക്കുന്നതുമൂലമോ ഇങ്ങനെ സംഭവിക്കാറുണ്ട്. അമേരിക്കൻ ഭൂഖണ്ഡങ്ങളിലെ ഇൻകാ, മായൻ മുതലായ സംസ്കാരങ്ങളും, ഓസ്ട്രേലിയയിലെ ആദിവാസികളുടെ സംസ്കാരവുമെല്ലാം യൂറോപ്യൻ കുടിയേറ്റത്തോടു കൂടി നാമാവശേഷമായവയാണ്. കോളനിവത്കരണ കാലഘട്ടത്തോടു കൂടി പലപ്രാദേശിക സംസ്കാരങ്ങളും യൂറോപ്യൻ സംസ്കാരങ്ങൾക്ക് പൂർണ്ണമായോ ഭാഗീകമായോ വഴിമാറിയതായാണ് കണക്കാക്കപ്പെടുന്നത്.

സാംസ്കാരിക മൂല്യം നിർണയിക്കുന്നതിൽ അതത് സംസ്കാരത്തിലെ ജനങ്ങൾക്ക് പങ്കുണ്ട്. കേരളീയർക്ക് കേരള സംസ്കാരം വിലപ്പെട്ടതാണ് എന്ന് പറയുന്നതുപോലെ തമിഴർക്ക് അവരുടെ സംസ്കാരവും വലുതാണ്.

സംസ്കാരത്തിന് ഉയർച്ചതാഴ്ചകൾ ഇല്ല എന്നതാണ് പുതിയ കാഴ്ചപ്പാട്. മേലാള സംസ്കാരം-കീഴാള സംസ്കാരം എന്നിങ്ങനെയുള്ള വകതിരിവുകൾ ഇന്ന് ലോകത്ത് പ്രസക്തമല്ല. എന്നാൽ സംസ്കാരത്തിന്റെ അധീശപ്രവർത്തനം സ്ഥിരമായി നടക്കുന്നുമുണ്ട്.

കേരളസംസ്കാരത്തിന്റെ സംശ്ലേഷണം

കേരള സംസ്കാരത്തെക്കുറിച്ച് ചിന്തിച്ചാൽ കേരള സംസ്കാരത്തിന്റെ രൂപീകരണത്തിന് വിവിധ കാലങ്ങളിലായി കേരളത്തിലേക്ക് വന്ന പോർച്ചുഗീസുകാരുടെയും ഡച്ചുകാരുടെയും ഫ്രഞ്ചുകാരുടെയും ഇംഗ്ലീഷുകാരുടെയും സംസ്കാരം കാരണമായിട്ടുണ്ട്. മലയാള ഭാഷയിൽ ഉപയോഗിക്കുന്ന നിരവധി വാക്കുകൾ ശ്രദ്ധിച്ചാൽ ഇക്കാര്യം മനസ്സിലാകും. മലയാള ഭാഷ അറബിയിൽ നിന്ന് സ്വീകരിച്ച പദങ്ങൾക്ക് ഉദാഹരണങ്ങൾ നോക്കുക. അസ്സൽ, ആപത്ത്, താക്കീത്, ബദൽ, ബസാർ, മഹസർ, ഹൽവ,സാഹിബ് പിഞ്ഞാണം,വക്കാലത്ത്. ഈ പദങ്ങളെല്ലാം അറബികളുടെ സംഭാവനയാണ്. സംഭവം, അഭൂതപൂർവ്വം തുടങ്ങിയ വാക്കുകൾ സംസ്കൃതത്തിൽനിന്ന് മലയാളം കടം കൊണ്ടവയാണ്. പേർഷ്യൻ ഭാഷയിൽ നിന്ന് അച്ചാർ കമാനം, മൈദ, ഉറുമി, ഉഷാർ, ശരാശരി തുടങ്ങിയ വാക്കുകൾ കടം കൊണ്ടു. കൂലി, തോക്ക് എന്നീ വാക്കുകൾ തുർക്കിഭാഷയിൽ നിന്ന് വന്നതാണ്. പോർച്ചുഗീസ് ഭാഷയിൽ നിന്ന് ഇസ്തിരി, പോർട്ടിക്കോ, പട്ടാളം, തൂവാല ജനൽ, തോത്, വരാന്ത, മേശ തുടങ്ങിയ വാക്കുകൾ കടം കൊണ്ടു. തമിഴിൽ നിന്നാകട്ടെ ഇന്നും പ്രചാരത്തിലുള്ള വലിയൊരു പദസമ്പത്ത് മലയാളം സ്വന്തമാക്കി. ഈ വസ്തുത വിരൽചൂണ്ടുന്നത്,മലയാള ഭാഷ എന്നത് വ്യത്യസ്ത സംസ്കാരങ്ങളുടെ സങ്കലനത്തിൽ നിന്നുണ്ടായതാണ് എന്നാണ്. ഇതേ മട്ടിൽ കേരള സംസ്കാരത്തെ മനസ്സിലാക്കാൻ ശ്രമിച്ചാൽ കേരളസംസ്കാരവും മേൽപ്പറഞ്ഞതുപോലെ പോലെ പല സംസ്കാരങ്ങളുടെ കൂടിച്ചേരലിൽ നിന്ന് ഉണ്ടായതാണ് എന്ന് ബോധ്യപ്പെടുന്നതാണ്. പ്രമുഖ ചരിത്രപണ്ഡിതനായ എം ജി എസ് നാരായണൻ ഇതിനെ സാംസ്കാരിക സംശ്ലേഷണം എന്നാണ് വിളിക്കുന്നത്.

മലയാളം എന്നു പറയുമ്പോൾ നിരവധി വാമൊഴി മലയാളങ്ങൾ അതിനോട് ചേർന്നിട്ടുണ്ട് എന്ന് അറിയണം. മലപ്പുറത്തെ ആളുകൾ സംസാരിക്കുന്ന മലയാളവും തിരുവനന്തപുരത്തെ ആളുകൾ സംസാരിക്കുന്ന മലയാളവും കോട്ടയത്തെ ആളുകൾ സംസാരിക്കുന്ന മലയാളവും മലയാളം തന്നെയാണ് എങ്കിലും വാമൊഴി വൈവിധ്യം പ്രകടമാണ്. ആറു മലയാളിക്ക് നൂറു മലയാളം എന്ന ചൊല്ല് മുമ്പേ ഉണ്ട്. വാമൊഴി മലയാളവും വാമൊഴി സംസ്കാരവും കൂടിച്ചേർന്നതാണ് കേരള സംസ്കാരം.

സാഹിത്യത്തിൽ

ഇങ്ങനെ വൈവിധ്യപൂർണമായ കേരള സംസ്കാരത്തെ സാഹിത്യ കൃതികൾ ആവിഷ്കരിക്കുന്നു. സാഹിത്യത്തിലെ ഒരു കഥാപാത്രത്തെ ആവിഷ്കരിക്കേണ്ടി വരുമ്പോൾ ആ കഥാപാത്രം പ്രതിനിധാനം ചെയ്യുന്ന സംസ്കാരം ഏതാണോ ആ തരത്തിൽ സംസ്കാര സവിശേഷതകളെ ആവിഷ്ക്കരിക്കേണ്ടി വരും. തകഴിയുടെ ചെമ്മീൻ, ബെന്യാമിന്റെ ആട് ജീവിതം എന്നിവ ഉദാഹരണങ്ങൾ. സംസ്കാരത്തിലെ കലർപ്പുകൾ ആവിഷ്കരിക്കുന്ന സാഹിത്യകൃതികളാണ് ഇന്ന് നമുക്ക് ആവശ്യം. കലർപ്പിന്റെ സൗന്ദര്യശാസ്ത്രമാണ് സാഹിത്യത്തെ മുന്നോട്ടു നയിക്കുക.

റഫറൻസ്

സംസ്കാരവും ദേശീയതയും- കെ എൻ പണിക്കർ

സംസ്കാര പഠനം സിദ്ധാന്തം സാഹിത്യം പ്രയോഗം

കേരള ചരിത്രത്തിന്റെ അടിസ്ഥാനശിലകൾ- എംജിഎസ് നാരായണൻ

വിക്കിപീഡിയ മലയാളം

மானுட வாழ்வும் கம்பன் கவியும்

முனைவர் க.முருகேசன்
தமிழ்துறைத்தலைவர், கொங்குநாடு கலைஅறிவியல் கல்லூரி,
கோயம்புத்தூர்

என வருந்துகின்றான். இவ்வரிகளில் இராமன், தந்தையைப் பிரிந்த சோகத்தைப்போல் தன் சிறிய தந்தையாக எண்ணிய சடாயுவைப் பிரிந்த சோகத்தைக் கம்பர் வெளிப்படுத்துகின்றார். இராமன் வெகுண்டெழும்போதெல்லாம் ஆறுதல் கூறி அன்பு மொழிபேசி சாந்தப்படுத்தும் சடாயு நட்பின் இலக்கணமாகக் காட்டப் படுகின்றான். தன்னைக் காப்பாற்றுமாறு அரற்றும் சீதை பறவை, விலங்குகளை விளிக்கின்றாள். இராவணன் சந்திரகாசத்தை எறிந்து சடாயுவைக் கொன்ற போது தனக்கு ஏற்பட்ட துயரத்தில் பங்கு கொண்டு இன்னுயிர் நீத்த சடாயுவை சீதை தோழனாக்கிக் கொள்கின்றாள்.

இராமன் – குகன் நட்பில் "நின்னை இங்ஙனம் பார்த்த கண்ணை ஈர்கிலாக் கள்வனேன்யான்" என்று இராமனைக் கண்ட குகன் கதற, அன்பே வடிவானவன் என்றும் தீராக்காதலன் என்றும் இராமன் குகனின் நட்பினைப் பாராட்டுகின்றான். இராமனுடன் வருவதாகக் கூறிய குகனின் வேண்டுகோளை மறுக்க முடியாமல்,

"**அன்னவன் உரைகேளா, அமலனும் உரைநேர்வான் ;**
என்உயிர் அனையாய்நீ ; இளவல் உன் இளையான் இந் ;
நன்னுதல் அவள் நின்கேள் ; நளிர்கடல் நிலம் எல்லாம்
உன்னுடையது ; நான் உன்தொழில் உரிமையின் உள்ளேன்"
(குகப் படலம் : பா.1994)

என்று தன்னையே குகனுக்கு அன்பால் அடிமையாக்கி முன்பு நால்வராகப் பிறந்தோம் முடிவில்லாத அன்பு என்று நம்மைக் சுட்டுதலால் இனி நாம் ஐந்து பேராக ஆனோம் என்கின்றான் இராமன். இங்கு ஏழை வேட்டுவனைத் தம்பியாக்கிய இராமனின் பெருந்தன்மையாகிய மனித நேயம் கம்பரால் வெளிப்படுத்தப் பட்டுள்ளது.

சுக்ரீவனுக்கு அடைக்கலம் கொடுத்து அவனை ஏற்றுக்கொள்கின்ற நிலையிலும், வீடணனுக்கு அடைக்கலம் அளித்து தன் உறவுமுறையில் ஏழாவதாக ஏற்றுக் கொள்கின்ற (பகைவனுக்கும் அருளும் பான்மையும்) நிலையிலும் இராமனின் அன்புள்ளம் மனித நேயம் மானுடப் பண்பாக வெளிப்படுகின்றது.

மேலும் தன்னை காட்டுக்கு அனுப்பிய கைகேயிக்காக தயரதனிடம்,

"**தீயவள் என்று நீ துறந்த என் தெய்வமும் மகனும்**
தாயும் தம்பியும் ஆக வரம் தருக" **(கீட்சிப் படலம் : பா.10079)**

என்று கைகேயியையும், பரதனையும் தாய் – தம்பியாக ஆகும் வரத்தைக் கேட்கும் நிலையில் இராமன் மனித நேயத்தில் விஞ்சி நிற்கின்றான்.

விருந்தோம்பலின் சிறப்பு

"விருந்தே புதுமை" என்று தொல்காப்பியம் சுட்டுவதும், "யாதும் ஊரே யாவரும் கேளிர்" என்று பூங்குன்றனார் சுட்டுவதும் புதியோரைப் போற்றி விருந்தோம்புவதையே ஆகும். வள்ளுவத்தில் விருந்தோம்பல் என்ற தனி அதிகாரத்திலும் இல்லறவியலும் விருந்தின் உயர்வும் உணர்த்தப்பட்டுள்ளது. கம்பரும் விருந்தோம்பல் பண்பினை கோசலநாட்டின் செல்வச் செழிப்பினை சிறப்பிக்குமிடத்துக் குறிப்பிடுகின்றார்.

"**வண்மை இல்லை, ஓர்வறுமை இன்மையால் ;**
திண்மை இல்லை, ஓர்செறுநர் இன்மையால் ;
உண்மை இல்லை, பொய்உரை இலாமையால் ;
வெண்மை இல்லை, பல் கேள்வி மேவலால்"
(நாட்டுப் படலம் : பா.84)

என்ற பாடலில் கோசலநாடு வளமுடையதாக விளங்கியதோடு பல்வேறு மனிதப் பண்புகளின் உறைவிடமாகத் திகழ்ந்ததாகக் கம்பர் காட்டுகின்றார். கோசலநாட்டில் உற்பத்தி செய்யப்பட்ட நெற்குவையினை எல்லாம் வறியவர்க்கும் விருந்தினர்க்கும் வழங்கினர் என்பதை கம்பர்,

"**எறிதரும் அரியின் சும்மை எடுத்து வான்இட்ட போர்கள்**
குறிகளும் போற்றிக் கொல்வார்: கொன்ற நெல்
குவைகள் செய்வார்
வறியவர்க்கு உதவி, மிக்க, விருந்துண மனையின் உய்ப்பர்;

நெறிகளும் புதைய, பண்டி நிறைத்து மண் நெளிய ஊர்வார்"
(நாட்டுப் படலம் : பா.51)

என்ற பாடலில் காட்டி அதிகமாக விளையும் பொருட்களை ஈவதே கடமையாகக் கொண்ட உயர் பண்பினை உணர்த்துகிறார் கம்பர்.

கல்வி, கேள்விகளால் உயர்வு பெற்ற பெண்கள் விருந்தோம்புதலைத் தலையாயக் கடமையாகக் கொண்டொழுகினர். பாரதிதாசன் குடும்ப விளக்கில் சுட்டும் நாயகி தகுதியறிந்து விருந்தளிக்கும் திறமை உடையவளாய் விளங்குவதைப் போன்று இராமாயணத்திலும் பெண்கள் திகழ்ந்தனர் என்பதை,

"**பெருந் தடங்கண் பிறைநுதலார்க்கு எலாம்**
பொருந்து செல்வமும் கல்வியும் பூத்தலால்
வருந்தி வந்தவர்க்கு ஈதலும் வைகலும்
விருந்தும், அன்றி, விளைவன, யாவையே" **(நாட்டுப் படலம் : பா.67)**

என்ற பாடல் புலப்படுத்துகின்றது. விருந்தினர் அனிச்சமலரினும் மென்மைத் தன்மை கொண்டவராதலால் அவர் முகம் கோணாது விருந்து போற்றுவது கடமை என்பதை வள்ளுவம் பறைசாற்றுகின்றது. இக்கருத்தின் அடிப்படையில் கம்பர்,

"**பொன் நோக்கியர்தம் புலன் நோக்கிய புண்கணோரும்**
இன் நோக்கியர் இல் வழி எய்திய நல்விருந்தும்
தன் நோக்கிய நெஞ்சுடை யோகியர் தம்மைச் சார்ந்த
மென் நோக்கியர் நோக்கமும், ஆம் என மீண்டது அவ்வேல்" **(சடாயு உயிர் நீத்த படலம் : பா.3435)**

என்ற பாடலில் சடாயு உயிர்நீத்த காட்சியை உவமையின் வாயிலாகச் சுட்டுமிடத்து விருந்து பற்றி அரிய உவமை கையாளப்பட்டுள்ளது. மனிதனை மனிதனாகக் காட்டும் பண்பாகவும், பிறர்நலம் பேணும் மானுடப் பண்பாகவும் விருந்தோம்பல் விளங்குவதை இராமாயணம் தெளிவாக உணர்த்துகின்றது.

தமிழ்ப் பண்பாட்டைப் போற்றும் கம்பர், இராமகாதையில் இராம இலக்குவர்களையும் சீதையையும் படகில் ஏற்றிக்கொண்டு தானே படகைச் செலுத்தி வருகையில் அவனைத் தன் தோழனாகவும், சீதையை அவன் கொழுந்தியாகவும் இலக்குவனை அவன் தம்பியாகவும் உறவுமுறை வைத்து இராமன்,

"**என் உயிர் அனையாய் நீ இளவல் உன் இளையான்**
இந்நந்நுதலவள் நின்கேள்....."

என்று பாடியதாகக் கூறப்படும் பகுதி நெஞ்சை உருக்கும் கம்பரின் கவித்திறத்தில் அன்பின் ஆழ்ந்த தன்மை பளிச்சிடுகின்றது.

கற்பின் வன்மை

உறைசால் பத்தினியை உயர்ந்தோர் ஏத்துவர் என்று சிலம்பின் கண்ணகியைக் கற்புத்திறத்திற்குக் கலங்கரை விளக்கமாய் இளங்கோவடிகள் காட்டுவார். "ஆறும் ஐம்பொறி நின்னையும் ஆணெனக் கூறும் இவ்வுருத் தீண்டுதல் கூடுமோ ?" என்று அனுமனின் தோளில் ஏறிக்கொள்ள மறுக்கும் சீதை வரும் காட்சியைக் கம்பர் சர்வலங்கார பூஷிதையான பிராட்டியை விமானத்திலேற்றி வீடணன் இராம சந்நிதானத்திற்கு அழைத்து வந்தான். அப்படி வந்த சீதை இராமனைக் கண்ணுற்றாள்:

"**எச்சில் என் உடல் ஏகிற்றே இனி**
நச்சிலை என்பதோர் நவையிலாள் எதிர்
பச்சிலை வண்ணமும் பவள வாயுமாய்க்
கச்சிலை ஏந்தி நின்றதனைக் கண்ணுற்றாள்"

என்ற பாடலின்வழி, என் உடல் இராவண கிரகத்திலிருந்ததால் எச்சில் போல் அசுத்தமுடையது. என் உயிரே போனமாதிரிதான் என்று குற்றமில்லாத பிராட்டி நினைத்தாள். இந்நினைப்புடன் பச்சை இலை போன்ற நிறத்துடனும், பவளம் போன்ற வாயுடனும் சிலையேந்திய கையுடனும் நின்ற இராமபிராானைக் கண்ணுற்று வணங்கினாள் என்று குறிப்பிடுகின்றார். அக்கினிக் கடவுள் கற்புக்கனலில் எரிந்து சாகாத சீதையின் கற்புக்குச் சாட்சியும் சான்றுமாகின்றான். உலகறிய சீதையின் கற்புத்திறத்தினை வெளிப்படுத்த இராமன் பூண்ட நாடகவேடமாக ஆசிரியர் குறிப்பிடுகின்றார். கற்பு என்பது உலகத்தில் என்றும் நின்று நிலைக்க வேண்டிய அகலாதவொன்று என்ற எண்ணக் கருத்தினைக் கம்பர் புலப்படுத்துகின்றார்.

"புண்ணியா உன்னடி என் மனத்தே வழுவாதிருக்க வரந்தரல் வேண்டும்" என்று திருநாவுக்கரசரும், "ஆங்கதன் பயனே ஆருயிர் மருந்தாய் ஈங்கிப் பாத்திரம் என்கைப் புகுந்தது" என்று மணிமேகலையும் இறக்கும் தருவாயில் நெஞ்சில் உள்ள எண்ணம் மீண்டும் பிறக்கும் போது தோன்றும் என்று கூறுகின்றன. சீதையின் எண்ணத்தோடு இராவணன் உயிர்துறந்தான் என்று கூறுவது சீதையின் கற்புக்கு களங்கமாகிவிடும் ஆதலால்,

"வெள் எருக்கஞ் சடைமுடியான் வெற்பு எடுத்த
திருமேனி, மேலும் கீழும்
எள் இருக்கும் இடன் இன்றி, உயிர் இருக்கும்
இடன் நாடி, இழைத்தவாறோ ?
கள் இருக்கும் மலர்க் கூந்தல் சானகியை
மனச் சிறையில் கரந்த காதல்
உள் இருக்கும் எனக் கருதி, உடல் புகுந்து,
தடவியதோ ஒருவன் வாளி ? "
(இராவணன் வதைப் படலம் : பா.9940)

என்ற மண்டோதரியின் புலம்பலின் வழி இராவணின் நெஞ்சிலிருந்து சீதை அகற்றப்படுகின்றாள். இராமனின் அம்பு இராவணணின் உடலைத் துளைத்து எடுத்தது எவ்வாறெனில் அக்காமுகனின் நெஞ்சில் சீதையின் மேல் காதலெண்ணம் எங்காவது ஒட்டியிருக்கின்றதோ என்றுதான் துளைத்தது. இச்செயலினால் சீதையின் கற்பு மேம்பாடு அடைவதை ஆசிரியர் காட்டுவதுடன் இராமனின் வீரமும் பறைசாற்றப்படுகின்றது. இதன்மூலம் இராமகாதை கற்புக்காப்பியமாகவும், வீரக் காப்பியமாகவும் உயர்வதற்கு கம்பர் வழிவகுக்கின்றார் என்பதுடன் அக்காப்பியத்தின் ஊடே மனித நேயத்தையும், மானுட விழுமியங்களையும் விதைத்துச் செல்கின்றார் என்பது உணர்த்தப்பட்டுள்ளது.

கற்புத்திறத்திற்கு கற்பின் கனலியாக இடம்பெற்று காலத்தால் கல்லாகிப்போன அகலிகையைக் குறிப்பிடவேண்டும். மானுடத்தின் வெற்றியையும் மானுடத்தின் போற்றுதலையும் உணர்ந்த கம்பர் மனத்தினால் பிழையில்லாத அகலிகையே "மாசறு கற்பின் மிக்க அணங்கு" என்று கூறுகின்றான். அகலிகை கதைக்குத் தோற்றுவாய் அமைக்கும்போதே "மனையின் மாட்சியை அழித்து இழிமாதவன்" என்று தொடங்குவதால் மனையின் மாட்சியை அழித்தவன் இந்திரன் என்பதையும், அதனால் அழிவு கொண்டவள் அகலிகை என்பதையும் உணர்த்துகின்றார். அதனால்தான் "நெஞ்சினால் பிழையினாள் அகலிகை ஆனால் நெடும்பழி பூண்டாள்" என்று குறிப்பிட்டு நெஞ்சில் பிழையென்பதற்கு இடந்தராத அகலிகையுற்ற இன்னலை உணர்த்தி அதன்வழி கற்பின் மேன்மையை புலப்படுத்துகின்றார்.

கம்பர் வடித்துக் காட்டும் கற்புக்கோட்பாடாக கற்பரசியாதலின் மதுரையை எரித்த கண்ணகிபோலச் சொல்லால் சுடுவேன் என்றும், அனுமன் வால் நெருப்பினைச் சுடாதே என்றும் ஆணையிட்டும் கற்புக்கூடம் பூண்ட செல்வியாக சீதையைக் காட்டியுள்ளார். கற்புத்திறத்தால் மானுடம் வெற்றி கொள்வதும், மானுட விழுமியங்கள் என்றும் இச்சமூகத்தை வழி நடத்திச் செல்வதையும் உணர முடிகின்றது.

தீமையின் அழிவில் அறம்

பிறப்பில் மட்டுமல்ல இறப்பிலும் கூட ஒருவனுக்கு அறம் பற்றுக்கோடாக இருக்க வேண்டும். இதுவும் அறத்தன்மையின் அடிப்படையிலேயே அமையும் என்பதை,

"**பூவின்மேல் புனிதற்கேனும்**
அறத்தினது இறுதி வாழ்நாட்கு இறுதி"

என்ற வரிகள் தெளிவாக்குகின்றன. அரசியல் பிழைத்தோருக்கும் அல்லவை செய்தோருக்கும் அறமே கூற்றாய் அமையும் என்ற வாக்கின்படி அல்லவை செய்தும், அரசியல் பிழைசெய்தும் நின்றவர்களாகிய வாலியும் இராவணனும் இராமனால் திருவடிப்பேறு அடைகிறார்கள். இவர்கள் இருவருக்கும் இராமன் என்னும் வடிவங்கொண்ட அறம் கூற்றாய் அமைந்தமையை காப்பியம் உணர்த்துகின்றது. இராமன் கைக்கொண்ட நல்லறம் வெல்வதையும், இதற்கு மாறுபாடான மறம் புரிந்து பாவம் செய்தவர்கள் திருத்தம் பெற்று திருவடி சேர்வதையும் மானுட தர்மமாக மானுட விழுமியமாகக் கொள்ளமுடியும்.

தருமம்தானா நீ செய்த செயல்? என்று கேட்டு இராமனைத் திணறடித்த வாலியே தன் வாழ்வின் கடைசிமூச்சில்

"**ஏவு கூர் வாளியால் எய்து, நாய் அடியனேன்**
ஆவி போம் வேலைவாய், அறிவு தந்து அருளினாய் ;
மூவர் நீ ! முதல்வன் நீ ! முற்றும் நீ மற்றும் நீ !
பாவம் நீ ! தருமம் நீ ! பகையும் நீ ! உறவும் நீ!"
(வாலிவதைப் படலம் : பா.4063)

எனப் போற்றித் தன் மகனை இராமனிடம் அடைக்கலப்படுத்தியும் அறவடிவாகிய இராமபிரானைப் புகழ்ந்தும் தெளிவுறுவதாகக் காட்டப்படுமிடத்தில் மானுட விழுமியங்களின் ஒட்டுமொத்த தோற்றமாகக் காட்சியளிக்கின்றார் இராமன்.

தொகுப்புரை

கம்பரின் காப்பியத்தில் இராமபிரான் அன்பின் இலக்கணமாகவும், மனிதநேயத்தின் உறைவிடமாகவும் படைக்கப்பட்டுள்ள தன்மை சுட்டிக்காட்டப்பட்டுள்ளது. தசரதனின் சொல் காக்கும் அறமும், தனையன் இராமனின் தந்தை சொல் மீறாத பண்பும் மானிட உயிர்களுக்கு எடுத்துக்காட்டத்தக்க அறங்களாகும். நட்பின் மேன்மை கம்பனில் உணர்த்தப்பட்டுள்ளதுடன் இராமனின் மனிதநேய மானுடப் பண்பு வெளிக்காட்டப்பட்டுள்ளது. விருந்தோடு உண் என்ற வாக்கினை மெய்ப்பிக்கும் வகையில் விருந்தோம்பல் பண்பும் இங்கு ஒரு விழுமியமாகின்றது. கற்பின் வன்மை சீதையின் படைப்பின் மூலம் உணர்த்தப்படுவதுடன் மனத்தால் தூய்மையுடையவளாகிய அகலிகையைக் கற்பின் வடிவமாகவே கம்பன் காட்டுகின்றார். தருமம் வாழ்வதும், அதர்மம் அழிவதும் என்றென்றும் நிலைத்திருக்கும் அறங்களாகும். இவ்வகையில் மானுட விழுமியங்களைத் தாங்கி இம்மண்ணில் அறம் நிலைபெற கம்பரால் வடித்தளிக்கப்பட்டுள்ள இராம காப்பியம் ஒரு மானுட விழுமியக் காப்பியமாகத் திகழ்கின்றது எனில் மிகையாகாது.

ABOUT AUTHORS

Dr. D. Kalpana has specialized in the field of Marketing and Finance; she has worked with various institutions in various positions. She has produced 8 Doctorates under her guidance in the field of Management Studies. She has organized many National conferences and also addressed in the themes of corporate communication, Marketing and Human resources Management in various workshops. She has published 42 Papers in various Journals in the topics of Marketing, Human Resources Management, Finance and Logistics Management.

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ABOUT THE BOOK

Sree Narayana Guru was a tireless crusader for socials equality and fought against all sorts of discrimination prevalent against the down-trodden and the oppressed, in his times. One of the greatest social evils of the period was discrimination based on caste/creed – the untouchability. The Guru traveled far and wide with his missionary message to awaken the masses and guide them in the proper direction.

In the memory of Sree Narayana Guru, the College Sree Narayana Guru College was founded in Coimbatore in the year 1994 in the policies of Guru Ji.This academic year 2019-2020 is a remarkable year in the history of the college where it celebrates the silver jubilee, as a part of the celebrations “**COMMEMORATIVE LECTURE SERIES** has been organized from 22/8/2019 to 31/8/2019.

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