

Determined to empower

The social and economic empowerment of women is the basis of any sustainable strategy of poverty eradication. There can be no justice, equality or comprehensive economic development in societies, which deny human rights, including the rights of women. Women form the foundation on which a stable, prosperous and happy family is built, though they have been denied a strong and permanent place in the society.

It is observed that several changes have taken place on the socioeconomic front of our country since Independence. But they did not substantially improve the position of women. Globalisation has presented new challenges and opportunities for the realisation of the goal of women's equality. Eighty per cent of women workers in India are in low-skilled, low-wage jobs with little protection for their rights under labour laws. They are working longer hours and earning less than men.

Women in Kerala have learnt more about their rights and responsibilities in the society. This is obvious from the advancement they reached in the areas of family planning, literacy, education, occupation, sanitation and nutrition.

The Constitution not only grants equality to women, but also enjoins the State to adopt measures of positive discrimination in favour of women. The Kerala Government has adopted various strategies to enhance the status of women and empower them to address the negative social and economic impacts. This change has been initiated by democratic decentralisation, implemented by the last LDF government.

Women's well-being depends on their empowerment-Social, cultural, political and economical. Self-Help Groups are an important initiative for achieving this. Kudumbasree, the major Self Help Group initiative in Kerala, is aiming at women empowerment, in rural as well as urban areas. Through this project the women are engaged in community and social action programmes, both at the local level and beyond the local. This led to an improvement of their socio-economic conditions in a number of ways. Kudumbasree units are facilitated and supported by local selfgovernments. But the members themselves initiate and enact their own development agenda and priorities. This also leads to increased confidence in these women.

Women empowerment will lead to an improvement of the socioeconomic conditions of the society in a number of ways. Recent studies have revealed that when women are included in business, tangible benefits are experienced both in business and in society. Of course, it is a fact that women's organisations and political parties have recognised the potential of women power properly. Decentralisation and peoples planning enabled thousands of women to contest elections and enter local self government institutions. Women in power help enrich democratic governance.

A lot remains to be done to fulfil the goal of women empowerment in all its dimensions and the government is on its way to contribute much more for that. achievements in basic health resulted from more than a century indicators. The Infant Mortality Rate old tradition of state patronage for is 13 (per 1000 births) in Kerala education- especially education of compared to the national average of over 400. The life expectancy of missionaries in the spreading of Kerala women is 76 years compared to the national average of 66. More significantly, the male-female ratio in Government brought in revolutionary the population is 1000:1058, whereas the ratio is the opposite in many major Indian states. The maternal mortality rate, which shows the private school managements who number of women dying due to pregnancy and delivery related problems, is 110 in Kerala, against a national figure of 400 per one lakh cases. Ninety-nine percent of the first primary health centre established deliveries in the State take place in the hospitals.

as the main factor contributing to people.

erala is well known for its these achievements, which itself has girls. The work of Christian education has also been acknowledged. The first EMS led measures in this sector by expanding the number of Government schools and putting an end to the clutches of were exploiting teachers.

Health care had also received attention from the rulers of Travancore, which could boast of the in the country in 1910. Public hospitals which provided free health The high female literacy rate of care to the people were set up in many The first

Government of 1957 which brought in land reforms and many path breaking pro-poor legislations also took steps for the expansion of Government hospitals across the State, especially the northern parts in Malabar which were neglected under the British rule.

All these achievements of the State in health and education, especially among women, are facing newer and newer challenges. Reports show a rising trend in maternal mortality rate which is attributed to anaemia and poor health condition among pregnant women, postpartum hemorrhage, pregnancy induced hypertension etc. There is an alarming increase in nutritional deficiency in women especially among poorer sections of the over 90 per cent has been attributed parts to meet the demands from the population. On the other h a n d, popular there is a worrying

Hands up with Pride

increase in the number of caesarian operations in the State, most of which are, according to experts, unnecessary from the point of view of safe delivery. The figures are as high as 40 per cent in some private hospitals against an accepted figure of 15-20 per cent. It is said the doctors are demanded of caesarian operation to get an auspicious date of birth for the offspring. The private



hospitals may be encouraging this in unwanted cases also due to lust for money. In spite of the high literacy rates and health awareness, women continue to be the target of birth control measures,

with tubectomy of women being the most preferred method. The safer and trouble free vasectomy of men is very rarely adopted.

Another problem in the State is the rise in the aged members of the population. The percentage of the population of over 60 years, which is 11 per cent at present, is expected to rise to over 20 per cent by 2030 and 30 per cent by 2050. With the higher female life expectancy, the number of women

among the aged population will be Anganawadi workers and helpers was naturally higher. Another aspect of the problem is that many of the elderly women are widows who have nobody to depend on after the death of their husbands. The elderly women also tend to have many complex health related problems and lack of any source of income makes their life miserable.

Lakhs of working class women make a living in the traditional industries like coir, cashewnut and handloom and in the fishing and plantation sectors. The health problems faced by these women working in very shabby and unhygienic conditions need special attention.

The Health Department is closely working in association with the local bodies to upgrade the facilities in the hospitals and to launch public health programmes in the locality by involving hospital management committees and ward level health and sanitation committees, with people's participation. Steps were taken to distribute the pending financial assistance for poor women under the Janani Suraksha Yojana. A new scheme for counselling and care for adolescent girls was taken up.

The honorarium for

enhanced by Rs.150. A scheme for giving retirement benefits including pension to them is under consideration. Widow pension has been raised to Rs.200 per month.

The Women's Commission was reconstituted and steps have been taken to set up Jagrata Samithies at the Panchayat and District levels by involving women's organisations and to equip them to intervene on women's issues at the local level. The implementation of prevention of Domestic Violence Act was taken up in right earnest by appointing 31 Protection officers and selecting Service providers. 14 permanent posts of District Women Protection Officers will be created this year. Two flagship programmes for Women's empowerment were launched last year.

A new Women's Policy draft has been published which recommends policy measures needed to meet the challenges faced by the women in various sectors. This is to be formally adopted by the State government after having discussions with women's organisations and activists.

ANIL PHILIP

The Government of Kerala has been continuously formulating strategies and initiating processes to bring women into the mainstream. Women constitute more than half of the State's population and it is abundantly clear that there can be no development unless their needs and interests are fully taken into account.

ery recently there were media empowerment for gender parity" says reports about a girl's baseball team from Punjab facing hard times because of insufficient funds. The Punjab girls aspire to participate in the women's world baseball cup in Japan. The five girls who have practiced their soul out for four years to gain expertise in a game, not very familiar in India belong to poor families and they have failed to garner the required finance for the trip and its expenses. The hopes of these girls hinge on government aid or some NGO to help them out.

This is just an example of women's empowerment or the lack of it. Often women's empowerment is not discussed beyond the social or economic aspects. A socio-cultural approach has to be adopted. "Change towards empowerment can only come through drastic changes in mindsets, till socio-cultural attitudes are addressed, there can be little meaningful

Social Activist Shabana Azmi. The Government of India had ushered in the new millennium by declaring the vear 2001 as Women's Empowerment Year. The idea was to focus on our vision in the new century of a nation where women are equal partners with men. A lot of programmes with fancy names all with unimpeachable good intentions were announced. Grand words and intentions no doubt - if only they had got translated into real and meaningful programmes women's for betterment. It's a pity that most of these projects yet to be found fruitful. With every new government coming to power, be at the Centre or the State, new projects are announced. Sometimes they do not reach the real beneficiary.

Political empowerment still remains a distant dream for Indian women. "When the government is not ready to give political

empowerment to women,



how will economic empowerment be possible?" asks former Rajya Sabha Deputy Chairperson Najma Heptulla. We must concentrate on imparting social education before giving any concrete shape to their political empowerment to the women. Even though the UPA has tabled the Women's Reservation Bill in the Rajya Sabha in the last session of the parliament, they have not been able to work out a political consensus on this. The constituents of the UPA are more committed to the Nuclear Deal than to the Women's Reservation Bill. As Rajya Sabha MP Brinda Karat observes, "No amount of legislation will be effective as long as the political will to promote gender

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equity is absent." She points out that the government's globalisation policies are pushing women below the poverty line. Economic empowerment of women transforms them into powerful agents of social change.

The provisions the of Constitution of India granting equality to women in various spheres create the legal framework within which the Department of Women & Child Development functions for women's development. The Government of Kerala has been continuously formulating strategies and initiating processes to bring women into the mainstream. Women constitute more than half of the

State's population and it is abundantly clear that there can be no development unless their needs and interests are fully taken into account. For advancement of women and children, the department formulates plans, policies and programmes, enacts/amends legislations, guides and coordinates the efforts of both governmental and non-governmental organisations working in the field of Women and Child Development. Besides playing its nodal role, the Department implements certain innovative programmes for women and children. These programmes cover welfare and support services, training for employment and income generation, awareness generation and gender sensitisation. They play a supplementary role to the other general developmental

programmes in the sectors of health, education, rural development, etc. All these efforts are directed to ensure that women are empowered both economically and socially and thus become equal partners in national development along with men.

One such initiative by the Kerala Government is 'Kudumbashree'. This women empowerment organization was established to strengthen the women and to show them the right path to grow their selfconfidence, significantly improving their way of living to be independent.

Participation in Kudumbashree has has hoped that women with definitely improved standard of living and social status of the women in Kerala. They are now more aware of their rights, and also gave the women from lower strata of the society or caste the courage to stand up with others and lead a confident life.

It guided these women to enhance their financial status by the ways to increase their savings and plan accordingly. Kudumbashree initiatives have been very successful,

be it the People brand of products or the monthly mela. The canteen run by Kudumbashree women at the Walayar Checkpost or the food packets supplied to employees of Technopark has been taken up very well. Many business establishments in Technopark felt threatened over the success of these Kudumbashree food packets that they teamed up to block the entry of Kudumbashree women to Technopark.

In recent times, the President of India Smt Pratibha Devisingh Patil, while discussing issues relating to women's empowerment has emphasised on the efficient implementation of laws, which give women their rights as well as the delivery mechanism of these laws. She



experience on such issues should give a feed back on how best to empower women and to work together to fulfil their aspirations and ambitions. Women in urban environments are making their mark in society but women in our rural areas continue to face difficulties. So there are miles to go before we achieve the dream where women are treated at par by all and in all realms of life.

The writer is a freelance journalist

COVERSTORY MANOJ K PUTHIAVILA

Fortunate are Industrious

Sirimavo, Margaret Thatcher... these names are no more quoted now-adays to encourage women to come forward to social frontiers. Especially in Kerala, the scene has changed a lot. In almost all major domains of our social life women have established their presence in a great way.

In social, cultural and political activities, their presence has brought qualitative changes and their devoted, committed and truthful style of functioning brought efficiency to administrative offices. We are think about some special witnessing this dramatic change in this era of women empowerment.

But if we look into the financial activities, can we see a proportionate participation of women? The women

hansi Rani, Indira Gandhi, segment is dominated by a few noted women industrialists like Beena Kannan and Sheela Kochousep, who had entered the scene with ancestral support. Also we can find one or two women industrialists like Pamela Anna Mathew who came to the leading roles in business

organisations. Some more women entrepreneurs in our state are listed out once in a while in one or two Malayalam business magazines. Even now, it is presented as something extra ordinary.

Now the time is ripe to schemes to attract educated and unemployed women to the field of industrial investment their and promote entrepreneurial skill to play



AJITHA VELAYUDHAN

L he initiative taken by a group of women has changed their stereotyped gender roles of mother, wife and daughter and pointed out their identity in the society. Their perpetual bondage of conventions have transformed into a hotel, specialised in fresh fish curry in Thiruvananthapuram.

The hotel started functioning on June 19 this year at Manjalikkulam Road with the financial aid of Matsyafed. Ten women from the nearby Sanghumugham coastal area work here on shift basis. Main attraction of this endaevour is the delicious fish dishes made up of Prawn, Cuttlefish, Tuna, Mackeral etc.

As far as the staff of this hotel were concerned, their world was limited to their own homes till they started this new venture. Now they are happy. They enjoy the satisfaction of being a helping hand to the family. Earlier, they were confined to the meagre income from fish processing. Now, they have their own source of income and identity in the society.

Now they respect the society; because they are recognised by the society. The opportunity to meet several persons, better life, support from the family members and society made a positive attitude towards their life.

As a woman, better identity in the society is the most important thing. Presently, they are so happy to be recognised as a part of the society and their main

> goal is to manage this organisation without any obstruction.

a significant role in the process of wealth generation for the nation as well as for themselves. Women's movements and social scientists make it clear that freedom and equality of women become meaningful only when they attain financial independence. So it becomes a responsibility of progressive social organisations also.

A promising movement now going on in this vein in our state is the Kudumbasree under which a number of

women neighbourhood groups have started small and micro enterprises in various fields. Most of them are in conventional sectors like manufacturing of food items such as pickles, chips etc. or consumer goods like soap, soap powder, notebook and bag or paper bag. But hundreds of units focusing on these 'popular' areas will cause price collapse and unhealthy competition among neighbourhoods.

So, innovation is important. There are some unique models among them who produce ornaments, dry flowers, virgin coconut oil etc. with the help of Time is ripe to think about some special schemes to attract educated and unemployed women to the field of industrial investment and promote their entrepreneurial skill to play a significant role in the process of wealth generation for the nation as well as for themselves.

modern technology and a few of them are planning to export their products. This culture should be highlighted and promoted. It is evident that proper guidance and support can create wonders in this scenario.

Another area where women are coming forward is the self-employment schemes like the just concluded Prime Minister's Rosgar Yojana. But a large number of enterprises started by the beneficiaries of these schemes turned out to be failure due to the lack of proper follow-ups or consistent support. Only a nominal number among them turn to be innovative. In the case of government sponsored selfemployment projects, the fate is common to both men and women.

The most unfortunate thing is that there are no sufficient initiatives from any corner to support or promote women entrepreneurs. Recently the Kerala Women's Commission organised District level workshops for women entrepreneurs to study about the problems they face in this front. A large number of women participated in these meetings and it is expected that the Commission will definitely come out with a few recommendations to resolve their problems.

The Department of Industries and Commerce of the Government of Kerala is also taking initiative to study the issues that women industrialists face in the State. But till

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now there are no special schemes announced for them except some additional supports and relaxations in their general schemes.

In the Seed Capital Subsidy Scheme, women entrepreneurs are given an additional subsidy of five per cent. They can get an amount up to one lakh rupees in this regard. Industries run by women entrepreneurs in which at least half of the employees are women are eligible to get other financial assistance also. Fifty per cent of the total expenditure for machinery is paid by the Government as Machinery Subsidy. There is a ceiling of Rs. 75,000 for this. A grant is also given to the construction of such units. It amounts to 50 per cent of total building cost with a ceiling of Rs. 50,000.

For the first four years, these enterprises are given two other grants - one for the salary of its manager and the other for its rent. Rs. 750 each per month are given as the managerial grant and the rental grant during the first year. Both the grants are reduced to 75 per cent, 50 per cent and 25 per cent in the subsequent years. Besides, an additional assistance is provided for training employees in such firms. Rs. 2000 will be given to each applicant in this head. Rs. 25 lakhs is earmarked for this scheme in this year's budget. Last year it was Rs. 23 lakhs.

This year the Government has allotted Rs. eight crore for the expansion, renovation and diversification of small and micro enterprises. There is a very attractive offer in this programme to give 50 per cent of the project cost having total cost up to Rs. 10 lakhs. SC and ST entrepreneurs are also eligible for this subsidy. Another 25 lakh rupees is earmarked to provide share capital and machinery grant to the primary industrial cooperative societies run by women and scheduled castes and tribes.

Besides all these, another Rs. three crore is under utilisation which was allotted as additional special central assistance for women entrepreneurship development. Common facility centres and common marketing facilities are now under construction. Assistance for individual new units is also given under this scheme. Entrepreneurship development training programmes are also being conducted for women at various places.

Two industrial clusters, one for food and the other for coconut processing, which have been decided to be developed under this scheme are now entrusted with the Kudumbasree mission and are progressing. To add to all these, special training programmes for women entrepreneurs are being organised by the Department of Industries. However, in this era of women empowerment, special and innovative schemes exclusively to promote and support women entrepreneurship are the need of the day. SONIA GEORGE

The issues of women in the unorganized sector entail serious attention. We live in a situation where the concept of work itself is facing a great shift. The concept of men the breadwinner is changing in most of the societies with the responsibilities of families falling in to the hands of women. New forms of labour emerge as a result of this.

Kerala society is also facing the overtones of this shift. We have to understand labour not as an immediate requirement of a person but a social situation that determines the identity with respect to his or her societal involvements. In the neo liberalised economy the concept of labour underwent major shifts with its relation to capital. The concept of time and space has undergone a sweep back with

Accept the Rights of Unorganised





new forms of labour emerging. The shift from pre- industrialised to industrialised society interchanged labour with its necessary traits of feudalism and patriarchy. Man as the breadwinner concept emerged with women turned as a house person with duties of the men, children and elderly in the family. Women used to perform subsidiary jobs in the related spheres of the family environment and also in traditional activities. Women in the marginalised communities were the major work force.

In India, women constitute almost half of the total workforce. However, over 96 per cent of women work in the informal unorganised sector. Overall, the informal sector constitutes 93 per cent of the work force of India. Moreover these workers contribute 62 per cent of the GDP and 50 per cent to the National income. (NSSO survey-1999-2000)

Kerala with its history of positive social features like high literacy rates, low birth, death and infant mortality rates, for both men and women, female favourable sex ratio comparable to other developed countries has a very less participation of female employment (15.3%,National average is 25.7%-2001 Census). Concentration on new forms of gendered spaces in Kerala society through the formation of Self Help Groups raises important discussions in society on women's employment.

Unorganised sector

The term generally used in India to denote the informal sector is "unorganised sector" and the informal workers are referred to as unorganised workers. A very simple definition is those who are organised for labour rights are organised and unorganised sector. The Arjun Sengupta Committee reports that the number of workers in the organised sector has not increased much in the period 1999-2005. Only 85 lakh have increased in the organised sector and out of which majority are again temporary casual labourers.

Issues

In the traditional sectors like coir, cashew, handloom, reed etc, only women are the work force. The income from the traditional economy is comparatively less than today's booming industry of construction and other temporary works. These women live with meagre income in a poor working situation and the whole family responsibility will be on their shoulder.

While the middle-aged and above aged women cling to the traditional economy in their own area, the youngsters from these poor traditional sectors are migrating to other areas like special economic zones or small scale manufacturing units. In the special economic zone in Kakkanad in Kochi, there are around 12,000 workers and out of which more than 8,000 are women. This is the same in the case of KINFRA parks in Thiruvananthapuram and

In the special economic zone in Kakkanad in Kochi, there are around 12,000 workers and out of which more than 8,000 are women. This is the same in the case of KINFRA parks in Thiruvananthapuram and Kozhikode.

others are unorganised. The Arjun Sengupta Commission defined the unorganised /Informal employment as "consisting of casual and contributing family workers; self employed persons in unorganised sector and private households; and other employees in organised and unorganised enterprises not availing any social security benefits given by the employers".

The total population of workers in India in 2004-05 is 45.7 crores. Out of which 42.3 crores are in the Kozhikode. Most of the girls are coming from other districts. The number of domestic workers is also increasing.

In the unorganised sector of the traditional sectors (cashew, coir, handloom, reed, fish etc), situation is not different. Only women are surviving in these sectors and they are working with wages even below the agreed minimum wages of the state. The State is trying to introduce new schemes in Self Help Group

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Models for the betterment of these sectors. Many women are entering into the informal.

In the urban economy, the women employed in the service sector are also increasing. The number of domestic workers during the past five years has increased considerably. Another group that is emerging as part of the city modernising projects is the waste collectors who are SHG (Kudumbasree) members.

The Kerala scenario is changing. Most of the women's works in the informal economy have been kept invisible. Women are becoming the key income earners in many of the families. New forms of labour and new forms of existing labour are emerging which burden women's role.

When we look closely at the informal economy in Kerala, women are one of the main agents sustaining this economy. More forms of labour are emerging to cater women workers with cheaper, part time, temporary, casual concepts, home based labour. Self-employment is the slogan where no forms of protection are ensured for these workers.

Accepting and addressing these as a reality is the need of the hour. State machineries have to seriously take up this matter with a better understanding of the situations. If the State itself is concentrating on new projects for women in the unorganised sector, it has to work out an integrated system to address the labour rights of these workers. The traditional economy needs serious rethinking before putting the burden on to these women workers. The trade unions should reconsider their working strategy through involving the women workers with a new approach. This only can give sparks in an era where everywhere there is efforts to construct gendered spaces.

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KERALA CALLING

ros perity The Sure Hit

Programme, 'Kudumbashree' envisages prosperity of the and of addressing concerns of gender economically backward families. The project will empower them physically, socially, economically and politically. Today 3.6 million women participate in the Kudumbashree movement.

What distinguishes Kudumbashree from similarly placed community organizations is its intriguing juxtaposition with the local self-governments of the state. Kudumbashree developed its form almost simultaneously with the Peoples' Plan Campaign. Employing the agency of Kudumbashree in the execution of NREGS projects for ensuring community participation has an added advantage - that of

the local decision making process, equity in participation.

SARADA MURALEEDHARAN

The day to day facilitation of the enterprise, leveraging trainings, arranging financial support, developing procurement mechanisms etc are the purview of the local self government. This is where the Samagra approach newly adopted by Kudumbashree becomes relevant. Intense facilitation by supporting agencies is required and the leadership on the local selfgovernments in holding the project together and in coordinating the various departmental and other stakeholders is crucial for the success of the project.

The success of Samagra depends

he State Poverty Eradication bringing women to the forefront of on the extent of convergence that the local government, at either the district, block or panchayat/ municipality level is able to bring about for financial, technical and human resources. This brings in a value addition to the production process that can translate as enhanced income, provided successful market



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being on vegetable cultivation and milk production. Local governments are engaged in the promotion of weekly markets, creation of commu-

of middlemen and development of community based procurement groups functioning under the scrutiny of a monitoring mechanism at the panchayat level.

Kudumbashree is now collaborating with local self governments to develop viable local economic development strategies through convergent action to address livelihood issues of the poor. Poverty profiles, livelihood mapping etc are being attempted as part of developing holistic

approaches to livelihood improvement, and new coordinated enterprise support projects. In this connection, the linkage

with the

programmes, and the scope of interface of the community based organization with the LSG is not clearly understood. Capacitation of nity marketing networks, elimination the CDS is the responsibility of the

> Kudumbashree has been resettina strategies and strengthening tie-ups with local selfaovernments in a concerted attempt to revamp its role in the micro enterprise and livelihood sectors.

LSG. The strength of the Community-Based Organization is the strength of its network the lakhs of women who meet weekly to disburse thrift and credit. It is already seen that less than 10 per cent of these women are taken up with economic activity beyond thrift and credit. Mobilising them and their families into viable economic activity would first require strengthening of the thrift and credit mechanism. It is through the network that the clarion call for enhanced

economic participation is to reach the community.

Kudumbashree has been resetting strategies and strengthening tie-ups with local self-governments in a concerted attempt to revamp its

role in the micro enterprise and livelihood sectors. For this. Kudumbashree has launched a massive CBO strengthening programme, to enable the CDS across the state to intervene meaningfully in livelihood enhancement and women empowerment.

A massive one of this kind of effort is being taken up for enabling the 36 lakh women of

Kudumbashree to understand and overcome the constraints imposed by their engendered status in various fields of life. This will be done through an interactive series of trainings and facilitated discussions in neighbourhood groups. This programme will hopefully bring the development spotlight on women's issues and motivate policy interventions as well as societal response for women's empowerment.

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strategies are developed and operationalised.

Each cluster would be the focus of the local economic development effort, so that cluster specific interventions can be planned and executed locally. The novelty of Samagra is in the power and reach of its facilitating agency - the Local Self

Government, and the resilience of the community based organization that links up with it. It lies in the opportunity for local governance interventions and mechanisms that will ensure sustainability, and it lies in the sweeping extent of resources that can be marshalled locally. This is a powerful mix unique to the Kerala context.

Kudumbashree's efforts for lease land cultivation are now being more aggressively linked with departmental effort and panchayat interventions in the productive sector - the focus



cooperative banking sector for financing and supporting livelihood activities being taken up. Nevertheless, a regular market support mechanism has to be developed which will facilitate greater flow of goods, encourage value addition and ensure a sustainable market for products and produce.

Today the CDS is seen by most Local Self Governments as an agency for execution of their women development and poverty alleviation

SNEHA GOPEEKRISHNA

<u>Aicrofinance</u> Equations

programmes targeting women have become a major plank of donor alleviation strategy. poverty Accumulating evidence of women's higher payment rates consonant with the concern for financial sustainability has led to many programmes that mobilise and programmes targeting women. From widespread recognition that formal banking channels are largely ineffective in catering to the credit needs of the poor, stems the popularity of the micro finance selfhelp groups to increase women's access to micro finance and initiate a series of 'virtuous spirals' of economic empowerment, leading to increased well-being and wider social and political empowerment of women and their families.

It was believed that these mutually reinforcing spirals of empowerment would occur following women's

ince the 1990's Microfinance access to micro finance without helped in fostering women explicit efforts on the part of women to increase their income, to defend their interests within the households, or for wide social and political changes in gender and class relations.

The beginning of microfinance organise women at the grass root levels provided access to supportive services and made the issue of women empowerment the corner stone of any discussion on planned intervention for poverty alleviation. This unique aspect opened great debates as to whether provisions of credit for the rural women could change the social equations in which this subset of the population live.

Desirous of analysing the trends and patterns of the banking habits of rural women with the introduction of micro financing and evaluating to what extent microfinancing has 112 in 1998 to 200 in 2005-06.

empowerment in the rural areas of Kumarakom Grama Panchayat, a study entitled 'Impact of Micro financing on Economic Empowerment of Rural Women-with Special Reference to Kumarakom Grama Panchayat', was undertaken.

The effort was to examine to what extent micro financing had led to saving mentality in rural women leading to the economic uplift and empowerment.

Based on the analysis of data, the following findings were arrived at. There is an upward trend in the growth rate of SHGs and Microfinancing-Bank linkage Programme of the rural women of Kumarakom Grama Panchayat, with respect to bank deposits, loan, outstanding loan, and profit. The initial number of units springing from

Membership has swelled from 2016 to 3600; Deposits from Rs.13,04,352 to Rs.50, 40,000 and Profit from Rs. 91,305 to 5,14,508. Loans have also been availed at an ascending rate Rs.19, 14,855 to 68,51,447. Outstanding Loan of Rs. 5,74,457 mounting to 50,55,434 during 2005-06.

Though the initial boom has gradually calmed down resulting in low growth rate, investment in Private Microfinancing units have been identified with 80 per cent investment in Private Chit Funds, 95 per cent in SNDP Microfinancing, 97 per cent in KSS and other newly sprouting ones like VSS, GSS and CHASS - these agencies trying to hold members with ever tempting promises.

The beginning of microfinance programmes that mobilise and organise women at the grass root levels provided access to supportive services and made the issue of women empowerment the corner stone of any discussion on planned intervention for poverty alleviation. Moreover, realising that this group would constitute a voting majority, there is a move on the part of all political/religious groups to posses the members of the SHGs and use them to for their advantage.

Interviews revealed that regular repayments were being made by the members of the SHGs, since weekly meetings act as a pressure device ensuring repayment.

It was disclosed in the interviews conducted with the beneficiaries of the various SHG's, activists, office bearers, financing bodies and bank officials, that though Microfinancing had at one time developed a saving mentality in women through thrift investment, five per cent did not hesitate to take loans from 'Blade Lenders' to pay back the loans drawn from banks. Women, at the advice of the men (92 per cent) at home and friends (89 per cent), seem to prefer lending out the loan amount for higher interests (60 per cent) than getting themselves involved in any other income generating investments. It is feared that this trend would turn out to be contagious due to the general disgust that has set in as a result of over politicisation and the lethargic and indifferent attitude of

Suggested steps to address the constraints in accessing microfinance

- Surveys to determine the needs, demands and debt capacity of women.
- Group and individual direction and the right attitude towards life.
- Legal reforms to abolish gender differences in commercial and civil law.
- Abolition of interest rate regimes.
- Allowance of non-bank financial institutions to take savings.
- Setting up of realistic capital requirements for non-bank financial institutions.
- Gender-sensitisation of policy makers.

the working force leading to uncertainty of success.

Moreover, 82 per cent of women seem to be misdirected regarding the utilization of the new access to money. Enamoured by Hire Purchase Schemes rampant through the length and breadth of the country, they fall easy prey (62 per cent) to the bad effects of consumerism and catch hold of every opportunity to make a show off of their proud possessions like television (97 per cent), Cell Phone (84 per cent) arid motorbike (52 per cent - purchased for hire by the men of the family) for which they have very little money for fuel. They are ill informed (99 per cent) about the financial stability of the affluent and rest content with aping the ostentation of the rich, get more and more entangled in the maze of debt trap and confound themselves forever. None of the women had any deposits in their own name in any of the banks either before or after joining SHGs, other than the thrift savings they had entrusted to the SHG units of the Grama Panchayat. ■ The author is Guest Lecturer, Baselius College, Kottayam

COVERSTORY KR BEENA GOAEBSLOBA

Admit otherwise..

hen will the God decide to create a man with a womb? For centuries it is claimed, that women are praying hard to make this wish come true. Besides this unfulfilled wish, do women really have any other genuine grievance to worry about? Baffled by the Domestic Violence (Prevention) Act and other female friendly enactments, most of my male acquaintances confront the ever growing women work force with the very same question. 'What else do you want?' As a member of this task force of women, I have often

hen will the God decide to a man with a womb? For es it is claimed, that women ying hard to make this wish rue. Besides this unfulfilled o women really have any other e grievance to worry about? wondered whether there is a need to reset priorities. After hours of toil within the solitary kitchen, out on the crowded road and then inside the office do women enjoy certain privileges, which are denied to others?

> Economic independence guarantees a woman certain privileges, which she shares with any fellow individual irrespective of her status as a female. But in Kerala, this new found financial self reliability exists only at a level where women are considered as workers or

employees and not social beings. A woman loses this status when she steps down from her position as a career woman and enters into the space provided for her within the society, inside her house. As a woman the space she occupies does not permit her to make the right choice. She expresses this dilemma in ways not confirming to the parameters set by the society. I have had numerous such encounters with members of male community during my twenty years service in the electronic media.

I prefer to call my encounters with them as learning exercises. Admittedly in my overexcitement to emancipate women, I have ignored the feelings of the stronger sex.

During a live programme a very excited gentleman called my guest all sorts of names for her short hair and told her that society is suffering because of women like her. As I could not interfere in the live programme I asked my audio engineer to mute the line. Why does the society suffer because of short haired women? In fact you should encourage it - no lice and no time loss. Instead of braiding the plaits, you can wash a dish or two and sweep the floors. Lesson one: ordinary employed women do not have the right to choose an attire of her liking. No hair cuts. You are destined to scratch lice and sweat under your plaits.

After the very old question, which was earlier, the egg or the hen the only question that fails to find an answer is

w h e t h e r d i v o r c e s increased after women started or not.



I feel sorry for Fausia, a class four employee deserted by her husband at the tender age of eighteen, just because she decided to accept a job. With three children aged four to eight she was finding hard to make both ends meet. We featured her story in our programme 'Kalpana Show' hosted by Kalpana, the actress. Fausia telephoned me for over a month after the recording of the programme seeking help for the life saving operation of her four year old child. Her last call was a blow, "Sherifa died this morning. Hereafter there is no need of your help." Fousia firmly believed that media intervention would bring back her husband.

What else do women want? Countless women with known and unknown faces parade before me every time I think of a suitable answer.

Women need to muster enough courage to step out of the framework set by the society and try to keep pace with the changing times. Women start saving for the marriage of daughters the very day they are born. Realisations come very late in life. Women forget to live for themselves. Marital compulsions suppress the very existence of womanhood.

Women are good at evolving strategies. But fail at the implementation stage. Women cannot be blamed for faltering at the final takeoff stage. Women condescend to the demands of the family and willingly sacrifice the space owned by them.

Society should realise the enormity of her sacrifice. Otherwise one day she will unleash the hitherto suppressed emotions large enough to submerge the society as a whole. Unless the society admits the right of a woman as an individual, empowerment through employment will mean nothing to her. She will consider herself as equal among unequals only.

The writer is Asst. Station Director, Doordarshan, Thiruvananthapuram

Dr GS JAYASREE

COVERSTORY

ery often, when I tell someone that I am the Director of the Centre for Women's Studies at the University of Kerala, I face this question: "Well, what do you do at the University?" If I say that at the Centre we are involved in the production and dissemination of knowledge just as any other university department, they look perplexed. The question that is sure to follow is, "Knowledge? What kind of knowledge?" The implied doubts here are of course, one, what have women to do with the privileged field of knowledge, and two, do matters relating to the lives of women qualify as knowledge.

It is much easier if I do not venture into such epistemological domains and say, "We teach about the lives of women." But even that is not enough to assuage their curiosity. They continue to ask, "What else do you do?" My answer, "We also do research on the lives of women" is sure to provoke doubts like, "Research? What kind of research? On women?" When I go on to explain the nature of the studies we conduct at the Centre for Women's Studies, like exploring the incidence of violence in the lives of women or analysing the impact of government policies in select sectors, I can see doubt welling up their minds.

Soon the doubts surface as, "But how does it help women?" "Will it help to lessen violence, if you people take count of the numbers?" or, "Is the government policy going to change if you point out where it has

The essence of empowerment lies in the nature of choices that one can make in the political, cultural or social space. But the mandate of a student who is blessed or condemned to this kind of a 'freedom' is not limited to this.

Dissent first to ascend



succeeded and where it has not?" "Are you not wasting your time and energy in these useless studies?"

Such doubts arise from minds that believe that you must be involved in extension and welfare activities if you are to be recognised as 'doing anything useful' to society. To put it in other words, if you are able to provide food to the needy or shelter to the homeless, you are perceived as having rendered useful service. While not in any way denigrating the contributions of those who render selfless service in this area, I want to say that we have to broaden our concept of 'use-value' if we are to appreciate the nature of the women support activities being carried out in the university system.

But before I proceed, I must give a brief account of what we are actually doing at the University of Kerala. To begin with, we offer courses like Introduction to Gender Studies and Indian Feminist Thought to the post-graduate students in the teaching departments of the university. The students, both boys and girls, are of an impressionable age and are quick to recognise the kind of patriarchic bias that runs through our entire thinking process. We may just explain the concept to them, but they come up with examples drawn from their own lives to illustrate the concept. It makes them recognise the unequal distribution of power, resources or opportunities just because someone happens to be of the 'wrong' gender. They begin to think aloud the reasons why women happen to belong to the 'wrong' gender, and the way in which they are wronged, sometimes to the extent of being got rid of, even before they are born.

One might rightly wonder whether teaching fifty or hundred students to ask questions can be rated a great achievement. I would say that it is not easy to learn to ask questions. To ask a question means to examine and establish the limits of the validity of the body of knowledge. This is done through accounting for the limitations imposed by the fundamental, irreducible concepts in use in that knowledge system. For example, in our classrooms, students for the first time wake up to the dogmatic

philosophical, social, and political beliefs and even superstitions that prevail in society regarding the unequal distribution of power. Slowly, the nature of irrational authority exercised by men, become clear to them. Over a period of time, the critique of the ideology and practices linked to patriarchy forges in the students an urge to change it.

What does this mean? To be more specific, what does this mean in a context when we are talking about women's empowerment? Before I set out to answer this question, let me clarify three points: one, there can be no empowerment of women without involving men also; two, the concept of empowerment in the context of women as it is understood now is in a very limited sense and three, no change can be effected at the material level unless we make the necessary correction at the conceptual level.

To come back to the question, what does awakening of minds in classrooms mean to larger social issues like women's empowerment? I would say that it develops in the students the capacity to think and act independently and to make their own free choices. This is important because, the essence of empowerment lies in the nature of choices that one can make in the political, cultural or social space. But the mandate of a student who is blessed or condemned to this kind of a 'freedom' is not limited to this. The student here dons the mantle of the intellectual as defined by Edward Said in his Reith lecture, "Representations of the Intellectual". He dares to speak the truth to power. His role is enlarged to represent a message or a view not only to, but for, a public, and to do so as an outsider someone who cannot be co-opted by any institution. He remains forever a dissenter, never putting solidarity before criticism and speaks from the margins for both the people and the issues, which are routinely forgotten or ignored. To lend meaning to the concept of "women's empowerment" we need such dissenters. This is exactly what we do in the Universities - provide fertile ground for dissent to take root.

The writer is Reader, Institute of English & Director, Centre for Women's Studies University of Kerala

<u>ZOUTH</u> SIVARAMR KRISHNAN

Encountering the Counter

iscrimination arises in different forms within the society. All sections of the population including the youth may face it in different structures. Gender, caste, race, money.. the variation continue on different scales. For young minds with lesser life

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experience, these discrimination hamper their outlook towards life.

In general, discrimination can be termed as an intra-group phenomenon. But there are various occasions when youth as a whole is segregated and sociologists coin this in a different way. However there are certain terms and measures through which at least some intricacies of this occurrence are brought into open. International Youth Day is an occasion to discuss such issues because only at this point of the year such topics are talked about.

Adultism, Adultarchy or Adult centralism are few words which describe the discrimination against the youth. These words now come in a dialogue in areas like sociology, politics, psychology and academics when oppression and discrimination against people who are young arise. These terms have come to describe any mistreatment or silencing of children and youth.

Sociologists define adultism as a predisposition towards adults, which some see as biased against children, youth, and all young people who are not addressed or viewed as adults. Adultism is distinguished from ageism, which is simply prejudice on the grounds of age, not specifically against youth. In short, Adultism abuse of the power that adults have over the children and the youth. This was on the feeling that young people are systemically mistreated and disrespected by the society, with adults as the agents of the oppression. The basis of young people's oppression is pointed at disrespect. Manifestations of the oppression include systematic invalidation, denial of voice or respectful attention, physical abuse, lack of information, misinformation, denial of any power, economic dependency, lack of rights and any combination of the above. This definition is now used widely by youth-serving organisations and education institutions seeking to counter the effects of adultism.

Adultism is a generalisation of paternalism, allowing for the broad force of adulthood beyond males and may be witnessed in the infantalisation of children and youth. It has been proposed paedophobia (fear of children) and ephebiphobia

(fear of youth) are antecedents to adultism. Tokophobia, the fear of childbirth, may also be a precursor; gerontophobia or its antonym, gerontocracy, may be extensions of adultism. Similar terms such as adult privilege, adultarchy and adultcentrism/adultocentrism have been proposed as alternatives, which are more morphologically parallel. Some activists alternatively call adultism "youthism," equating it to sexism and heterosexism.

Discrimination Classified

Experts have identified multiple forms of adultism, offering a typology that include internalized adultism, institutionalized adultism, cultural adultism and other forms.

Internalized adultism "question the youth's own legitimacy, doubt their ability to make a difference" and perpetuate a "culture of silence" among young people. Examples of internalized adultism include many

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comes through fear of children and youth.

Origin

Effect

The word adultism first appeared in psychology literature in 1933, when it was defined as a condition wherein a child possessed adult-like "physique and spirit". Later it was redefined in social circles as the

YOUTH XONIH

Draft Policy Envisaging the Welfare

he Draft of State Youth Policy has been prepared. The policy envisages welfare, participation and comprehensive development of the youth.

The draft has been prepared as per the discussions and debates with the leaders and organisations working in this field. The youth forums organised by the Kerala State Youth Welfare Board hosted the discussions.

The draft policy considers as youth those who come between the age group of 13 and 35. Ensuring the criteria that government and society have to consider the welfare of the youth and the responsibility and participation of youth in the development of the State are the tasks incorporated in the draft.

It is the responsibility of the youth to keep the unity, integrity, democracy and secularism of the Nation, sustain peace, harmony and equality in the society and recognise the fundamental rights and freedom of the society.

Like way, Government has the responsibility to make the youth economically and socially capable by giving a comprehensive and integrated education, employment according to one's taste and job training.

In this policy, the youth to be considered seniority wise are divided into the following categories.

- a) Youth belonging to backward, weak and weary categories
- b) Youth who are not physically and mentally sound
- c) Young women
- d) Unemployed
- e) Youth from villages
- f) Orphaned youth
- g) Those who did not get school education

This also includes handing over of power to the youth and creation of harmony among different departments, social organisations and youth organisations.

This policy gives emphasis on imparting statutory power to State Youth Welfare Board, constituting Youth Commission and earmarking budgetary amount to youth welfare by each government department. forms of violence imposed upon children and youth by adults who are relieving the violence they faced as young people, such as corporal punishment, sexual abuse, verbal abuse and community incidents like prohibiting youth from visiting shops without adults and police, teachers or parents chasing young people from areas without just cause.

Institutional adultism may be apparent in any instance of systemic bias, where formalised limitations or demands are placed on people simply because of their young age. Policies, laws, rules, organisational structures, and systematic procedures each serve as mechanisms to leverage, perpetuate and instill adultism throughout society. These limitations



are often reinforced through physical force, coercion or police actions and are often seen as double-standards. Institutions perpetuating adultism may include the judiciary, legal, educational, communal, religious and governmental sectors of a community.

Cultural adultism is a much more ambiguous, yet much more prevalent form of discrimination or intolerance towards youth. Any restriction or exploitation of people because of their young age, as opposed to their ability,

comprehension, or capacity, may be said to be adultist. These restrictions are often attributed to euphemisms afforded to adults on the basis of age alone, such as "better judgment" or "the wisdom of age."

Remedies

Currently, organisations responding to the negative effects of adultism include the United Nations, which has conducted a great deal of research in addition to recognising the need to counter adultism through policy and programmes. Today there are over 50,000 national, regional and world youth organisations, many of which are interconnected by global action networks. But unlike the women's movement, the youth movement has remained largely disenfranchised from the international political scene.

Add to the woes, their fight against adultism is more or less aimless. Even the UN says that attention was diverted from the central issues of concern to young people to the development of policies and programmes for youth. Almost all countries and states or provinces within the countries have youth policies but most of the policy documents remain 'on the shelf', unknown and unread by the broader population, especially by young men and women.

The youth has been identified as the most important group in any nation's political, economic, social and religious development. Today's global youth population, ranging from 14-35 years of age, is an estimated 1.52 billion or 19.3% of the people inhabiting the earth. And in countries like India youth power is heralded as the most advantageous phenomenon for the development of the nation.

The idealism and energy of youth are fuel for social and political change. Political changes in many countries were seen partly as the result of pressure from student groups. Most youth movements in history have formed over issues of freedom (freedom of association and speech,



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equality, self-determination) or the desire for social and cultural expression.

It can be seen that these issues have come out of the varied vocabulary on adultism. So it can be said that the so-called adult centric policies are propelling the youth to be aggressive in their approach speaking up against all forms of social and political injustice.

Being Positive

There are positive signs all over the world through collaboration with celebrities, media campaigns, road shows and concerts which are used as avenues to encourage youth participation in politics and electoral processes to ensure the institutionalisation and sustainability of good governance.

But in all these there arise the notes of dissatisfaction as the vocabulary of adultism takes different tones. The tendency to emphasize or exaggerate how different youth and adults are, is always on reverberation. Everything has a classification into "adult stuff" or "youth stuff". This

can be a manifestation of the way in which the central, state and local governments' charters are drawn up. And finally there is the view that adults are the standard, normal human being; youth are seen deviations from the norm, their differences typically being interpreted as flaws.

There may be theories that social discrimination is sponsored by government or freedom of discrimination in human societies is a fundamental human right or the assertion that a natural social order is characterised by increased discrimination. What we see in our society is an indirect discrimination, which involves setting a condition or requirement which a smaller proportion of those with the protected attribute are able to comply with, without reasonable justification. In our society since at present the youths are in majority and the smaller proportion of the adults control the show, it is already time for the youths to claim their rights.

The author is a media consultant

The sense of exigency or emergency to keep India food secure, as was reverberated in the slogans of "Food First", "Everything But Agriculture Can Wait", "Jai Jawan, Jai Kissan" etc., raised in the infancy of our republic, in proper response to the calls of the grief-stricken masses and in strict conformity to the constitutional obligation of a socialist nation, has now almost waned.

or about two decades now, unfounded optimism and mischievous apathy dominated in the agriculture planning in India. It was not long ago (2001-02) that Economic Survey, after reviewing the then food grain stocks which mounted to 58 million tonnes, termed the situation as "a problem of abundance" and it even adorned a box captioned "mountain of food grain stocks" that snubbed the "serious apprehension that Malthusian thinkers may ultimately be proved right in seeing India's expanding population unable to feed itself". But, now, an impending threat of food miseries, despite the elation of a possible boom in other sectors, is looming large the agriculture scene, for a series of suddenly emerged and compounded issues.

Despite an overwhelming growth in overall real GDP, which averaged 7.6 per cent per annum during the five-year plan and now poised to touch a two-digit figure, the growth of agriculture sector in India is range-bound, averaging only 2.3 per cent per annum during the plan period - a rate much lower than that of 1990's (3.2 per cent) and 1980s (4.4 per cent) and in gross deficit to the growth target of four per cent fixed by FYP-10 and MS Swaminathan commission on farmers (2004). Growth in food grain production fell from 2.85 per cent (during 1980-81 to 1990-91) to 1.16 per cent (during 1990-91 to 2003-04), which was lower than the decadal growth

Food First Cash First

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(2001) of population. Agriculture the sector to which the destiny of a large share of the population in India is still tied - is, but, left to take its own disenchanting course and survive in the turbulent waters of global trade compulsions. Consequently, the GDP due to agriculture in India had a steep downfall from 41 per cent of the total in 1972-73 to around 20 per cent (2006-07). However, the decline in the share of employment (NSSO-UPSS) in agriculture during the period was moderate (73.9 per cent to 56.5 per cent), indicating that agriculture still has the steam for ensuring a livelihood for its perennial dependents. Since the domestic production is a precursor to food security, food grain agriculture holds the key to survival of not only the farmers or labourers but the whole population as well. The sense of exigency or emergency to keep India food secure, as was reverberated in the slogans of "Food First", "Everything But Agriculture Can Wait", "Jai Jawan, Jai Kissan" etc., raised in the infancy of our republic, in proper response to the calls of the grief-stricken masses and in strict conformity to the constitutional obligation of a socialist nation, has now almost waned. In its space, it

In Kerala, the picture is much more alarming. Agriculture, which fetched 31.6 percent of the Kerala GSDP in 1980-81, could contribute only 13.5 percent in 2004-05.

appears, a growing sentiment to the effect that 'Quick Cash'-earning service sector will redeem the economy from the pitfalls of almost a stagnant agriculture sector, rules the roost.

In Kerala, the picture is much more alarming. Agriculture, which fetched 31.6 per cent of the Kerala GSDP in 1980-81, could contribute only 13.5 per cent in 2004-05. The GSDP due to agriculture posted even a negative growth of two per cent during the period 1993-94 to 2003-04, against the moderate Indian rate of +2.19 per cent during the period. Half of the population is reported to be relying still on agriculture for one means of livelihood or other. However, in Kerala, the cultivators and the agricultural labourers together formed only 11.6 per cent of the working age population, and 22.8 per cent (reduced from a level of 52.1 per cent in 1961) of the total workers of the state. The production of rice – the only cereal the State is producing in rather substantial measure - has dwindled at a rate of 2.40 per cent since 1972-73 when it was maximum, due to the sharp shrinkage in area (at a rate of 3.55 per cent during the period). Paradoxically, riding on the back of a burgeoning per capita NSDP at a rate of 2.85 per cent (since 1980-81) coupled with substantial (about a quarter of the SDP) foreign remittances, average perconsumption unit (Cu) rural energy consumption of the State, was ever on the rise since 1967 -

when it was at it lowest ebb (1441 Kcals) - to reach a level of sufficiency (2489 Kcals in 1999-00, against a requirement of 2425 Kcals). In Kerala, though the current production meets only 16 per cent and three per cent of minimum physical domestic requirement of cereals and pulses respectively, the domestic food grain supply remained adequate, till recently, thanks to our toiling neighbours who continue to produce almost sufficient levels of marketable surplus cereals even as 16 per cent of them (in rural India, 1999-00) stayed content with less than 70 per cent of the energy requirement and their average per Cu energy consumption got yet squeezed by five per cent (during 1972-73 to 1999-00). It seems that new 'wisdoms' of quick cash and easy living did not yet dawn upon them. We, in Kerala, believe in others' ability to feed us. But can we afford to avoid agriculture, for long?

This study looked at the agrarian predicament (both food and nonfood crops) in Kerala from various points of view and sought to eke out possible prescriptions.

The writers are Lecturer in Economics, NSS College for Women, Thiruvananthapuram and Programmer, Dept of of Agriculture Extension, College of Agriculture, Vellayani, respectively

Adaptive

Malayali Diaspora in a global context made a profound influence in almost are yet to be examined closely. The multi-lingualism of Malayali English is used as a medium of Diaspora is very unique. The Malayalis easily adapt to the language and culture of the migrated land much easier than other Indian Diasporas.

Variations in intonation patterns, vocabulary, and distribution of grammatical and phonological elements are observable along the parameters of region, religion, community, occupation, social stratum, style and register. Influence of Sanskrit is very prominent in formal Malayalam used in literature. Malayalam has a substantially high amount of Sanskrit loan words

Loan words and influences also from Hebrew, Syriac and Latin abound in the Jewish Malayalam dialects, as well as English, Portuguese, Syriac and Greek in the Christian dialects, while Arabic and Persian elements predominate in the Muslim dialects as Mappila Malayalam or Beary bashe.

The impact of English on Malayalam had started during the British colonial period. The modern

he Linguistic behaviours of education introduced by the British all the linguistic levels of Malayalam. education even in the postindependent Kerala...

> Like English, Malayalam is one language that has borrowed freely from its beginning in regular contact first with Sanskrit, then with other foreign languages like Arabic, Persian and Portuguese. Words of Malayalam constantly had been enriched not just by coinages but by borrowing as well. The English influences on Malayalam have been continuing from the period of British colonisation. It is not merely borrowing a word from English but some variants of its culture too.

> There are some countries that reject the option to give English a privileged status, either as an official language or as a foreign language. It is inevitable that, in a post colonial era, there should be strong reaction against continuing to use the language of the former colonial power, and in favour of promoting the indigenous languages. However, this is not the case with the speakers of Malayalam, and the speakers of Indian languages

in general. Gandhi has recognized it from the very beginning. He says "To give millions knowledge of English is to enslave them... Is it not a painful thing that, if I want to go to a court of Justice, I must employ the English Language as medium; that, when I became a Barrister, I may not speak my mother tongue, and that someone else should have to translate to me from my own language? Is this not absolutely absurd? Is it not a sign of slavery?" This question is very relevant in the contemporary social



context of India, especially in Kerala.

The English language that is used as a mother-tongue by Eurasians is basically a language-contact phenomenon like the second language English used by Malayalam speaking non-Eurasians, and the differences between the two lie in the number and frequency of occurrence of deviant linguistic forms which may be accounted for by three local sociolinguistic factors: medium of education at school, cultural background of the speaker and degree of bilingualism.

The European missionaries obviously could not always have had English and it is difficult to say when and how they acquired English. The ones who have always had English in Fort Cochin were a few Anglo-Indians who came to Cochin for business purposes. A negligible number of them inter-married with the local Eurasians.

Words of Malayalam constantly had been enriched not just by coinages but by borrowing as well. The English influences on Malayalam have been continuing from the period of British colonisation.



Despite a feeling of ethnic similarity of identity between the Eurasians and Anglo-Indians in general, the two groups eventually split on the issue of mother-tongue. The Anglo-Indians claimed that their mother-tongue was English, but possibly also because of a feeling of ethnic affinity with the Anglo-Indians the Eurasians began to shed their Malayali identity and 'acquire' English as their mother-tongue. What they eventually acquired as their mother-tongue was 'Malayali English' or a language contact phenomenon, like the second language English of non-Eurasians who attended the local English Medium schools. The reason offered is that they acquired this mother-tongue as one acquired a second language and did not have a claim to it by heredity.

The Syriac Christians' vocabulary is influenced by English, Syriac, Latin and Portuguese while the Muslim population talks Malayalam with additions from Urdu, Arabic...

Malayalam has richly borrowed the Sanskrit diphthongs mostly occur only in Sanskrit loanwords. The unaspirated alveolar plosive stop used to have a separate character but it has become obsolete because it only occurs in geminate form or immediately following other consonants is usually written in small size underneath the first consonant. In cotemporary Malayalam, this sound is used only for words borrowed from European languages.

The alveolar nasal used to have a separate character but this is now obsolete and the sound is now almost always represented by the symbol that was originally used only for the dental nasal. However, both sounds are extensively used in current colloquial and official Malayalam. In short, the vast language contact enabled Malayalis to acquire foreign languages much easier than other linguistic communities. So that most Malayalis are now Multi-lingual in one way or other.

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P RADHAKRISHNAN NAIR

f we go through the reports in the newspapers and electronic media in the past about five to ten years, we can see the damages caused by seasonal surplus water and shortage of water every year. Droughts and floods, at times occur in the same area, drought in February- May and floods in June-July. Each flood and drought causes damages worth of rupees, partly millions compensated, partly born by the individuals. Apart from the loss of property and crops, loss of hundreds of human lives and livestock also take place in each episode.

/TRONMEN'

Poor Water Scenario

Although Kerala receives a moderately high rainfall, (3000 mm.) the State experiences periodic droughts for the past three decades. Most of the rivers and majority of the wells in the state dry up during three to four months in every year. These suggest that the water scenario of the state is no more sustainable.



Water everywhere b

In fact the per capita water availability in Kerala through rains, the only source, is less than that of Maharashtra and Rajasthan. (KSCSTE Publication, 1998). The diminishing water availability, and increasing contamination of water resources make the scenario more and more critical. Lack of proper management of the resource would deteriorate the situation and lead to a real water crisis in the State.

Role of Management in water resource sector

Water is essentially a replenishable natural resource, and the major source of replenishment

Although Kerala receives a moderately high rainfall, (3000 mm.) the State experiences periodic droughts for the past about two to three decades. Most of the rivers and majority of the wells in the state dry up during three to four months in every year.

to the resource is rainfall. The rainfall is spread in two seasons, but majority of it takes place the South-West Monsoons, during in June to September. Water being a replenishable natural resource, the level of replenishment could be controlled to considerable extend by appropriate management techniques. The abuse of land resources, urbanisation, asphalt roads, increasing number of buildings, changing trends in agriculture and the practice of reclamation of prime agriculture lands to non-agricultural proposes are all factors contributed to the drastic reduction in the replenishment, and increased



the hydrological point of view, in general for nature is rooted in our integrated approach is not a new idea tradition and culture. The relation in the country. Dr. Navudumma, Director General, Council of Scientific and Industries Research & Secretary to Govt. of India, in 1977 while inaugurating a workshop organised by COSTED, emphasised among other things the need for integrated and totally coordinated approach to achieve time bound results in water resource manage ment. The integrated approach in water management is included in the 10th five year plan document of India also with due significance, but not much is known to have achieved so far. What is required is co-ordination of various agencies involved in water resources related activities, taking out the component of water resources from all these agencies and bringing under one umbrella. The subject matter of water resource being more a State subject, the action can be taken in the state level. There are more than half a dozen departments having water resources as a part of their activities in the state. The component, dealing with water resources in these departments

ut no drops...

floods and droughts in the state is the best example for the higher rates of overflow of water, despite the fact whether the area belongs to a deficit rainfall zone or not. There is definitely a crisis, but water is not at all in the root of it, and it is the improper management brought on by

Much needed integrated approach

The importance of integrated water resource management is becoming increasingly recognised through out the world as an effective means to mitigate water related problems of flood and drought. From

overflow of rain water. The recurring should be brought together to form a single agency responsible for the development and management of the water resources. The functions of this body can be river basin wise and it should come down to the field level. The appropriate management technique for regions should be planned at the field level; in the individual land plot level than organising it in a large scale. One important thing in this system is that the stakeholders also should have a key role in the set up.

Community participation in water resources management

Deep concern for water, land and

of man with nature was much deep rooted and intimate in the past. People had used their individual wisdom to harness, conserve and manage the water resource, without causing much damage to the

Water Policy

- The major objectives of the Water Policy are: Adopt integrated and multisectoral approach for planning, development and management of water resources.
- Consider micro watersheds as the basic unit for the conservation and optimal utilization of water resources for achieving resource sustainability.
- Integrate the problems and prospects of water resource systems by considering river basin as the basic unit.
- Emphasis the importance of comprehensive watershed conservation and management plan, water quality management plan, long-term sub-basin and river basin operation and monitoring plan and State water resource plan.
- Enable appropriate institutional mechanism and legal measures for sustainable water resource development and management.

environment. But, the situation is changed now, which needs to be reversed. Once the community is allowed to involve in the programs for water management it can use the local wisdom also more effectively in support of the technological and engineering input. The program

Contd. from page 33

Water everywhere ...

should work with the objective of conserving more water, which will help to mitigate the flood havoc to considerable extend and, at the same time to improve the water availability in lean summer months, by improving the ground water level, base-flow to the rivers and keeping the soil moisture to longer period.

Is it the right time?

To implement these programs, it is essential to make necessary legislations. The water bodies of a particular size should be declared as public property, and misuse of the body, irrespective of the rights of the ownership of the land should be made punishable. It is very important to make the public aware of the need for such measures. Due to the rather unpleasant experiences of the recurring floods, and droughts in the recent past, there is already a growing awareness to all sections of the community about the severity of water related problems, and the need for more concerted efforts to deal more effectively the situation. Therefore, it is the right time to initiate measures to deal the situation. It is hoped that the co-operation of the public, can be achieved with out much effort, but more important is the Government decisions on the matter, in the right direction.

FILMREVIEM

In the Shadow of

silver screen with a story of the youth following the path of his earlier films 'Niram', 'Nammal', like 'Swapnakkoodu' and 'Goal'. In these films Kamal was trying to explore the world of the youth in quite unrealistic situations, incorporating sentiments, love and pathos in appropriate proportions. The greatest solace of the new film Minnaminnikkoottam, is that the director approaches the characters on a more realistic level.

Even though the film boasts of the presence of eight IT professionals, it has nothing to do with their real professional world. The IT remains only as the backdrop. Neither the pressure nor the imbalances of the profession are dealt

he director Kamal is again on the with. The film dwells on their strong bond of friendship, love and concern.

> Siddharth, Mumtaz, Abhilash, Charulatha. Manikkuniu. Rosemary, Parthsarathy and Kalvani are the 'firefly gang' in the film . As a group, they are free birds, enjoying story of different upbringing. But they diversity'. Siddharth and Mumtaz are the only couple in the group and their house is the gang's favourite hangout. orthodox aristocratic family whose father is a senior officer in the Indian Administrative Service. Charulatha (Charu) has a strong chord of

old aunty. Rosemary bears the whole responsibility of her house under the pretext of a false story of a mother youngest of a family of two grown married. And Parthasarathy from Tamilnadu is married and having a kid too.

Minnaminnikkoottam opens with Singapore. She happens to find the past and she recollects the fragments beloved father. Eventually Charu



incidents follow happen in real time with a climax expected as usual.

The most moving part of the film is the attachment of Charu to her father Balan Menon and his friends. As Kamal wants to put it, the unusual world of Menon, Mash, Karapparamban, Kunjikkannan and Alavikkutty testify true Kozhikkodan intimacy and love. The black humour by which Rosemary unveils her true self is stirring.

Minnaminnikkoottam cannot claim uniqueness or freshness. But it has a well-knit script, which persistently draws the attention of the audience. The narration of the film is mainly through dialogues. The cinematographer Manoj Pillai has immensely contributed in capturing the mood of the film and his frames excel in composition in song sequences. The songs penned by Anil Panachuran get brilliant music by Bijibal. But the high orchestration blocks the lyrics, which is not at all desirable.

Kamal deserves special mention for the finest casting. As usual Meera Jasmin is in her superb performance. So is Narain with his naughty halfsmile. Roma provides unusual easiness and depth to her character. Jayasurya is in his best as a comedian. Indrajit and Samvrata expose extreme maturity. Radhika and Anoop Chandran also have their own contributions. Veteran actors like Saikumar, Janardanan, Mamukoya and T.G. Ravi are unmatchable.

Minnaminnikkoottam produced by Rakhi Ram has definitely all the characteristics of a middle cinema, with its unique treatment, bloom of <u>characters</u> and admirable visuals.

It really hits as a rain in Malayalam Cinema amidst the summer of meaningless extravaganza.



FLORICULTURE

The night fragrant *Rajnigandha*

T uberose, the night-blooming plant is strikingly different from other garden plants with its elongated spikes that produce clusters of fragrant waxy white flowers. It has long, bright green leaves clustered at the base of the plant and smaller clasping leaves along the stem. Tuberose has a heady floral scent that continues to produce itself.

Tuberose, a native of Mexico is of perennial nature. The common name derives from the Latin 'tuberosa', meaning swollen or tuberous with reference to its root system. Hindi name of Tubersoe is 'Rajnigandha' which means 'King of fragrance'. In Tamil Nadu it is called as 'Sambangi' or 'nilasambangi'. It is traditionally used in all types of garlands, especially in marriages. Aztec healers called it 'omixochitl' (bone flower) since tuberose has antiinflammatory and anti-spasmodic properties.

Tuberose is a bulbous plant and the bulb produces tall flower spikes upto 45 cm length with numerous tubular blooms and a fragrance that is rich, sultry and wonderful. The flowers may be single or double. The variety "Pearl" is double-flowered. Usually the single flowered varieties are more fragrant than the double-flowered ones.

Tuberose can be successfully grown in pots, beds, borders and shrubberies. It is also useful for cut flowers, which last long.

The bulbs can be planted in February or March. They thrive well in a well-drained soil and a sunny situation. The potting mixture contains two parts of soil and one part of equal properties of leafmould and coarse sand. They grow well in pots, tabs or garden urns. The peak flowering is between June and October. After flowering the stems should be cut down to encourage new growth later during the season. The plants at flowering need staking to support the heavy weight of the flower spikes.

TECHNOLOGY VENUGOPALCK

influenced all walks of our lives over the fact that the knowledge about the the last few decades in a tremendous terrain, climate, culture etc. of the manner with the Tourism and Travel destination was limited or unknown. sector being one of the main Only the adventurous and men in beneficiaries. The introduction of quest for newer pastures ventured computers can be traced back to early into such journeys. With the advent 60s, when the vacuum tube was the of IT into the travel sector, things primary component of computer have changed. Travel has become systems. This was largely inefficient much more enjoyable and error prone and soon gave way comfortable. The modern day to transistors which were replaced by traveller has a plethora of options to Integrated Circuits. Now the choose from, with internet being the technological advances have allowed favourite haunt for the potential advanced graphics integrated with traveller. Places of tourist interest and moving images and sound to be scenic beauty often do not catch the incorporated into the modern attention of the customer largely due computers.

intangible stands to gain a lot from not support graphics, video, sound technology. Travel was considered a etc. Hence the tourism products

Gateway for

TechTarism

nformation technology has risk in the early days mainly due to and to the fact that they are not marketed The tourism product being largely well. Internet in the early days did

could not be marketed over the net effectively. Now things have drastically changed with the introduction of various protocols.

In Kerala scenario the advent of IT has been restricted to travel agencies using reservation systems and development of websites by Governmental and non-Governmental agencies. Also office automation is in place with the accounting process also being computerised. Kerala Tourism website www.keralatourism.org has won many national and international accolades as being one of the best sites in tourism worldwide. In the education sector, institutes such as the Kerala Institute of Tourism and Travel Studies (KITTS) has imparted IT education in Tourism sector by giving hands on training to students in GDSs (Global Distribution Systems) and computerized applications. Kerala Tourism Development Corporation (KTDC) has also fully computerised their reservations and a tourist can easily book a room through the net.

Global Distribution Systems

Global Distribution Systems (GDS) have evolved over the years and has played a major role in making online travel possible. A Computer Reservation System (CRS) is used to store and retrieve information and conduct transactions related to travel. These were originally developed by airlines, but it was later extended to travel agents as a sales channel. A functionality of CRS has been extended and what is known as the Global Distribution Systems came into existence. The major CRS operations that book and sell tickets to multiple airlines are known as GDS. Many airlines have opted to divest most of their holdings to Global Distribution Systems due to which many systems are now accessible to consumers through Internet gateways for hotels, car rental agencies and other services as well as airline tickets. A traveller or a

travel agent can chalk out an itinerary using a GDS which is a global system interconnecting airlines, hotels, travel agents, car rental companies, cruise liners etc.

E-Ticketing

An electronic ticket or e-ticket is a means by which a passenger or a group of passengers can ensure their seat in a commerical airline by booking over the internet. This greatly reduces the procedures associated with in issuing a paper ticket, which consists of a number of copies. Both the airlines and the passengers are benefited by this form of ticketing. The main advantage of e-ticketing is the fact that it reduces booking expense by eliminating the need for printing and mailing paper documents. Another advantage is that it eliminates the possibility of critical documents getting lost in the mail or being sent to the wrong address.

Property Management Systems

As the term indicates, Property Management Systems (PMS) refers to systems which have been used world wide to manage and effectively control the various day to day and other procedures related to managing large properties. Even in Kerala, these systems are used in large scale.

The core functions which a PMS can handle are reservations, front office operations, some back office operations and some managerial functions. A PMS is commonly used for handling the accounting functions of various departments in a Hotel. This is in addition to being the hub for all interconnectivity with other systems in the hotel. Just as a person, who is cut off from the rest of his colleagues during work, a standalone computer is not of much use. Hence a networked environment is provided whereby a server can cater to the needs of the end-user who may be a manager or receptionist or a waiter. This is achieved by networking the systems and sharing of resources. Software may be developed to suit the needs of the hotel which may have a front end and a back end.

A front end is user interface, through which data may be entered or information retrieved. The back end may consist of a RDBMS which acts as the storage hub. Queries and reports may be used to retrieve information. For example, if a guest wants to know details regarding tariffs during off season, a click of the mouse may be sufficient to retrieve information.



Virtual Reality Systems

Virtual reality is related to artificial intelligence and neural networks. Artificial intelligence is an area where technology has made rapid strides in recent years. Human beings have been blessed with intelligence which ranges from their ability to remember things to inventing gadgets and making life more meaningful. It goes without saying that human brain is an amazing and intricate organ which has till date not been surpassed by even the fastest super computer. It is doubtful if such thing will happen in future too. But artificial intelligence has paved pathways to new gadgets and robots which help man in potentially dangerous and intricate tasks.

Virtual Travel

With the ever increasing need to use the net, tourism has entered a new era. Virtual travel has gained popularity and a tourist can use various tools and internet and sit at the comfort of his office or home and do a virtual travel. Earlier there used to armchair travelogue creators who used to design the show from articles and hearsays. But now travel writing has been simplified just because there is a plethora of information in CD's, brochures and on the net. There are even virtual travel agencies on the net which offers a tour through its gallery and offers a great deal of information. Virtual travellers are more informed and many of them do not even need an introduction to a destination which they plan to visit.

In addition to the virtual tour of the real world, artificially created virtual worlds are there, waiting to be explored. These sites offer a free package for a week which can be downloaded.

Travel Recommender Systems

Travel has become a part and parcel in the lives of human beings. The modern day traveller has a plethora of options to choose from when planning his trip. Travel Recommender Systems though in its infancy has established its utility value in travel planning. In the coming years, its importance as tool in aiding travel planning will be indispensable. A few recommender systems are available in the market that gives the tour operator or the customer options to remove the intangibility associated with the product. Austria is one of the few countries which have introduced Recommender Systems to the travelling public and have found favourable response from the users. Recommending a travel plan consists of many aspects such as the destination type, location specific information, seasonal specific recommendations etc. All this has to

The modern day traveller has a plethora of options to choose from, with internet being the favourite haunt for the potential traveller. Places of tourist interest and scenic beauty often do not catch the attention of the customer largely due to the fact that they are not marketed well. be presented to the user in a customer friendly manner so that one can input the options to the system which in turn will suggest the most recommended travel plan.

Geographic Information Systems

The usage of maps dates back to centuries. Man has been using maps for guidance and for locating places. With the advancement of computer technology and graphics, maps have been digitised and used for providing accurate and timely information to users. Databases have been combined with computer graphics in the area of GIS.

This connection between spatial data and databases is the driving force behind the working of a GIS. Maps can be drawn from the database and data can be referenced from the maps. When the database is updated, the associated map also gets updated. GIS database include a wide variety of information including geographic, social, political, environmental and demographic data. GIS technology is a computer based data collection, storage and analysis tool that combines previously unrelated information into easily understood maps. A GIS can perform complicated analytical functions and present the results visually as maps, tables or graphs, allowing decisionmakers to visually see the issues before them and then select the best course of action.

On the whole it can be said that Information technology has left an indelible mark in the application area of Tourism and Travel. In the coming years, areas like Travel Recommender Systems, GIS, Space Tourism etc will gain popularity and will help in giving a new dimension to the travel and tourism sector. Kerala Tourism which has established its presence in the global market will bank on these applications to further propel its growth trajectory. The International market which is growing has been given a shot in the arm with introduction of IT and will stand to gain further from it.

The writer is Senior Lecturer, KITTS, Thiruvananthapuram

INDU NARAYAN

Leafy Specials



ETHNICFOOI

Spinach Soup

Spinach (finely chopped) - 250 gm Onion - one Vegetable stock (water left cooking vegetables) - half Litre Milk - half cup Corn flour - one table spoon Butter - one tea spoon Cream - one tea spoon Parsley leaf- one tea spoon

Method

Cook spinach in a small quantity of water with salt. When it is almost dry, remove from fire and make into a fine paste. Heat butter and add chopped onion, stir for a few minutes and then add puree of spinach. Cook for a few minutes and then add stock and boil. When the onion is well cooked remove from fire and strain the liquid. Boil this again till got thickened by adding corn flour mixed with milk. Remove from fire. Add a bit of cream while serving will improve the flavours. To improve the appearance, add some finely chopped parsley leaves.

Fenugreek Leaf and Cabbage Thoran

Fenugreek leaves - one bunch Cabbage, chopped- 4 cups Salt - to taste Turmeric - one tea spoon Crated coconut - 1 1/2 cups Garlic- 2 pods Red chilli powder- one tea spoon Cumin seeds - 1/4 tea spoon Mustard seeds and urad dal- 1/4 tea spoon mustard seeds, urad dal and dried red

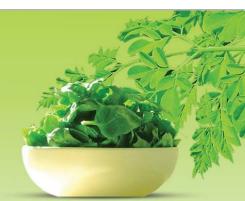


Mint-kismis Chutney

Ingredients seedless kismis - a handful Mint leaves - a handful Garlic - one pod Ginger - half inch piece Dried red chillies – 4 Nos. Vinegar - half cup Sugar - 2 teaspoon

Drumstick Leaf Erissery

Washed and cleaned drumstick leaves - 5 cups Salt - to taste Turmeric - one tea spoon Crated coconut - 2 cups to grind and one table spoon to fry Garlic - 2 pods Red chilli powder - one tea spoon Mustard seeds and urad dal - ¼ tea spoon each Oil - 2 tea spoon Dries red chilli - one Cooked urad dal - half cup



each Oil - one tea spoon Dried red chill - one Oil - one tea spoon

Method

Wash, clean and chop fenugreek as well as cabbage. Add salt and turmeric.Heat oil in a pan. Add

chilli, cut into two. When mustard seeds splutters add the fenugreek leaves and cabbage. Stir well. Grind coconut, cumin seeds, red chilli powder and garlic coarsely and add to the frying pan. Stir well. When water in it disappears, turn the burner off.

Salt - to taste

Tamarind – a gooseberry sized ball Method

Grind kismis, garlic, ginger and red chillies together. Then grind the mint leaves and add it to the other ground stuff. Extract tamarind juice using vinegar, instead of water. Mix everything together. Add sugar and salt to taste.

Method

Pour one teaspoon oil in a pan. Add red chilli after cutting into two pieces. Add mustard seeds and urad dal. When it splutters add drumstick leaves. Add turmeric powder and salt. Pour some water. When it is cooked, well add the cooked urad dal and off the burner. Mix well in one tea

spoon oil fry coconut and garnish the curry with this.

Dr K RAVI



Unravelling the complex spectrum

Tourism Employment and Labour Market Issues Dr B. Vijayakumar Dr K.R. Pillai Rs. 80/pp. 180 Kerala State Institute of Languages

This unprecedented socio – cultural evolution is transforming into a tourism revolution in the entire world and as a result, tourism sector is becoming the most important and critical one in sharing the economic development and employment generation across the world.

hen the globalisation process is carving out a niche in the entire spectrum of human systems especially on his economic and social existence, his search for mental peace and tranquility ends in movement, travel and pleasure seeking. This unprecedented socio – cultural evolution is transforming into a tourism revolution in the entire world and as a result, tourism sector is becoming the most important and critical one in sharing the economic development and employment generation across the world. Even though tourism sector occupied such a catalytic and pivotal position in the world economy, including India and particularly Kerala, serious research intervention in the process of "Labour – Employment - Tourism Symbiosis" is apparently missing or limited especially from Kerala. It is in such academic / research scenario, the book titled "Tourism Employment and Labour Market Issues" written by Dr. B. Vijayakumar and Dr. K. R. Pillai (published by the State Institute of Languages, Kerala) becoming tourch

- bearing research attempt in the tourism research landscape.

This book provides a graphical and comprehensive literature survey of labour market research spanning from 1850 to the present day encompassing all dimensions and determinants of labour market. One of the sparking

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manifestations of this book is that it narratively depicts the total evolution of labour market legislation in the country, making the book a dependable and holistic source of information.

One of the commendable contributions the authors have made through this book is unraveling the real wage scenario prevailing in the tourism sector in Kerala. This book, for the first time in the history of Kerala's tourism industry, graphically depicted the pathetic low wage structure existing and also acute unemployment and seasonal employment prevailing in the tourism sector. This information should be used as an excellent data source for preparing policy guidelines for rationalising wage structure in the tourism sector in Kerala. A shocking information the book reveals is that many categories of workers in tourism industry especially non executive cadre have been paid below minimum and in some categories like cook and waiters, it is less than the total income of BPL categories of population. Another major observation of the book is that job insecurity is rampant in tourism sector. The research results of this book shows that in-service training is seldom arranged by the tourism industry, except in case of high-level corporate executives.

When one assesses the usefulness of this book, it is a matter of satisfaction that a job satisfaction measurement technique is evolved in the form of Job Satisfaction Index' (JSI). This index is a twentyparameter amalgam spanning from minimum wages to freedom to form and work in trade unions. It shows that job security is the major consideration of the tourism workforce that decides the labour market fluctuation and turnover. This research attempt also spread some light on the gender related wage discrimination in the tourism labour market. It is explained that women workers, irrespective of their qualification, experience and skill,

are paid less than their male counterpart especially in the private sector.

Another major contribution of this book is providing valuable insight into the complex spectrum of tourism support system labour market. This sub-sector of tourism industries, in fact, provides more employment opportunity, compared to the hospitality sector. The authors have made appreciable effort in churning out the complex web of labour market dynamics in conveyance and transportation, tour operation, souvenir shops, performing arts, health rejuvenating medical treatment and many other tourism related socio-economic and cultural sub sectors. A theoretical and methodological complexity a researcher encounters in this area is the 'self – employment dynamics'. To a greater extent, the book has succeeded in categorising this employment dynamics to give clarity of thought to the readers. Thus, the book provides a good deal of employment and wage related information encompassing artistes, guides, tour operators, drivers etc. A useful research results further provided is 'labour market turmoil and vocation (occupation) changing' of the stake holders attributed to the seasonal nature of tourism industry. Along with this, lights have been thrown on the impact of migratory labour on the supplydemand mechanism of labour market in Kerala's tourism industry.

Thus, this book is a valuable addition to the tourism research literature and will be a real aid and guide for students, researchers, tourism industry personnel policy makers, administrators and all others who are related to and working for tourism promotion nationally and internationally.

The writer is former Consultant on Sustainable Development, Commonwealth Secretariat

BIJU MATHEW

BROADCASTING

community radio station can be defined as a radio station that is installed in one community, for the community and by the community. The community can be territorial or geographical - a township, village, district or island. It can also be a group of people with common interests, who are not necessarily living in one defined territory. Consequently, community radio can be managed or controlled by one group, by combined groups, or of people such as women, children, farmers, fisher folk, ethnic groups or senior citizens. What distinguishes community radio from other media is the high level of people's participation, both in management and programme productions. Furthermore, individual community members and local institutions will be the principal sources of support for such institutions.

The Milan Declaration on Communication and Human Rights passed in the Seventh World Congress of the World Association of Community Radio Broadcasters held in Milan, Italy in 1998 called for international recognition of the process, including making community broadcasting sector as an essential form of public service duration and programme broadcasting and a vital contributor schedule. The citizens or their to media pluralism and freedom of representatives also have a voice expression and information. The in the management and declaration emphasized that financing of radio programme community media can play an projects. In short, the important role in strengthening community will have the power

cultural rights, and in particular, the rights of linguistic and cultural minorities, indigenous peoples etc. by providing access to the means of communication. Access to the means of communication must be supported by education and training to assist a critical understanding of the media and to enable people to develop their media and communication skills. The democratic participation of women in communications media should be guaranteed at all levels.

How Community Radio Operates?

In a community radio setup, the community will have access to the whole system. People have access not only to the media products but also to the media facilities. The community members can always interact with the producers and a strong bond can be maintained between the producers and the listeners.

Citizen's participation in community radio is allowed at all levels - from planning to implementation and evaluation of the project. It involves the citizens in the decision-making decisions about the contents,

to design the broadcast pattern. Why Community Radio?

Community radio gives community members access to information because it gives them the means access to of communication. The most relevant information - educational and developmental - is disseminated and exchanged. Important local issues are also aired. A free market place of ideas and opinions is opened up and people are given the opportunity to express themselves socially, politically and culturally. They will be getting a platform to discuss their own problems with their own community members, which is never possible through other media.

Stimulating Community Participation

Community members should be motivated to participate in the day





In a community radio setup, the community will have access to the whole system. People have access not only to the media products but also to the media facilities.

to day working of the station by inviting them to neighborhood and village level production workshops or programme production process. Peasants, rural women and unschooled people can be trained in the rudiments of broadcasting. By bringing production to the rural areas, radio is demystified for the people of the community. Many forms of cultural programmes and village activities may be adopted and in accommodated radio programming. After all, radio is simply people talking with people.

Benefits of Community Radio

As far as individual members of the community are concerned

Community Radio provides them entertainment of local taste. It helps them to solve their pressing problems by providing information and advice. It also widens the horizons of people by stimulating interest in hitherto unknown topics. Thus community radio helps in promoting creativity too. As it contributes to self-knowledge and awareness, it enables the

community members to see them updated. Through discussions among the community members, the personal ties between members will be increased considerably. This makes the citizens more responsible and inspires them to work for the development of fellow being.

For example, Community Radio will be of great help to the people of the coastal areas in Kerala. They can use this medium to inform, educate, share ideas and warn the community about disasters especially when people are away at sea. It is a fact that the less privileged people of our country are not benefiting from the revolutionary changes happening in the field of science and technology. The latest phone- in, phone-out facilities, Digital News Gathering techniques etc. can be utilised by the community radios to inform the community effectively and very quickly.

Looking forward

community radio is to use this medium as the voice of the voiceless, the mouthpiece of oppressed people and generally as a tool for development. Community radio is defined as having three aspects: nonprofit making, community ownership and control, community

Characteristics of Community Radio

UNESCO defines the characteristics of community radio as follows:

- It serves a recognisable community.
- It encourages participatory democracy.
- It offers the opportunity to any member of the community to initiate communication and participate in programme making, management and ownership of the station.
- It uses technology appropriate to the economic capability of the people, not that which leads to dependence on external sources.
- It is motivated by community well being, not commercial considerations.
- · It promotes and improves problem solving.

participation. It should be made clear that community radio is not about doing something for the community but about the community doing something for itself, i.e., owning and controlling its own means of communication and using it for the prosperity of the community.

Community radio will always The historical philosophy of work as a catalyst of change in the society. It will serve as a watch dog on authorities and facilitates interaction between officials and the common man. CR will be able to highlight even individual problems of members and find solutions.

> The writer is Programme Executive, Spice FM., Devikulam.



Communi

Dr P INDIRA, Dr TE GEORGE

Chillies

HORTICULTURE

Hot and Ornamental

hilli is a spice cum vegetable crop of commercial importance, characterised by tempting colour and biting pungency. No dish is considered complete without this spice in our country. It is also considered as nature's wonder with many diverse fruit types within the five cultivated species of Capsicum. India is blessed with a plethora of chilli varieties which are used as fresh green fruits, fresh red fruits, dried red fruits or processed into chilli paste, chilli powder, oleoresin etc. Though Kerala is not a major chilli producing state, variability existing in this crop here is tremendous. Diverse climate and soil conditions prevailing in different parts of the state have helped in developing different ecotypes in chilli.

> The use of chilli as an ornamental plant is slowly picking up momentum in the country. Ornamental chillies are extensively grown for their coloured fruits and foliage. They are tailored to suit on borders, small beds, pot plants and background material for large beds or mass plantings. An ideal plant type of ornamental chilli should be dwarf with small, dark green or purple leaves with a large number of branches bearing more number of fruits of attractive colour and shape. Chillies in pots liven up verandahs and balconies with their abundant crops of scarlet, green, purple or yellow fruits. Ornamental chillies belong to four species of Capsicum viz, Capsicum annuum, Capsicum chinense, Capsicum baccatum and Capsicum pubescens. There are hundreds of chilli varieties ranging from the mildest 'Anaheim' to the fiery 'Habanero' and Tabasco' types. Among these, many cultivars especially those belonging to 'Cherry' group and 'Small hot' group are valued as ornamentals also. There are many exotic varieties, which are released as ornamental chillies. Though there are hundreds of chilli varieties in India, only a

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few of them are valued as ornamental types. Ujwala, a chilli variety developed by Kerala Agricultural University with bushy growth habit, upright clustered, deep red coloured fruits has good potential to be used as ornamental plant. The species Capsicum chinense, characterised by shade tolerance, perennial and spreading nature with medium sized oblong to round, fleshy and highly pungent fruits is ideal for the conditions prevailing in Kerala. Many genotypes of this species seen in the state have got good ornamental value, which has yet to be tapped commercially.

The cultural practices of ornamental chillies are same as that of cultivated chilli. Seeds are sown in nursery beds or pots and about one month old seedlings are transplanted to the prepared beds or pots filled with potting mixture. Sufficient care should be taken for ensuring proper drainage. In the beds, seedlings are planted at closer spacing so as to get mass effect. Fertilizers are applied at fortnightly interval for inducing maximum vegetative growth and flowering. Variation in plant height among different chilli lines points towards their use as borders, small beds, potted plants and background materials. Induction of dwarfness, an important desirable character for ornamental chilli, is also commercially feasible through use of growth retardants.

The writers are Professors, Department of Olericulture, Kerala Agricultural University



PHOTOS: K. RAVINDRAN Information & Public Relations Department

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सूर्यवि

Wonders in the Blue

Thrilling moments from the Air Show at Thiruvananthapuram.







Bye-bye to neighbour's vegetables

THE PARODY that Kerala is a strip of green loin along the Arabian Sea is about to change a little bit. After the State Government's programme to promote organic farming of vegetables on a commercial scale in 1,000 grama panchayats in Kerala, the state will become a long strip of vegetable garden. Because every bit of land that include campuses of educational institutions, courtyards and rooftops of houses in urban areas and barren lands in rural areas and even the land in the possession of government institutions will turn to vegetable cultivating places.

The government will extend low-interest loans and provide technical expertise and training to cultivators and the aid of private sector and nongovernmental organisations in this regard will also be used.

The government also plans to set up 1,000 organic farming villages where 5 hectares of land will be collectively farmed, in the State. Thus 1.5 lakh tonnes of vegetables per month will be achieved from a total of 5000 hectares of land.

In urban areas, the project will be implemented with the help of homemakers and unemployed women.

It will form 25,000 farming units with 2 cents of land each in the five municipal corporations. Each unit will be given a subsidy of Rs.200.

The government has earmarked Rs.50 lakh for giving Rs.5,000 as financial aid for setting up of vegetable farms every 20 cents of farmland in schools and colleges. Such schools will be provided with assistance up to Rs.15,000 for setting up irrigation systems.

The project will be monitored by a committee headed by the local Agricultural Officer at the panchayat level and at the State level, the Agriculture Minister will be the chairman of the committee.

Great depths where 'Miss Keralas' take siestas

Wonder what the title means? Just a billion dollar worth line of a movie lyric. With over 50,000 million cubic metres of fresh water in 44 rivulets, 19 lakes, more than 900 ponds besides 300 cm rainfall for 120 days in a year, experts say Kerala has tremendous potential to grab a major chunk of the export market of ornamental fish.

And, indeed, Kerala is

gearing up to hit the blooming global market of ornamental fish. The Government has formed a company named Kerala Aqua Ventures International Limited established in publicprivate participation with Chief Minister as chairman to implement the project. The firm is going ahead with steps to begin the export from January. It will manage the production and export of ornamental fish in collaboration with a UK-based

consultancy firm, Aqua Resolve Services. Aiming the Rs. 25 billion global market of ornamental fish, the State Government has tied up

Identifying the expatriate

THE NON-RESIDENT KERALITES

are going to become *Known*-Resident Keralites. The project of providing ID cards to Non Resident Keralites was initiated at Mankada in Malappuram district by the Chief Minister, V.S. Achuthanandan. In the first phase, it is decided to issue the Identity Cards of NRKs who have 18 years of age and now working or residing with resident permit abroad for at least six months.

The pilot project has been



with the foreign firm to help the State become a strong player in the global ornamental fish business. At present, India's share in this is a meagre Rs.150 million. Singapore is currently the world's largest exporter of ornamental fish. The Government is planning to develop the State as the global export hub for ornamental fish.

The state government has already begun work on setting up an aqua park and five satellite fish farms in order to exploit the potential. The satellite fish farms will outsource rearing of newly born fish to households in coastal villages and towns.

Let us hope that Miss Kerala, the already world popular indigenous ornamental fish, will have more sisters to accompany. started in nine panchayats in Mankada Block. Blockwise camps are arranged to collect the filled up application forms from NRKs.

The Pravasi identity card will act as an insurance card wherein the case of accident or death of NRK, the dependent would be entitled for Rs.1,00,000. NRK can also use this card as a discount card at selected shops in the State. The project is to be carried on to every district of the State with the help of local bodies.

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Onam will be Onam for the poor

THIS TIME, the poor people in Kerala need not worry about facing Onam. The Cabinet has decided to distribute 20 lakh free kits to families living below the poverty line during the Onam season. Onam kit, costing about Rs.50 would have two kg. of rice besides sugar, tea and chilly.

Scholarships for Muslim girls

THE GOVERNMENT has decided to give scholarships for 5000 Muslim girls for degree and postgraduate studies. The amount would range from Rs.3000 to Rs.5000. Besides the Government would provide stipend to Muslim students to stay inhostels to attend coaching classes for competitive

coaching classes examination. Training Centres would be set up for them on the lines of the pre-examination training centres for Scheduled Tribes.



THEY SAY THEM as the kidneys of planet earth. But at the same time, they are the most vulnerable areas facing extinction. The paddy fields and wet land of Kerala make the state a place where 'you can simply sit and enjoy', says National Geographic Magazine.

Not just that. Our food and water security heavily depends on them. So the Bill passed by the State Legislature for conserving paddy fields and wetlands to ensure the food security of Kerala is a bold step in this direction. The Bill envisages encouraging paddy cultivation by giving bonus. Priority will be given to Paddy Field Societies, Self Help Groups and Kudumbasree units in cultivating fallow paddy fields.

Illegal reclamation of paddy fields or wetlands invites six months to two years of imprisonment and fine of Rs.50,000 to Rs.10,000. There is provision to recover the vehicle used for reclamation.



AIDS comes to ones life and destroys his/her family, job, self respect and everything he or she owned. Kaal Chakra (A



Home in the Sky), the story of the protagonist who was affected AIDS due to blood transplantation, was



the curtain riser of the Indian Panorama Film Festival at Tagore Theatre.

This 113 minute haunting Marathi movie by Vishal Bhandari was followed by Ammuvagiya Naan (I am Ammu), another celluloid drama about fidelity. The seven day long festival hosted fourteen movies of various Indian language ending with the maestro director Adoor Gopalakrishnan's Naalu Pennungal (Four Women). The programme



that attracted many city dwellers was organised by Information and Public Relations Department.

Let the paddy be green and wetland wet



Track for Records

IN ITS BID to improve sports infrastructure in the state and nurture talent, the Government of Kerala has decided to set up of a seven-member Sports Commission to look into the health of sports affairs, the Sports Minister, M. Vijayakumar, said. He was speaking after inaugurating the one-day seminar on broad basing sports in Kerala and

evolving a strategy conducted by the Kerala State Sports Council in connection with the National Sports Day celebrations.

The Minister said that the Government will make sports a part of school curriculum once the curriculum committee submits its report. He also said that necessary amendments would be made to the Kerala Sports Act 2000 passed by the previous LDF Government. The proposed commission will also be asked to study the present day Kerala sports scene and suggest remedies in a time-bound manner. The Sports Council president T.P. Dasan in his presidential address said that the Council will start centres of excellence in the State to train sportspersons. He said the budget allocation for sports and games was miniscule and lack of funds was hampering the developmental activities of the KSSC.

A questionnaire would be prepared and circulated among the public in various districts so that all concerned would convey the problems faced by them to the Commission.

Besides this, the Commission would also have a look at the resources available for sports promotion in the State, and how best it could make use of the various centrallysponsored schemes.

The Commission would also help the Government get maximum assistance from the Panchayat Yuva Krida Aur Khel Abhiyan scheme, introduced by the Union Government, by linking its policy document with the National Sports Policy.



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