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EDITORIAL

Discrimination is a barrier to social inclusion. It is ironic that the modern society with all the social, economical and technological revolution, continues to discriminate their own kith and kin on the basis of Gender, status, colour, religion and race. The historic struggles down the centuries in most countries have not made any significant impact on the generations. This seem to be an eternal problem started when men were created male and female. And the awareness of discriminating tendencies are as old as the human race.

No one feels the pinch of discrimination unless one experiences the same. There are many who are not aware of their being discriminated on the basis of gender, colour, status race and religion. There are others who are aware and not able to do anything about it. Some fight vehemently but in vein. And few others continue their fight with hope that one day they would be recognized. Mahatma Gandhi, Martin Luther King, Nelson Mandela are few of the heroic personalities that have raised their voice and gained some results.

It is an innate desire and right for everyone to be included. But for reasons beyond one's control, some are sidelined by the privileged. One such category of people are individuals belonging to the third gender, the transgenders. Speaking to one such and listening to their woes, made me feel uncomfortable. He/She said, "I am a prisoner in my body, and I have been so for thirty seven years. I am one with no identity. My society do not take me for a human being". It was painful. The atrocities and discrimination they face from all levels and sections of the society is dehumanizing.

Those of the third gender are only one of the unfortunate group of people who face the injustice of discrimination. Women, children, dalits, tribals and the so called low castes are all victims. They have no voice, no power and no support.

Only right based education and awareness can change the mindset of the society. And it is not the only solution. The deprived sections too must muster strength to stand up for their rights and rightly be recognized. It is a slow process and problems keep propping up too. However, it is better to light a small candle than to curse the darkness.

Dr. Joy Ullattil

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ROBIN SHARMA'S *THE SECRET LETTERS OF THE MONK WHO SOLD THE FERRARI*: A SPLENDID PORTRAYAL OF TRAVEL AS A MEDIUM OF SELF DISCOVERY

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Abstract:

Robin Sharma, a life coach, CEO and author of international acclaim who has been appreciated for his life changing books, has been at his creative best in spinning a tale of travel as a medium of self-discovery, in his work *The Secret Letters of the Monk Who Sold the Ferrari*. This book takes the reader on a remarkable journey around the globe to places such as Buenos Aires, Paris, India and Shanghai. Jonathan Landry, the protagonist meets some amazing people who live the wisdom which Julian, their mentor has shared with them. Jonathan reclaims his life in the course of this journey. The reader too experiences this metaphoric journey into her own self. The book has a cathartic effect of cleansing negativity. This paper probes into the endless experiences intertwined in every journey and how travel sustains our spirit, making us better individuals in thought and actions.

INTRODUCTION:

Robin Sharma has consolidated his literary presence globally with his wonderfully crafted and winsomely written books. His presence has become permanent in the history of nonfiction literature and works dealing with life's philosophy. Published in over 50 languages, Robin Sharma assimilates life's wisdom in the pages of his books. *The Secret Letters of the Monk Who Sold the Ferrari* (2011) is a tome of philosophy and life's lessons wrapped in the beautiful tapestry of interesting travel information involving the skyscrapers of Shanghai, the mystic spice markets of Istanbul, the haunting catacombs of Paris, the serenity of a Japanese home and the splendour of the Taj Mahal.

The story revolves around Jonathan Landry, a marketing executive who wants to make it big in life. In his blind pursuit of success and wealth, he has let his life go by. He has forgotten to enjoy the simple pleasures of life, to experience the joy that each relationship brings. Jonathan's marriage is at stake as he has not been able to spend any time with his wife Anisha and son Adam. In the chase of career growth he becomes insensitive, pessimistic and despondent. Even though Jonathan knows that he can solve all the problems in his life with introspection, he refuses to acknowledge the intensity of his problems. His life seems to fall into a deeper abyss with each passing day.

Jonathan's mother takes the situation into her hand and insists on Jonathan meeting his cousin Julian Mantle. Jonathan's only memory of Julian is that of a high power courtroom litigator, a wealthy successful man who owned a Ferrari. Jonathan agrees to meet Julian to placate his mother and this meeting leads to an unexpected journey through the continents. Jonathan is pressed by Julian to make a journey on his behalf to fetch talismans from safe keepers who reside in various corners of the globe. Jonathan believes that the life of someone he loves is at stake.

The journey undertaken by Jonathan Landry sustains the story of the work. His experience in each destination is described in detail to help the reader experience the culture and customs of that place. Spending time in Buenos Aires, Istanbul, Halifax, Japan, Sydney, Paris, Shanghai and India and meeting up with the talisman bearers transforms Jonathan's course of thought and helps him make some life altering decisions.

The journey leads to a lot of improvement in the life of Jonathan Landry as he discovers his flaws at every step and proceeds to correct them. Understanding the importance of accepting his fears and embracing them, he moves on to overcome some of his greatest apprehensions. The realisation of what true happiness means, the fact that he needs to forgive others as much as he forgives himself, the secret to living an authentic life, the small deeds of kindness and self improvement, the basis of life being love, the choice of positive influences, the simple pleasures of life and the mission of making a difference are ideas that make Jonathan a wiser and happier man. He gets psychologically fortified to reflect, retrospect and step out of his personal dilemmas. For Jonathan Landry, what starts as an unexpected journey ends up as a tremendous voyage of self exploration and self discovery. Life's wisdom is served at various destinations. Varying landscapes act as a metaphor of life's changing colours. Simple snaps of wisdom await Jonathan Landry and they assimilate to create new beginnings for him.

Jonathan's first destination is Istanbul, Turkey where he is to meet Ahmet Demir, the first talisman bearer. Istanbul is the only city in the world that stands upon two continents- Asia and Europe. Few cities in the world can compare with it in the beauty of its settings and in the number and grandeur of its ancient monuments (Freely 1987) Ahmet Demir takes Jonathan on a brief tour of the city and hands over the talisman wishing him good luck for his other journeys. The first talisman is accompanied by a letter which is about: **The Power of Authenticity**. It reads: "The most important gift we can give ourselves is the commitment to living our authentic life. To be true to ourselves, however, is not an easy task." (Sharma, 2014)

Jonathan's second destination is The Catacombs of Paris where he meets Antoine in the underground grave of 6 million Parisians. Jonathan is intimidated by Paris. Parisians remain true to their tribal tradition [...] they breathe self esteem, inhaling the city's confidence, they exhale self love. (Sanger 1992) Jonathan faces the biggest challenge of his life – claustrophobia in the catacombs. Antoine hands over the second talisman and letter which reads: **Embrace Your Fears** tells "What holds us back in life is the invisible architecture of fear. It keeps us in our comfort zones, which are, in truth, the least safe places in which to live." (Sharma, 2014)

Jonathan's third destination is Kyoto, Japan where he meets Sata Ayame the talisman bearer. The Japanese tend to view themselves as members of a group, all working towards group goals, rather than as unique individuals striving for personal advancement (Constable 1985).

Jonathan is impressed by the serenity and the humility of his hostess. The third letter reads: **Live with Kindness**. “It is important to remember that just as our words are our thoughts verbalised, so our deeds are our beliefs actualized. How we treat someone defines how we treat everyone, including ourselves.” (Sharma, 2014)

Jonathan’s fourth destination is Oaxtepec, Mexico where he is handed over the fourth talisman and letter by Chava Ucan. Mexico amazes Jonathan with its varying landscape. Mexico is the third largest country in Latin America and the most populous Spanish speaking country [...]. Its geography ranges from swamp to desert, from tropical lowland jungle to high alpine vegetation [...](Box 1992). Chava Ucan hands over the fourth letter which reads: **Make Small Daily Progress**. “The way we do small things determines the way that we do everything. If we execute our minor tasks well, we will also excel at our larger efforts.” (Sharma, 2014)

Jonathan’s fifth destination is Barcelona, Spain to meet the next talisman bearer Luis Costa. Barcelona remains in terms of prosperity, stability and cultural activity; a confident, progressive city with experimental architecture, user friendly city design and agreeable climate (Catlos, 2002). The fifth letter reads: **To Lead Your Best Life, Do Your Best Work**. “There is no insignificant work in the world. All labour is a chance to express personal talents, to create our art and to realise the genius we are built to be.” (Sharma, 2014)

Jonathan’s sixth destination is Cape Breton Highlands in North America where he meets Angus Macdonald and Mary McNeill and is handed over the sixth talisman and letter. The sixth letter reads: **Choose Your Influences Well**. “We do not move through our days alone or apart from the world around us. And so we must always be aware of the things and the people we allow into our lives.” (Sharma, 2014)

Jonathan’s seventh destination is Shanghai, China where is supposed to get the seventh talisman and letter from Gao Li. China, the[...]mother civilization of East Asia[...] has an immensely stable structure which the Chinese were able to modify by absorbing outside influences all the while maintaining their own culture(Storm 2011). The seventh letter reads: **Life’s Simplest Pleasures Are Life’s Greatest Joys**. “Most people don’t discover what’s most important in life until they are too old to do anything about it. They spend many of their best years pursuing things that matter little in the end.” (Sharma, 2014)

Jonathan’s eighth destination is Phoenix, Arizona where he meets Ronnie Begay who hands over the eighth talisman and letter. Jonathan feels humbled in the midst of the Grand Canyon. The Grand Canyon in autumn and winter reveals a new beauty far different from its summertime mood. [...] a traveller has the solitude to appreciate the blessing called life (Elmer 1975) The eighth letter reads: **The Purpose of Life Is To Love**. “How well you live comes down to how much you love. The heart is wiser than the head. Honour it. Trust it. Follow it.”(Sharma, 2014)

Jonathan’s last destination is Agra, New Delhi. Agra, immortalised as the ‘City of the Taj’ is the most sought after tourist destinations in India. The city has metamorphosed into one of the greatest centres of art, culture, learning and commerce. His next talisman bearer is surprisingly Julian himself. By now Jonathan has expelled most of his negativity. He has many plans to make his marriage work and make his life more meaningful. Julian hands over the last talisman- a

miniature Taj Mahal and leaves Jonathan to introspect in the vicinity of the actual Taj. Taj, the icon of India, is the most extravagant monument ever made for love. It has been described as “the teardrop glistening on the cheek of time” by Rabindranath Tagore.(IMS 1999). The last letter reads: **Stand for Something Bigger than Yourself**. “There are no extra people alive today. Every single one of us is here for a reason, a special purpose – a mission.” (Sharma, 2014)

CONCLUSION:

The Secret Letters of the Monk Who Sold the Ferrari is a great tribute to the universal power of travel to enrich our lives, widen our perspective, prove our significance in the infinity of the universe, fortify our tolerance and recharge our optimism and provide us hope to handle our future challenges. Jonathan Landry embarks on the journey half-heartedly expecting nothing but a complicated situation at his work place as its consequence. However, what happens at each of the nine destinations is beyond his wildest dreams. He gathers gems of life’s wisdom from every talisman bearer. He also acknowledges his past mistakes and finds new energy to find solutions to his personal and professional crises. The writer gives a subtle but a definite message to the readers to accept change in life; the best way to experience which is travel.

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GST IN INDIAN TOURISM SECTOR

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Abstract:

India is one of the important tourist destinations in the world. India has variety of tourist destinations, culture, folk arts, food etc, Domestic and international tourists' are both attracted to India. However, it is also to be mentioned that Indian tourism sector is one of the industries, where, multiple taxes are levied. The sector was expecting some relief in the new tax regime of Goods and Services Tax (GST). However, instead of providing relief, it has made more confusion. Present article, is an attempt to present the anxieties and apprehensions related to GST with facts and figures.

OBJECTIVES OF THE STUDY

- ❑ To provide, a brief analysis about Indian Tourist Sector.
- ❑ To provide, a brief idea on the tax burdens facing by tourism industry in India.
- ❑ To discuss the GST provisions in relation to tourism sector.
- ❑ To discuss positive and negative impacts of GST on tourism sector.

INTRODUCTION

Tourism represents world's third largest export avenue in terms of global earnings after fuel and chemicals. Modern tourism is closely linked to socio- economic development. Tourism is responsible for one out of 11 jobs and 10 percent of the world's economic output. Apart from providing employment, income and foreign exchange for the country, the trade in the tourism sector has an economically positive impact on other associated industries such as food manufacturing, services, construction, agriculture, handicrafts etc.

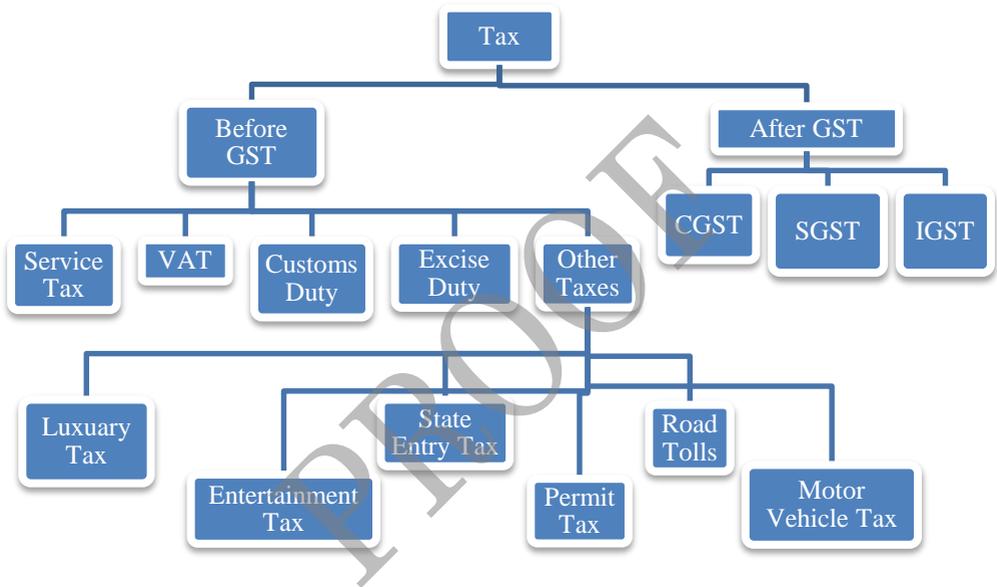
In addition, investments in infrastructural facilities such as transportation, accommodation and other tourism related services lead to an overall development of infrastructure in the economy.(Karan Sahi)The tourism industry provided more than 23.5 million jobs in 2015 and the employees that work in the tourism industry is over 9 percent in 2016.

- India ranked 3rd among 184 countries in terms of travel and tourism's total contribution to GDP in 2016. In India, the sector's direct contribution to GDP is expected to grow by 7.9 per cent per annum during 2016–26
- The travel and tourism sector in India is estimated to account for 9 per cent of the total employment opportunities generated in the country in 2016, providing employment to

around 38.4 million people during the same year. The number is expected to rise by 2 per cent per annum to 46.42 million jobs by 2026

- Travel & tourism’s contribution to capital investment is projected to grow at 6.3 per cent per annum during 2016–26, higher than the global average of 4.5 per cent
- Contribution of visitor exports to total exports is estimated to increase at 7.2 per cent per annum during 2016–2026 compared to the world average of 4.3 per cent.(5)

Taxes on Tourism before and after GST



GST Council announced the rates of Goods and Services Tax applicable to the supply of various goods and services. These rates are distributed across different rate bands of 5%, 12%, 18% and 28%.

One such service which is extensively used and is one of the booming sectors of the Indian economy is Travel Industry. The industry believes that the higher tax slabs will impact and hinder growth, putting pressure on the bottom line and squeezing the margins of industry players.

It is very important to compare and understand present GST and the previous tax rules.

Taxes before GST

Sl No	Particulars	Service Tax Applicability	Vat Applicability	Other Taxes Applicability	Remarks
1	Room Rental	9% (40% Abatement)	Not Applicable	Luxury Tax Applicable	No Service Tax if tariff for room per day is less than Rs. 1,000/- Abatement only if No Cenvat Credit on Input & Capital Goods.
2	Restaurant Services	6% (60% Abatement)	Vat at full rate or composition scheme with No Vat Credit	Not Applicable	No Service Tax if Non- AC Restaurant is Serving Food or on Take Away. Abatement only if No Cenvat Credit on Input & Capital Goods
3	Exhibition Services	15%	Not Applicable	Not Applicable	No Service Tax if place of Exhibition is out of India
4	Rent a Cab Services	6% (60% Abatement)	Not Applicable	Not Applicable	Abatement only if No Cenvat Credit on Input, Input Service & Capital

Tax after GST

Sr.No.	Particulars	Place of Supply	Applicable Taxes
1	Room with rental up to Rs. 2000.	Location of Hotel, Guest House, Club, Resort, boat, vessel	No Tax
2	Room with rental from Rs. 2000 to Rs. 7500	Location of Hotel, Guest House, Club, Resort, boat, vessel	18%
3	Room with rental above Rs. 7500	Location of Hotel, Guest House, Club, Resort, boat, vessel	28%
4	Restaurant Services turnover of less than Rs 50 lakh	Location of Restaurant	5%
5	Non-AC restaurants	Location of Restaurant	12%
6	AC restaurants	Location of Restaurant	18%
7	5 star rated	Location of Restaurant	28%
8	Rent a Cab Services / Air Tickets/Train Tickets/Cruise & Ship Services/State Transport Service	Location of Service Recipient if recipient is registered	5%

THE IMPACT OF GST ON THE TOURISM SECTOR**ADVANTAGES:**

1. No cascading effect. GST will abolish the tax-on-tax structure, reduce the complexity of taxation procedures and streamline it.
2. The multiple taxes would be replaced by single tax leading to uniformity in taxes.
3. Increases revenue for government.
4. One of the greatest advantage is seamless flow of input credit (Input Tax Credit - ITC)
5. Consumption tax.
6. Consumers will have a more comprehensible and transparent tax structure with only a single charge on their bill.
7. Implementation of GST Network
8. Relief to small traders and service providers
9. Lack of competitiveness with other Asian countries. Other Asian countries such as Japan and Singapore have much lower tax rates in the hospitality sector (8% and 7% respectively) which is amongst the top reasons why tourists prefer to visit these countries and others such as Malaysia, Thailand, etc.

DRAWBACKS:

1. Greater technological burden
2. Additional technology costs from their customers, which may lead to higher tariffs.
3. Multiple registration to collect tax
4. Increased compliance burden
5. No credit on work contract services

While the sector remains divided on the predicted impact of Goods and Services Tax, most players in the industry have welcomed the move to the new tax regime with great enthusiasm. The long-term impact, however, remains to be seen and only time will tell how and if GST does accelerate growth in the sector.

CONCLUSION

All people prefer entertainment to reduce their stress and to get relief from their work load. Now tourism industry like all service sectors sweating because of GST. After the implementation of GST, they are facing lot of difficulties and vagueness.

GST is good hope for the Tourism Industry if they can keep the GST rate between 10 to 15%. Uniformity of tax rates, a better utilization of input credit, etc benefits the end user in terms of affordability.

The present GST rates will lead to the fall in travel and Tourism Industry from foreign sector, but this can be benefitted by the people by choosing the low tariff packages but total revenue of industry will decrease.

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ICT AND TOURISM DEVELOPMENT

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Abstract

Tourism has closely been connected to progress of ICTs for over 30 years. The establishments of the Computer Reservation Systems (CRSs) in the 1970s, Global Distribution Systems (GDSs) in the late 1980s and the Internet in the late 1990s have transformed operational and strategic practices dramatically in tourism. The tourism industry at first focused on utilizing computerized systems (e.g., CRS, GDS) to increase efficiency in processing of internal information and managing distribution. Nowadays, the Internet and ICTs are relevant on all operative, structural, strategic and marketing levels to facilitate interact on tourist and tourism destinations around the world. In this paper, we discuss benefits and limitations of the Internet and ICTs in tourism development.

INTRODUCTION

Information Communication Technologies (ICTs) have been transforming tourism globally. The ICT driven re-engineering has gradually generated a new paradigm shift, altering the industry structure and developing a whole range of opportunities and threats. ICTs empower consumers to identify, customize and purchase tourism products and support the globalization of the industry by providing tools for developing, managing and distributing offerings worldwide. Increasingly ICTs play a critical role for the competitiveness of tourism organizations and destinations. ICTs are becoming a key determinant of organizational competitiveness. The enhancements in ICTs' capabilities, in combination with the decrease of the size of equipment and ICTs' costs, improved the reliability, compatibility and interconnectivity of numerous terminals and applications. ICTs provide a powerful tool that can bring advantages in promoting and strengthening the tourism industry's strategy and operations.

ELECTRONIC TOURISM

Buhalis (2003) suggests that e-tourism reflects the digitisation of all processes and value chains in the tourism, travel, hospitality and catering industries. At the tactical level, it includes e-commerce and applies ICTs for maximising the efficiency and effectiveness of the tourism organisation. At the strategic level, e-tourism helps all business processes. E-tourism determines the competitiveness of the organisation by taking advantage of intranets for reorganising internal processes, extranets for developing transactions with trusted partners and the Internet for

interacting with all its stakeholders and customers. The e-tourism concept includes all business functions (i.e., e-commerce, e-marketing, e-finance and e-accounting, eHRM, e-procurement, e-production) as well as e-strategy, e-planning and e-management for all sectors of the tourism industry, including tourism, travel, transport, leisure, hospitality, principals, intermediaries and public sector organisations.

Hence, e-tourism bundles together three distinctive disciplines: business management, information systems and management, and tourism.

1. COMPUTER RESERVATION SYSTEM (CRS)

Computer Reservation System is a database which enables a tourism organisation to manage its inventory and make it accessible to its partners. Principals utilise CRSs to manage their inventory and distribute their capacity as well as to manage the drastic expansion of global tourism. CRSs often charge competitive commission rates while enabling flexible pricing and capacity alterations, to adjust supply to demand fluctuations. Airlines pioneered this technology, although hotel chains and tour operators followed by developing centralised reservation systems. CRSs can be characterised as the “circulation system” of the tourism product.

2. GLOBAL DISTRIBUTION SYSTEMS (GDSs)

Since the mid-1980s, airline CRSs developed into GDSs by gradually expanding their geographical coverage as well as by integrating both horizontally, with other airline systems, and vertically by incorporating the entire range of principals, such as accommodation, car rentals, train and ferry ticketing, entertainment and other provisions. In the early 1990s, GDSs emerged as the major driver of ICTs, as well as the backbone of the tourism industry and the single most important facilitator of ICTs globalisation (Sheldon, 1993). In essence, GDSs matured from their original development as airline CRSs to travel supermarkets.

3. SOCIAL MEDIA

Social media is defined as the online platform and tools that people use to share opinions and experiences, including photos, videos, music, insights, and perceptions with each other . As a powerful democratization force, social media enables people, rather than organizations, to control and use various media with ease at little or no cost.

4. SOCIAL NETWORK

A place where people create their own space, or home page, on which they write blogs (Web logs); post pictures, videos or music; share ideas; and link to other Web locations they find interesting . According to the social network theory, a social network is a social structure made of nodes and ties. Nodes are the individual actors within the networks, and ties are the relationships

between the actors. Social networking indicates the ways in which individuals are connected through various social familiarities ranging from casual acquaintance to close familial bonds (Turban et al., 2008)

E-TOURISM IMPACTS ON MARKETING MIX

ICTs provide unique opportunities for innovative organizations to redesign tourism products to address individual needs and to satisfy consumer wants. ICTs have also become part of the core product, especially for business travellers who now expect certain facilities to be available during their trip. The internet and the World Wide Web have revolutionized the promotion and communication functions of tourism. ICTs can reduce commission costs.

E-AIRLINES

In 1962, American Airlines introduced its SABRE Computerized Reservations Systems (CRS) to in the place of manual reservations on display boards where passengers were listed and travel agencies had to locate the best routes and fares for their customers in a manual and then telephone for availability, reservation and confirmation before issuing a ticket manually.

The lodging industry is the most under-automated segment of the international travel industry. Property Management Systems (PMSs) were introduced to facilitate the front office, sales, planning and operation functions. This was achieved by administering a database with all reservations, rates, occupancy and cancellations, thus managing the hotel inventory. Hospitality organizations increasingly use computerized systems to improve their inventory management, communicate with their interaction with consumers and reduce some of their operational costs.

E-HOSPITALITY

ICTs have penetrated hospitality management at a fast pace, integrating the hotel operations, reshaping the marketing function, improving total efficiency, providing tools for marketing research and partnership building, and enhancing customer services, while also providing strategic opportunities. In addition, consumers increasingly expect ICT facilities in their rooms; internet access via the television set and data ports has become standard for higher hotel categories. The Internet has improved the hotel representation and reservation processes dramatically. Bookings through the web are particularly convenient for customers who frequent the hotel as that provides an efficient and effective communication mechanism.

E-TOUR OPERATORS

Tour operators need constantly to interact with all their partners, including accommodation and transportation principals, ICTs are critical for the distribution of tour operators' packages. The introduction of the Internet, Intranets and Extranets as strategic tools has

as strategic tool has a number of benefits for tour operators. The co-ordination and exchange of timely information is important because it allows tour operators to co-ordinate activities, to resolve potential problems and to ensure that customer requirements are communicated to all principals delivering the tourism product. Strategically, ICTs play a critical role for tour operators.

E-TRAVEL AGENCIES

ICTs have introduced major improvements in the internal organization of travel agencies. By integrating their back-office and front Office (customers' history, itinerary development, ticketing and communication with suppliers) functions, travel agencies have achieved significant synergies, efficiencies and cost savings. As transactions made in branch offices can automatically reported to the head office, and financial control have be achieved. In addition, transactions provide invaluable marketing research data, which can almost instantly report market movements and aid tactical decisions. Storing information in data warehouse can also help them to develop proactive marketing tools in order to target individual customers with specialized products, thereby increasing the value added services offered to each customer, and to defend themselves against disintermediation. Hence, agencies need to utilize updated ICT on par with the suppliers and customers usage.

E-DESTINATIONS

Destination Management System (DMS) have used to integrate the entire tourism supply at the destination. Their contribution to strategic management and marketing is demonstrated by their ability to integrate all stakeholders at destinations and to reach global market. DMS offering innovative information and sometimes facilitating reservations. Destination Integrated Computerized Information Reservation Management Systems (DICIRMS) address entire range of needs and services required by both tourism enterprise and consumers for specific destinations. DICRIMS provide the info structure for communications and business processes between all stake holders, including consumers, principals, distributors and destination marketing organizations.

BENEFITS OF THE INTERNET AND ICTs

- Increase their internal efficiency and manage their capacity and yields better. For example, an airline's reservations system allows the company to manage their inventory more efficiently and the managers to increase occupancy levels. They also incorporate sophisticated yield management systems that support organisations to adjust their pricing to demand fluctuations in order to maximise their profitability (Buhalis, 2004).
- Revolutionise tourism intermediation and increase the points of sale. For example, Expedia, Travelocity, Lastminute, Orbitz and Opodo have emerged as some of the most dominant global electronic travel agencies, offering an one-stop-shop for consumers.

- Empower consumers to communicate with other consumers. For example, www.tripadvisor.com, www.virtualtourist.com or www.igougo.com supports the exchange of destination information and tips, whilst www.untied.com or www.alitaliasucks.com enables dissatisfied customers to make their views available.
- Provide Location Based Services by incorporating data, content and multimedia information on Google Maps and Google Earth.
- Enhance the operational and geographic scope by offering strategic tools for global expansion.

LIMITATIONS OF THE INTERNET AND ICTs

- Payment security and privacy concerns deter customers from buying
- The telecommunications bandwidth is insufficient, especially for m-commerce
- Software development tools are still evolving
- Internet accessibility is still expensive and/or inconvenient
- Lack of trust in e-commerce and in unknown sellers hinders buying

CONCLUSION

It is essential that the current information and communications technologies should be updated, upgraded and seamless integration both internally and externally should be done to improve the tourism business operations. The integration of ICT in tourism would benefit both, service providers and customers bringing together other stakeholders as well, on a common platform. The selection of right information communications technology tool is crucial to match the customer requirements with service dimensions. The proliferation of technology throughout tourism distribution channels and professionals use the new tools in order to retrieve information, identify suitable products and perform reservations. ICTs integration provides a powerful tool that brings advantage in promoting and strengthening tourism industry.

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**A CONCEPTUAL STUDY ON THE ROLE OF CRUISE TOURISM IN THE
SUSTAINABLE DEVELOPMENT OF TOURISM INDUSTRY WITH SPECIAL
REFERENCE TO KERALA**

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Abstract

Cruise Shipping is one of the most dynamic and fastest growing components of the leisure industry worldwide. The unique culture and traditions, coupled with its varied demography, have made Kerala one of the most popular tourist destinations in the world. The purpose of this study is to know the role of cruise tourism in the sustainable development of tourism sector in Kerala. The study also covers the influence of Government intervention in cruise tourism in Kerala. Secondary data is used for data collection.

Keywords

Cruise Tourism, Sustainable Development, Government Intervention.

INTRODUCTION

Cruise tourism is a form of travelling for leisure purposes, involving an all-inclusive holiday on a cruise ship of at least 48 hours. A cruise ship or cruise liner is a passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are a part of the experience, as well as the different destinations along the way. Kerala with its vast and beautiful coastline, virgin forests and rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. The Kerala Government is envisaging a 'River Cruise Tourism' project on the models of Nile Cruise by developing the 450-km inland waterways from Hozdurg in the North to Kovalam in the South.

OBJECTIVES OF THE STUDY

1. To study the role of cruise tourism in the sustainable development of Kerala tourism industry.
2. To analyze the Government support schemes in implementing cruise tourism.
3. To study about the future prospects of cruise tourism in Kerala.

RESEARCH METHODOLOGY

The research is mainly carried through a SWOT analysis on Cruise Tourism. Data is collected through desk research, that is, through secondary sources like various publications in journals, Wikipedia, internet and websites which is restricted to the conceptual framework of the paper only.

STATEMENT OF THE PROBLEM

The Indian tourism industry has emerged as one of the key drivers of growth among the services sector in India. In the recent scenario, most of the people in Kerala are not much aware about the concept of cruise tourism. Kerala with its vast and beautiful coastline, virgin forests and rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. The Kerala Government is envisaging a 'River Cruise Tourism' project on the models of Nile Cruise by developing the 450-km inland waterways from Hozdurg in the North to Kovalam in the South.

CRUISE TOURISM

A cruise ship or cruise liner is a passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are a part of the experience, as well as the different destinations along the way.

FEATURES OF CRUISE TOURISM

- **Superior service quality**

Cruises provide exclusive hospitality services and facilities which include pool, gym, on-board lectures, an unending variety of organized games and contests, movies, dancing and more.

- **Multiple Destination visits**

Cruising offers multiple destinations, without the hassles of packing and unpacking. Itineraries include visits to one or more ports of call

- **Cruising is affordable**

Contemporary cruises are often available at a price that is generally lower than a comparable land based vacation with many of the costs included in the fare including food, some entertainments and excursions.

KERALA RIVER CRUISE TOURISM

The Kerala Institute of Tourism & Travel Studies has been entrusted with the task of inculcating tourism awareness among local people and of setting up basic amenities for tourists. The meeting also decided to offer training for local tourism guides. Kochi had capped the last cruise year with 11 luxury liners calling at the port in March. The vessels that called at port in

March included Queen Mary II, Queen Victoria, Seven Seas Voyager, Arcadia, Silver Wind and Balmoral. Such a large number cruise vessels, bringing about 12,000 passengers and 6000 crew to Kochi, is an example of the confidence the cruise trip organizers have on Kochi.

CRUISE THEMES IN KERALA

The 11 theme-based cruises has been chalked out based on the Chandragiri, Tejaswani, Perumba, Kuppam, Valapattnam, Anjarakkandy, and Mahe rivers and the backwaters of Kavvayi and Valiyaparamabu. The cruises Yakshagana, River bathing & Water sports, Coastal Village, Handicraft, Mangrove, Theyyam, Malabari, Birds & Agri Cruise, Pazhassi Raja and Martial Arts have been aptly named based on the unique features, art forms, culture and heritage around these rivers and water bodies. The project will be a big impetus to the tourism & infrastructure development of Malabar and for generating employment. The 11 river cruise themes in Kerala are,

1. Yakshagana cruise in Chandragiri River covering 15 kms from Thekkil Bridge to Thalangara.
2. River bathing and water sports cruise along Tejaswini River covering 20 kms.
3. Coastal village cruise along Valiyaparambu backwaters covering 24 kms.
4. Handicrafts cruising in Kavvayi backwaters and Perumba River covering 32 kms.
5. Music cruising in Perumba River covering 32 kms.
6. Mangrove cruising in Kuppam River covering 16 kms.
7. Theyyam cruising along Valapattanam River covering 16 kms.
8. Malabari cuisine cruise along Valapattanam River covering 37 kms from Munambukadavu to Valapattanam. (Longest Project)
9. Birds and Agri cruise covering Valapattanam River covering 37 kms from Munderikadavu to Valapattanam.
10. Pazhassi Raja Cruise along Anjarakkandy River covering 26 kms.
11. Martial arts cruise along the Mahe River from Peringathur to Mahe covering 15 kms.

SWOT ANALYSIS ON KERALA RIVER CRUISE TOURISM

➤ STRENGTHS

- * Well developed urban area
- * Proximity to international airport
- * Employment generation
- * Promotes slow tourism

➤ WEAKNESSES

- * Less recognition as cruise destination.
- * Absence of regional cruise circuit.
- * Focusing on high spending tourists
- * Involves high cost

- * Adventurous tourists are not much attracted
- * Lack of government support
- * Lack of infrastructural facilities

➤ OPPORTUNITIES

- * Attract foreign tourists
- * Sustainability in tourism sector
- * Win-win situation for tertiary sector.
- * Integration of domestic tourism industry with international tourism industry.

➤ THREATS

- * Climatic conditions
- * Delay in the development of infrastructural facilities
- * Worldwide competition

DETAILS OF COCHIN PORT

Port Name	Cochin port
Adjacent city	Cochin
Brief details of City	Kochi lies in the State of Kerala. Kerala has been named, as one of the 50 must see destinations of a lifetime. A natural harbour and enchanting backwaters that encompass historical and traditional treasures, make Kochi among the most beautiful cities of India. Kochi has been the gateway to India, since the arrival of Vasco-De-Gama in 1498 and is known as the “Queen of Arabian Sea”.
Brief details of port	The cochin port is one among the 12 Major ports in India. The Cochin Port is situated on the south-west coast of India at latitude 9°58’N and longitude 76°19’E, about 900 kms south of Bombay. It is a natural harbor and has comparatively calm & sheltered waters.
Major drivers for Cruise tourism, USP of the port	<ul style="list-style-type: none"> * Ayurveda & Yoga * Spices & seafood * Backwaters & hill stations * Traditional dance & art forms, * Beaches, Churches & Monuments * Tea & coffee plantations

	<ul style="list-style-type: none"> * Chinese Fishing nets & villages * Dense forests etc.
Facilities for cruise liners	There is no dedicated passenger berth or terminal. Requisite facilities are temporarily created at the berth during the cruise vessels stay.
Infrastructure & support facilities for cruise ships	“Cruise cell” constituted to cater exclusively to cruise traffic. The officers of cruise cell liaise with officials, crew and cruise tourists to provide quality services and address specific requirements.
Facilities & amenities for cruise tourists	<ul style="list-style-type: none"> * Tourist information centers * Emergency medical support * Pre-paid taxi services & Parking space * Traditional Indian style welcome * Leading star hotels of international repute * City centre at walking distance
Services for providing clearances / approvals	<ul style="list-style-type: none"> * Single window clearance for customs and immigration * Cruise Cell officers coordinate with officials of Customs, Immigration, Port Health office etc. to ensure hassle free and speedy services / clearances. * Port security is provided
Airport accessibility & Linkages	<ul style="list-style-type: none"> * Kochi has a domestic airport and international airport offering easy connection to cities internationally. * Proximity to Railway station, National Highways & inland waterways offer a good option for transportation
Places of tourist interest in vicinity	<ul style="list-style-type: none"> * Alleppey backwaters * Munnar * Periyar Wild Life Sanctuary * Jewish Synagogue * Beaches, temples & churches etc.

FINDINGS

1. State Government has agreed to hold 49% shares for executing river cruise tourism.
2. Kerala tourism ministry has active interest in the promotion river cruise tourism in Kochi.

3. It promotes the concept of slow tourism which leads to the development of Tourism Industry in Kerala.
4. Kochi is having an advantage of Turnaround vessels that they bring in double the number of passengers.
5. The implementation of this project will help in generating job opportunities for locals and officials.

SUGGESTIONS

1. Develop good infrastructure at identified Ports.
2. Encourage and promote Private Sector Participation in the development of tourism sector.
3. Encourage entrepreneurship in cruise tourism industry.
4. Establish and manage strong relationships with the cruise industry to ensure mutually beneficial outcomes.
5. Develop appropriate programs which effectively convert cruise passengers to long stay visitors.
6. Create a more congenial and beneficial environment for the industry.
7. Exhibition of geo cultural theme based art forms of Kerala as part of river cruise project will delight the tourists especially foreigners.

CONCLUSION

The cruise tourism industry has become one of the most exciting facets of the global tourism sector. The cruise industry combines the traditional offering of travel & hospitality in one product by offering luxury accommodation & entertainment as well as opportunity to explore new destinations. The introduction of cruise tourism in Kochi will lead to a tremendous improvement in the development of the city and there by leads to the sustainable development of the state.

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IMAGE CREATION ABOUT WAYANAD TOURISM THROUGH MEDIA

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INTRODUCTION

The relationship between tourism and the media is vital and complex. The media contributes a lot in activating these tourist attractions. The media helps to link between tourism and society. The tourism products reach the consumers from the producers using the help of media. The media helps in providing good cultural values to the society. People can explore to new locations through global tourism projects. New partnership projects can be initiated between countries to share information and culture. The quality of tourism can be improved by sharing better aspects. Technology transfer is also possible and innovations shall be promoted.

Wayanad, with its scenic beauty and wild life prominent in the tourist map of Kerala. Also it is the main route connecting Calicut with the other South Indian tourist attraction Mysore, Ooty and Bangalore. This land is rich in natural wonders with a vast area of greenery. Spice scented breeze, mist capped mountains, cool climate and hypnotizing scenic beauty. This backward district is one of the biggest foreign exchange earners of the state, being the land of cash crops of pepper, cardamom, coffee, tea, and other spices. It is a homeland of various tribal communities. No other district in Kerala has such diversity in terms of its history and culture, customs and traditions, archaeology and anthropology, wild life and forest.

Development in communication is important in developing tourism. This requires a systematic approach that helps in establishing a perfect system. The attitudes and behaviour of people shall be properly formed to promote tourism. The internet granted the freedom enjoyed by print media and common carriers such as letters, mails, and cable to the public media. Through audio streaming, it is possible to enhance the reach of radio signals to any part of the world. Advertisers and their audiences can easily interact via the internet broadcasts.

CINEMATIC TOURISM AND ITS EFFECTS

Cinematic tourism is also known as Film-induced tourism or Movie-induced tourism. Realistic movies based on the different types of human relationships and affections are made in the Malayalam film industry. Most of their locations for movies are very real and so usual because they are very close to common people. Although such realistic movies do not influence the travel and tourism sector directly, some scenes do manage to capture the eyes of travellers prompting them to travel to India later on. Molly wood discusses deep human relationships and social issues, Environmental problems etc.

Malayalam film industry is very small. They make brilliant movies with a very small budget compared to other Indian film industry. Their beautiful locations help them to lowers the

budget. But nowadays Malayalam industry is also planning and doing Big Budget movies also by adding high quality graphics works to their movies. Eg. Pulimurukan. The most popular shooting locations give magnificent visuals and suitable atmosphere to a lot of amazing Malayalam movies, many of them features in national and international film festivals conducted in India and abroad. The famous Malayalam movies shoot in Wayanad are School bus, Photographer, Naran, Pazhassi Raja, Uncle etc.

The Impact of Social Media on Tourism

Technology and social media is evolving very fast these days. Social media is growing very fast in particular. Social media websites such as Facebook, Twitter and YouTube are very popular websites with a big influence on the world. Because these websites are very popular, there is a huge influence on Travel and Tourism industry. The travel and tourism agencies are able to make announcements about their offers and travelling destinations with ease.

When people search for a new travel destination they usually get recommendations from friends or family, but mostly from social ads. Because of social media websites, the travellers post their pictures and videos from their vacation. They can check-in to several locations and also post online reviews of the place they were visiting. After the vacation, people post more pictures on Facebook, Twitter or YouTube.

Social media is affecting the travel and tourism industry in a very positive manner. Exquisite destinations are now made famous by friends and family, giving tourism agencies more clients owing to free advertisement of these unexplored destinations.

The new trend in today's society is blogging. A blog is a website that is more personal. There are a lot of people that have a blog on tourism. These blogs describe locations vividly starting from the hotel that they stayed at to the travel agency they used. This is again free advertising which helps the travel and tourism companies a lot.

With today's technology, there is an app for almost everything, especially for hotels, restaurants, tourist attractions and museums. A lot of different surveys showed that a significant amount of people use apps for travel information and to have a better knowledge about a certain place. They may ask a friend, a forum, a family member, or look through different travelling and tourism apps. Owing to these different apps and because of social media, more and more people will find out about a different location. They can read some reviews about the place, or read some blog posts.

Another very influential website on travellers is Facebook. Facebook is particularly great because you can find pages about a destination, or a hotel. There you can find pictures of that destination, people commenting about the destination and pictures of other people at the destination. Another thing that you can find on Facebook is pictures of your friend's vacation. Some people get influential when they see their friends' pictures in a certain location and see how much fun they have. Overall, social media is very influential when it comes to travelling and tourism.

MAJOR CHALLENGES REPORTED ABOUT WAYANAD TOURISM

ROAD PROMOTION CONFLICTS

Wayanad shares boundaries with Tamil Nadu and Karnataka. So people coming from Calicut side can go to Ooty or Mysore easily after reaching Sulthan Bathery. Night travel not permitted to Karnataka which is a hindrance to tourism promotion. The ban, however, has a negative effect on the travel and trade in and around the forests. A large number of people from Kerala, Tamil Nadu & Karnataka, especially from districts such as Nilagiri, Malappuram and Wayanad, are experiencing great difficulties ever since the prohibition was enforced more than 3 years ago. Manathavady is another location near to Kannur district. There is a conflict between these two places.

LACK OF RAILWAY

Wayanad and The Nilgiris are most backward hilly districts, and geographically detached from their mother states of Kerala and Tamil Nadu. By and large people of these districts depend on the cities of Mysore and Bangalore for education, health care, employment and trade. The night traffic ban has seriously affected even the normal life of these districts. The 236 kms long Nilambur Road-Sulthan Bathery-Nanjangud Town Rail line is the ideal solution for these problems and will be a boon to the people of Wayanad, who are facing lot of difficulties due to the overnight road traffic ban.

The proposed new line between Nilambur and Nanjangud Town is of national importance and will cater to the needs of the people across geographies and income strata as well as ethnic, religious and social diversities. It will better connect centres of commerce and industry, places of pilgrimage, historical sites, and tourist attractions. Hence the proposed line linking the remotest South Indian districts of Wayanad, Nilgiris and Malappuram to the National BG rail network deserves top priority as accorded to Konkan line.

GHAT PASS TRAFFIC BLOCKS

Thamarassery Churam (Wayanad Churam) is the gateway to fascinating Wayanad district. This pass connects Wayanad to Kozhickode district. There are nine hairpin bends in this 14 km long pass. This great pass is known for its beauty and danger. This is the main pass in four or five passes to Wayanad. Crowded with the traffic, it starts from Adivarum, a small town in Kozhickode district. The nine hairpin bends are very amazing. The view from the top to the bottom of the pass will give you a small picture of how the vehicles are moving, slowly through the great pass.

LACK OF INDUSTRIES

Wayanad is fostered as one of the best evergreen forests in India, but not industry. The hilly district continues to be one of the most backward in Kerala. As much as 35 per cent area of this district is forests, while farming continues to be the most important economic activity. The backward district today hosts some of the most forward-looking industrial units.

They include food processing units, industrial products as well as raw material and furniture. Some make use of the unique agrarian richness of the hilly district while some others bank on the unique climate that adds to the productivity. There are only small industries like KINFRA Park in Wayanad.

BASIC AMENITIES

An overlook lack of hygiene, cleanliness and basic amenities is an essential. Educating Taxi/auto driver is necessary for promoting our tourism. Security issues should be solved effectively.

EFFORTS FOR TOURISM PROMOTION

DTPC AND THE DISTRICT ADMINISTRATION DEPARTMENT

Wayanad District Tourism Promotion Council (DTPC) has launched luxury bus services in the district to tap the potential of the tourism industry and to provide better facilities to the tourists. This connects the important tourism destinations in the district as well as a wild safari at Muthanga and Tholpetty sanctuaries in these buses. The development of mobile application is under construction. Hotels, home stays and Resorts can be booked through the application.

THE WAYANAD MONSOON CARNIVAL SPLASH

SPLASH has played a major role in attracting foreign arrivals to Wayanad, especially during the monsoon season, which was earlier a lean period for the tourism industry. And SPLASH, which has, to an extent, positioned Wayanad as a monsoon destination in both domestic and international tourism circuits, has caught the attention of global tourism as the most innovative initiative on monsoon tourism promotion.

The festival is designed in a way to offer the local flavour of the destination to the travellers. Sightseeing tours arranged as part of the event cover almost all the prominent attractions in this scenic destination nestled in the Western Ghats. And, there is no better time to enjoy the spectacular beauty of gurgling streams and skipping waterfalls, than when it rains in Wayanad. In order to provide a clear picture of accommodation facilities available here, visits to various hotels, resorts, homestays, etc., are integral part of sightseeing tours.

SPLASH sets the stage to explore the lofty peaks, mist clad hills and dales, large rocks, dense forests, fruit orchards, rivulets and waterfalls of Wayanad, while splashing in the rain. The monsoon festival is an opportunity to know Wayanad more personally and intimately.

CONCLUSION

The media have a crucial role to play in putting emerging destinations in Wayanad. The Tourism is highly dependent on media reporting because the vast majority of travel decisions are made by people who have never seen the destination first hand for themselves. When there is bad news or a crisis the impact on tourism can be devastating. An example is the issue related to Taj Mahal recently. Tourists are scared away from destinations caught in the glare of round-the-clock disaster coverage, causing communities dependent on tourism to lose their source of livelihood.

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CHETTINAD – A PROGRESSIVE DESTINATION FOR HERITAGE TOURISM IN TAMILNADU

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Abstract

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in this 21st century. Indian culture is considered to be the World's oldest, richest and most diverse. Many travellers come here and been enchanted by its natural beauty, splendour, beliefs, philosophies and practices.

India has immense possibilities of growth in the tourism sector with vast natural attractions, but comparatively a small role in the world tourism scene. The new tourism policies by the Government added new facelift to Indian tourism.

Karaikudi, a Chettinad region is a visiting card to Tamil Nadu and become the favourite tourism destination in tourist's itinerary because of its architectural monuments, culture and traditional food.

The aim of this paper is to analyse the secrets behind the attractions and efforts towards the influence of chettinad bungalows and food in Tamil Nadu Heritage tourism promotion.

Keywords

Heritage Tourism, Karaikudi, Tourists, Tamil Nadu Tourism, Chettinad Cuisine and Bungalows, Tourism Promotion, Chettinad region

OVERVIEW OF INDIAN TOURISM

Tourism is a major industry throughout the world today (Helen Woodruffe, 2000). India has emerged as the fastest growing market in Asia in terms of international tourist spending. Our National Tourism policy of 1982 envisages new initiatives towards making tourism the catalyst in employment generation, environmental re-generation, development of remote areas and development of women and other disadvantaged groups in the country, besides promoting social integration therefore, the tourism sector is vital to our economy.

Heritage Tourism is another important milestone in Indian Tourism in respect of protecting Indian monuments and brings out our admirable histories to the generations. The Government of India, of late, has realized what the rural India can offer to the World (The Financial Express 1, 2011). Generally such heritage spots are located in rural background areas thus very helpful for the development and increase the employment opportunities in rural folks. The Tenth plan has identified tourism as one of the major sources for generating employment and promoting sustainable livelihood of people (The Financial Express 1, 2011).

KARAIKUDI – A FAVOURITE TOURIST’S DESTINATION

Karaikudi, a developing urban centre in the background Sivaganga district in Tamil Nadu, is emerging as a tourist hub in the efforts towards promotion of heritage tourism in the state. Karaikudi’s contribution is vital in total state tourism promotion and added new spheres to heritage and rural tourism development in the state. Karaikudi situated in the midst of the old chettinadu region dominated by ‘Nagarathas’, also known as Chettiars, the town has around number of places of heritage interest nurtured by the community in their days of glory.

With a royal past, this traditionally prosperous banking community of Nattukottai Chettiars of Karaikudi / Tamil Nadu / India is known for their flamboyant bungalows and mouth-watering cuisine. A visit to this land of hospitality could be best experienced if you check into the private homes turned hotels of the Karaikudi chettiars.

OBJECTIVES

- To throw light on Chettinad region glories.
- To make understand how and why the chettinad regions pillaring the State Tourism development
- To find out and give suggestions to concerned officials, the areas to be taken in consideration.
- To give awareness as Karaikudi, a progressive destination for Heritage Tourism in Tamil Nadu.
- To understand the level of foreign tourists visitation in Heritage spots.
- To know State Tourism department initiatives in Heritage Tourism promotion.
- To know and create awareness on splendour of chettinad cuisine and mansions.

CHETTINAD BUNGALOWS AND ART

Over the passage of time, Karaikudi has emerged as a heaven for antique stuff of the region and an antique enthusiast would find them very interesting and appealing. Presently most of the chettinad mansions at Kanadukathan have been turned into a heritage resort with air-conditioned double rooms. Each room provided with all facilities befitting the cherished lifestyle and furnished with original handpicked chettinad pieces.

The palatial mansions, arts and crafts embellishing their homes reflect a conglomeration of architecture and building styles. Places like Pallathur, Kothamangalam, Devakottai and even Karaikudi stand testimony to more such lavish houses. Chettinad Mansions in Kanadukathan is very unique for its sheer size and features, typical of a bygone era of a gracious living. The Burma teak motif, marble, handmade tiles, stained glass windows, elaborate chandeliers and intricate carpentry are ingredients of the mansions. The high ceilings, the inner courtyards built with classically and beautifully carved granite or teakwood pillars where the family ceremonies were performed are such sights for enjoyment.

CHETTINAD CUISINE

Another identity and attraction of chettinad region is its traditional food, the secrets behind the taste of preparations are still wanted one in the culinary world. The chettinad people are very much renowned for the hospitality attitude that also another reason for adding the taste to this cuisine. The chettinad style food is equally famous for its varied spicy varieties, vegetarian and non-vegetarian delicacies. The snack items are delicious and colourful. Items like Ukkarai, Kandarappam, Karuppati Paniyaram, Kavanarisi, Pal Payasam, Thenkuzhal and Seepu Seedai are but a few that leave lasting taste for food lovers.

TOURIST VISITATIONS

The rich cultural heritage of the state is one of the important tourist's attractions. The State Government has already declared 49 places in Tamil Nadu as heritage places. The tourists, particularly the foreigners have special liking for Tamil Nadu because of its art, culture, architecture, traditional crafts, cuisine etc., and said things are abundantly available in chettinad region of Tamil Nadu.

By the advent of technologies, nowadays promotions can make easy and tourist were familiar and aware of the tourism destinations in India. In respect of popularization of Indian heritages, culture, architecture and traditional food, the reputation of heritage tourism flutters high. Heritage tourism is commonly known as rural tourism among foreign tourist mainly the tourist interested to enjoy home away from home atmosphere.

STATE INITIATIVES IN HERITAGE TOURISM PROMOTION

The Chettinad region still suffers from an economic backwardness. The cinema industry tried to shoot films in the mansions but could not sustain for long as the owners preferred to preserve them. To promote the region, the state government has taken the initiative to harness the rich potential for tourism, combining the heritage and pilgrimage and developing Karaikudi at the centre as it is located equidistant from Trichy, Madurai and Tanjavur.

The District administration has taken a positive interest in promotional activities. More houses are getting converted as "Bed and Breakfast" boarding facilities to attract more foreign

tourists. The Chettinad bungalow at karaikudi town is noteworthy, among them. The state administration organizes continuous ‘Chettinadu Festival’ including cultural dance such as Karagattam, Mayilattam and more to create awareness through interested sources. In the private sector, many hotels and restaurants have started emerging **Public Private Partnership (PPP)** introduced by the **Tamil Nadu Tourism Development (TTDC)** is a joint venture initiative with any like-minded private agencies for developing and marketing the State Tourism.

SUGGESTIONS

- At present most of Chettinadu bungalows remain deserted in order to revive and preserve the heritage colour the concerned authorities would release such houses for exhibition and best could converted as tourist stay.
- Hotel facilities, transportation facilities, rest room and food were considered to be important for Heritage Tourism destination.
- It is recommended to the officials of tourism department to enhance tidiness and cleanliness of the heritage spots, also to train the tourist guide properly in order to provide authentic hospitality experience to tourist.
- It is suggested to the officials of tourism department to include Karaikudi as heritage tourism in the itinerary of inbound tourist.
- It is suggested to promote the neighbouring places of interest of chettinad region.
- It is suggested to promote Food Tourism in the Chettinad region.

CONCLUSION

“Old is Gold” is a say, Heritages are the eyes of one nation especially heritage filled country like India which speak out our pride and fame to our generations. Developing and promoting heritage tourism destination will definitely fetch foreign exchange and thereby improve the economy of a developing country like India and helps for sustainable livelihood of rural people.

This paper depicts the heritage tourist anticipation, Government initiations on development and then conservation of antique. Satisfied inbound tourist may disseminate positive word of mouth about Karaikudi and act as an unpaid brand ambassador.

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GENDER EQUALITY, PERSPECTIVES OF THE THIRD GENDER IN INDIA

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Abstract

Gender inequality, perspectives of the third gender/ transgender in India is a study related to the gender inequality problems facing by third gender or transgender in India. The main objectives of this study is to project the inequalities faced by transgenders in Family, Education, relationship, social roles, freedom etc also to provide some suggestions and recommendations to reduce inequalities towards them and help to uplift their social status. The study is based on secondary data collected from books, educational magazines, biographies, periodicals, research publications, articles, web sites and official publications of government and other agencies.

“Sex is what you are born with, gender is what you recognize and sexuality is what you discover.”

Keywords

Transgender, Hijras, Discrimination, Rights, Reforms, Social Exclusion

I. INTRODUCTION

Asian countries have centuries-old histories of subsistence of gender-variant males - who presently would have been regarded as “**Transgender**”. India is no exception. This marginalized population is also classified as a “Third Gender.” This section of population consists of people that were consigned as male at birth but have stoutly feminine gender expression and identity. The Transgender community is a part of the social order and they have an equal right in everything that is available to all others in the world. The presence of such transgender is not new and is etched in history from time immemorial. In fact, proof the existence of the transgender community can be seen in several scripts, probably because nature requires such a class to maintain the equilibrium. Many members of the transgender community were torch bearers of changes in the events of history even if they aren’t specifically noted. Their discrimination has been a perennial issue and has only proven to be more spurious with time. The discrimination the members of the transgender community face based on their class and gender make them one of the most disempowered groups in Indian Society. Transgender is generally described as a person whose gender identity, gender expression or behaviour does not conform to their biological sex.

II. DEFINING TRANSGENDER:

Transgender a person whose self-identified gender does not correspond to the gender assigned to them at birth. Their gender identity may not conform to conventional binary notions of male and female, but rather as a third gender. The term transgender is not indicative of sexual orientation, hormonal makeup, physical anatomy, or how one is perceived in daily life.

The term 'transgender' refers to individuals who go beyond rigid, binary gender constructions. Such resistance is facilitated through the breaking and blurring of culturally prevalent stereotypical gender roles. Third Genders are mostly castrated males who have a long history that dates back to 9th Century B.C. Transgender have a recorded history of more than 4,000 years. Asian countries have centuries-old histories of existence of gender-variant males who in the moderns times are labeled as 'transgender women'. India has a history of people with a wide range of transgender related identities, cultures, and experiences. People with such identities include Hijras, Aravanis, Kothis, Jogtas/Jogappas, and Shiv-Shakthis.

Ancient myths bestow them with special powers to bring luck and fertility. These newly castrated men were normally employed in imperial quarters for women as guards. The practice of employing eunuchs to guard the royal quarters is believed to have started in China. These guards were preferred over other genders due to their weak characteristics and cowardice. The reign of the Mughal monarchs, from 1526 to 1857, was a golden time for the eunuchs and hermaphrodites as they were allowed to watch over they enjoyed many privileges, often becoming key advisors. According to the statement given by the modern generation of the transgender community, "our forefathers served the Mughals in the palaces, and people wanted to learn from them because they were great people". This privileged status gradually fell with the destruction of princely rulers and the members of the community were finally forced into begging. After 1870, British era laws such as the Criminal Tribes Act and the Dramatic Performance Act restricted the activities of the members of the transgender community and removed their basic rights.

III. SOME TRANSGENDER TERMINOLOGY IN INDIA

The Hijra population in India is a closed group with a religious-cultural and rich historical background. The term Hijra is derived from the Urdu word meaning 'impotent ones' (Lal 1999; Basu 2001; Mukherjee 2004). Within the Indian context the term Hijra is used for people who identify themselves as 'neither man nor woman', 'kinnar' (a Sanskrit term) or 'third gender' (Nanda 1996; Mukherjee 2004; Kalra 2011). They are also known as eunuchs, transvestites, hermaphrodites, androgynies, transsexuals, and are also referred to as intersexes, emasculated, impotent, transgendered, castrated, effeminate or sexually anomalous or dysfunctional in Indian society (Lal 1999). Hijra are born biological male or intersex (in some cases) and join the Hijra community at some point in their life and (may or may not) live with the Hijra community as Hijra for the whole life.

Hijra - Biological male who rejects their 'masculine' identity to identify either as woman, or "not-man", or "in-between man and woman", or "neither man nor woman". **Eunuch** - A person

who is born male but is castrated or emasculated. The term Eunuch is commonly used interchangeably with the term Hijra in India, however many transgender persons consider the term 'eunuch' to be derogatory. This was confirmed by the group in Bhubaneswar, who did not care for this term. **Kinnar** - Regional variation of Transgender used in Delhi/ the North and other parts of India such as Maharashtra. **Aravani** – regional variation of Transgender used in Tamil Nadu. Some Aravani activists want the public and media to use the term 'Thirunangi to refer to Aravanis. **Kothi** - biological male who shows varying degrees of 'femininity.' Some proportion of Transgender may also identify them as 'Kothis,' but not all Kothis identify themselves as transgender or Transgender. **Shiv-Shakthi** - males who are possessed by or particularly close to a goddess and who have feminine gender expression, typically located in Andhra Pradesh.

The term transgender is also problematic in India. Firstly because of its western origin, secondly because of the Male-to-Female (MtF) and Female-to-Male (FtM) binary, and thirdly because of the various other categories that fall under the umbrella term. Moreover western sex/ gender binaries are rigid and existence of a body outside the rigid/ fixed binaries is not easily accepted.

IV. SITUATION OF TRANSGENDRES IN INDEPENDENT INDIA

The Hijra community is scattered all over India and majority of them are found in the Western-and-North Indian states though some live in few south Indian states also (Nanda 1996; Krishna and Gupta 2002). Large number of Hijra population lives in Western-and North Indian states as compared to southern India due to availability of livelihood sources. Livelihood is one of the main reasons for migration from southern India to other Indian states. UNDP (2010) and Kalra (2011) mention that Hijra migrate from smaller towns to larger metropolis in search of their identity and to escape from their families. They are forced to leave the house resulting in expulsion from property rights and other family entitlements. In the absence of family support many Hijras join the Hijra community for security. Bhugra et al. (2011) too mention that livelihood is also an important factor for migration.

V. GENDER INEQUALITY PROBLEMS FACED BY THE THIRD GENDERS/TRANSGENDRES IN INDIA

Third genders face problems at every phase of their life. They are often ridiculed, scorned and scoffed by the society in the public places like railway stations, bus stands, schools, workplaces, malls, theatres, hospitals to name a few. They are being treated as untouchable and impervious. They have virtually no safe place in the society and are discriminated. Discrimination is translated into violence, often of a brutal, vile and vicious nature.

Not only socio-economic problems, Transgender also face problems in exercising their citizenship rights. Though Transgender have contested and have had won local, state and national elections (Mukherjee 2004) and were Mayors and MLAs, in the absence of a national policy, they do not enjoy basic fundamental rights. Moreover those contested in elections in the woman

category were turned down on the basis that they were not biological females (UNDP 2010). Some basic rights denied to Hijra include ration (family) card, Right to vote (Bhan 2006; UNDP 2010; Kalra 2011), right to marriage, child adoption⁶, opening a bank account and many other fundamental (transgender) rights. UNDP (2010) lists some of the legal issues faced by Transgender in India such as legal recognition of their gender identity (difficulty in getting legal recognition as a woman or a transgender woman), inheritance, wills and trusts, immigration status, employment discrimination, and access to public and private health benefits. The change of name and gender on the credentials is also an issue. The sex assigned at birth mentioned on their birth certificate and other school/ college documents do not match with the gender identity and hence transgenders are denied admission in colleges for higher education. Hijras also face physical and sexual violence from police and local hoodlums/ extortionists due to the nature of their work. There are incidents of gang rape and domestic violence, clients force Aravani sex workers for unprotected sex and some physically assault them after the sex act. Many of these violent episodes and violation of transgender rights go unreported.

According to a NACO (2011) survey, 41.2 per cent transgender/ Hijra were not accepted by their family members due to their gender status, 75.2 per cent of the respondent's family mentioned that the transgender/ Hijra status was not accepted and as a result they were forced to leave their parents house, because of this 48.8 per cent were drop-outs between 6th -12th standard, and 18.4 per cent remained illiterate.

VI. MAIN FINDINGS

- The Issues, faced by Transgender are discrimination, lack of educational facilities unemployment, lack of shelter, lack of medical facilities like HIV care and hygiene, depression, home, tobacco and alcohol abuse, problems relating to marriage, property, electoral rights, adoption.
- **Discrimination and Social Exclusion**– lack of public sensitization of transgender issues including public service providers, discrimination and incidences of physical and verbal abuse on account of being transgender
- **Education and Employment** – low level of education, financial barriers to education, inability to access proper employment leading to engagement in begging and sex work.
- **Health** - inaccessibility of HIV treatment, unavailability of Sex Reassignment Surgery (SRS) – including counselling and hormone replacement therapy, lack of knowledge and accessibility of contraception and the lack of provision of separate wards and beds for transgender persons.
- **Living Conditions** – inaccessibility of proper housing, lack of inclusion in government housing schemes, inability to purchase land, inability to rent property
- **Family Situation** – abandonment by family, pressure to marry, relationship
- **Toilet Facilities** – lack of access to public toilets, lack of provision of gender neutral/separate transgender toilets, discrimination in accessing public toilets

- **Civil status** – no provision of ID cards stating transgender status, difficulty officially changing name/gender in documents such as education certificates, lack of awareness of implications of doing so.

VII. RECOMMENDATIONS

There is a pressing need to look into the deprivation of civic amenities on the basis of gender and make efforts for the following provisions:

1. Right to get a passport, ration card, voters identity card, pan card, bank accounts, debit and credit card facilities, make a will and inherit property needs to be available to all regardless of change in gender/sex identities.
2. Right to travel legally in ladies compartments in trains, use seats meant for ladies in other public transports and access to use of ladies toilets and bathing rooms.
3. Right to marry a person irrespective of sexual preferences, seek adoption (even as single parent), donor insemination, or surrogacy through accessing official reproductive technology sites as a ‘couple’ needs to be made available.
4. Right to Divorce and alimony in cases of violence, abuse, fraud etc.
5. All government and non government applications forms for whatever purposes, to have three options for gender, namely Man/Woman/Transgender.
6. Census Data to cover the Transgender population and their demographic indicators.
7. Issuance of identity card for Transgender to distinguish them from fake Transgender.
8. Initiating adequate pension amount for Transgender who are above 60 years.
9. Right to Housing: Transgender look forward to free/subsidized housing policies.
10. Initiating coverage of Transgender from the lower economic status for employment guarantee schemes and minimum wages Act.
11. Disbursing Interest free loans for Transgender skilled in business entrepreneurship with minimum or no formalities.
12. Need for identification and unification of transgender and their sympathizers for a collective democratic fight against injustice.
13. Call for a change in the mindset of the people.
14. Need for acceptance and rehabilitation of the transgender by the society.
15. Immediate changes in the curriculum at the school level to create awareness among the children and the youth.
16. Establishment of Government sponsored counselling centres at the Gram Panchayat, Block and District levels throughout the country for transgender children and adults to deal with their physiological and psychological problems.
17. Provision of education, skill development, employment opportunities, and nutrition & health facilities in order to ensure secured and dignified life to transgender people.
18. Classification of Transgender as “other sex”, not as ‘third gender’.

VIII. CONCLUSION

All Transgender are human beings and logically all human rights apply to all Transgender. Transgender have a recorded history of more than 4,000 years. People with such identities include Hijras, Aravanis, Kothis, Jogtas/Jogappas, and Shiv-Shakthis. Ancient myths bestow them with special powers to bring luck and fertility. Despite this supposedly sanctioned place in Indian culture, transgender face severe discrimination and harassment in all respects in contemporary India and they are subjected to unfair treatments like verbal abuse, physical and sexual violence; false arrests; denial of share in their ancestral property, services, and admission to educational institutions; and victimization in multiple settings like family, educational institutions, workplace, health care settings, public spaces. The perpetrators of violence and discrimination against transgender include their own parents and siblings, friends, neighbors, their community members, school and college authorities, employers, house owners, health service providers, police, clients and many others because of their effeminate behavior, physical appearance, trans status, real or perceived association with sex work, real or perceived HIV status, dress code, and so on.

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GENDER INEQUALITIES SAFETY MEASURES AND CHALLENGES**P. Sheela and N. Shruthi**

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Abstract

Gender inequality refers to health, education, economic and political inequalities between men and women. Gender inequalities, and its social causes, impact sex ratio, women's health over their lifetimes, their educational attainment, and economic conditions. Gender inequality is a multifaceted issue that concerns men and women alike. Some argue that some gender equality measures, place men at a disadvantage. However, when India's population is examined as a whole, women are at a disadvantage in several important ways. Gender inequality remains a major barrier to human development. Girls and women have made major strides since civilization, but they have not yet gained gender equity. The disadvantages facing women and girls are a major source of inequality. All too often, women and girls are discriminated against in health, education, political representation, labor market, etc — with negative repercussions for development of their capabilities and their freedom of choice. It can be prevented by creating awareness among the society and by establishing prevention cells and making them active and pumping necessary resources, it can be curbed at root level.

Keywords

Gender Inequality, Social Cause, Human Development, Gender Equity.

INTRODUCTION

'Gender' is a socio-cultural term referring socially defined roles and behaviors assigned to 'males' and 'females' in a given society; Gender Inequality, in simple words, may be defined as discrimination against women based on their sex. Women are traditionally considered by the society as weaker sex. She has been accorded a subordinate position to men. She is exploited, degraded, violated and discriminated both in our homes and in outside world. This peculiar type of discrimination against women is prevalent everywhere in the world and more so in Indian society. The Constitution of India ensures gender equality in its preamble as a fundamental right but also empowers the state to adopt measures of positive discrimination in favor of women by ways of legislation and policies. India has also ratified various international conventions and human rights forums to secure equal rights of women, such as ratification of Convention on elimination of all forms of discrimination against women in 1993. Women have been finding place in local governance structures, overcoming gender biases. Due to gender inequality women and

girl's are suffering greater disadvantages than men. This is effect against their health, education, political representation, labor market, social participation, income, self dependency, etc. Now a day's women and girls are showing their ability in almost all the sectors from kitchen to army. Therefore, proper use of their skills and knowledge is necessitated to economic development as well as in all round development of the country. In this way, it is now time to create gender equality among the men and women to the prosperity of the nation.

PROBLEM STATEMENT

Gender inequality causes threat in workforce of the economy. It creates many social and economic problems. Victims of gender discrimination lose motivation and morale necessary to perform their jobs effectively particularly female workers. It affects on the productivity of the employees simultaneously affects on the growth of the economy. Therefore, it is necessary to mitigate gender discrimination between male and female workers at the ground level for healthy economy.

LITERATURE REVIEW

1. The U.N. **Development Program's 2016** Africa Human Development Report argues closing the gender gap would be a boon for the Continent's economic and social prospects.
2. Jayachandran, S. (2014), has presented the roots of gender inequality in developing countries. This paper also discussed the several mechanisms through which the economic development could improve the relative outcomes of women & gender gaps can be reduced as country grows.
3. Dunn, D. (1998), has focused on the situation of women in scheduled castes and tribes groups which are considered to as „weaker sections of people“ and granted special safeguards and concessions under the Indian Constituents. This paper represented a descriptive picture of scheduled caste and tribe women's status in Indian society and also suggested that socio-economic development plays an important role to reduce the disadvantage of scheduled group women.
4. Thomas, R.E. (2013), has highlighted his paper with the state of gender based inequality in the modern India. It has presented gender inequality with the help of some facts & figures and representing the inequality practiced in India & its comparison with other Asian & Western countries.
5. Chaudhary, & Sarkar, D. (2012), has tried to find out some factors i.e. educational status, work participation, level of gender inequality, of the Cooch Behar, a district of West-Bengal, India and suggested some relevant strategies implication for reducing this gender inequality to promote the deprived women of this district.
6. Raju, E. (2014), has examined the gender discrimination in India on the basis of demographic, social, economic and political context. The paper has broadly discussed the issue of gender inequality, women empowerment& reproductive health among women of India. Some

measures under taken by the International and national organizations were also discussed in this paper.

METHODOLOGY

The present study is based on the secondary data collected from local sources and also by own observations and descriptive in nature. In this paper, we tried to find out Safety Measures and Challenges for gender inequalities.

OBJECTIVE OF THE STUDY

The followings are the important objectives

1. To prevent the discrimination between male and female workers.
2. To motivate the employee performance irrespective of their gender.
3. To create healthy work ambient for better performance.
4. To make use of total workforce in all sectors irrespective of their gender.
5. To create equity and security feeling in the mind of the people at work place.
6. To eliminate inequality feeling in the mind of the female employees.

SAFETY MEASURES

In the domestic family context, at the community, society and national levels, as well as the global level, we need to create an enabling environment, specific institutions and systems, and individuals and role model creation are called for following initiatives. At the domestic level, the following policies and measures would be effective:

1. Creation of Reserve (including quota)

Providing reserve to females in parliaments and political parties, judiciary, law enforcement agencies, executive and the corporate sector (Women's Empowerment Principles to be applied) are to be taken to eliminate inequalities.

2. Use of Potentiality of Women

Correct representation of women in media and their proactive role as media persons in changing perceptions. Use the potency and easy reach of social media and ICT prevent discrimination.

3. Free Access To Community and Religious Based Temples

Participation and leadership of women in religious and faith-based community groups and legal systems is critical in stimulating a gender-sensitive and just interpretation of religious and cultural texts, customs and norms can prevent gender inequalities.

4. Curriculum Design

Rigorous and corrective education curriculum development, imparting education since early childhood to all levels, and considering both boys and girls should be accompanied by educational campaigns for adults. Development of special educational tools at all levels, including use of e-learning abolish the gender discrimination attitude in the minds of children.

5. Equal Access to key work forces

Providing motivation and encouragement to women and girls for enter into traditionally male-dominated fields of education and professions like armed forces, pilots, sciences, engineering, etc. can prevent the gender discrimination.

6. Effective and Speedy Implementation of Law and Order

Enact laws that change mind-sets, like those against domestic violence and other gender-based violence, including sexual harassment at the work place and rape. Laws should criminalize such activities and high-rate of convictions, and should change the perception of what masculinity means, and what is permissible and what is not etc. it creates gender equality.

7. Assignment of responsibility

Promotion of shared domestic responsibilities between women and men, for example on parenting, care giving, etc. can reduce the discriminatory feeling in the minds of the women and girls.

8. Promotion of Rights

Promotion of property rights, including land rights and control over financial and economic assets, access to credit and support for entrepreneurship development creates confident in the minds of women and girls for coming main stream of the society.

9. Economic Strengthening

Allocation of adequate resource for programmes targeting the elimination of gender stereotypes. For example, through advocacy and awareness raising campaigns and educational curriculum development.

10. Women's Empowerment

Through providing tax free service and other incentives can enhance women's empowerment. Including involvement of private sector. Examples Nepal with regard to property rights and Norway in promoting gender parity in employment.

CHALLENGES

1. Persistent Inequality

Persistent inequality is reflected in the low human development attainments of the country's most marginalized groups including scheduled castes, tribal and rural populations, women, transgender, people living with HIV and migrants.

2. Gender Inequality Despite Economic Growth

Gender inequality in India persists despite high rates of economic growth, and is particularly apparent among marginalized groups. Women participate in employment and decision making much less, than men. This disparity is not likely to be eliminated soon. India's poor performance on women's empowerment and gender equality is reflected in many indicators, particularly, the low sex ratio. The government has launched several commendable schemes to save and educate the girl child and the national average has risen from 943 females per 1000 males. However, in many parts of India it continues to remain low.

3. Implementation Challenges of Rights-based Schemes

The effectiveness of rights-based legislations such as the Mahatma Gandhi National Rural Employment Guarantee Act, the Forest Rights Act and Panchayat Extension to Scheduled Areas has been hampered by weak implementation. Reducing corruption is a key priority for India's government.

Rising Vulnerability to Climate Change and Disaster

India is one of the most disaster-prone countries in the world and it is estimated the country loses about two percent of its GDP to disasters. Around 68 percent of cultivable land in India is prone to drought of varying intensities and around 12 percent of total land is flood prone. Diverse factors, natural and human induced, adverse geo-climatic conditions, topographic features, environmental degradation, population growth, urbanization and industrialization play a huge role in accelerating the intensity and frequency of disasters resulting in huge economic losses and human casualties. While India is the world's fourth largest emitter of greenhouse gas (GHG), per capita GHG emissions are amongst the lowest in the world. The challenge is to simultaneously and sustainably reduce the GHG intensity of growth while improving the access of people living in poverty to clean, sustainable and affordable energy. Much of India's efforts to bring close to 304 million people on-grid will depend on its ability to harness renewable energy and achieve greater energy efficiency in a range of energy intensive sectors. As the second most disaster-prone country globally, vulnerable communities especially women lack the capacity to cope and adapt in the face of natural disasters, climate change and extreme weather events.

4. Feminization of the HIV epidemic

An estimated 2.08 million people live with HIV in India, and are among the most visible of sexual minority groups, transgender remain largely invisible, isolated and subject to stereotypes.

While new infections have declined by 57 percent in the past decade, states with low prevalence such as Chhattisgarh, Gujarat, Jharkhand, Odisha, Punjab, Assam, Delhi, Haryana, Uttar Pradesh and Uttarakhand now account for 41 percent of new infections. According to the National AIDS Control Organization (NACO), the HIV epidemic has been increasingly feminized. In addition, the HIV epidemic in several states in the north and northeast of the country point to strong links between poverty, migration and HIV.

CONCLUSION

As India is male dominated country, gender inequalities can be curbing only when people get awareness about the problems of it. Proper implementation of laws and government projects at the administrative levels can create gender equalities as soon as possible.

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GENDER DISCRIMINATION ISSUES AND CHALLENGES IN RURAL AREA –A CASE STUDY OF GUNDLUPET TALUK

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Abstract:

Gender discrimination refers to unequal treatment or perceptions of individuals based on their gender. It arises from differences in socially constructed gender roles. Gender systems are often dichotomous and hierarchical; gender binary systems may reflect the inequalities that manifest in numerous dimensions of daily life. Gender discrimination continues to be an enormous problem within Indian society. Traditional patriarchal norms have relegated women to secondary status within the household and workplace. This drastically affects women's health, financial status, education, and political involvement. Women are commonly married young, quickly become mothers, and are then burdened by stringent domestic and financial responsibilities. They are frequently malnourished since women typically are the last member of a household to eat and the last to receive medical attention. Additionally, only 54 percent of Indian women are literate as compared to 76 percent of men. Women receive little schooling, and suffer from unfair and biased inheritance and divorce laws. These laws prevent women from accumulating substantial financial assets, making it difficult for women to establish their own security and autonomy. In India, discriminatory attitude towards men and women has existed for generations and affects the lives of both genders. Although the constitution of India has granted men and women equal rights, gender disparity still remains. Gender discrimination violates human rights. These are mostly seen in family land sharing among sisters and brothers. Women are perceived to be disadvantaged at work. Indian laws on Rape, Dowry and Adultery have women's safety at heart, but these highly discriminatory practices are still taking place at an alarming rate.

Keywords

Gender, Discrimination, Rural Area, women's health, financial status, education, and political involvement, Human Rights.

INTRODUCTION

In India, discriminatory attitude towards men and women has existed for generations and affects the lives of both genders. Although the constitution of India has granted men and women equal rights, gender disparity still remains. Gender discrimination violates human rights. These are mostly seen in family land sharing among sisters and brothers. Gender is a common term

whereas gender discrimination is meant only for women, because females are only victims of gender discrimination problems than male. Gender discrimination is not only biologically determined but it is determined by socially and economically. It can be changed or prevented by proper and perpetuate efforts. Creation of equality, rights, opportunity and reservation in social and administration services in honest it can be abolished at the root levels. Nearly half of the world's population is females. They are doing two-third of work of the total work in the world but receiving less than one third of the world's income. Even though more than two-third of the women is literates in total populace, they have possessed very less percent of the total world's assets. Still most of the families are headed by male in which female status is so horrible. The term gender inequality has been widely known in human history but not until the beginning the 20th century has the transformation of gender relations become "one of the most rapid, profound social changes" (Wright & Rogers 2009).¹

The purpose of this study is to know the gender discrimination between men and women and it affects particularly women and to find out solution for preventing discrimination.

GENDER DISCRIMINATION ISSUES

Gender discrimination continues to be an enormous problem within Indian society. Traditional patriarchal norms have relegated women to secondary status within the household and workplace. This drastically affects women's health, financial status, education, and political involvement. Women are commonly married young, quickly become mothers, and are then burdened by stringent domestic and financial responsibilities. They are frequently malnourished since women typically are the last member of a household to eat and the last to receive medical attention. Additionally, only 54 percent of Indian women are literate as compared to 76 percent of men. Women receive little schooling, and suffer from unfair and biased inheritance and divorce laws. These laws prevent women from accumulating substantial financial assets, making it difficult for women to establish their own security and autonomy.

MAIN CHALLENGES

Advances in law and policy are limited by a number of critical challenges that perpetuate gaps in implementation, up-scaling and accountability, and prevent effective programmatic responses.

1. Gender inequality

The historical and multiple forms of inequality that persist between women and men across all societies enable violence against women and girls to continue in both public and private settings. This discrimination and the barriers preventing women and girls from exercising their rights, accessing services and other opportunities, greatly increase their risks of experiencing violence

2. Impunity

The lack of state accountability in comprehensively addressing violence against women and girls is a significant obstacle to ending the problem. Generalized acceptance of violence against women, lack of political will, inadequate legal protections and enforcement, insufficient resource allocation and/or poor implementation of national commitments contribute to pervasive impunity.

3. Inadequate human, technical and financial investments

While an increasing number of countries have adopted laws and policies, they are rarely accompanied by adequate budget allocations, nor the requisite institutional, staffing, infrastructural improvements and other supports that may be needed at the national and sub-national levels to implement them. Skills and knowledge on preventing and responding to violence against women and girls, including in evidence-based programming, is often limited, particularly in resource-scarce settings.

4. Weak coordination and monitoring mechanisms

Addressing violence against women and girls requires a multisectoral approach, involving at a minimum the health, education, social, legal and security sectors, and strategically, other key sectors such as labour, migration and urban planning, among others.

5. Insufficient data and research

Though, area receiving increased attention and investments, statistical data on the scale, nature and consequences of violence against women and girls remains limited.

6. Limited attention to neglected groups and issues

Insufficient attention has been paid to certain forms of violence, to certain groups of women or to particular contexts, and their costs and consequences. This is due in part to the absence of data and analyses that can help develop understanding of how violence differs for different parts of the population in different situations.

7. Low demand for services by survivors

There are many reasons why women and girls may not seek services, some personal and some a result of the systematic discrimination that they face from the institutions and communities that surround them. Some of these factors include:

- a. The fear of stigma and judgment they may face from service providers, community members and their families and friends;
- b. The negative attitudes and poor quality of care provided by service providers (in particular, those that are the first point of contact - health and police);
- c. Limited knowledge of their legal rights, the resources and services available to them, and the existence of other recourse mechanisms;
- d. Inability to access services for lack of transportation, time or money;
- e. Restricted mobility;
- f. Restricted decision-making within the household;
- g. The fear of retribution by an abusive partner (especially where police capacity is low and orders of protection are not closely monitored);
- h. Financial dependence on the husband, partner or family together with non-existent income opportunities or alternatives;
- i. Intimidation and hesitation to engage with a complex legal system and processes that are not gender-sensitive and may re-victimize them; and,
- j. The fear of losing custody of children.

METHODOLOGY

The present study is based on the primary and secondary data collected from local sources and also by own observations and descriptive in nature. In this paper, we tried to analyze gender discrimination in rural area, issues and challenges, solutions to be followed for prevention.

REVIEW OF LITERATURE

Sonalde Desai (1994) observed that parents reluctant to educate daughters have its roots in the situation of woman. Parents have several incentives for not educating their daughters. Foremost is the view that education of girls brings no returns to parents and that their future roles, being mainly reproductive and perhaps including agricultural labour require no formal education.

Kalyani Menon Sen and A K Shivakumar (2001) found that girls in India are discriminated against in several ways – fewer months of breastfeeding less of nurturing and play, less care or medical treatment if they fall ill, less of special food, less of parental attention. As a result, girls are far more susceptible than boys to disease and infections, leading to poor health and a shorter lifespan. It is this lifelong discrimination in nurturing and care that is the real killer of girls. Less visible and dramatic.

Berta Esteve – Volart (2004) described that gender discrimination against women in the market place reduces the available talent in an economy, which has negative economic consequences. Gender discrimination takes many forms. Many social practices seen as normal from a religious or cultural point of view (which may have deep historical roots) have women out of the economic mainstream. These social practices may have profound economic consequences because they do not allow society to take advantage of the talent inherent in women.

Anna-Maria Lind (2006) stated that India's population still leads traditional lives in rural areas. Religious laws and traditions still determine the lives of many people, particularly women. Even if women are formerly entitled to own land and resources social and religious factors make many women refrain from this right in order not to cause distortions within the family. The preference for having sons permeates all social classes in India, which sets the standard for girls throughout their entire lives.

GOI Planning Commission (2008) indicated that discrimination against women and girls impinges upon their right to health and manifests itself in the form of worsening health and nutrition indices. Thus, India continues to grapple with unacceptably high MMR, IMR, and increasing rates of anemia, malnutrition, HIV/AIDS among women.

PROFILE OF THE AREA

The **Gundlupet** taluk is situated in western border of the Chamarajanagar district, 35 Km west to Chamarajanagar Taluk, and 45 Km east to Sultan Bheri, National Highway 212 passes besides the Taluk. It has population 2, 22,932. Geographical Area in SQ.KMS 1392.88 Number of Gram Panchayath 30 No. Of villages 158. As of 2011 census there are 1005 females per 1000 male in the sub district. **Sex ratio** in general caste is 977, in schedule caste is 1053 and in schedule tribe is 1059. There are 1006 girls under 6 years of age per 1000 boys of the same age in the sub district. Overall sex ratio in the sub district has increased by 41 females per 1000 male during the years from 2001 to 2011. Child sex ratio here has increased by 73 girls per 1000 boys during the same time.

Literacy Total about 20 thousand people in the sub district are literate, among them about 11 thousand are male and 9384 are female. Literacy rate (children under 6 are excluded) of Gundlupet is 80%. 86% of male and 74% of female population are literate here. Overall literacy rate in the sub district has increased by 9%. Male literacy has gone up by 6% and female literacy rate has gone up by 12%.

PROBLEM STATEMENT

Major part of the population in Gundlupet taluk are farmers. Majority of the women labourers are employed in Agriculture than in social or administrative service. Women have secondary status within the household and work place. This drastically affects women's health, financial status, education, and political involvement. This is largely because of gender discriminating attitude of the people.

OBJECTIVES OF THE STUDY

Prevention of gender discrimination in rural area is one of the difficult tasks, as rural areas remain almost secluded from the urban counter parts in as much as communicational, transport means concerned. Therefore, to eradicate gender discrimination in rural area grass-root

effort is necessary. Hence, this study helps to create gender equality in rural people. Through this paper, we are enabling to know the following,

- 1) To identify the factors which are responsible for gender discrimination?
- 2) To give suggestions to reduce gender discrimination.

Discriminations

From birth to death women face lot of discrimination against them. Some of them are:

- ❖ Foeticide (By giving liquid extract from cactus / opuntia, giving raw paddy to new born female baby, by pressing the face by pillow or by breaking the female baby's neck)
- ❖ Not giving enough and nutritious food
- ❖ Not allowing to go to school (Denial of education)
- ❖ Not giving needy health care while in ill health
- ❖ Early marriage
- ❖ Eve teasing, Rape and Sexual harassment
- ❖ Dowry harassment
- ❖ Divorce, Destitution even for silly or without any reason.

Causes of Gender Discrimination

The followings are the important causes for gender discrimination

- Educational backwardness
- Caste
- Religious beliefs
- Culture
- On the name of family history
- Customs and beliefs
- Races(successor)
- Low income
- Unemployment
- Society
- Family situation and poverty
- Attitudes

Like male or even above them female plays important role in the family and national development. But her contribution is not recognized by the male dominant society.

FINDINGS

1. Gender discrimination exist because rural areas are male dominated and women are confined to agriculture and household chores.
2. Literacy level of the women in the taluk is 74% whereas male literacy is 86%.

3. Agriculture is the major occupation in this taluk. More than 75% of the rural population is engaged in the agriculture almost two-third of the workers are women.
4. Child labour, early marriages, exists.

SOLUTION FOR GENDER DISCRIMINATION

Researcher finds the following solutions for the problem of gender discrimination. Even though various movements, and programmes are being carried out by the Government, voluntary organizations the women continue to face discrimination. To solve the gender discrimination problem the following suggestions can be tried out.

1. Education

Education develops the skills, imparts knowledge, changes the attitude and improves the self confidence. It provides employment opportunity and increases income. Hence educating women is the prime factor to combat gender discriminate and for the upliftment of women. Not only the female, the society must be educated to give equal right for female.

2. Employment

Employment gives the income and improves the economic position of the women. Employed women are given importance by the family members. Employment gives the economic independence for the women.

3. Economic Independence

In India, mostly, women in the young age – depends on her father, in the middle age- she depends on her husband and in the older age – depends on her son. Woman always depends on somebody for her livelihoods. Hence, independence in economical aspects is imperative for women's development. Economic independence will free the women from the slavery position and boost the self confidence. Economic independence of women also helps in the national economic development.

4. Empowerment

Empowering women with the help of laws, education and employment will make the society to accept the women as an equal gender. Female also has lot of potential and empowering them will help to use her full capability and mitigate the economic dependency of women.

5. Self-confidence

Due to prolonged suppression, Indian women, who are uneducated and unemployed have low self-confidence. Women need self confidence to fight against all the atrocities against her and to live self-esteemed life. Hence, boosting the morale and self confidence of the women, is the key to eliminate the inferiority complex in them.

6. Decision Making

Even in the family as well as in the society, women are excluded from decision making roles. This makes women voice-less and destroys herself confidence and she feels less important in the family as well as in the society. So, to end gender discrimination women must be given decision making powers.

CONCLUSION

A nation or society, without the participation of women cannot achieve development. If we eliminate gender discrimination, women will deliver all the potentials, skills, knowledge to develop the family, the nation and the whole world. Therefore, proper initiatives to be taken to prevent the gender discrimination at the root levels and women have be brought to the main stream of the society. No doubt, it is not possible in shorter duration but if the efforts are honest it can be achieved.

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GENDER DISCRIMINATION-CAUSES AND CONCERNS

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Abstract:

Gender refers to roles, attitudes and values assigned by culture and society to women and men. These roles, attitudes and values define the behaviors of women and men and the relationship between them. Because of gender certain roles, traits and characteristics are assigned or ascribed distinctly that instill an image of women as weak, dependent, subordinate, indecisive, emotional and submissive and men on the other hand as strong, independent, powerful, dominant, decisive and logical. Gender refers to socially constructed roles which are likely to change from place to place. Gender discrimination is the unequal treatment or perception of individuals based on their gender. Nature does not discriminate men and women. But, women worldwide have been the victim of inequality not only in terms of social and political rights and employment opportunities but also in terms of gender. The most important causes of gender disparity are poverty, illiteracy, unemployment, social customs, beliefs and anti-female attitude. The main focus of this paper is to explore the causes and concerns of gender discrimination especially in Indian context. The required data for the present paper was collected from secondary sources. Key words: Gender, Gender Discrimination

I.INTRODUCTION

Gender is a common term used in our society. But, the term gender discrimination is meant only for women as they are the victims of gender discrimination as a whole. Like gender is determined by the society, gender discrimination should also be determined by the society and it can be reduced or changed only by the efforts of the society. Gender discrimination is the unequal treatment or perception of individuals based on their gender. Nature does not discriminate men and women. But, women worldwide have been the victim of inequality not only in terms of social and political rights and employment opportunities but also in terms of gender. The most important causes of gender disparity are poverty, illiteracy, unemployment, social customs, beliefs and anti-female attitude. There are many spheres of life where the women are denied opportunities. Discrimination against women starts even before their birth and ends with their death. That's why it is said women toils from womb to tomb. An unborn girl child is aborted with the help of sex determination techniques. A girl child who is born is seen as burden on her parents and not given equal treatment as boy child of the same family ever since birth. In some cases the girl child is not given proper nutritious food as boys do. In the case of education a girl is either denied education and in some cases it may be limited to elementary level. The healthcare of the child is another area of concern. There are cases reported that the girls are married at an early age. Even if she is

married, the inequality doesn't end. She needed to face dowry threats in the family of procreation. India ranks 127th on the gender inequality index and 108th on the global gender gap index according to the Asia Foundation. Women are working more than men, but it's not counted as is not paid work. Many women are able to get an education, but the idea of women working is still culturally hard to accept.

II. CAUSES OF GENDER DISCRIMINATION

According to Amnesty International all women deserve a life with the opportunity to be educated, to work, to be healthy and to participate in all aspects of public life. But women and girls live within the confines of rigid gender norms which frequently results in disproportionate access to essential services and major violations of their human rights. The most important causes of gender disparity are poverty, illiteracy, unemployment, social customs, beliefs and anti-female attitude.

A. Poverty. In India of the total 30 percent people who are below poverty line, 70 percent are women. Women's poverty in India is directly related to the absence of economic opportunities and autonomy, lack of access to economic resources including credit, land ownership and inheritance, lack of access to education and support services and their minimal participation in the decision making process. The situation of women on economic front is no better and men still enjoy a larger share of the cake. Thus poverty stands at the root of gender discrimination in our patriarchal society and this economic dependence on the male counterpart is itself a cause of gender disparity.

B. Illiteracy. The disparities become more visible between male and female literacy rate, during 2001. The literacy rates for males increased from 56% in 1981 to nearly 76% in 2001. The corresponding change in female literacy rate is from 30 to 54%. The interstate variation in literacy rate for males was much lower in comparison to females. At the state level female literacy rate varies from 35% in Bihar to 88% in Kerala. In states like Arunachal Pradesh, Assam, Bihar, Jammu and Kashmir and Rajasthan, the female literacy rate is below 50%. The progress towards education by girls is very slow and gender disparities persist at primary, upper primary and secondary stage of education. Girls account for only 43.7% of enrolment at primary level, 40.9% at upper primary level, 38.6% at secondary level and 36.9% at degree and above level. More over girl's participation in education is still below 50% Gender differences in enrolment are prevalent in all the state at all levels

C. Lack of Employment Facilities. In both rural and urban India, women spend a large proportion of time on unpaid home sustaining work. Women are not able to respond to new opportunities and shift to new occupations because their mobility tends to be low due to intra-house hold allocation of responsibilities. Rights and obligations within a house hold are not distributed evenly. Male ownership of assets and conventional division of labour reduce incentives for women to undertake new activities. In addition child bearing has clear implications for labour force participation by women. Time spent in bearing and rearing of children often results in de-skilling, termination of long term labour contacts. Thus women are not being able to be

economically self-sufficient due to unemployment and their economic dependence on the male counterpart is itself a cause of gender disparity.

D. Social Customs, Beliefs and Practices. Women are not free from social customs, beliefs and practices. The traditional patrilineal joint family system confines women's roles mostly to the domestic sphere, allocating them to a subordinate status compared to men. Men are perceived as the major providers and protectors of a family while women are perceived as playing only a supportive role, attending to the hearth. In Indian culture since very early periods, men have dominated women as a group and their status has been low in the family and society.

E. Anti-female attitude. The preference for sons and disfavor towards daughter is complex phenomenon that still persists in many places. Sons are considered to be economic, political and ritual assets whereas daughters are considered to be liabilities. Thus anti female social bias is the main cause of gender disparity in our society. The boy receives a ceremonial welcome on his birth where as everyone is sad at the birth of a girl child. The preference for male child is due to lower female labour participation, prevalence of social evils like dowry and many others causes. Many feel that it is an unnecessary financial burden to send a girl child to school as subsequently she will be married off and shifted to some other family. This orthodox belief of parents is responsible for gender disparity.

III. CONCERNS

As our society is patriarchal in nature, women are facing many forms of discrimination from womb to tomb like female feticide, neglect, malnutrition, female illiteracy, early or child marriage, rape and sexual or physical harassment, etc. Female feticide is the selective abortion/elimination of the female child, done deliberately by the mother, after the detection of the child's gender through medical tests. The consequences of feticide include population decline, increased rape and sexual assault, skewed sex ratio, female and women trafficking. Neglect is another consequence which is the ongoing failure to meet a child's basic needs and is considered as the most common forms of child abuse. While neglecting girl child the future development of child may be hindered. In some cases the girls were not given proper nutritious food. The health care and wellbeing of the girl child is not a concern for the parents as they prefer boy child. Experts argue that women's education is the key to reducing discrimination against girls. Educated mothers reduce IMR. Thus higher levels of maternal education decreases gender differences in child mortality. Child marriage is a product of cultures that devalue the women and girls. It affects society as a whole since it reinforces a cycle of poverty and perpetuates gender discrimination, illiteracy and malnutrition as well as high IMR and MMR. When there are fewer available females, the surviving ones will be faced with the reality of handling a society driven by a testosterone high. The legal system may offer protection and, as is the situation today, many crimes may not ever surface for fear of isolation, humiliation, and punishment on the girl's part.

IV. CONCLUSION

Discriminatory attitude towards men and women has existed for generations and affects the lives of both genders. Although the constitution of India has granted men and women equal rights, gender disparity still remains. Gender discrimination violates human rights. The reality of gender discrimination in India is very complex and diversified, because it exists in every field like education, employment opportunities, income, health, cultural issues, social issues, economic issues etc. If we needed to eliminate gender discrimination, women should deliver all the potentials, skills, knowledge to develop the family, the nation and the whole world.

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