ISSN : 2320 - 6292

AL-SHODHANA

A Multi Disciplinary Refereed Research Journal

Vol - IV No. 2 July 2016

St Aloysius College (Autonomous), Mangaluru

Re-accredited by NAAC with "A" grade - CGPA 3.62

Recognised as "College with Potential for Excellence" by UGC

www.staloysius.edu.in

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ISSN : 2320 - 6292

Publisher : Rev. Fr Swebert D'Silva SJ, Principal, St Aloysius College (Autonomous),
Mangaluru - 575 003, Karnataka, India
Tel. : 0824 - 2449700 / 01, 2449703 Fax: 0824 -2449705
website: www.staloysius.edu.in email: principal_sac@yahoo.com

Principal's Message

Quality higher education largely depends on quality teachers, good governance practices and faster & transparent decision-making processes and research.

Faculty is the bedrock of education. The quality of teachers determines educational standards. Teachers are the motivators and role-models to young people. By their excellence and example they will create an ambience in the institution where quality learning happens. They will inspire and ignite the young minds to think beyond the ordinary, show them the heights that they can reach and give a taste of success through quality. Hence quality teachers can make a vast difference in the formation and the transformation of students. Institutions are to nurture these teachers through encouragement, better salaries and through positive motivation. Teachers are to take their responsibility seriously and should have the desire for constant up-gradation of their subject. Several measures are required for faculty development.

Many ills that afflict the efficient functioning of our colleges/universities stem from the lack of good governance practices. Governance structures have to promote faster and transparent decision-making. In this context, the induction of reputed alumni into the governance mechanism could provide the dynamism that our institutions are often in short supply of. Alumni expertise can also be drafted to review existing courses and introduce new ones.

Research is another area that determines the quality of our education. Most of our educational institutions are just teaching shops, a kind of tutorials where minimum syllabus is covered, notes is dictated, memory is tested. Generation of new knowledge is the hallmark of any quality educational institution.

Let us strive to give quality education to the young people of our country.

I thank the editor and his team for their wonderful efforts in bringing out this issue of the research journal **Al-Shodhana.** May God bless all our efforts in educating our youth to build our Nation!

Rev Fr Swebert D' Silva, SJ
Principal

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CONTENTS

Editor's Note

I am happy to present the 8th issue of *Al-shodhana*. This issue contains 8 articles related to various themes. The paper **Co- integration and Price Discovery in Futures and Spot Market – A Study of NSE Index Futures** by Avinash and Mallikarjunappa tries to *examine the co-integration and price discovery role of spot and futures market by employing Johansen & Juselius test and heteroskedasticity adjusted Vector Error Correction model for the data extracted from NSE on Nifty50 spot and index futures for the period of 2000 to 2015. Their analysis highlights the existence of long-run equilibrium relationship between spot and futures prices and domination of spot market over futures in performing price discovery function.* Shetty in her paper **Awareness of Government Maternal Health Schemes Among Women** *attempts to find out the awareness of maternal health schemes among women and also to know the preference of availing health care. She observes that t*he awareness of health programmes among the women definitely helps to reduce infant mortality and maternal mortality rates. Lobo's article **Determinants of Return Migration: Evidences From a Field Study** tries to identify the factors that determine the reasons for return in terms of various socio –demographic characteristics of the respondents. The findings of the field support the structural approach to return migration that argues that return migration is not merely an individual experience but should also analysed with reference to the social and institutional context in the country.

Gorall in her article **Criminalising Marital Rape: A Case of the US and India** attempts a comparative analysis of the debate on criminalizing marital rape in the US and India. She observe that since there are many cultural differences between the US and India, the situation of marital rape cannot be compared between the two very different places countries. However Gorall makes a strong case for law on marital rape in every society as significant compenent of Human Rights assertions. The paper succinctly assess the need for it. The article **Growing Concerns Towards Ethical Branding: A Study on Selected FMCG Products in Kerala** by Sajimon makes an attempt to study the effect of ethical branding on preference and brand trust of FMCG products among consumers in the state of Kerala. He states that with the increase of consumer awareness towards ethical products and brands, people shift their consumption behavior towards ethical brands. Alicea in her paper **Invisibility of Pain: Marginalized Groups in a Global Society** makes a study on the social oppression faced by the marginalised groups like the Dalit in India and the Black community in the US. She argues that despite the legeslations in place dalits in India and black community in the US are suffering at the hand of majority. Hence one needs to go beyond the policy framework to address paradoxes of inequality and promote human rights. Pereira's article **Strategic Workplace Issues in MNC's** highlights the workplace issues in MNCs in the Mangalore region. Using chi-square tests on different variables she concludes that stress level is more among the multinational company employees in the study region. Roy and Nagarathinam in their paper **Patriotic Branding: A Critical Analysis of Newspaper Advertisements on Independence Day** analyse how sentiments as common as patriotism could be commercially exploited.

I thank all the authors for providing such a variety of research articles on a broad range of topics. My thanks are due to the Principal, members of the editorial board and the editorial advisory board. Special thanks to Dr Sylvia Rego for her whole hearted support in editing this issue.

Norbert Lobo
Editor-in-Chief

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ALL CORRESPONDENCE SHOULD BE ADDRESSED TO:
Dr Norbert Lobo
The Editor - in- Chief
Al-Shodhana
St Aloysius College (Autonomous) , Mangaluru - 575 003
Karnataka - India. Email: alshodhana@gmail.com
Soft copy of the article may be submitted to: alshodhana@gmail.com
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CO-INTEGRATION AND PRICE DISCOVERY IN FUTURES AND SPOT MARKET – A STUDY OF NSE INDEX FUTURES

- Avinash
-T. Mallikarjunappa

Abstract

Theoretical understanding of financial derivatives suggests that futures market generally plays a vital economic function as it helps in discovering an efficient price for its underlying asset in the spot market. However, due to difference in spot & futures market microstructure and changes in the efficiency level of these markets, futures may become less efficient in performing price discovery function. From this context, we examined the cointegration and price discovery role of spot and futures market by employing Johansen & Juselius test and heteroskedasticity adjusted Vector Error Correction model for the data extracted from NSE on Nifty50 spot and index futures for the period of 2000 to 2015. Our analysis highlights the existence of long-run equilibrium relationship between spot and futures prices and domination of spot market over futures in performing price discovery function. We also found that futures market reacts much faster than spot market in correcting disequilibrium error and there is unidirectional causality running from spot market to futures market.

Keywords: *Cointegration, Futures, NSE, Price Discovery, VECM.*

INTRODUCTION

Post-liberalisation period of Indian securities market has witnessed transitional changes in the form of amendment to several laws relating capital market, providing statutory recognition to SEBI (Securities & Exchange Board of India), Establishment of NSE (National Stock Exchange of India Ltd.), introduction of automated trading system, implementation of call auction mechanism and many more to make the markets more attractive, liberal and efficient *(Rao, Murthy & Ranganathan, 1999; Chougule, 2015)*. A step forward towards this direction is

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Mr Avinash, *Research Scholar, Dept. of Business Administration, Mangalore University, Mangalagangothri, mob (9663186140), Email: avinashkotyan88@gmail.com*
Dr T. Mallikarjunappa, *Professor, Dept. of Business Administration, Mangalore University, Mangalagangothri, Email:tmmallik@rediffmail.com*

the introduction of trading in financial derivatives, especially futures and options (F&Os) after obtaining final approval from SEBI in May, 2000. The Bombay Stock Exchange Ltd. (BSE) has become the first exchange to start trading in index futures and options in the country which has introduced SENSEX Futures on 9th June 2000 and SENSEX Options on 1st June 2001, while National Stock Exchange of India Ltd. (NSE) began trading in NIFTY Futures on 12th June 2000 and NIFTY Options on 4th June 2001. As far as individual stock futures and options are concerned, NSE started trading in options on 2nd July 2001 and futures on 9th November 2001, whereas, BSE indulged in trading on stock options and futures on 9th July 2001 and 9th November 2002 respectively. Since then, derivatives volumes have grown to multiples as compared to cash market volumes and have been a mode of speculation and hedging for market participants, not possible otherwise through cash markets. Though F&O market performs several economic functions relating to hedging and speculation, one of the rationales behind the introduction of futures contracts is to reduce market volatility by increasing the speed of flow of information between spot and futures market, thereby enhancing the efficiency of securities market.

An efficient securities market assumes that securities' prices listed in the market fully reflect all available information *(Fama, 1991)* and hence, profitable arbitrage should not exist as prices adjust instantaneously and fully to new information. Hence, new information disseminating into the market place should be immediately reflected in spot and futures prices by triggering trading activity in one or both markets simultaneously. However, due to market imperfections and difference in market microstructure, one market leads the other and information flows from leading market to satellite market facilitating price discovery in latter market. As leading market plays price discovery role due to increased trading volume, participation of informed traders and increased sensitiveness towards price changes, it helps to discover an efficient price for the underlying asset in the lagging market.

Many empirical evidences on equity derivatives suggested that spot and futures market possesses a long-run equilibrium relationship *(Raju & Karande, 2003; Pradhan & Bhat, 2007; Choudhary & Bajaj, 2012; Aurora & Kumar, 2013)* and prices of spot and futures will converge generally at the time of expiration of the contract (Singh & Shanmugam, 2007). But in the short-run there may not be co-movement between the prices if market dynamics do not work efficiently or speed of error correction become slower. Hence under this study, we investigate the price discovery and long-run & short-run cointegrating relationship between the Nifty50 and its corresponding futures since inception of Index futures trading at NSE.

The remaining part of the paper is organised as follows. A detailed review of empirical evidences on lead-lag relationship and price discovery has been discussed in *Section 2. Section 3* will list out study objectives and *4* will describe our dataset and methodology. The results of the analysis will be discussed in *Section 5*. *Section 6* will conclude and *Section 7* will suggest scope for further research in price discovery role of futures.

REVIEW OF LITERATURE

Price discovery, in general, is a process of determining the price for a specific commodity or security through basic demand and supply forces related to the market. By attracting more number of participants with varying objectives, derivatives not only make the market more competitive but also broaden it. Individuals with better information and judgment are inclined to participate in these markets to take advantage of such information. Due to this, the derivatives market absorbs the information much faster than spot market and thereby it leads spot market due to its informational efficiency and lower transaction costs. Thus, these markets indicate what is likely to happen and assist in efficient price discovery. According to *Hull (2007)* as the delivery period for a futures contract is approached, the futures price converges to the spot price of the underlying asset. When the delivery period is reached, the futures price equals or is very close to spot price. This happens largely because of the arbitrage activities which are carried out by the traders in derivative and equity segment. However, economists *Keynes (1930)* and *Hicks (1939)* argued that if hedgers tend to hold short positions and speculators tend to hold long positions, the futures price of an asset will be below the expected spot prices and vice versa. According to them there will not be convergence of futures prices and expected future spot prices, as speculators require compensation for the risk they are hedging. This contradictory view on price discovery function of futures has been tested by quite a number of researchers in the past and review of which has been given below.

Dhawan & Rajib (2007) modelled dynamic equilibrium relationship between Nifty index and corresponding near month futures, next month futures and far month futures based on cost of carry model using the Johansen's cointegration framework. *Rajput et al. (2012)* ascertained the long and short-term dynamics of the spot and futures market by employing the Co-integration, VECM (Vector Error Correction Model), VDA (Variance Decomposition Analysis) and Granger Causality Test for nine years [2003-2012] NSE data. *Choudhary & Bajaj (2013)* probed the price discovery role played by futures contract in the Indian stock market using Ganger Causality test, Johansen's cointegration test and VECM on daily adjusted closing price of spot and futures for the time period between June 2008 and august 2010 and November 2001 to August 2010. *Rastogi, Reddy & Kotha (2014)* made a cross market study and incorporated the variables of lagged spot and futures order imbalance with lagged spot and futures returns for four years period [2002-2005] by applying VAR (Vector Autoregressive) model to measure the inter dependence between spot and futures market. All the above studies reported that futures market helps to discover the price of the underlying asset in the spot market.

On the other hand, *Raju & Karande (2003)* used cointegration and GARCH models on the data procured from Nifty futures and suggested that the futures market responds to deviations from equilibrium in the short-run, *Choudhary & Bajaj (2012)* applied cointegration, VECM and Engle & Granger's residual based approach on high frequency data for the financial year 2010-11 and found proof for bi-directional lead lag relationship and price discovery role played by both spot and futures market which was similar to the findings of *Raju & Karande (2003)*. Based on the review carried out, there were few researches which highlighted the inefficiency of futures in performing price discovery function. *Mackinlay & Ramaswamy (1988)* who examined the arbitrage opportunities and behaviour of stock index futures using S&P 500 stock index futures prices and the intraday quotes for five years [1982-87] of the underlying index, found no correlation between spot and futures prices. They also found that mispricing increases on average with maturity and it was path dependent. *Misra, Kannan & Misra (2006)* availed the benefit of open interest, volume and expiration day information for the period between November 2004 and October 2005 and indicated about the violation of spot-futures parity relationship for many futures contracts.

There were some studies which have shown evidence for spot markets dominance in price discovery process. *Pradhan & Bhat (2007)'s* investigation based on cointegration test and VECM on the daily closing data taken from NSE for the period between November 2001 and September 2007 showed a mixed affect as futures lead the spot in case of some securities and spot leads futures in case of other securities and hence they concluded about the existence of temporal causality between the markets. *Reddy & Sebastin (2008)* used information theoretic concept of entropy which captures non-linear dynamic relationship by applying the Symbolic Encoding Method. The study used minute-to-minute data for the period of October 2005 to September 2006 and discovered evidence for information transmission from futures to spot and also dissemination of information in the reverse direction. *Ekta (2013)* suggested that spot market found to play comparatively stronger leading role in disseminating information available to the market and hence can be considered as efficient based on her analysis on eight years data of Bank Nifty [2005-13] by employing cointegration and Granger Causality test. *Pandey (2014)* applied cointegration and related tools to examine the price discovery process on the data extracted for the period of April 2009 to March 2014 and found bidirectional causality between spot and futures. His analysis on volatility spill over suggested that spot market leads the futures market.

Most of the literature has ignored the role of different investors groups in the mechanism of price discovery in stock index futures and stock market. However*,* *Bohl, Salm & Schuppli (2011)* considered this gap and made a study on how investor structure and behavioural biases affects price discovery dimensions by studying the information flows between the Polish blue chip index WIG 20 and its futures contract traded at the Warsaw Stock Exchange. They have related time-varying spot-futures linkages studied within the VECM-DCC(*Dynamic Conditional Correlation*)-GARCH framework to the changes in the investor structure of the futures market. The results of the study suggested that the futures market did not contribute to price discovery when market was dominated by presumably uninformed private investors. Likewise, very few attempts were carried out in the past where in researchers study the role of options and futures simultaneously in spot market price discovery. *Jong & Donders (1998)* used a new estimator to estimate lead-lag relations between stock index, options and futures using specially designed (auto & cross) correlation measures. The study confirmed an asymmetric relationship among spot, futures and option markets. They found the futures returns lead both options and stock index returns, whereas, lead-lag relations between the cash index and the options are largely symmetrical, indicating neither market symmetrically leads the other.

A large body of above empirical studies were carried out in India during the first decade of the futures market's growth and these studies reported mixed opinion about the price discovery role played by futures contracts. Moreover, in recent times both spot and derivatives market are witnessing several changes in their market microstructure which may alter the market intricacies including liquidity, volatility, efficiency and price discovery role. Therefore, under this study, we made an attempt to recheck whether the previous findings on the role of futures market in performing price discovery function holds good even at present.

RESEARCH OBJECTIVES

With the backdrop of review of past empirical evidences on price discovery role of spot & futures, an attempt has been made under this study to revisit the debate on cointegration and price discovery in Indian securities market with following objectives.

- To study the long-term relationship between spot and futures market.
- To ascertain the role of spot and futures market in price discovery.
- To assess the direction of causality between spot and futures market.

DATASET AND METHODOLOGY

The National Stock Exchange which played catalytic role in reforming the Indian securities market in terms of market microstructure, trading volume and market practices, introduced trading in Nifty50 index futures on June 12, 2000. Presently, it offers trading in other indices such as Bank Nifty, Nifty Mid Cap 50, Nifty PSE, Nifty IT, Nifty Infra and on global indices like, S&P 500, DJIA and FTSE 100. The index futures has become one of the popular instruments to trade in NSE's derivatives segment and its trading volume has grown from ₹ 2,365crores in 2000-01 to ₹ 45,57,114crores in 2015-16 with compounded annual growth rate of almost 66% p.a. For the purpose of analysis we have considered only near-month futures contract as they are actively traded in the market compared to its other two counterparts which are not traded regularly and thus, the daily price data on Nifty50 and near-month Nifty50 futures has been gathered for the period of 15 years commencing from 12th June, 2000 to 31st December, 2015.

In order to verify the price discovery role and cointegration between spot and futures market, the daily closing prices of Nifty50 index and its corresponding futures closing price is tested for stationarity and to figure out the order of integration using Augmented Dickey Fuller (ADF) test. Then, the relevant lag length for running Johansen and Juselius (J&J) Cointegration Test and autoregressive process is estimated via appropriate Lag Length Selection Criteria. In order to identify long-run equilibrium relationship between spot and futures prices, we applied J&J cointegration test to identify the rank of the cointegrating vector that not only confirms the existence of long-run co-movement between spot and futures prices but also directs us to proceed further to analyse short-run dynamics of the price series via Vector Autoregressive (VAR) process.

After verifying the long run relationship, Vector Error Correction Model (VECM) test is applied to measure the speed of adjustments from short-run deviations and behaviour of the lagged endogenous variables in correcting short term disequilibrium. Wald test has also been performed to verify the joint significance of lagged differenced futures and spot price series as many coefficients of lagged endogenous variables were not statistically significant. The results of the VECM tests were confirmed through the pair-wise Granger Causality Test which indicates direction of the causality. A detailed description of all the used methodology has been explained with the results of the study in the next section.

ANALYSIS AND DISCUSSIONS

If the spot and futures markets are efficient the informed investors are generally unresponsive between trading in either market and new information is replicated in both markets concurrently. But, if the pace of responsiveness to the new information is different in two markets, then one market may respond faster and other may respond slowly to the announced information resulting in lead-lag relationship between the two and one market helps to discover price in other market due to market frictions and strength of market microstructure.

To ascertain which market leads and plays price discovery role, first we put the variables under study to check whether they are cointegrated or not. The two series or variables are considered to be cointegrated, if the linear combination of non-stationary variables are of the integrated order I(0), that is, their residuals are stationary at level, though individually they are non-stationary at level, but should be integrated of the same order. To verify the nature of stationarity, we used Augmented Dickey & Fuller (ADF) test and the results have provided in the following table.

Table 1: Stationary Test of Sample Series

Variables	Null Hypothesis	Level Data		First Differenced Data	
		ι value	**p value**	**ι value**	**p value**
Spot Price		-3.109248	0.1042	-58.03206	0.0000***
Futures Price	H_0: Non-Stationary	-3.054835	0.1175	-60.39616	0.0000***
Residual		-11.15234	0.0000***	---	---

***Note:** * indicates significance at 10%; ** indicates significance at 5%; *** indicates significance at 1%*

Table-1 reports that though spot and futures price series are not stationary at level, they are stationary at first differentiation as *p* value at first difference is less than 1% significance level. As spot and futures prices are integrated of the order-1 (i.e., stationary at first difference), we can infer that these variables are cointegrated if the linear combination of these are stationary at level (i.e, I(0)). The results also confirm the same as residual obtained by running regression of spot on futures are stationary at level *(p-value<1% in case of residual), same is confirmed by absolute Tau (*ι) value as it is greater than Engle-Granger critical value of 4.01 at 1% level of significance. After meeting necessary criteria for cointegration, we examined the optimal lag length that can be used to run Johansen cointegration test to determine long-run equilibrium relationship between spot and futures prices. The results of optimal lag length selection and cointegration test are described in Table-2 and Table-3 respectively.

Table 2: Lag Order Selection Criteria

Lag	LR	FPE	AIC	SIC	HQ
1	31297.09	297517.4	18.27898	18.28869	18.28243
2	441.9969	265916.1	18.16669	18.18287*	18.17243
3	30.29401	264384.9	18.16092	18.18357	18.16896*
4	9.313727	264293.7	18.16057	18.18969	18.17091
5	18.52439*	263572.3*	18.15784*	18.19343	18.17048

** indicates lag order selected by the criterion*

LR: sequential modified LR test statistic (each test at 5% level); **FPE:** Final prediction error ; **AIC:** Akaike information criterion ; **SIC:** Schwarz information criterion ; **HQ:** Hannan-Quinn information criterion.

Johansen's cointegration test is more sensitive to the lag length employed. Besides, inappropriate lag length may give rise to problems of either over parameterization or under parameterization. To overcome these issues, based on various lag order selection criteria, we choose lag length of 5 as optimal lag and use it to run cointegration. The results of the test indicate that both the trace and the eigenvalues tests strongly reject the absence of cointegration but do not reject the existence of one cointegrating relation between spot and futures prices as described in Table-3.

Table 3: Johansen's Cointegration Test

Hypothesized No. of CEs	Trace Statistics			Eigen Value Statistics		
	λ trace	Critical Value (5%)	p - value	λ max	Critical Value (5%)	p - value
None	142.7420	15.49471	0.0001	142.6872	14.2646	0.0001
At most 1	0.054812	3.841466	0.8149	0.054812	3.841466	0.8149

The null hypothesis is rejected in the second case which reveals that one cointegrating equation exists between spot and futures prices. Thus, it is clear that both spot and futures prices share a long-term equilibrium relationship between them and in general there is a price discovery process in the spot and futures market. However, in the short-run there will be disequilibrium in the prices of spot and futures market due to lower transaction cost, greater liquidity and operational efficiency of one market over other. As a result, one market leads the other in terms of informational efficiency. Since, evidence for cointegration found between spot and futures series, it is appropriate to use Vector Error Correction Model (VECM) to assess the short-run adjustments & lead-lag relationship between spot and futures. VECM is a multivariate time series model that takes into account the lagged terms in the equation and the presence of error correction dynamics confirms price discovery process that facilitates the market to move towards the long-run equilibrium. The general form of VECM model used under the study is:

$\Delta F_t = \alpha_F + \beta e_{t-1} + \sum^p{}_t = 1\ \gamma_i \Delta F_{t-i} + \sum^p{}_i = 1\ \delta_i \Delta S_{t-i} + \varepsilon_t$ .... Equation -1

$\Delta S_t = \alpha_s + \phi \upsilon_{t-1} + \sum^p{}_t = 1\ \psi_i \Delta F_{t-i} + \sum^p{}_i = 1\ \omega_i \Delta S_{t-i} + \mu_t$ .... Equation -2

In the above two equations, ΔF_t and ΔS_t represents two endogenous variables, α_F and α_s are intercept terms, e_{t-1} and υ_{t-1} are equilibrium error term, ΔF_{t-i} and ΔS_{t-i} are lagged endogenous variables, ε_t and μ_t are residuals of the equations, β and ϕ error correction coefficients which measures speed of adjustments from short run to long run and the value of the coefficient must be negative and significant p is optimal lag length and γ, δ ,ψ & ω are coefficients of lagged variables.

For our investigation on price discovery function, we used lags of futures and spot closing prices as endogenous variables along with the intercept term and the lag length of 5 selected under various criteria has been used to gauge the long-run and short-run dynamics of spot and futures prices. However, generated VECM residuals have violated no autocorrelation (except 4th lag leading to the rejection of null hypothesis based on Lagrange Multiplier [LM] test of no autocorrelation at 5% level of significance), no heteroskedasticity and normality assumptions as reported in the following table.

Table 4: Residual Diagnostic Tests on NSE Return Series

Test Procedure	Null Hypothesis	Test Statistics	P Value	Decision
Jarque-Bera Test	*Series Normally Distributed*	22147.04	0.0000	Series not normally distributed
White Test (no cross terms)	*No Heteroskedasticity*	726.4268	0.0000	There is heteroskedasticity
Autocorrelation Test				
Lags	**Null Hypothesis**	**LM – Statistics**	**Probability**	**Decision**
1	*No Serial Correlation*	10.86565	0.0281	Serially correlated
2		13.34904	0.0097	
3		14.60812	0.0056	
4		7.947858	0.0935	Serially uncorrelated
5		**11.00062**	**0.0266**	Serially correlated

To overcome these issues and to reduce computational burden of VECM, it is better to use VEC-GARCH model estimated by Feasible Generalised Least Square (FGLS) method which is free from distributional assumptions *(Maekawa & Setiawan, 2014)* or ARCH based ML Marquardt estimation method, as FGLS is similar to ARCH-ML estimator in its limits and asymptomatically same as FGLS *(Burke & Term, 2010)*. Thus, we used VEC-GARCH based on Marquardt estimation method for studying the price discovery dynamics of spot and futures price series as it is a heteroskedasticity adjusted estimation method.

Table 5: VEC-GARCH Model

Variables	Futures Price (ΔF_t)			Variables	Spot Price (ΔS_t)		
	Coefficient	z-statistic	Probability		Coefficient	z-statistic	Probability
α_F	2.435871	5.776701	0.0000***	α_s	2.095253	5.144483	0.0000***
β	-0.30997	-6.169153	0.0000***	ϕ	-0.175425	-3.660686	0.0003***
γ_1	-0.133185	-1.555903	0.1197	ψ_1	0.193459	2.36465	0.0180**
γ_2	-0.20684	-2.400348	0.0164**	ψ_2	-0.021406	-0.254192	0.7993
γ_3	0.025297	0.282964	0.7772	ψ_3	0.130326	1.517662	0.1291
γ_4	-0.071168	-0.819403	0.4126	ψ_4	0.016393	0.194444	0.8458
γ_5	-0.12785	-1.689497	0.0911*	ψ_5	-0.062078	-0.842878	0.3993
δ_1	0.190949	2.146988	0.0318**	ω_1	-0.114977	-1.342353	0.1795
δ_2	0.185798	2.139422	0.0324**	ω_2	-0.003157	-0.036912	0.9706
δ_3	-0.011124	-0.119801	0.9046	ω_3	-0.121468	-1.358915	0.1742
δ_4	0.097019	1.084586	0.2781	ω_4	0.006749	0.077214	0.9385
δ_5	0.135647	1.717959	0.0858*	ω_5	0.062615	0.813126	0.4161

Note: ** indicates significance at 10%; ** indicates significance at 5%; *** indicates significance at 1%*

The results reported in the above table advocates that Error Correction Terms (ECTs) of both equations (i.e., β and ϕ) have a significant negative sign implying that the prices can not drift too far apart and convergence is achieved in the long run. The coefficient β points out that futures price adjusts to previous period's deviation at a speed of almost 31% per day from long run equilibrium. Likewise, ϕ indicates spot price adjusts at a speed of 17.54% per day to previous period's divergence. The lagged endogenous variable's coefficient which measure short-term dynamics of spot-futures price relationship suggests the coefficient of 2-day & 5-day lagged futures price changes and 1-day, 2-day & 5-day lags of spot price changes have a significant influence on futures prices. But, in equation-2 only one day lagged price changes of futures has a significant influence on present spot price. Though major part of the lagged terms of spot and futures are statistically insignificant, but the Wald test statistics suggests that both are significant at 10% level indicating the short run impact of previous period's change in price on current period's price changes.

Table 6: Joint Significance Test

Equation	Variables	Wald statistic	Probability
ΔF_t	Futures Lags (γ_1 to γ_5)	10.40719	0.0645*
	Spot Lags (δ_1 to δ_5)	10.18434	0.0702*
ΔS_t	Futures Lags (ψ_1 to ψ_5)	11.98653	0.0350**
	Spot Lags (ω_1 to ω_5)	5.277471	0.3830

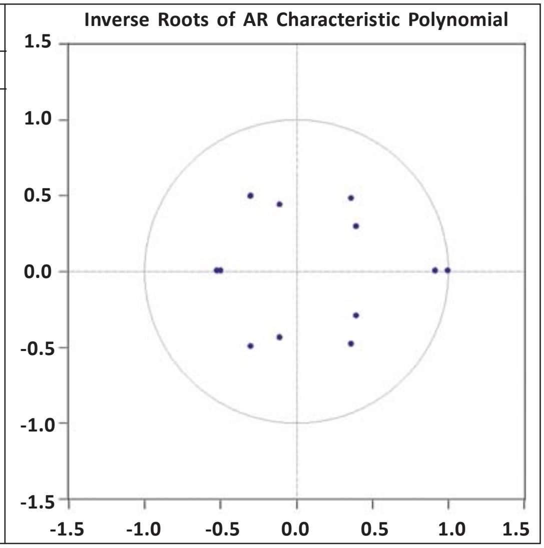
Note: ** indicates significance at 10%; ** indicates significance at 5%; *** indicates significance at 1%*

Thus, it is a clear indication that spot and future prices hold unilateral relationship where in spot leads futures market as information is absorbed much faster by NSE Nifty 50 than Nifty50 futures. As β value larger than ϕ, futures price make greater adjustments in order to reach equilibrium level which not only highlights the informational efficiency of spot but also provides an evidence for significant role played by spot market (Index) in price discovery process.

To verify the stability of VEC-GARCH model, we used AR Roots table and graph which reports roots of characteristics polynomial and inverse roots of characteristic polynomials respectively.

Table 7: VEC Stability Test

Roots of Characteristic Polynomial	
Root	**Modulus**
1	1
0.91772	0.91772
0.362628 - 0.478174i	0.600124
0.362628 + 0.478174i	0.600124
-0.299264 - 0.494174i	0.577726
-0.299264 + 0.494174i	0.577726
-0.519284	0.519284
-0.494349	0.494349
0.397412 - 0.292620i	0.49352
0.397412 + 0.292620i	0.49352
-0.107715 - 0.436505i	0.449599
-0.107715 + 0.436505i	0.449599



It has been proved that if the model or process of VECM is stable, the modulus of root values must be less than one except for first root, as the companion matrix of a VECM with ‘k’ endogenous variables and ‘r’ cointegrating equations will have ‘k – r’ unit eigen values. In our study we used two variables and the cointegration test resulted in one cointegrating equation, hence VECM-AR roots will have one root with the value of unity. The result of the stability test is described in table-7, which suggests that VEC specification imposes 1 unit root.

To check the causality, Bivariate Granger Causality test is performed which uses F-statistics to check whether lagged independent variable provides any information which is statistically significant about the dependent variable in the presence of its lag.

Table 8: Granger Causality Test

Null Hypothesis	Observations	F-statistics	p-value
Spot does not Granger Cause Futures	3870	3.65911	0.0026***
Futures does not Granger Cause Spot		1.93768	0.0848*

Note: ** indicates significance at 10%; ** indicates significance at 5%; *** indicates significance at 1%*

The test findings confirm unidirectional causality from spot to future and not vice-versa with significant p-value in spot market leading futures value i.e., spot market granger cause futures market, which shows that spot prices granger cause future price at 5% level of significance. The other relationship is not significant which suggest that futures price does not granger cause spot price.

CONCLUSION

The past enquiry into cointegration and price discovery role of spot and futures provided mixed evidence on the price discovery role played by futures market. Few researchers provided evidence for futures domination in price discovery process while the others suggested dominance of spot market in price discovery. In our study, we considered longer period (2000-2015) compared to previous research and evaluated how information flows from one market thereby contributing to price discovery in satellite market. Our examination on long-run cointegrating relationship between spot and futures prices is in confirmation with the past studies *(Raju & Karande, 2003; Pradhan & Bhat, 2007; Choudhary & Bajaj, 2012; Aurora & Kumar, 2013)* which highlighted the existence of long-run equilibrium relationship between the prices.

The results of VECM reveals that error correction term of future market is greater in magnitude than that of spot market which implies that future price exhibits a stronger reaction to departures from long run equilibrium than does the spot index and hence, makes greater adjustment in order to re-establish the equilibrium. This short run disequilibrium can be corrected quickly due to arbitrageurs' involvement in the market and all these evidences suggest that spot leads the future market in price discovery mechanism. Our result is in contrast to the previous studies (*Dhawan & Rajib, 2007; Rajput et al., 2012; Choudhary & Bajaj, 2013),* which proved that futures market plays a dominant role in price discovery and information transmits from futures to spot market. The analysis on causal relationship between the variables provided evidence for significant unidirectional causality from spot to futures market whereas, in case futures to spot, we do not found statistically significant causal relationship. Our research findings are identical to the results of *Mukherjee & Mishra (2006)*, *Pradhan & Bhat (2007)* and *Bohl, Salm & Schuppli (2011)* who upheld the dominance of spot market in performing price discovery function over futures market.

On the whole, our investigation into price discovery role and cointegrating relationship between spot and futures index prices confirms the long-run equilibrium relationship and price discovery efficiency of spot market over futures market. This is largely because the Indian spot market has seen several changes in its microstructure as compared to the derivatives market which have enhanced the efficiency of spot in absorbing the information instantaneously. Moreover, consistent participation of various market players and slower rate of increase in the popularity index futures among market participants can be the reasons for price discovery efficiency of spot market over index futures in India.

SCOPE FOR FURTHER RESEARCH

Under this study, we have used daily closing price data for determining price discovery role of spot and futures. The researchers can also use intraday tick-by-tick data to ascertain price discovery role because if there is short-run disequilibrium between the prices of spot and futures it may take few hours or minutes for re-establishing equilibrium relationship rather than a day, at times. Studies can also be carried out on the same area by considering individual stock futures and a combined study of futures and options' contribution on price discovery efficiency from the perspectives of both NSE and BSE.

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AWARENESS OF GOVERNMENT MATERNAL HEALTH SCHEMES AMONG WOMEN

- Priya S Shetty

Abstract

People all over the world try to improve their skills to reach a healthy dignified life. Health of the individual is the major determinant of the growth of any nation. Healthy citizens contribute tremendously to the welfare of the economy. Knowing this fact all economies including international organisations like World Health Organisation has focussed the attention towards general health and more essentially to health of women. The Universal Declaration of Human Rights 1948 states that "motherhood and childhood are entitled to special care and assistance". The Millennium Development Goals and other global commitments have focused primarily on the entitlements and needs of women. Women are the pivot around which the society revolves. Healthy mothers give birth to healthy babies and thus healthy citizens. Despite tremendous advances in medicine, it is widely seen that the health of mothers especially in developing countries is dismal. Women die in developing countries for reasons that are avoidable. In such a situation, the governments of all nations have come forward with programmes for the improvement of women's health. Awareness of such health schemes among women will definitely improve the accessibility to these services thereby reducing the maternal mortality rate and infant mortality rate, consequently improving the economy. In this background the paper attempts to find out the awareness of maternal health schemes among women and also to know the preference of availing health care.

Key words: *Health, Maternal mortality rate, World Health Organisation, Infant mortality rate*

INTRODOCTION

Human beings have continuously sought to improve their skills and to reach a life which is more and more dignified. For this reason, improvement in health has always been, today as in the past, one of the most important social objectives. The World Health Organisation (WHO) definition of health states that health is a state of complete physical, mental and social well-being, and not merely an absence of disease or infirmity. The Millennium Development Goals (MDGs) set

Ms Priya S Shetty, *Assistant Professor, PG Dept of Economics, St Aloysius College (Autonomous) Mangaluru, 575 003, email: priyasom5@yahoo.co.in*

at the World Summit on Sustainable Development held at Johannesburg, South Africa in 2002 also emphasise the importance of social sectors which encompasses health sector. The Millennium Development Goals have put health at the heart of the development agenda, with three out of eight Goals directly related to improvement in health status. India has made substantial gains in its health status in the last six decades. However, despite significant reductions in mortality and fertility, a number of challenges remain. With one-sixth of the world's population and one-third of the world's poor, India's economic and social progress is critical to achieving universal Millennium Development Goals.

The health of mothers is a major determinant of that of their children, and thus indirectly affects the formation of human capital (WHO, 2005). The babies of ill or undernourished pregnant women are more likely to have a low birth weight and impaired development. Woman is the pivot around which the family, the society and humanity itself revolves. National development depends greatly on the welfare of women who are the real architects of a nation. The programme for women welfare aims at raising the economic and social status of women, so that they can play an important role in building a strong and prosperous nation. Women's health and her access to health services play an important role in a developing country like India. Poor nutrition generally starts before birth and continues into adolescence and adult life and can span into generations. The intergenerational cycle of under nutrition ensures that an undernourished mother gives birth to an underweight baby who goes to become a malnourished and anaemic child (Report of the Working Group on Nutrition for the Twelfth Plan 2012-2017).

Maternal and child health programmes are also prime candidates for public funding because they produce public goods. A comprehensive programme also includes components such as information on contraception, on sexual health and rights, on breastfeeding and child care, that are obvious public goods. Moreover, the rule of rescue, which gives priority to interventions that save lives, applies to many maternal and child health interventions. Public funding for maternal and child health care is justified on grounds of equity. In addition, where women and children represent a large proportion of the poor, subsidising health services for them can be an effective strategy for income redistribution and poverty alleviation.

The awareness of health programmes among the women definitely help to reduce infant mortality and maternal mortality rates. The knowledge also helps people to concentrate on their health status. The outcome of the study helps the policy makers to find out the loop holes in reaching the masses in respect of providing health information and also the hindrance to access health care. In this background the study has the twin objectives to find out the awareness among women about maternal health schemes of the government and examine the preference of availing health care.

METHODOLOGY:

The source of data is both primary and secondary. The secondary data is collected both from published and unpublished sources. It includes reports of the Health Departments and Surveys of the Government, information through print media like newspapers, articles related to the issue in magazines and journals, electronic media, though they are not exhaustible. The primary data is collected from 100 samples from households in Mangalore. A cross section study is conducted considering only women in the age group of 20-60 years from different socio-economic status stratified on the base on income, education, religion, place of residence etc. Questionnaire is constructed as per the requirement of the study and is administered to the respondents. A random sample of 100 is considered to understand the awareness of government health schemes for women. The data collected relates to the awareness, accessibility and availability of health care for women. It also includes the nature of availing health care by women in Mangalore. A structured questionnaire which covers the socio-economic background is monitored. The educational level, income level, occupation, place of residence and other details relating to age and awareness of the respondents were collected.

REVIEW OF LITERATURE

The Millennium Development Goals and other global commitments have focused pri-marily on the entitlements and needs of women. The reports of WHO notes the importance of women's multiple contributions to society in both their productive and reproductive roles. The Universal Declaration of Human Rights 1948 states that "motherhood and childhood are entitled to special care and assistance". The General Conference of the International Labour Organization 1952 adopts the Maternity Protection Convention.

Throughout human history, pregnancy and childbearing have been major contributors to death and disability among women. Maternal mortality (i.e. the death of a woman during pregnancy, delivery or the postpartum period) is a key indicator of women's health and status, and shows most poignantly the difference between rich and poor, both between countries and within them. Antenatal care is particularly important because many women have nutritional deficiencies when they begin their pregnancy. Anaemia significantly increases the risks to health for both mothers and infants. Maternal deficiencies in micronutrients may also affect the infant's birth weight and chance of survival, and poor vitamin A intake increases the mother's risk of night blindness.

Priorities for action include: increasing the number of births attended by skilled birth attendants in all countries with high maternal mortality rates; ensuring that a continuum of antenatal, delivery and post- partum care is available and accessible to all pregnant women; and ensuring that all women have access to modern contraception, safe abortion services to the fullest extent permitted by law including post- abortion care, and screening and treatment for sexually transmitted infections. It is vital to ensure that women have access to essential reproductive health care and services during humanitarian crises.

India has made substantial gains in its health status in the last six decades. However, despite significant reductions in mortality and fertility, a number of challenges remain. With one-sixth of the world's population and one-third of the world's poor, India's economic and social progress is critical to achieving universal Millennium Development Goals. The 2005-2006 National Family Health Survey (NFHS-3), coordinated by the United States Agency for International Development (USAID) in partnership with the GOI (Government of India) and other donors, drew the attention of policymakers to poor nutrition and immunisation levels in India. Nutrition is required for human development. Nutrition is acknowledged as one of the most effective entry points for human development, poverty reduction and economic development with high economic returns. Nutritional challenges continue throughout the life, particularly for girls and women. Therefore nutritional security in itself is a wide ranging plethora of factors that need to be addressed in a well coordinated manner.

As per National Family Health Survey -3, more than one third (36%) of women aged 15-49 years have a body mass index (BMI) below 18.5%, which indicate chronic energy deficiency including 16% who are moderately to severely thin. The proportion of married women who are more thin (33%) has declined slightly from 36%. Indian women have high fertility rate particularly during childhood and in their reproductive years. The health of Indian women is intrinsically linked to their status in society. The status of women in the society inflicts a deleterious impact on the health status of Indian women.

Education ensures awareness among women. Sen and Sengupta (1983) demonstrate in their study that children of literate mothers had higher nutritional intakes than children of illiterate mothers. Desai (1994) asserts that parents' reluctance to educate daughters has its roots in the situation of poor health of Indian women. McClamroch, Kristi (1996) using cross-national data does a statistical study on the relationships between total fertility rate and women's level of education and women's labour participation. The study finds out that education, though not directly related to total fertility rate, is highly correlated with the percentage of married couples using contraception. Therefore, it has an important indirect relationship with total fertility rate. Healthy mothers have more time and are more available for the social interaction and the creation of the bonds that are the prerequisite of social capital. Consequent gains in human and social capital translate into long-term economic benefits.

In addition to significant association between educational attainment and adult health and mortality, studies have shown maternal education to be a significant predictor of child health. Findings from the World Fertility Surveys and the Demographic and Health Surveys, for example, focused attention on the significant negative association between maternal education and child mortality and childhood ill health throughout much of the developing world (Hobcraft 1993). What specific role maternal education plays in this association is a continued topic of inquiry (e.g., Behrman & Wolfe 1987, Desai & Alva 1998, Thomas et al. 1991, Kravdal 2004).

India is one of the few countries where women and men have nearly the same life expectancy at birth. The lack of typical female advantage in life expectancy in India suggests that there are inherent problems with women's health. Indian women have high fertility rate particularly during childhood and in their reproductive years. The health of Indian women is intrinsically linked to their status in society. Some studies suggest that women typically have very limited autonomy, living under the control of their fathers, then their husbands, and finally their sons (Chatterjee, 1990; Desai, 1994; Horowitz and Kishwar, 1985; The World Bank, 1996). All of these factors inflict a deleterious impact on the health status of Indian women.

Studies of low and middle income countries show that health outcomes and education has a strong positive relation (Subbarao and Raney, 1995). Poor health has repercussions not only for women but also for their infants and other members of family. Women in poor health are more likely to give birth to low weight infants. They also are less likely to be capable of providing food and adequate care to their children. Finally, a woman's health affects the household economic well-being. As a result of poor health, women will be less productive in the labour force also. According to Doyal (2000) international organisations and national governments have prepared and adopted in any gender action plans, which include health related objectives. The majority of them have focused on reproductive issues; however she points to the necessity of integrating gender concerns into all aspects of health care, stressing the ways in which gender equity could be more effectively promoted within the context of public health policies in the EU (European Union).

Doyal (2001) argued that despite the recent progress, around half a million women die each year as a direct consequence of pregnancy and childbirth. She stressed, however, that biological influences are only one part of the complex of factors shaping the health of women and men. Socially constructed gender differences are also important in determining whether individuals can realize their potential for a long and healthy life.

Farzaneh Roudi-Fahimi et al. (2003) opine that education helps women take advantage of opportunities that could benefit them and their families, preparing women for the labour force and helping them understand their legal and reproductive rights. Their study reveals that education is the single most important determinant of both age at marriage and age at first birth in MENA (Middle East and North Africa) countries since women in the region tend to give birth soon after marriage. Among married Egyptian women aged 25 to 29, for instance, those with no education had married at 18, on average, and had their first child by 20; those with a secondary or higher education married at an average age of 23 and had their first child by 25. Educated women generally want smaller families and make better use of reproductive health and family planning information and services in achieving their desired family size.

One major advantage of educational ability is understood to be better health status and it is knowledgeable that better educated women have lesser level of health problems than others (Mirowsky, J .2003). Miguel and Kremer (2004) found that de-worming of children in Kenya increased school attendance. Literacy level of women will definitely have an influence on her health and also the health of the future generations. It has been viewed that women's admittance to education and health in developing countries is increasingly being accepted by international and national bodies as a primary right and boosting this access is a fundamental objective for nearly all developing regions. Children are more likely to attend school if their parents are literate. Opening economic opportunities to women has far- reaching effects, but those benefits can be reaped only if women receive at least a basic education. Poverty constitutes the underlying factor for poor health status among large masses. In both high-income and low-income countries, levels of maternal mortality may be up to three times higher among disadvantaged ethnic groups than among other women (Anachebe, 2006; Australia's Health 2008). The most striking difference between rich and poor countries is in maternal mortality: 99% of the more than half a million maternal deaths every year happen in developing countries. Not surprisingly, the highest burden of morbidity and mortality particularly in the reproductive years is concentrated in the poorest and often the institutionally weakest countries, particularly those facing humanitarian crises (WHO, 2009).

Price and Simon (2009) find that during the three-month period after the publication of an article in the New England Journal of Medicine about the risk of a vaginal birth following a previous C-section birth, the incidence of such births dropped more significantly among the more educated mothers. This result suggests that more educated people absorb new information more quickly, which may then change their behaviour. Aizer and Stroud (2010) report that more educated mothers reduced their smoking after the release of the 1964 Surgeon General Report on smoking and health while the less-educated did not.

Family health is also better due to the better health status of woman because a healthy mother is a guarantee to a healthy society (Abida and others, 2011).

The era of globalization marked by unemployment, depleting wages, rising health care costs, hazardous working and living environment has clear gender specific impacts. The patriarchal forces act in alliance with the forces of globalization to accentuate gender related subordination. Relatively high mortality rates of women are a reflection of unequal gender relations, inequalities in resource distribution, lack of access and availability of drugs and health services in our country. Because of the wide variation in cultures, religions, and levels of development among Indian states and union territories, it is not startling that women's health also varies immensely from state to state in India. Evidence from several countries show that removing user fees for maternal health care, especially for deliveries, can both stimulate demand and lead to increased use of essential services. Removing financial barriers to care must be accompanied by efforts to ensure that health services are appropriate, acceptable, of high quality and responsive to the needs of girls and women (WHO, 2009).

Women's health during the reproductive or fertile years (between the ages of 15 and 49 years) is relevant not only to women themselves, but also has an impact on the health and development of the next generation. Many of the health challenges during this period are ones that only young girls and women face. For example, complications of pregnancy and childbirth are the leading cause of death in young women aged between 15 and 19 years in developing countries. The most important risk factors for death and disability in this age group in low- and middle-income countries are lack of contraception and unsafe sex. These result in unwanted pregnancies, unsafe abortions, complications of pregnancy and childbirth, and sexually transmitted infections including HIV. Violence is an additional significant risk to women's sexual and reproductive health and can also result in mental ill-health and other chronic health problems. (WHO, 2010).

Trevor V. Mattos et al. (2012) opine that gendered education and health outcomes are of great importance for developing regions of the world where low standards of human health and low levels of education persist. Elard Koch et al. (2012) study aimed to assess the main factor associated to maternal mortality reduction in large time series of 50 years from 1957 to 2007 available in Chile in framework of the United Nations' Millennium Development Goals (MDGs). The study concluded that increasing education level appears to favourably impact the downward trend in the maternal mortality rate (MMR), modulating other key factors such as access and utilization of maternal health facilities, changes in women's reproductive behaviour and improvements of the sanitary system. Reduction in MMR is one of the eight MDGs.

A comparison between the growth rates of HDI (Human Development Index) and GDP (Gross Domestic Product) of India was made by Subramanian, P (2013). In the period 1990-95 the growth rate of HDI is 6.55% whereas the growth rate of GDP is 79.47%. The growth rate of HDI to GDP is 8.5%. In the period of 1995-2001 the growth rate of HDI is 6.69% whereas the growth rate of HDI to GDP is 107.5%. The growth rate of HDI to GDP is 6.2% during this period, growth rate of HDI to GDP diminishes than the earlier value, showing that economic progress is at a faster rate than the human development. The reasons for the higher growth rate in this period are better record in improving adult literacy rate, gross enrolment ratio, and continuous improvement in life expectancy, infant mortality, maternal mortality rate, health and sanitary conditions. The study reveals that economic growth itself will not be sustained unless preceded or accompanied by improvements in human development.

Knowing well the importance of health of women in the health of the nation, the Government of India has framed policies to improve women health status in the country. In 1951, the draft outlined for the First Five-year Plan, recognised 'Population Policy' as 'essential to planning' and 'family planning' as a step towards improving the health of the mothers and children. The Mother and Child Health (MCH), nutrition and immunization programmes were brought under the umbrella of the Family Welfare Programme and was finally transformed into the Reproductive Child Health (RCH) programme. The International Conference on Population and Development in 1995 was the milestone which resulted in India shifting the unitary focus on sterilisation-centered family planning approach to a broad-based reproductive and child health policy framework.The National Rural Health Mission (NRHM 2005) – launched in 18 states that were identified as having poor health indicators – emphasises on comprehensive primary health care for the rural poor. The implementation of the Reproductive and Child Health Program was strengthened with its integration into the National Rural Health

Mission, where improved programme implementation and health systems development was seen as mutually reinforcing processes.

With the launch of the NRHM, the RCH programme efforts got further boost with the two-legged policy of restructuring the rural health care system (the supply side) along with stimulating the demand side with the introduction of the innovative conditional cash transfer scheme for pregnant women to deliver in public health facilities. In considering the health of women and children in India and trying to achieve the global targets, Indian government has several schemes for women and Karnataka in particular. The study deals with the awareness of these schemes which will ensure accessibility, availability and affordability to health care by women. The study area is confined to Mangalore Taluk which is considered to be the education hub of Karnataka state housing many private and public health care facilities. The details of the schemes are as below:

JANANI SURAKSHA YOJANA

Helping the poor pregnant women after delivery. JSY scheme is continuation of the previous delivery allowance scheme of the Central Government. The objective is to give financial assistance to the poor pregnant women during delivery. Under this scheme pregnant woman belonging to below poverty line families and SC, ST families will get an assistance of Rs. 500 if delivered at home, Rs. 600 for urban institutional delivery, Rs. 700 for delivery in health centres in rural areas, and Rs. 1500 for caesarean delivery. This benefit is available if delivered in recognised private health institutions other than government hospitals also.

MADILU –

Caring For the mother and the child Madilu scheme is started by the government to provide post natal care for the mother and the child. The objective of this scheme is to encourage poor pregnant women to deliver in health centres and hospitals in order to considerably reduce maternal and infant mortality in the state. Under this scheme a kit containing nineteen items for the use of mother and new born is given. The beneficiaries must belong to below poverty line families, and delivered in government hospitals. The benefit is limited to two live deliveries.

Thayi Bhagya Scheme: This revolutionary scheme provides totally free service for the pregnant women belonging to BPL families in registered private hospitals. The scheme has been designed so that women belonging to Below Poverty Line (BPL) families can avail totally cashless treatment in these private hospitals. The benefit is limited to the first two live deliveries. The beneficiaries are identified through the Ante Natal Care (ANC) cards called Thai Card issued to them.

As per the Human Development Index 2015 of the District, Mangalore ranks first in the district with the indicator of 0.830. Though Mangalore stands first in standard of living and education indicators, it scores second position in health indicator. (*The Hindu dated 2 January 2016, pp3*).

Table 1: Demographic Profile

Variable		Percentage
Age (years)	20-30yrs	33
	30-40yrs	22
	40-50yrs	31
	50-60yrs	14
Place of residence	urban	65
	rural	35
Marital status	married	62
	single	27
	widow	5
	separated	6

Source: Survey data

Table 1 shows the demographic profile of the respondents. The respondents in the survey fall in the age group of 20-60 years. 33 percent of the respondents are between 20-30 years, 22 percent are between 30-40 years, 31 percent are in the age group of 40-50 years and 14 percent are between 50-60 years of age respectively. 65percent of the respondents are from urban area whereas remaining 35 are from rural area.

The survey reveals that 62 percent of the respondents are aware of health schemes for women. Among them 51.6 percent awareness is generated by newspapers, 33.9 by television, 40.3 by friends and only 11.3 percent by health workers indicating the low level of community participation by the health workers. Only 33 percent are aware of the thai card, 31 percent aware of the cash and kind facility and 25 percent are aware of maternity kit to the new mother. This shows the low level of awareness of the linked benefits of the government maternal health scheme.

Table 2: Awareness Among Different Age Group (in percentage)

Facilities	20-30	30-40	40-50	50-60
Government Schemes	60.6%	54.5%	64.5%	71.4%
Thai Card	21.2%	31.8%	25.8%	7.1%
Monetary Benefit	30.3%	31.8%	29.0%	35.7%
Maternity Kit	24.2%	27.3%	29.0%	14.3%

Source: Survey Data

Table 2 gives the awareness of different schemes among different age groups. Age does not show any significant relationship with the general awareness. It is evident that the recent schemes of thai card and the maternity kit is less known by women in the age group of 50-60 years.

Table 3: Awareness Among Different Religion (in percentage)

Religion	Percentage
Hindu	67.2
Muslim	37.5
Christian	60.0

Source: Survey Data

Table 3 shows clearly that awareness of government health schemes are poor in case of Muslim women to the extent of 37.5 percent when compared with Hindu and Christian women where above 60 percent are aware.

Table 4: Education and Awareness (in percentage)

Educational Level	Percentage
Illiterate	66.7
Upto High School	52.2
Pre University	68.8
Graduation and above	63.0

Source: Survey Data

It is evident from table 4 that there is no significant relationship between the educational level of the respondents and their awareness of maternal health schemes in the study area. Though the literature review gives us an insight on education playing a major role in health of women, it does not play an important role in the awareness of maternal health schemes.

Table 5: Preference of Treatment

Preference of Treatment	Percent	Reasons	Government	Private
Government	6.0%	proximity	33.3%	19.4%
private	93.0%	less expensive	83.3%	2.2%
NGOs	0%	better treatment	16.7%	67.7%
traditional	1.0%	cleanliness	0%	16.1%
other	0%	better doctors	0%	43.0%

Source: Survey data

Table 5 gives the detail of preference of treatment. Only 6 percent prefer government provided heath care citing the reasons of proximity and less expens. No respondent cited cleanliness or better doctors. 93 percent prefer private health providers citing better treatment and better doctors though they are aware that it is expensive.

FINDINGS OF THE STUDY

- Most of the people use their own finance to meet health needs. The awareness and utilisation of health insurance gives a dismal picture. Even the utilisation of government health insurance scheme is gloomy.
- Majority of the population did not feel the need to have health insurance. Though a few of them have health insurance, the premium is small.
- There are still large sections of the population who are not aware of government health schemes. Among those who are aware, majority know about Janani Suraksha Scheme and few are aware of Madilu and Thayibhagya and only a negligible section are aware of Prasooti Araike which is not available in Mangalore.
- The awareness about the government health schemes for women is generally disseminated through newspapers, television and friends. The role of health workers in this regard is very poor indicating the low level of community participation by the health workers.
- An insignificant number are aware of the thai card, cash and availability of maternity kit to the new mother. This shows the low level of awareness of the linked benefits of the government maternal health scheme.
- Majority of the households are not visited by the health workers. This is one of the major reasons that the people are unaware of health schemes of the government.
- With regard to the preference of treatment, only a small section prefer government provided heath care citing the reason of proximity and low cost. people were not happy with the cleanliness and thought that there are no good doctors in government health centres.
- Vast majority preferred private health providers for better treatment and better doctors though they are aware that it is expensive.
- Majority have not availed the benefits of government schemes stating there is no agency to support. It is interesting to know that quite a few felt that they do not want government health care facilities because they think that the service rendered is very poor.
- Education does not seem to be an important determinant of awareness of health schemes among women.

SUGGESTIONS FOR IMPROVEMENT

- There is a need for increasing awareness among the people and they have to be encouraged to use the government health schemes. Publicity in this regard is advisable.
- The number of private hospitals and clinics also should be improved and a public private partnership in providing health care can be introduced.
- A large magnitude of the people opines that the information regarding women health schemes is reliable and is useful. Though they think that the information is reliable, their utilisation of government health schemes is less. This can be increased by building faith and confidence in the system.
- Considering the opinion regarding increasing awareness, it is the need of the hour that health workers should be efficient and health information should be disseminated effectively. They also opine that more publicity has to be given so that people are aware of women health schemes of the government and avail it.
- The dismal situation of health insurance can be improved by encouraging people to go for health insurance. Much awareness in this regard is needed since health shocks are the major blow to the households which may be pushed into poverty.
- It is suggested that there should be a good rapport between the community and the health workers who act as a direct link between the public and health centres. The information about health, hygiene, facilities with different schemes has to be given to the people so that people are aware and confident enough to use the facilities.
- Health education should be imparted to improve the health condition of the people in general and the marginalised in particular.
- The number of health workers should be increased to cater to the healthcare needs of the people.
- Technology has to be integrated into the health care delivery mechanism which can improve the way healthcare is provided to people.
- Delivery of health information should be the duty of the citizens too. Schools, colleges, nongovernmental organisations, government bodies,

institutions should have social responsibility to disseminate knowledge for the welfare of the society.

- Attitude of the people towards government health care facility should be positive. In order to attract the people and give health care to the needy, the government health care providers should see that the service is very good with good governance.

This study is limited to only Mangalore taluk which has a good number of private hospitals. The taluk is also a developed one as compared to many other taluks in the state. There is a wide scope for further research in this area. Such cross section analysis can be conducted to know the grass root reality. Public expenditure in the area of health can be streamlined so that the needy are benefitted. Policy changes in this regard when the gram panchayats get the power may be effective in efficient implementation of the schemes.

CONCLUSION

The fundamental aspect of social development is the ability of people to lead a long and healthy life. Health is considered to be one of the vital sectors that can play a crucial role in determining the level of social development of a region. There is a close interconnection of the health of women and children. The healthy future of society depends on the health of the children of today and their mothers, who are guardians of that future. Woman is the pivot around which the family, the society and humanity itself revolves. Women's health and her access to health services play an important role in a developing country like India. However, despite much good work over the years, children and mothers are still dying each year, mostly from avoidable causes. Maternal and child health programmes are also prime candidates for public funding because they produce public goods. In addition, where women and children represent a large proportion of the poor, subsidising health services for them can be an effective strategy for income redistribution and poverty alleviation. The awareness of health programmes among the women definitely helps to reduce infant mortality and maternal mortality rates. The knowledge also helps people to concentrate on their health status. The outcome of the study helps the policy makers to find out the loop holes in reaching the masses in respect of providing health information and also the hindrance to access health care.

Acknowledgement: *This article is the outcome of a minor research project funded by UGC. The author gratefully acknowledges the support of UGC.*

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DETERMINANTS OF RETURN MIGRATION: EVIDENCES FROM A FIELD STUDY

- **Norbert Lobo**

Abstract

Return Migration has been a relatively neglected area in the research of international migration. In general return migration has been studied mainly as a sub-process of international migration and as the presumed final stage of migratory trajectories. Emigration to Gulf countries is temporary in nature. The term 'temporary', though, is very elastic when it comes to (renewable) work visas for Gulf migrants and many (Indian and other) 'expatriates' stay for many years or sometimes decades in the region. In recent years the localization of jobs in the Gulf countries has further added to the magnitude of return migrants. In the background of this an attempt has been made to study the nature, pattern and determinants of return migration. The basic objective of this study is to identify the factors that determine reasons for return in terms of various socio –demographic characteristics of the respondents

Key Words: *Return Migration, Determinants, Gulf Countries, Mangaluru Taluk.*

INTRODUCTION:

Return migration is the final stage in the process of international migration. Return migration can be defined as a migratory movement when people return to their place of origin after spending a significant period of time in another country *(King, 2000). Dustmann & Weiss (2007, P. 238)* described return migration as a "situation where the migrants return to their country of origin, by their own will, after a significant period of time abroad". According to the *International Organisation for Migration* "in a broader sense return migration is the movement of a person returning to his or her country of origin or habitual residence usually after spending at least one year in another country"(IOM, *2011, p. 85).*

Dr Norbert Lobo, *Associate Professor of Economics, St Aloysius College (Autonomous), Mangaluru, 575 003, email: norbert.lobo@gmail.com*

Since there is a vast diversity of emigrant categories such as refugees, asylum seekers, sojourners, various types of expatriates, and diasporic migrants (*Harvey & Kiessling, 2015)*, this study focuses on emigrants with a 'pull' incentive who migrated for economic reasons. Accordingly in the present study the following definition of a return migrant will be used: a "person who emigrated from the Mangaluru taluk of Dakshina Kannada District, Karnataka State to Gulf Countries (Middle-East) for economic reason and after living abroad for some (short or long) time returned to Mangaluru Taluk(place of origin) with an intention to reside there permanently or temporarily".

Return Migration has been a relatively neglected area in the research of international migration. *(Sekher, 1997; Czaika and Varela, 2012).* In general return migration has been studied mainly as a sub-process of international migration and as the presumed final stage of migratory trajectories. It was only after 1960's that return migration as a field of enquiry came into focus. In fact return migration was a major theme of the G7 summit of the major industrialised countries held in London in July 1991 *(Teitelbaum and Weiner, 1995).*

REVIEW OF LITERATURE:

Literature on the determinants of return migration either deals with theoretical and conceptual approaches or empirical evidences.

Various theoretical perspectives have been used to explain the determinants of return migration. The human-capital approach views return migration as a result of migrants' inability to thrive in the destination (Caldwell, 1969). Focusing on reasons other than human capital, the segmented labour-market theory explains that migrants lack access to urban jobs because the labour market is segmented. For example, the majority of jobs in the urban labour market may be reserved for certain segments of the labour force defined by gender, age, or resident status (Solinger, 1995;Bailey and Cooke, 1998; Lang and Smart, 2002;). In the framework of the life-cycle theory, which has most frequently been associated with residential location sequence, return migration is part of the aging process where one advances from one life stage to another (Borjas and Bratsberg, 1996). Network theory, which highlights the role of a network system in facilitating the adjustment and settlement of newcomers, predicts that return migration is more likely to occur where a network system is not in place (Orrenius, 1999).

The Neoclassical approach to international migration is based on the notion of wage differentials between receiving and sending areas, as well as on the migrants' expectations of higher earnings in host countries (Todaro 1969). He argues that in a neoclassical economics stance, return migration exclusively involves labour migrants who miscalculated the costs of migration and who did not reap the benefits of higher earnings. Accordingly return migration seems to be viewed as the outcome of a failed migration experience in terms of expected earnings, employment and duration. As against Neoclassical Economics, New Economics of Labour Migration (NELM) perceives return as a rational result of a calculated strategy for the household as well as a consequence of a successful achievement of the intended migration goal (Stark, 1991, Constant and Massey 2002). Furthermore, unlike Neoclassical Economics which assumes that migration is permanent in nature so as to maximise earnings, NELM assumes that people move temporarily (Constant & Massey, 2002). Analysing the study by Constant and Massey (2002), Cassarino (2004) states that remittances play an important role in return migration and remitters who have a spouse and have a high rate of employment in the home country are more likely to return. Cassarino concludes that though both the , economical perspectives - Neoclassical approach and New Economics of Labour Migration- provided valuable insight into the reasons why people migrate and return home, these frameworks concentrate merely on financial and economic determinants of return migration, thereby overlooking the influence of social, political, institutional, and psychological factors.

The structural approach does not perceive return migration as the mere individual experience of the migrant, but argues that return migration should also be analyzed with reference to the social and institutional context in the country of origin. Returnee's success or failure is analysed by correlating the reality of the home economy and society with the expectations of the returnee. Cerase (1974) identifies four different types of returnee, emphasising their aspirations, expectations and needs:

Return of failure: It takes place when the immigrants cannot adapt to the destination countries due to social or political factors. The difficulties in integrating to the immigration context (e.g., discrimination, language issues) motivate them to return.

Return of conservatism: It consists of migrants who before emigrating had planned to return home after earning enough money and saving some money. They stick to the values of the home society; therefore, rather than changing the social structure, they reinforce it back at home.

Return of retirement: It refers to returnees who aim to spend their old age in the home countries after they end their working life.

Return of innovation: This is no doubt the most dynamic category of returnees in Cerase's typology. It refers to those emigrants who are prepared to make use of all the means and new skills they have acquired during their migratory experiences with a view to achieving their goals in their origin countries, which, according to them, offer greater opportunities to satisfy their expectations. Cerase notes that these returnees view themselves as innovators, for they believe that the skills acquired abroad as well as their savings will have turned them into agents of change.

Based on the same typology, (Rogers 1984; Callea, 1986) observe that the decision to return or not is guided by the opportunities that migrants expect to find in their countries of origin and the opportunities offered in the respective host countries. The structural approach to return migration thus contends that situational and structural factors have a certain bearing on the return decision, and focuses on the extent to which returnees may or may not have an impact on their origin societies once return takes place.

Transnationalists base their analysis on the investigation of transnational mobility and transnational identity of migrants. This identity is the result from the combination of migrants' origins with the identities they acquire in host countries (Cassarino, 2004). The transnationalists e.g. (Faist, 1999; Levitt, 2001) argue that migrants may develop double identities, rather than merging conflicting identities. Contrary to the structural approach, return does not mean the end of the migration cycle. Rather, returnees prepare their re-integration through periodical and regular visits to their home country and retain links by sending remittances to their families and households.

The social network theory views returnees as bearers of tangible and intangible resources. This theory evaluates the impact of those resources on migrants' initiative to return. Irrespective of the impact of resources on decision to return, Cassarino (2004) postulates that returnees constantly maintain strong linkages with their former places of settlement in other countries. Buyd (1989) ascertains that in a network theoretical approach, family bond reflects an experience of migration that may provide a significant adjunct to the returnees' initiatives at home. Social structures also increase resources needed to secure return and these stem from patterns of interpersonal relationships that are derived from returnees' past experiences of migration (Nohria and Eccles, 1992; Wellman and Berkowitz, 1988). Gurak and Caser(1992), as well as Boyd (1989) articulate how trust and affinity can influence return migration by summarising the role of social networks in refugees' repatriation decision making into affinity and facilitating hypothesises. The affinity hypothesis states that the higher the density of networks of friends, children and family members in the country of asylum, the lower the probability to repatriate. On the other hand, the facilitating hypothesis states that repatriation or return is facilitated when there is close contact with the home country that provide support such as help to find a job and accommodation in the home country as well as supporting integration in the host country (Karooma, 2014:8).

Though there are different theoretical approaches to understand the determinants of return migration, a single approach may not clearly provide an understanding about the causes of return migration. Since migration itself is a multidimensional concept involving socio-economic, cultural, political, institutional, familial and psychological factors and changes, a better understanding of the determinants of return migration certainly requires a combination of all these approaches .

EMPIRICAL STUDIES

A review of various studies reveals that the literature on return migration focuses either on the problems of adjustment and re-integration of returnees, occupational changes after return, contribution to the home and country and perception of home society towards return migrants**.** The studies on the determinants of return migration are very few. Sekar(1993) found termination or expiry of job contract as the main reasons for return in the state of Kerala. However a study by Dana (1996) stated that the return decisions among his study samples were purely motivated by severe political and economic forces. Lidgard Jacqueline and Christopher Gilson (2002) and Gibson and David (2009) observed that return migration in New Zealand took place mainly for social and emotional reasons like attachments, lifestyle, family, and a strong sense of personal connection to their home country. Wang and Fan (2005) found that satisfying family needs associated with marriage, childbirth, and care giving are extremely important reasons for urban –rural return migration in China. Similarly studies by Ganguly (2003) and Hazarika et al. (2011), Elijah (2013) also observed that family-related factors for return are of particular importance to the decisions of most migrants.

The present study makes an attempt to generate further micro level results to understand the determinants of return migration through a field study. The basic objective of this study is to identify the factors that determine reasons for return in terms of various socio –demographic characteristics of the respondents.

DATA AND METHODOLOGY

The study is undertaken in Mangalore Taluk, Dakshina Kannada District, of Karnataka State. A total of 150 respondents have been contacted from among the return migrants residing in this area. The field data was collected by visiting the respondent at their place of residence during July

– October 2015 with the help of *"tracers"*. The study was restricted to only those return migrants who were less than 60 years of age and were in the Gulf at least for one year before the return. Purposive sampling techniques were used to select the respondents giving due weightage to various socio-economic characteristics of the return migrants.

THE STUDY AREA

Mangaluru which till recently was known as Mangalore is one of the five taluks of the Dakshina Kannada district of Karnataka State on the western coast of India. The other four taluks of the Dakshina Kannada district are Bantwal, Puttur, Sullia and Belthangady. Mangaluru is the administrative headquarters of the taluk and District of Dakshina Kannada. The total area is 923 square km accounting for 18.99 percent of the geographical area of the district. According to the 2011 census the total population of the taluk is 9,94,602 (47.6 % of the district) with 490797(49.4 %) males and 503805 (50.6%) female and accounts for 47.6 percent of the total population of the district respectively. The Taluk has 26 towns / cities and 74 inhabited villages and a total of 2,10,033 (21.12 %) reside in the rural areas and the remaining 7,84,569 (78.88%) live in the urban areas. The literacy rate is 91.67 percent as against the district average of 88.57 percent and ranks first in the district. The literacy rate for males was 95.31 percent and for females 88.15 percent respectively in 2011. Literacy rate in the rural areas was 85.33 percent and for urban areas it was 92.12 percent during the same period. The taluk occupies first rank in Standard of Living, Education, HDI Ranking and Food Security Index (FSI). According to the Dakshina Kannada District Human Development Report ,Mangaluru taluk with CTDI (Composite Taluk Development Index) of 0.711 ranks first in the district.

From coastal Karnataka in general and Mangaluru Taluk in particular, there has been significant migration to the Gulf countries since 1970s, following the oil boom. Since then, an increasing number of semi- and unskilled workers from South India including Mangaluru have worked in the gulf countries on temporary migration schemes in the oil industry and in services and construction. The study region since long has been characterised by a social structure bearing the impact of what can be termed as "migration culture". A field study by the author has revealed that more than 40 percent of the total households surveyed had at least one migrant in the gulf countries. (Lobo, 2004). The survey further revealed that around 6 percent of the households surveyed had return migrants, of whom nearly 50 percent were in Gulf Countries.

FINDINGS OF THE FIELD STUDY

Emigration to Gulf countries is temporary in nature. The term 'temporary', though, is very elastic when it comes to (renewable) work visas for Gulf migrants and many (Indian and other) 'expatriates' are staying for many years or sometimes decades in the region. In recent years the localization of jobs in the Gulf countries has further added the magnitude of return migrants. For instance Indian embassy in Saudi Arabia has issued as many as 92,000 emergency exit certificates by end of the first phase of grace period (July 3, 2013) for those affected by labour law 'Nitaqat' or naturalisation law. The situation has further worsened subsequently. For instance triggered by the negative effects of falling prices over 10,000 Indians were laid off in Saudi Arabia very recently. (http://www.newindianexpress.com/ Sept 16,2016) . Further the incidence of return from Gulf countries is on the rise due to the austerity measures or planning to impose tax on the income of expatriates and rise in the cost of living and falling salary incentives. Many Indians in those nations are sending their families back to India. Others have decided not to take their families with them.*(http://timesofindia.indiatimes.com/Jan 12,2016)*

A study by Zachariah (2006) among return migrants focused mainly on male migration, found out that the major reasons for return of migrants was expiry of contract. Sometimes, migrants return because of the difficult working and living conditions at the destination. However, the reasons of return migration of females may be different from that of males. Females may return due to familial reasons like providing care for family members, educating the children and sometimes arranging marriages of family members. The same study said that the return migrants reported multiple reasons for their return, which can be classified into factors related to the working place and factors related to the place of origin. The major reasons for the return of the migrants were health related reasons, expiry of contracts and lower level of job satisfaction. Nearly one fifth of the migrants had reported these factors as the reasons for their return. Further Zachariah and Rajan (2011) have examined that the wage differentials among the unskilled non- migrant labourers in the Gulf have narrowed down considerably in the last decade. At the same time, the cost of emigration has increased considerably. The average wage among unskilled workers in Kerala has increased from Rs.150 to over Rs. 450 during the first decade of this century. The corresponding wage in the Gulf did not increase as fast as it did in Kerala. In coastal Karnataka too similar tendencies have been experienced.

The data presented in table 1 shows that the reasons for returning home varied considerably. However it may be observed that in general, they were a combination of a few factors. First, though they wanted to stay abroad for longer duration they had no choice as they were forced to leave either due to the expiry of contract or because the contract was terminated by the employer or sponsor. 24.7 percent of the respondents returned due to these two reasons. Family related responsibilities and issues were the second type of factors that compelled 39.3 percent of the respondents to return. These responsibilities include children's education, sudden death of parents or family members who used to look after household responsibilities particularly undertaking agricultural activities. 20.6 percent of the respondents returned owing to the problems in adapting abroad. These included factors like not being happy with the kind of life in the Gulf , difficult working conditions at Gulf and ill health. The desire to do something of their own back at hometown had pushed around 11 percent of the respondents to return. The other factors that were responsible for return were marriage and pregnancy and its aftermath. Similar trends and patterns were also observed both for male and female return migrants. It was observed during the survey and is also evident from the data that the decision to return is circumstantial and is either taken by the family back home or the employer at the place of destination. The incidence of voluntary return migration was insignificant

The reasons for return migration are further grouped into four broad categories and are presented in Table 2 by socio-demographic characteristics of the respondents. These categories include involuntary (push forces from Gulf Countries) factors like end or termination of job contract, integration difficulties and family related issue like children's education, family compulsions and pull factors from place of origin like desire to do something due to the perceived better opportunities at home.

Table -1 : Reasons for Return Migration (figures are in %)

Reasons	Male	**Female**	**Total**
Expiry of contract	16.6	18.4	16.0
Contract terminated by the employer	8.9	8.2	8.7
Children's Education	12.0	12.2	12.0
Conditions at home required my presence	27.1	24.5	27.3
Desire to do something of my own back at hometown	11.0	10.2	10.7
Difficult working conditions in the Gulf	8.9	10.2	9.3
Not Happy with the kind of life in the Gulf	6.0	6.1	6.0
Ill health	5.0	6.1	5.3
Any Other *(Pregnancy, Marriage)*	4.0	4.1	4.7
Total	***100.0***	**100.0**	**100.0**

An analysis of the determinants of return migration in terms of the age of the respondents at the time of survey presented in Table 2 reveals that the involuntary reasons like expiry or termination of contract, their inability to integrate the working and living conditions in the Gulf Countries and compelling situations at home were primarily responsible for the return of respondents in the age group of 20 to 35 years. While nearly one-fifth of the respondents in the age group of 25 to 30 years have returned with an intention to do something of their own at their home town. It was further observed that respondents in their post thirties returned either due to end of contract or due to family related issues. Thus it is also evident that the decision to return was mostly imposed rather than taken with free will.

Table 2: Reasons for return migration by socio-demographic characteristics of respondents. (figures are in %)

Background Characteristics	End / Termination of Contract	Integration Difficulties	Family Related Issues	Desire to do something of my own back at hometown
A: Sex				
Male	25.5	19.9	43.1	11.0
Female	26.6	22.4	45.8	5.2
B: Age				
20-25	25.7	21.6	41.7	11.0
25-30	25.0	17.8	36.4	20.7
30-35	23.6	17.6	29.4	11.8
35-40	25.0	—	75.0	—
C: Marital Status				
Married	29.3	32.4	27.3	11.0
Never Married	10.6	26.3	41.3	21.8
Others	9.4	22.5	68.1	—
D: Duration of Stay				
5 -10 years	15.6	48.6	26.1	10.4
10-15 years	20.5	19.5	28.8	21.1
15- 20 years	27.7	9.6	38.3	24.3
20 + years	36.6	8.0	44.3	11.1
E: Education Level				
Up to Primary	23.4	19.6	37.4	10.4
SSLC + PUC	25.0	19.5	44.4	8.7
Degree	26.2	17.3	47.8	8.7
Technical	—-	18.2	54.5	27.3
PG + Professional	14.3	38.1	14.2	23.8

The data did not show any significant variation in the relationship between the reasons for return and sex of the respondents except the impact of pull factor. As it is evident only 5.2 percent of the females returned hoping for better opportunities at the home town. The proportion for male respondents was 11 percent. Similarly the data did not reveal any significant relationship between marital status as well as duration of stay aboard and reasons for return. Job and family related factors were the main determinants for return in both the cases. For instance both these factors together were responsible for the return of over 50 percent of the respondents. However problems associated with integration with the place of destination was the single most important reason for the return of married respondents. During field work it was observed that many of these married respondents were a part of split emigration leaving their spouses and children back home. Lack of emotional support and family togetherness was more responsible rather than work and living conditions.

It was further revealed by the data that the impact of duration of stay aboard on the reasons for return significantly differed based on the length duration of stay. Respondents who had stayed less than 10 years have returned mainly due to their inability to adjust to the working and living conditions abroad followed by family compulsions with 48.0 percent and 26.1 percent respectively. Integration issues become less and less important with the increase in the length of duration abroad For instance it was 19.5 percent, 9.6 percent and 8.0 percent respectively with the duration of stay abroad 10 to 15 years, 15 to 20 years and 20 years and above. On the other termination or end of job contract and family related issues were the main reasons for return for respondents who had longer duration of stay abroad with 20.5 percent, 27.8 percent and 36.6 percent respectively for more than 20 years abroad accounting 36.6 percent for respondents who had duration of stay abroad for 10 to 15 years, 15 to 20 years and 20 years and above respectively. Family related issues accounting had a positive relation with the duration of stay abroad. For instance it was 26.1 percent, 28.8 percent , 38.3 percent and 44.3 percent for respondents who had duration of stay abroad for less than 10 years, 10 to 15 years, 15 to 20 years and 20 years and above respectively. Desire to do something of their own back at hometown was another prominent reason for respondents who have stayed aboard 10 to 20 years. It was evident during the field study that respondents with shorter duration of stay abroad were making fresh attempts to emigrate once again to the Gulf countries while respondents who have stayed over a long duration of 20 years and above abroad have either retired and returned or were above sixty years of age.

In terms of educational background it was observed that good many of the respondents with technical and professional qualification returned for doing something of their own. It indicates that these emigrants have acquired some skills and also saved money for investment at the place of origin. This is a positive aspect of return migration as it would contribute to the development of the region. Moreover these have better employable skills than those with lower level of educational qualification. Interestingly respondents with higher educational background have serious issues concerning integration at the place of destination. It was evident that as high as 54.7 percent of the highly and professionally qualified respondents stated this as the main reason for their return. This could be due to their failure to find an economic activity according to their aspiration. During the field some of them have expressed that in their case emigration was a failure as they were made to work in activities which did not suit their qualification and also the monetary rewards were not as per their expectations. However 26.8 percent of them also reported that they have returned with the intention to do something of their own back in their hometown.

CONCLUSION

The present study examined the determinants of the return migrants from Gulf Countries in Mangaluru taluk of Karnataka State. The data revealed that majority of the return migrants have returned because of prevailing circumstances and situations. The decision to return was not a conscious one. It was either forced on them by the terms of job permit or demanded by family members. The fact that most of the respondents were young and never married suggests that they were not returning home for retirement but are actively looking for gainful employment. Family related reasons (44.0%), job loss (24.7 %), integration difficulties

(20.6 %) and desire to do something of their own back at hometown (10.7%) were the main reasons for return in the order of their significance. It is thus evident that family related reasons were the most important determinants for return migration. The findings thus support the structural approach to return migration that argues that return migration is not merely an individual experience but also shall be analysed with reference to the social and institutional context in the country.

Note: *This paper is based on the Minor Research Project "Return Migration and Occupational Choice: The Case of Return Migrants from the Middle East in Mangalore Taluk" sanctioned by UGC , New Delhi. The author gratefully acknowledges the support of UGC.*

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CRIMINALISING MARITAL RAPE: A CASE OF THE US AND INDIA

- Anna Gorall

Abstract

Criminalizing Marital rape is one of the recent debates propelled in the Indian scenario to liberate women from abuse and domestic violence. It strongly makes a case for women rights and freedom against sexual abuse in marriage. In the US criminalization of marital rape began to evolve in the mid- 1970s and by 1993 marital rape was accepted as a crime and it is considered illegal in all 50 states. In India committees like Verma Committee and Pam Rajput Committee have emphasized bringing criminalization of marital rape. Women's rights groups in India have been campaigning for women's sexual autonomy for years. They argue that not criminalising rape by a spouse amounts to a violation of a woman's right to life and liberty. They argue that it is also against the fundamental right enshrined in Article 21 of the Indian constitution which enumerates right to life and personal liberty. An attempt is made in this paper to enalise and compare the debate on criminalizing marital rape in two distinct societies, the USA and India.

INTRODUCTION

More than one in seven women worldwide will be victims of marital rape in their lifetime (Whatley 2005: 191). Marital rape is defined by the Oxford English Dictionary as "Sexual intercourse forced on a woman by her husband, knowingly against her will."Over a period of time marital rape has assumed a significant matter of concern to groups across the countries. In many countries, marital rape is criminalized and others are still undergoing controversies on the subject. Rape is a violation of a person's basic human rights. Article one in the United Nations Declaration of Human Rights is "all human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood" (UN 1948: Article 1).Any kind of

Ms Anna Gorall, *Suny Cortland University , New York, US. Email: anna.gorall@cortland.edu*
She was a student of the Human Rights Course at St Aloysius College, Mangalore in 2015. She was guided by Dr Rose Veera Dsouza, Associate Professor, Dept of Political Science, St Aloysius College, Mangalore in the writing of this paper. roseveera69@gmail.com

rape directly violates the human dignity that all are entitled to. Sexual contact against one's will, regardless of who they are or what relationship exists between them, is far from an act of dignified treatment. Despite the fact that rape is a violation of a person's basic human rights, rape that occurs within a marriage is still being debated over in many countries in the world. The criminalization of marital rape in all countries would be an enormous stride for women's rights everywhere. Two countries in particular that stand on either side of the spectrum are the United States of America and India.

HISTORY OF THE STATUS OF MARITAL RAPE CRIMINALIZATION IN THE UNITED STATES

The US is one of about 52 countries in which marital rape is considered illegal ("Marital Rape not a Crime" 2015).The traditional view on this matter is that marriage is a contract that a man and woman belong to each other, and that sexual consent is an automatic inclusion in that agreement. In this perspective, forced sex within a marriage is never rape because marriage itself is a form of consent for all sexual contact between two people (Jackson 2015).In the US specifically, courts were originally against marital rape suits because they did not want to interfere in family matters. For a long period of time in the US, there were no laws surrounding the issue of rape between married people for these reasons. It was only in the 1970s that people began to speak out and reform that way of thinking (Jackson, 2015). States slowly began altering their definitions of rape, eliminating a distinction between rapes within a marriage. The exemption was removed, but no language was added ("Spousal Rape Laws" 2000). There was no official law for the entire country, however, criminalizing marital rape. Finally in 1978, the first marital rape case took place in the US Courts. In this case, the couple Rosita and Daniel Morrison were going through a divorce for reasons pf violence and Rosita was already living on her own with her seven-year-old daughter. On the day of the incident, Daniel forcefully took his wife to his own house and raped her twice. He then took both of them to a mental health facility, where Mrs Morrison pleaded for help escaping from her husband. When no one at the facility would help her, Mr Morrison took her back and raped her for a third time. Daniel Morrison was found guilty of raping his wife (State VS Morrison, 2015). Though this was a great stride for the progress of criminalizing spousal rape in the US the same year, a study was done on spousal rape, and it was found that 14% of women had been raped by their husbands (Kiffe 2016). The case against Morrison made it possible for this subject to be one that was worth any interest, and made it possible for women who had been silenced for so long to feel they could speak out. Six months after the Morrison case, a man was found guilty for the first time of raping his wife while still living at the same residence (Kiffe 2016; 1).John Rideout was charged with the rape of his wife but was found innocent. However, the Rideout VS Oregon case was significant in that it brought to light some questions on whether or not rape could be defended with marital privilege. This case caused people to critically think about rape within marriage and challenge the idea that marriage should exempt a man from being guilty of raping his wife. Several states soon after eliminated the exemption from their federal laws (Kiffe 2016: 1). “As of 1993, marital rape became a crime in all fifty states, in at least one section of the sexual offense codes, usually regarding force” (Auster 2001: 142).

HISTORY OF THE STATUS OF MARITAL RAPE CRIMINZLIZATION IN INDIA

On the other hand, India is one of the countries in the world in which marital rape is still legal (Mandal 2014: 255).Marital rape and violence within marriage is a significant problem in India. In 2014, a study was completed, surveying Indian men in seven states about violence and forced sexual acts in their marriages. Out of 9,200 men, one-third of them admitted to having forced a sexual act on their wives, and 60 percent said they’d used some form of violence to assert dominance over their wives (As’ad Abu Khalil 2015).As far as legal progress goes in the case of marital rape in India, there has not been much improvement.

Rape, according to the Indian Penal Code, is forcible sexual contact against a woman’s consent, or any sexual contact with a woman under 18 regardless of consent. However, a different part of the code states, ‘Sexual intercourse or sexual acts by a man with his own wife, the wife not being under fifteen years of age, is not rape’ (Mandal, 2014: 257).

In 2014, there was a court ruling in response to a woman’s claim that she was drugged and taken to be married, and that she was raped by the man who did this to her. The accused man defended himself in the name of marriage and was found innocent. The New Delhi court ruled that even if a sexual act is forced by a woman's husband, it cannot be considered rape (Vyawahare 2014).

Once again in 2015, a woman appeared in court, accusing her husband of raping her and abusing her. The court ruled that problems within the marriage are personal, not public. The fact that forced sex of a husband on his wife is not considered rape is still prevalent in the Indian legal system ("Marital Rape not a crime" 2015).

ATTITUDES TOWARDS MARITAL RAPE IN THE UNITED STATES

Views on marital rape are changing to some extent depending on what culture is being looked at. Even though marital rape is criminalized in the US, many still have a hard time accepting marital rape as a crime. The idea of women being their husbands' property is still highly prevalent even in American society. Many still do not recognize the problems of marital rape because a man cannot be guilty for taking something that already belongs to him, and that the needs of a man are more important than those of his wife. Women in the US who are in abusive relationships often do not receive help from their family or friends because of the idea that marriage is too personal an affair to meddle in (Kiffe 2016: 2-3). There are attitudes about rape in general in the US are very harmful to victims and that perpetuate negative stigma surrounding rape. In rape cases in the US, blame is placed on the victim for various reasons. Wearing the wrong clothing or provoking rape is the usual complaint a rape victim is accused of when she is raped (Whatley 2005: 192). Though marital rape is criminalized in the US, many rape victims may feel reluctant to come forward and report the crime for these reasons. For fear of being shamed and further blamed for the act, many women do not admit to being raped. To address the issue of rape in the US and more so, in the case of marital rape it requires and attitudnal change. It is important to emphasis on not raping, rather than not being raped.

ATTITUDES TOWARDS MARITAL RAPE IN INDIA

In India, attitudes surrounding marital rape are divergent. India is a culture that places much more importance on marriage and family than the rest of the world does. This is one reason why marital rape is something so controversial and difficult in India to deal with. Much of the argument for keeping marital rape legal in India is the idea of marriage as a sacrament. The culture of marriage in India, according to Law Minister Ashwini Kumar, makes it impossible for marriage relationships to be regulated or monitored by law. When a marital rape law was proposed, it was said that such a law would put too much stress on the family system (Mandal 2014: 263). When marital rape and violence has come up in Indian courts, it has allowed a woman to divorce her husband, but the man has not been charged with a crime. Even then, women face difficulty when filing for divorce on merely the grounds of sex without consent. Either way, when brought to legal question, marital rape is not seen for what it really is in India (Mandal 2014: 263).

Marital rape is one of the most underreported crimes in India, especially considering the high numbers of women who have been surveyed and who have admitted to being raped by their husbands. Often women will only think of forced sexual contact as an unpleasant part of their duty as a wife to her husband (As'ad 2016).

There is also a fear of false accusations when it comes to the criminalization of marital rape. Legislators in India are concerned about husbands as victims if there were to be a law passed on this matter. Some women may report a rape that didn't happen, and since the rape took place at home, there would be no way of knowing whether or not the woman's claim was a false accusation or not (Mandal 2014).

A large problem in both the US as well as India seems to be the reluctance of some women to report a marital rape. Women may think that it is their duty as a wife to satisfy their husband. Some may be ashamed or worried of the reactions of the society. This is one reason why a mejority aruges that a law against marital rape would not be feasible in India.

Many seem to be confused on the topic of marital rape in general. If someone is married, then isn't all sex consensual? Many still believe that a marriage contract is the agreement for implied consent, or that just because a couple is married it means that it is always an act which is agreed upon by both husband and wife. This is not, however the case.

EFFECTS OF MARITAL RAPE

Marital rape is often much more serious than many think it to be, including serious physical and physiological impacts it has on the victims. Many women who are victims of marital rape are also victims of intimate partner violence. These women commonly suffer from severe depression and even PTSD (post-traumatic stress disorder) among other mental disorders. Victims tend to have self-blame, low self-esteem and body image, and negative feelings about men and sex in general (Martin 2007).

There are also physical components to the harm suffered by a marital rape victim. A recent study showed that out of a large number of women seeking help at a sexual assault center, women who had been raped by their husbands showed even more signs of physical injury than women who had been raped by strangers or acquaintances (Martin 2007).Many injuries sustained in a rape are very serious and can have life-altering effects on a person's body.

Rape can harm a person both physiologically and physically. Even if a woman if not physically harmed during forced sexual contact with her husband, the psychological wounds will have serious impact in the future years to come. Many women who are victims of marital rape requires to undergo counseling sessions to make improvement for their mental state. When victims of marital rape are so damaged by what has happened to them, justice will not be served until there is a laws allowing women to accuse their husbands of rape, allowing a woman autonomy and individuality, rather than the mentality that she is an object and that forced sex is only an unpleasant factor of marriage.

The Pam Rajput Committee, appointed to make a comprehensive study on the status of Indian women since 1989 and to make policy recommendations, has reiterated the position of the Justice Verma Committee, which had strongly recommended the criminalisation of marital rape. The Justice Verma Committee, which was set up in the aftermath of nationwide protests after the gang rape and murder of Jyoti Singh Pandey in December 2012, had argued that "the law ought to specify that marital or other relationship between the perpetrator or victim is not a valid defence against the crimes of rape or sexual violation."However, the government and also the parliamentary panel, to which the Justice Verma recommendations were submitted, did not accept this position. As it is appropriately stated in terms of the existing situation in India, the law on marital rape requires a better approach. It is necessary to restore 498A of the Indian Penal Code, and reinforce it as a viable law to protect victims of all types of domestic violence. The argument to link the provisions of the civil law of Domestrict Violence Act to the criminal provision to help affected women (Agnes 2015) can not be an alternative to the legislation of criminalizing marital rape. Such an argument only emphasises the need for law on marital rape and appeals for empwering women against abuse and voilence.

MARITAL RAPE IN THE CONTEXT OF HUMAN RIGHTS

Marital rape is an issue that touches women's rights specifically, as well as basic human rights in general to every human being provided in the UN Declaration of Human Rights. Under the Declaration, all people should have equal rights and opportunities. While marital rape is still not criminalized in some places such as India, those rights are being violated and are taken for granted though it is against the autonomous space of women. More marital rape laws and the progressive content of those laws expand a woman's rights to have control over her body. It is important that women have the right to know that they are not owned by their husband and that they have the power to say no if they want to. When women are seen as property by their husbands, they are not able to participate as independent individuals and their rights are therefore violated (Jackson 2015).

It is true that there are many cultural differences between the US and India, and not everything can be applied in the same way to both places as it takes the cultural base apart. The situation of marital rape cannot be compared between the two very different places. This however, does not change the fact that rape in any form is a violation of basic human rights, and therefore should not be accepted by the law anywhere.

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GROWING CONCERNS TOWARDS ETHICAL BRANDING: A STUDY ON SELECTED FMCG PRODUCTS IN KERALA

-P P Sajimon

Abstract

The growth of ethical brands over the last decade has become increasingly global, so much so that a number of major multinational firms are combining ethical branding into their typical product portfolios.It is very difficult for end consumers to understand which brands are genuinely ethical, which in turn may stop them from making well-versed choices.The slow growth of ethical product market is because of the reason that, some people think that there would be no impact of their ethical purchase on environment. Some others are unaware and cannot see the ethical products in the supermarket, shops, etc.From the strategic point of view, the present study provides insights into the fact that, along with the increase of consumer awareness towards ethical products and brands, people shift their consumption behavior towards ethical brands. Therefore, it is inevitable to the companies to shift their production and branding from unethical to ethical brands. Next generation production and consumption is surely concerned with ethical branding. Consequently, ethical branding is the vital role player in the feat of continuous sale of goods for a long period.

Keywords: *ethical brands, awareness, environment, eco-friendly, consumption*

INTRODUCTION

In recent years people have observed the growing presence of ethical brands in the market.Ethical brands have grown to fame in modern years as a market solution to a varied range of social, political and, ethical problems. By signifying the ethical beliefs of the firm behind them, ethical brands offer an apparently simple solution to ethical consumers, buy into the brands that represent the value systems that they believe in and avoid buying into those with value-systems that they do not believe in. Ethical brands appear on the shelves in a number of product categories such as chocolate, coffee, personal care, food,

- Dr P.P. Sajimon, *Assistant Professor, PG Dept of Economics, St Aloysius College (Autonomous), Mangaluru, 575 003, email: saji_saji59@yahoo.com*

beverages, tea etc. being among the most popular items. In difficult times, a positive brand reputation is a crucial corporate asset, not just because of its value to the company, but because a good brand has the potential to add to the quality of life for consumers. For the past two decades the concept of ethics has become increasingly connected to the conception of brands, branding, and consumption.

Ethical branding gives the marketers the opportunity to attract a loyal and profitable segment of customers. An ethical branded commodity assures the standard quality and minimizes the risk allied with choosing from a wide variety of similar product options. Consumer's awareness is increasing and posing new challenge. There will be problems in differentiating any product and communicating it clearly to the target group and it is very difficult to keep the consumer loyal to the brand. Customers are buying expensive items as a way of self-expression.The practical reasons why ethics impact brand value are customers think before buying, they evaluate the ethics of companies and products, they make responsible purchase, they vote for ethical business by purchasing from ethical companies, they value trust, they expect ethical behavior, they spread the word when a company is responsible and offer quality and value.

It has been proven that the ethical consumerism is growing globally; nationally and locally. Different organizations are initiating fair trade products, eco-friendly, sustainable and organic products in India especially in Kerala. This study provides an immense scope of conducting research in ethical branding of FMCG Products and aims to explore the concept of ethical branding on food, beverages and personal care products in Kerala, creation, communication and positioning of brands, investigating consumer awareness on ethical brands, bringing the ethical issues related to the products and analyze the effect of ethical branding on preference and brand trust of FMCG products among consumers.

STATEMENT OF THE PROBLEM

Theoretically, a company can simultaneously sell and distribute ethical products while still being perceived by customers as an unethical brand or corporation. Conversely, a brand that sells traditionally is harmful for individuals, society or the environment. Ethically labeled products are often mixed with brands of the same product category or hidden away on super market shelves with a very limited amount of shelf space. Ethical products are marketed using ethical brands in some countries. In some other countries ethical certification labels such as fair trade, social, eco or bio labels are used on branded products.The available literature emphasizes that, ethics in branding is complicated and not clear. Consumers of FMCGs are aware of the ethical requirements of goods provided to them. The FMCG Companies must meet certain ethical standards in their utility or usefulness in ethical packaging and labeling. There are brands that are positioned as being ethical and that consumers buy those, most probably because they consider them morally superior purchasing choices.Hence, this study is an investigation towards the growing concerns on ethical branding of selected FMCG products in Kerala.

OBJECTIVES

1. To investigate the consumer awareness on ethical brands and ethical branding of FMCG Products in Kerala
2. To analyze the effect of ethical branding on preference and brand trust of FMCG products among consumers.

RESEARCH METHODOLOGY

Sample Size of the study is 70 and that has been selected on the basis of Judgment sampling through distribution of questionnaire to the customers. The data has been obtained by interview method and through the distribution of questionnaires. People from different economic background, consumption pattern, and choice differentials etc. are focussed on to the present work. Moreover, the personal interview as well as group discussion with selected experts in the same field have been conducted for more precision.The subsidiary data is collected from published and unpublished sources like, research thesis, magazines, journals, books and various websites.The analytical part of the research work is carried out by using statistical as well as mathematical tools and methods, graphs and charts, as and when it is required.

REVIEW OF LITERATURE

Anders Hampf and Kirsti Lindberg (2011) have made a study on “Branding: The Past, Present, and Future: A Study of the Evolution and Future of Branding”.

Branding, as any other concept, has evolved over time: from the days when sheep of one herd started to be branded to distinguish them from another herd to the current era when everything, from water and flowers to clothes and food, is branded. (Hari Govind, Piyush Kumar and Sarabjot Singh (2014)). The present paper focuses on ITC notebook and tries to understand consumer social responsibility for cause related brand and how their preference level changes with different firm donations, and how this activity leads to brand loyalty in the long run.Greyser (1996) advocates that, the core component of corporate reputation, is a corporate brand. Thus, with regards to ethical brands, which promise social performance as well as economic and environmental performance, it appears that there may be a close link between ethical brand and corporate reputation. Fan (2005) argues that customer buying behavior is not necessarily based on product and service quality or price perception but also on how ethically the company has performed in manufacturing products and services (i.e. ethical brand). Ethical brands, which promise social performance as well as economic and environment performance, clearly indicate that there is a close link between ethical branding and company's reputation. Tustin &Jongh (2008) discussed the preferences, awareness, purchasing intentions and expectations of metropolitan consumers regarding ethical purchases and has provided a clear indication of changing consumer behavior towards ethical consumerism. Asha Nagendra and Sudhir Agrawal (2010) carried out a study on "Advertisement Claims Grow Taller! A Study of Ethics In Advertising By FMCG Companies In India". This paper focuses on the unethical side of advertising. Data was collected from a thorough research analysis of FMCG ads and on interviewing consumers regarding their reactions to specific ads. Cherian, Jacob, Jolly (2012) stated in their studies that increasing awareness of the various environmental problems had led to shift in the way consumers go about their life. There has been a change in consumer attitude towards a green lifestyle. People are actively trying to reduce their impact on environment. Nithya (2013) analyzed that Kerala is characterized as a consumer society, wherein consumption pattern and market trend determines the living standard of the people in rural as well as urban areas. Consumerism found favor with people especially among the middle and low income groups. Today the people in Kerala recognize consumption as a yardstick to measure socio economic status and prestige.Saranya (2015) investigated that consumer's concerns on food safety; quality and nutrition are increasingly becoming important across the world, which has provided growing opportunities for organic foods in the recent years. The demand for organic food is steadily increasing in the developed countries, while developing countries still need to go a long way. Kumar (2013) argued that the world is passing through the economic slowdown due to the ethical deficit. The author was of the view that due to the erosion of wisdom, ethics, morality and values, corporate sector is grappling with the problem of governance deficit. Kamala Kannan and Mani (2012) have conducted a study on "Ethical Consumerism in India".

Consumerism is a part of contemporary part of modern world. It has most commonly been examined in terms of its collective effects, positive or negative, on an economy and its constituents. Few perspectives have incorporated the negative effects of consumerism on an individual. Kumar and Joseph (2014) conducted "A Study on Consumer Behavior towards FMCG Products among the Rural-Suburban Ernakulam". The rural consumers are known to earn low income, have low level of literacy, low level of brand awareness, asymmetric information, inadequate communication and transportation facilities. The Rural markets and sub-urban markets are now expanding in Kerala with ever greater penetration index, as the growth seems stunted in the urban markets.Vibhuti, Ajay Tyagi and Vivek (2014) carried out a "Case Study on Consumer Buying Behavior towards selected FMCG Products". The consumer behavior plays an important role in marketing of fast moving consumer goods. This behavior is affected by various factors in the present era of globalization needs and wants of consumer's changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP. Koshy (2014) conducted a study on the "Effectiveness of FMCG Distributors in Kerala". The study is undertaken to analyze the effectiveness of FMCG distributors in Kerala. The main objective of the study is to understand the level of retailer satisfaction which determines the effectiveness of FMCG distributors in Wayanad district, Kerala.Sudhalakshmi and Chinnadorai (2014) have made a study on "Awareness Level of Consumers towards Green FMCG Products with Special Reference to Coimbatore District". In recent days, environmental issues have received a great deal of discussion in the field of marketing.Sunildro, Akoijam, and Ibohal (2013) carried out a "Study on branding strategies of MNCs: a study of selected FMCG products in Indian market". Branding is an integral part of the business building process. Large corporations spend hundreds of millions of dollars building their brands. Bhagavan Singh and Sachin Kumar (2015) have made a Study on "Current Status of Green Marketing in North India". The main objective of the study was to find out current status of Green Marketing in North India, and to find out correlation between different variables promoting Green Marketing. Now-a-days a common word is popular as eco-friendly and everyone seems to love nature. Shakeel-Ul-Rehman (2014), in his study "Usefulness of Green Marketing-Literacy and Purchase Decisions" investigated that the components of our environment are dynamically dependent and interrelated, even a small change in its equilibrium will have serious consequences on mankind. Magali Morel and Francis Kwakye (2012) carried out a study on "The Green marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector". Research study is on the green marketing but specifically on consumers' attitudes and purchase intention of eco-friendly products. It has been the global concern for the purpose of the preservation of the polluting and degradation of environment.

DATA ANALYSIS AND INTERPRETATION

Sample Size of the study is 70 and that has been selected on the basis of Judgment sampling through distribution of questionnaire to the customers. The data has been obtained by interview method and through the distribution of questionnaires. People from different economic background, consumption pattern, and choice differentials etc. are considered. Moreover, the personal interview as well as group discussion with selected experts in the same field have been conducted for more precision. The data collected has been treated in the following way.

Table 1: Demographic Detail of the respondents

Demographic particulars	Frequency	(%)
Gender		
Male		50
Female	35	50
Age in Years		
20-25	27	(38.57)
25-30	13	(18.58)
30-35	20	(28.58)
35+	10	(14.27)
Educational qualification		
SSLC	10	(14.27)
Plus Two	13	(18.58
UG	20	(28.58)
PG	27	(38.57)
Monthly Income		
>5000	27	(38.57)
5000-10000	10	(14.27
10000-15000	10	(14.27
15000-20000	10	(14.27)
<20000	13	(18.58)
Marital status		
Single	27	(38.57)
Married	43	(61.43)

Source: Primary Data

Table 1 shows that out of 70 respondents 50% are male and 50% are female. In rural sector, male dominate in purchasing of goods and female dominate in cities for regular purchase is seen. 38.15% of the respondents are in the age group of 20-25, 18.58% of the respondents are in the age group of 25-30, 28.58% are in the age group of 30-35, and 14.27% respondents are more than 35 years of age. The tables disclose the information of income status of respondents. There are 38.17% respondents that have less than 5000 income. 14.27% respondents are in 5000-10000 income status, 14.27% in 10000-15000, 14.27% in 15000-20000, and remaining 18.58% respondents are coming under more than 20000 income. There are 38.57% of single respondents and 61.43% married respondents.

Table.2 Details of location of home

Particulars	Frequency	Percentage
Village	46	65.72
Town	24	34.28
Total	**70**	**100**

Source: Primary Data

Table 2 shows that 65.72% of respondents are living in villages, 34.28 % of respondents are living in town. People from these two category are involved in buying ethical products will be the basis of analysis.

Table.3 Details of describing respondents life

Particulars	Frequency	Percentage
Comfortable	29	41.43
Struggling	21	30
Well off	20	28.57
Total	**70**	**100**

Source: Primary Data

Table 3 shows that 41.43% respondents are comfortable in their buying behavior, another 30% of respondents are struggling, and 28.57% respondents are well off in their life and buy.

Table.4 Details of awareness about ethically conscious products

Particulars	Frequency	Percentage
Eco-friendly	25	35.71
Organic	25	35.71
Branded with eco-labels	10	14.29
I do not know	10	14.29
Total	**70**	**100**

Source: Primary Data

Table 4 shows that 35.71% respondents heard about eco-friendly products, 35.71% respondents are acquaitances with organic products, 14.29% respondents are acquainted with branded eco-friendly, and 14.29% respondents do not have an idea about ethically conscious products.

Table.5 Details of the purchase of ethically conscious products

Particulars	Frequency	Percentage
Yes	30	42.86
No	10	14.29
Sometimes	20	28.57
I do not know	10	14.29
Total	**70**	**100**

Source: Primary Data

Table 5 shows that 42.86% respondents purchase and experience ethically conscious products. 14.28% respondents do not purchase ethically conscious products, 28.58% respondents purchase ethically conscious products sometime and 14.28% respondents do not know about ethically conscious products.

Table 6 Details of reasons for purchase of ethically conscious products

Particulars	Frequency	Percentage
Good for environment	20	28.5714286
Health conscious	25	35.7142857
Personal belief	5	7.14285714
The right things to do	10	14.2857143
Others	10	14.2857143
Total	**70**	**100**

Source: Primary Data

Table 6 shows that 28.6% of respondents purchase the ethical product to protect the environment, 35.7% respondents are health conscious and 7% respondents purchase ethical products based on their personal belief. 14% of respondents think to do the right things according to their choice and 12.3% purchase without any special reason. It is one among the bundle of commodities they prefer to buy.

Table 7 Details of source of information about ethical issues and Products

Particulars	Frequency	Percentage
New paper	10	14.29
Other magazines	5	7.14
TV	10	14.29
Radio	5	7.14
Social media	20	28.57
Work	5	7.14
College	5	7.14
Word of mouth	10	14.29
Total	**70**	**100**

Source: Primary Data

Table 7 shows that 28.6 % of respondents have collected the information about ethical issues and ethical products from social medias, 14.28% of respondents collected information television, 14.28% of respondents collected information from word of mouth, 7.14% have collected information from other magazines, 7.14% have collected from work place, 7.14% collected information from college, and 7.14 have collected information from radio.

Table 8 Details of purchase of different type of ethically conscious FMCG Products

Particulars	Frequency	Percentage
Food	25	35.72
Beverages	20	28.57
Health products	5	7.14
Personal care	15	21.43
All products	5	7.14
Total	**70**	**100**

Source: Primary Data

Table 8 shows that 35.72% of respondents prefer to purchase ethical food products, 28.57% of respondents prefer to purchase the beverage products , 7.14% of respondents prefer health products, 21.43% of respondents prefer personal care products and 7.14% of respondents prefer to purchase all products in their daily life.

Table .9 Details of price consciousness of ethical consumers

Particulars	Frequency	Percentage
Yes	15	21.44
No	30	42.86
Sometimes	15	21.44
I do not know	10	14.26
Total	**70**	**100**

Source: Primary Data

Table 9 shows that 42.86% respondents are not price conscious, 21.44% of respondents are price conscious and 21.44% of respondents are sometimes price conscious and 14.26% do not know about the price of the product.

Table.10 Details of opinion of customers about stop buying of unethical products

Particulars	Frequency	Percentage
Yes	50	71.43
Maybe	10	14.29
No	5	7.14
I do not know	5	7.14
Total	**70**	**100**

Source: Primary Data

Table 10 shows that 71.44% of respondents will stop their purchase when they realise that a company is not being green as they portray to be ethical. 14.28% may be stopping the purchase of products, 7.14% of respondents will not stop their purchase and 7.14% of respondents do not know about their decision about purchase.

Table 11 Details of boycotted brands due to unethical behaviour of brand and company

Particulars	Frequency	Percentage
Yes	40	57.14
No	20	28.57
I do not know	10	14.29
Total	**70**	**100**

Source: Primary Data

Table 11 shows that 57.14% of respondents boycotted the products due to unethical behaviour of the company and brand, 28.57% of respondents did not boycott the products and 14.29% of respondents do not remember about their decision.

From the data analysis, it is clear that, people who do not use ethical products mostly come from a rural background 35.71% of people prefer ethical products because they think that it is eco-friendly. Another 25 respondents prefer it because it is organic.1 4.29% buy it because the products are branded with eco-friendly labels. 14.29% of respondents are using ethical products without knowing about it. 42.86% are buying ethically conscious products. 14.29% are not buying because they are not aware of it. 28.57% will buy sometimes. They do not seen much concerned about the ethical aspect. 14.29% do not know or do not bother about it. It is interesting to note that, 15% of the people are conscious about the price of the ethical products. About 71.43% of the people are quitting unethical products because these people are sure about the benefit received from ethical products. From the sample, 57.14% of the people boycotted from unethical behavior of brands and company. 28.57% still have no plans to quit the brand and products due to lack of awareness. 28.57% of people think that, their choice is good for the environment. Interestingly, 35.71% of respondents are preferring ethical products because of their health consciousness. Media is a main source of obtaining information about ethical products. Among all, social media has the prime position to supplement information about the ethical products. Major amount of purchase of ethical products are food and it comes to around 35.72%. Next to that beverages, 28.57% and 21.43% for personal care.

CONCLUSION

The brands are positioned as being ethical and consumers buy those brands, most probably because they consider them morally superior purchasing choices. It is very difficult for end consumers to establish which brands are genuinely ethical, which in turn may prevent them from making informed choices. Ethically labeled products are often mixed with brands of the same product category or hidden away on super market shelves with a very limited amount of shelf space.The results of this study highlight that there are ethically conscious customers in Kerala especially in Kasargod District. The main problem is that, the consumers are still confused about ethical products, their identification and availability. More than that consumers are unaware of ethical products and manufacturers of ethical products and their certification agencies, etc. It is the duty of the companies and market to dispel the confusion among the consumers regarding ethical brands.

SIGNIFICANCE OF THE STUDY

The growth of ethical brands over the last ten years has become increasingly global, so much so that a number of major multinational firms are incorporating ethical branding into their typical product portfolios. The slow growth of ethical product market is because of the reason that some people think that there would be no impact of their ethical purchase on environment. Some others are unaware of the ethical products in the supermarket, shops, etc. As the ethical market has developed, many of the FMCG companies have been keen to exploit the new brand opportunities that are being identified globally. Today society is more concerned about ethical issues in marketing as compared with the past. Therefore, ethical branding is the key role player in the success of constant sale of goods for a long period. From the strategic point of view, the present study provides insights into the fact that, along with the increase of consumer awareness towards ethical products and brands, people shift their consumption behavior towards ethical brands. Therefore, it is inevitable to the companies to shift their production and branding from unethical to ethical brands. Next generation production and consumption is surely concerned with ethical branding.

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INVISIBILITY OF PAIN: MARGINALIZED GROUPS IN A GLOBAL SOCIETY

- Sharix Alicea

Abstract

The Universal Declaration of Human Rights (UDHR) was created in an effort to establish the fundamental human rights awarded to every individual by natural law. Since its creation the United Nations (UN) has attempted to combat international occurrences that violate the rights enumerated by the UDHR. The first right protected under the declaration was the right to equality and dignity between every human. Yet, it is not something that has been achieved in many parts of the world. The Dalit in India and the Black community in the US have been, and continue to be, some of the most oppressed groups in their respective societies. Historically, both groups lived a life of servitude and had an inferior status. Over time, due to the intervention of state the status of each group has progressed. Discrimination is eliminated in both countries and affirmative action programs have been enabled in order to uplift both marginalized groups economically, politically, and socially. Unfortunately, the oppression that each group is facing has not withered away instead the oppression has taken a different form. The Dalits in India and Black community in the US continue to face social oppression and at times physical subjugation. Moreover, each group suffers from an invisible kind of discrimination that silently oppresses every sphere of their society. The human rights campaigning strikingly argues against such oppression.

Keywords: *Invisible, discrimination, human rights, oppression, Dalit*

INTRODUCTION

The current human rights system was created by centuries of discourse regarding human dignity and unfathomable atrocities which required their implementation. It was moulded over the course of decades in reaction to horrendous events like

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Ms Sharix Alicea , *Suny Cortland University, New York, US. , E mail: salicea1@binghamton.edu*
She was a student of the Human Rights Course at St Aloysius College, Mangalore in 2015. She was guided by Dr Rose Veera D souza, Associate Professor, Dept of Political Science, St Aloysius College, Mangalore in the writing of this paper.

the holocaust, disappearances of citizens by the Argentinian government in the 1970s, the Rwandan Genocide, and more. Over time, the system has created a standard of treatment for all people and has held countries all over the world to the promise of protecting human dignity. However, despite the progress that the human rights system has made in making a difference, it still has much work to do. In the Universal Declaration of Human Rights (UDHR) many of the natural laws within the system are illustrated, of which equality of all humans is placed first. Unfortunately, overall equality between groups is a concept that many countries struggle with. Marginalized groups have suffered at the hands of dominant ones through inequality and oppression for centuries without much hope for an equal future. The human rights system has not succeeded in assuaging the plight of the marginalized minority groups of society, like those pertaining to the Dalit caste in India or those whom we identify as Black in the US, and hence continues to struggle towards changing the dominant attitude that forces oppression.

The first right mentioned on the UDHR expresses that "all human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood" (UN Conferences Against Racism, 2001). In other words, it asserts that in humanity all are equal and therefore should be treated as such. However, whether it is overt or concealed, groups all over the world are widely discriminated against and suffer economically, socially, and politically. Those belonging to the Dalit caste in India, or any "Other Backward Caste" (OBCs) are one of the many groups worldwide that still face prejudice, mistreatment, and inequity.

THE "UNTOUCHABLES"

The varna system, since the ancient periods, has been a tool measuring social hierarchy in India. It is made up of four levels of status, though each has various sub-castes. The order of the varna is Brahmins, Kshatriyas,Vaishyas, and Shudras. The last group, which is categorized separately, is the "untouchables." Ancient teachings describe each section of the varna system to come from a certain part of the supreme being's body, except the Dalit. On the one hand, the Brahmins, Kshatriyas, and Vaishyas are considered twice born. On the other hand, the Dalits are considered to be unborn. This group is considered "polluted" and are unable to escape this status (Ghose, 2003 p. 84). Untouchability is established by heredity. They were expected to perform the most menial, disgusting, and/or degrading jobs in society. Dalits were also socially ostracized and were invisible politically. It is a position of society that cannot be escaped (Ibid pp. 102-103). Today in India, though discrimination based on caste is eleminated through laws and legislation, it still continues to exist.

The history of the Dalit and their movements is not easily accessible partly because for years they have not been part of the mainstream politics and often Dalits' in published works are portrayed them as passive victims. However, Dalits during the freedom movement in India had their own grassroots organizations and recognized leadership encouraged by great leaders like Dr Ambedkar. The Mahar movement, under the leadership of Dr Ambedkar frequently used petitions, Newspapers, conferences, political parties, and many other modern methods and values to advance the struggle for political recognition (Webster, 1996 pp. 190-191). A variety of the Dalit movement is portrayed through the efforts of Gandhi, though Dr Ambedkar's efforts, are also well acknowledged. the contributions of Jyothi Rao Phule and Periya E.V. Ramaswamy have made a big difference in this regard. Today reservations are in place in India for all areas of the public sector like, government jobs and positions as well as education (Ghose 2003 page. 94-97) significantly due to the struggle carried on by Dr Ambedkar. Despite the lack of research on the subject, Dalits have made much progress since Indian independence. Politically and Socially for instance, in 1984 the BahujanSamaj Party (BSP) came in an effort to fight for and to represent Dalit interests. This party made tremendous strides in rural areas through Dalit grassroots activism. Also, in Utter Pradesh, which is arguably one of the most important political states, Mayavathi, a Dalit women was sworn in as chief minister for four terms (Ghose, 2003 pp. 100-103). To date the Dalit caste and the BSP continue to make strides to achieve fair treatment and better representation.

In India, those belonging to the Dalit caste make up about 20% of India's population. If included with the other "Backward Castes" the marginalized groups of the country make up about 52% of the population. Since the eradication of lower caste discrimination and the creation of governmental quotas some Dalits have risen to the middle class, economically. However, despite their progress, those individuals still carry the burden of being considered an "untouchable" (Ghose, 2003 p. 83). In other words, despite the political strides that Dalits have made against discrimination legally, the marginalized groups still endure much social prejudice, mistreatment, and even physical abuse. For instance, though Dalits are not to be discriminated against, the difference in caste is presented in the form of social treatment during marriage arrangements, the birth of children, and the start of businesses (Ibid, P.88). They suffer through an invisible difference that fosters disunity and maintains the caste system. The pain of difference, for Dalits, is also presented in the form of physical mistreatment. For instance, "over 2000 Dalits died in the three years between 1989 and 1991 as a result of 'atrocities against them" (Ibid, p. 86). In essence, despite the Indian constitution Harijans are still subject to the prejudice and discrimination of the unwritten rules of social India.

The unwritten rules of the caste system present a difficult social barrier in many aspects of everyday life. One of the hurdles of hidden discrimination is clearly presented in food security programs around the country. For instance, in Rajasthan, Andhra Pradesh, and Tamil Nadu children at government schools are supposed to be "provided fairly with hot, cooked mid-day meals, free of cost" (Thorat and Lee, 2005 p. 1499). However, many Dalit's do not receive this luxury because the food that is provided is often served in dominant caste neighborhoods who at times do not serve the lower caste children. A study by the Indian institute of Dalit Studies (2003) proved while examining 531 villages that prejudice and discrimination based on caste affects the mid-day meal. Similarly, many Harijans are barred from obtaining jobs as cook because they are deemed "polluted" (Ibid). The discrimination against Harijans is also present in the public distribution systems where "goods are made available to the poor at regulated, subsidized costs". Though the programs are intended to help the poor there is not enough physical accessibility in their neighborhoods. Thus, the poor sectors of the lower castes do not benefit from the distribution system as much as they should.

Current Indian politics still place Dalits as “quasi-citizens” (Nigam, 2001 p. 423). Social impediments inhibit Dalits from achieving an equal status. In a memorandum, regarding tensions within India and the Dalit community, presented to the Indian President activists argued:

When India evolved into a republic, it sought to mature into a nation. The two identities of Dalits and of the others, were to wither away. A civil society was to evolve, a point of convergence was to emerge. Our exclusion was to end… that goal still remains a dream… The dream itself appears to have withered away (Page 423).

The enumerated provisions for these groups is the core of India’s policy of compensatory discrimination which is the distinctive attribute of Indian Constitution. Being at the bottom of the caste hierarchy, they have been oppressed for a long period of time. Hence, the state has empowered to remedy their accumulated disabilities. (Galantar, 2006, p.306) Unfortunately, the idea has not become a social reality for many Dalits. Instead, it has created an oxymoron within the state politics where the Indian government will invest in the state but simultaneously discard it, in the rejection of its people (Ibid, p.425). Several Dalit political parties in North and Central India have often taken a policy of pursuing an agenda of recognition, claiming for equal respect, than redistributive goals. Though it has enabled the social and economic standing of Dalits it has failed to substantively enable the lives of the majority of Dalits as they lack redistributive politics to address exploitative economic relations. (Sarkar & Sarkar, 2016). Dalit repression and atrocities in Gujrat are widely reported. The recent brutal attack on Dalit youths accused of cow slaughter is an indication of how Dalits are put to a biased treatment.

Despite, the mistreatment of the Dalit their struggles have not become a matter of UN concern. The Harijan cause has not entirely become a part of the UN’s agenda due to also the opposition from the government of India. The Indian government regards the mistreatment of Dalit people as an internal matter and asserts that caste is an entirely different issue from race. Also, the government argues that they have taken steps towards equality in the eradication of untouchability, creation of affirmative action programs, and the development of many economic schemes enacted in an effort to uplift the group from poverty. However, during the UN Conference Against Racism, Dalit groups argued that their cause is relevant because descent and occupation was the theme of the conference. It is an issue that affects all of South Asia, and despite the fact that India signed an agreement like the "Elimination of all forms of Racial Discrimination (CERD)" the caste system still exists (UN Conference, 2001 p. 2817). Nevertheless, the groups concerns have yet to become a matter of international concern.

BEING BLACK IN AMERICA

The roots of black oppression in American society stem from a long history of racism and a desire to establish a social hierarchy. It is not a measureable idea that can be traced to having any particular origin but rather a feeling. Racism in America hardly deals with Black people, like their mannerisms or culture, but instead with the attitudes against black people (Drimmer, p. 18). It has become an oppression so deeply rooted in society that it is practically invisible. It exists in micro-aggressions and institutionalized prejudice. Though racism has evolved to an unquantifiable state it continues to affect every aspect of society for the black minority in the US.

The rhetoric against the black community pre-dates slavery and continues throughout American history. Prior to the beginning of slavery, the term "black" was already in existence and already contained a negative connotation. Frankly, prior to the arrival of slave ships in America the status and role of "Negros" was already established (Drimmer, 1971 p.18). Generally, Black people were not considered to be human. During 12 generations of slavery and about 5 generations of Jim Crow policies, Black people were considered and treated as objects (Horne, 2007 p. 369). Over time, the repressive state-enacted policies gave birth to the ideology of black power. The purpose of the idea was to "erase transgenerational less-than-ness" (Ibid, p. 369). In other words, the goal was to eradicate inferiority and instead foster the empowerment of black people as a whole (Ibid, p. 370). Historically, the continuance of black oppression, especially during the 1950s- 1960s during the civil rights movement, resulted in the emergence of young advocates of black power and further strengthened the ideology. Nevertheless, neither black power nor black movements has resulted in equality.

Though black minority has made economic and social progress, the black community generally remains unequal. For instance, Drimmer argues that:

Black people have made considerable progress where you can find black people in some of the top positions in government and in control of some of the largest corporations but at the same time you find that there are more black men in the jails and prisons of the US than in the nation's colleges and universities (page 367).

The overall community advancement is paradoxical. As the status of the black community is improving, the number of incarcerated black men and women are increasing. Statistics also prove that black men and women are more likely to be homicide victims. In other words, black lives are also increasingly devalued and criminalized as their status is stretched in opposite directions. This paradox translates into an inequitable system where currently black children are more likely to be raised by a single parent, usually an unmarried mother, and live in poverty. In a study by Glenn Loury (2000), data shows that between 1960 and 1992 the percentage of unmarried mothers has increased by over 40% and the poverty rate of the black community remained stagnant at 42%. Also, from the ages of 15-19 black girls are twice as likely to get pregnant. As adults, black men make 76% of the white male earnings. Additionally, they tend to have fewer assets than their white counter parts. Essentially, though the societal standing of the black community has improved over time, the minority still has not surmounted racism, its consequences, or tackled much of the paradoxes of inequality.

Racism is deeply rooted in American society. Drimmer, author of "thoughts on the Persistence of American Racism," illustrates part of the reason for why racism continues to exist in American society. He suggests that the American belief in success, opportunity, and competition creates a feeling of inadequacy amongst its population. Drimmer argues that competition and a need to win in order to be successful has become an integral part of society. Unfortunately, the idea of same-ness, within this context, creates a larger feeling of insecurity (Ibid, p, 21-26). Therefore, he asserts that racism continues to exist in America because of a need to establish a hierarchy. Concurrently, competition for survival, amidst the protruding idea of the American dream, within a country whose history is tied to oppression and racism presents an overall picture of the continuance of the idea.

At present, similar in nature to the physical mistreatment of Dalits, the world has witnessed the manifestation of institutional racism in the form of systematic murder on behalf of police departments around the US with a scarce amount of justice. Over the course of two decades there have been numerous accounts of individuals of all ages who were gunned down by police officers without any punishment meeted out the criminals. Black Lives Matters" is the elaborate movement that has emerged in an effort to "end state sanctioned violence against black people and populations in and beyond the United States" (Sexton, 2015 p.180).It is a movement that has surfaced in an effort to combat physical violence and overall inequality, pertaining to racial differences, in the US. It gained momentum after the killings of Trayvon Martin in Florida, Michael Brown in Ferguson Missouri, Eric Garner in New York, and Tamir Rice in Ohio. Over the course of a few years each individual was shot and killed in an unjustifiable manner yet none of none of these were brought to justice. Therefore the "Black Lives Matter" movement and the fight for equality gained momentum amidst the atrocities occurring around the country. As a result, the term "Ferguson," the town where Michel Brown was murdered, has become a "transnational symbol of lethal brutality"(Falcon, p. 220).It is the term which is used to begin conversations about racial injustice and the militarization of police by the US government both within and around the state.

The issue of racial inequality in the US has developed as an intricate unmeasurable part of society. Racial inequality is a fundamental issue instituted by slavery where it "establishes the fundamentals of a negro-phobic society, an anti-black world, and you feel it against you, not as an idea, but in your very body, you 'actual body'" (Sexton, 2015 p.180). It is an invisible oppression that pains every sector of black society. It is a mentality, a subconscious way of looking at the world, which is so deeply ingrained in American society that identifying it and trying to fix it seems nearly impossible.

ACHIEVING EQUALITY

Fighting against oppression and inequality in regards to global human rights is not an easy feat. However, a pluralistic approach to enact human rights would be the best option because it suggests that though there is diversity in society unity is still possible. It accounts for the cultural similarities and differences of varying groups, the continuing evolution of issues as well as their origins, and emphasizes change on all social levels (Messer, 1997 p. 294). International human rights must enact laws that protect the dignity of all groups despite cultural difference, tradition, and circumstance. It also must develop laws legally as well as change the situation of marginalized groups socially. To ensure the achievement of overall equality regarding the Dalit and Black communities it must be addressed politically, economically, and socially in the home and the government (307).

CONCLUSION

All-inclusive human equality is the first right mentioned in the declaration, yet it has not been achieved either India or in the US. However, these marginalized groups continue to suffer at the hand of oppression and inequality, socially and economically. The pain that marginalized groups like the Dalit in India and the Black community in the US suffer at the hand of inequity and invisible oppression is unsurmountable. Hence one need to go beyond the existing policy to address the concern of dalit to accomplish the dream of equal society and equal citizenship, the goal of the nations addressed by the UN through human rights.

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STRATEGIC WORKPLACE ISSUES IN MNC'S:
WITH SPECIAL REFERENCE TO MNCS IN MANGALORE

- Savitha Pereira

Abstract

Though the growth of MNCs contributes to the national employment it has led to lot of change in the business world and among the human Resources of our country. It demands for good employee relationship and managerial values from Indian perspective and without assuming the prevailing Western ethnocentric orthodoxy. This paper highlights the workplace issues in MNC's in the Mangalore region. The study conducted in two different MNCs (BASF and Sequent Scientific Solutions) at Baikampady&Surathkal Industrial area, provides insight and guidance into the strategic issues {employment expectations, employee protection, retention health (stress) and professional growth} and challenges in the workplace issues of MNCs in Mangalore.

INTRODUCTION

MNCs occupy a major role in the international business scenario. The economic power they wield is very strong. UNCTAD(United Nations Conference on Trade and Development) estimates that[1] there are over 40,000 multinational corporations currently operating in the global economy. The topmost MNCs are from the United States, Western Europe, and Japan; they have a strong influence on the global trade, production, and financial transactions. MNCs are viewed by many as favoring their home operations when making difficult economic decisions, but this tendency is declining as companies are forced to respond to increasing global competition.

Multinational corporations are viewed as being exploitative of both their workers and the local environment. Multinational corporations are dominating in the modern business environment. Indeed, corporations are able to influence public

Dr Savitha Pereira, *Associate Professor, SDM PG Centre for Management Studies and Research, M.G. Road, Mangaluru 575 003. email: savithalecturer@gmail.com*

policy to some degree by threatening to move jobs overseas, but they cannot do so as they find highly trained –skilled workers in low wage countries.

STRATEGIC ISSUES

A Strategic Issue isan unresolved question needing a decision or waiting for some clarifying future event. Secondly, it is strategic and has major impact on the course and direction of the business. When addressing "strategic" issues, a community is being proactive in positioning itself for the future, rather than simply reacting to problems. This is hard work but worth the effort.

Strategic workplace issues include health and safety, discrimination, retention and professional growth. Developing issues that employees face are advancing technology and the workplace's relationship to the global marketplace. Strategic workplace issues are forcing businesses to create strategic plans laying out employment expectations, employee protections and guidelines for dealing with advancing technology.

METHODOLOGY

This article is framed based on the various findings of the study titled " Strategic Work place Issues in Multinational Corporations"- *With Special Reference to BASF and Sequent Scientific Solutions"* situated in Baikampady Industrial Area of Dakshina Kannada District.

OBJECTIVES OF THE STUDY

- To learn about Superior-Subordinate relations in MNCs
- To study employees' opinion regarding the MNCs benefits and policies
- To learn about the work life balance of employees in MNCs

STUDY PROCESS

Equal proportion of employees from two multinational companies situated in Mangalore (Baikampady) Industrial area(i.e., *BASF India* Ltd and *Sequent Scientific Limited)* were chosen for the study. The data was collected through questionnaire, interview and observation method. Further the data was analyzed using various statistical tools.

ANALYSIS

Table No.1:*Descriptive Statistics –opinion about the boss/superior*

Opinion about the boss/superior	N	Min	Max	Mean	Std. Deviation
Has knowledge about my work	100	2.00	5.00	4.1200	.67090
Takes time to listen to me/ suggestions	100	2.00	5.00	4.0900	.69769
Gives me fair review	100	2.00	5.00	4.0900	.62109
Has reasonable expectations of my work	100	2.00	5.00	3.9900	.62757
Willing to promote me	100	1.00	5.00	3.6400	.74563
Trains whenever necessary	100	2.00	5.00	4.0100	.59450
Makes sure I've sufficient training	100	2.00	5.00	3.8600	.56889
Recognizes employee contribution	100	2.00	5.00	3.9400	.64854
Helpful to me in getting the job done	100	2.00	5.00	3.9500	.57516
Directs well from time to time	100	2.00	5.00	3.9400	.64854
Valid N (list wise)	**100**				

Findings in the above table no 1 strongly depicts the mean value of all the variables on an average as 4. Mean value 4 is to agree with statement (4=agree); which indicates satisfactory relationship between superior and subordinate.

The variables in the table show that the superiors in the MNCs are interested in the development (support) of their subordinates. Success of the multinational lies in good organizational relation, otherwise the organization will surely fail.

Table No. 2: *Descriptive Statistics-employee benefits and policies*

Employee benefits and policies	**N**	**Min**	**Max**	**Mean**	**Std. Deviation**
Promotion Handled Fairly	100	1.00	5.00	3.5700	.79462
Retirement Benefit	100	1.00	5.00	3.8200	.91431
Effective First Aid Training	100	3.00	5.00	4.2400	.69805
Confident about Safety Measures	100	2.00	5.00	4.1300	.64597
Health Care Benefit	100	2.00	5.00	3.7300	.83913
Leaves of Absence	100	1.00	5.00	3.7600	.69805
Stock Option Plan	100	1.00	5.00	3.0900	.90000
Adequate Information On Promotion	100	1.00	5.00	3.0300	.93695
Salary Review	100	1.00	5.00	3.4800	.81004
Job Market Competitiveness of Salary	100	2.00	5.00	3.3400	.75505
Valid N (list wise)	**100**				

The mean value in the above table (all variables) lies in between 3 to 4; which carries the value of 3= neutral and 4= agree.

The fact to be accepted is that the benefits and other policies are well enjoyed by the (employees) respondents: but regarding the salary review; salary competitiveness; and information on promotion and stock option plan; majority of the (employees) respondents were neutral in their opinion to be on the safer side. During personal interaction they did mention their dissatisfaction. This clearly indicates that they are not happy with these factors.

Salary of the multinational companies is above the standard in Mangalore region, but in comparison to their counterpart in other states they are low paid. Less scope for promotion has led to employee turnover in one of the MNCs (out of the study universe). It has added to the cost of the company and getting trained in Mangalore they move to the major cities finding a good placement.

Table No. 3: Cross tabulation –*Organisation * Hard to take time off*

		Organisation		Total
		BASF	**SSL**	
Hard to take time off	not at all	2	14	16
	not too hard	28	14	42
	somewhat hard	17	21	38
	Very hard	3	1	4
Total		**50**	**50**	**100**
Chi-Square Tests		**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square		*15.088(a)*	*3*	*.002*
Likelihood Ratio		*16.350*	*3*	*.001*
Linear-by-Linear Association		*2.337*	*1*	*.126*
N of Valid Cases		***100***		

a 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.00.

Table No.3 shows that the (employees) respondents agree with the statement that it is hard to take time off from work.

The above Pearson Chi-Square Test Table No. 3 proves that the two variables - *Organisation and Hard to take time off* are strongly related. The Pearson Chi-Square Asymptotic Significant value is .002 which is below .05.

Through this test it is evident that the stress in both the multinational companies is very high. Therefore the Null hypothesis of the study"*Stress level is more among the multinational company employees"* is accepted based on this test.

A general public view is that the multinational corporations do have a strong hold on the business environment and do exploit the workers in the low wage countries. The employees of both the multinationals covered under the study do agree that it is a bit difficult to take time off from their busy schedule. However the shop floor/ manufacturing employees work on time basis and they do not find it difficult, where as the administrative staff and managers do have a lot of stress at work.

Table No. 4: Cross tabulation –*Organisation * work at home*

		Organisation		Total
		BASF	**SSL**	
Work at home after office hours				
	n	34	7	41
	Few times	9	19	28
	Once a month	0	8	8
	Once a week	5	13	18
	More than a week	2	3	5
Total	**50**	**50**	**100**	
Chi-Square Test		**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square		*33.107(a)*	*4*	*.000*
Likelihood Ratio 37.987		*4*	*.000*	
Linear-by-Linear Association		*17.737*	*1*	*.000*
N of Valid Cases		***100***		

a 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.50.

The table No. 4 shows that the majority of the (employees) respondents carry home their pending work. This strongly indicates stress.

The above Pearson Chi-Square Test **Table No. 4** proves that the two variables - *Organisation and work at home* are strongly related. The Pearson Chi-Square Asymptotic Significant value is .000 which is below .05.

Through this test it is evident that the stress level in these multinational companies is very strong. Therefore the Null hypothesis of the study "*Stress level is more among the multinational company employees*" is accepted based on this test.

Findings of both the tables (No.3 &4) are the same. In the above table (No.4) it is identified that 59% of the MNC employees do their pending work at home after office hours late night.

Table No. 5: *Cross tabulation – Family Demands Interfere with work life*

**Work Demands Interfere with Family life*

		Family Demands Interfere with work life Work Demands Interfere with Family life				**Total**
		often	sometimes	rarely	never	
	Often	0	1	0	2	3
	sometimes	3	33	13	8	57
	Rarely	0	6	17	8	31
	never	0	0	1	8	9
Total	**3**	**40**	**31**	**26**	**100**	

Chi-Square Test	**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	41.496(a)	9	.000
Likelihood Ratio	41.513	9	.000
Linear-by-Linear Association	18.803	1	.000
N of Valid Cases	100		

a 10 cells (62.5%) have expected count less than 5. The minimum expected count is .09.

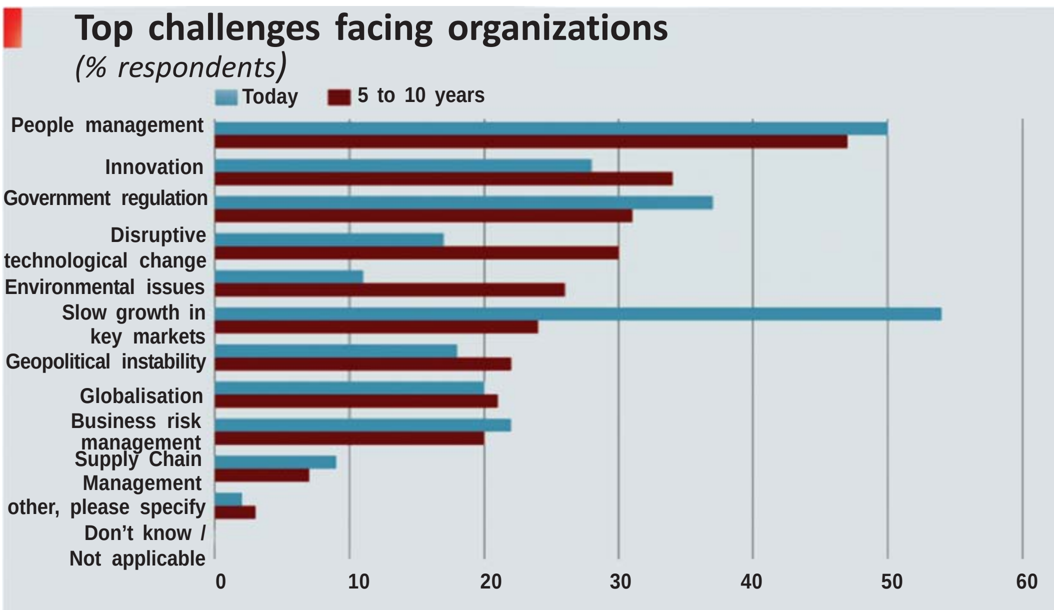
Table No. 5 shows that the (employees) respondents agree with the statement that their family demands do interfere in their work life; which is a clear indication of stress. When the Employees work late night and during holidays they will not be able to attend to their family needs, which in turn forces their family to demand for their attention.

The above Pearson Chi-Square Test Table No. 5 proves that the two variables - *Fly Demand Interfere work life and Demands Interfere Fly life* are strongly related. The Pearson Chi-Square Asymptotic Significant value is .000 which is below .05.

Through this test it is evident that the stress in these multinational companies is quite high. Therefore the Null hypothesis "*Stress level is more among the multinational company employees"* is accepted based on this test.

The various **chi-square tests** on different variables in the study prove the null hypothesis"*Stress level is more among the multinational company employees"*.

Table No. 6 : *Top Challenges for the organizations(Source: EIU/SHRM Foundation Survey "Managing human resources in a changing world" July 2013)*



Source: EIU/Shrm Foundation survey, "Managing Human Resources in a changing World", Jul 2013

This finding is highlighted to support the research on strategic workplace issues in Mangalore MNCs. The findings of this survey says that it is no surprise that people management is cited to be by far the most substantial challenge facing companies over the next five to ten years, according to a 2013 survey of 636 C-level and senior executives by The Economist Intelligence Unit, sponsored by the SHRM Foundation

CONCLUSION:

The modern multinational corporation need not have its head operators in the rich or developed nations. Many developing countries like India, Brazil, Taiwan, Kuwait, and Venezuela, are now home to large multinational concerns. The days of corporate colonization seem to be nearing an end. At the same time we cannot ignore the fact of work stress in Indian MNCs too.

In more recent times, multinational corporations have grown in power and visibility, but have come to be viewed more ambivalently by both governments and consumers worldwide. Indeed, multinationals today are viewed with increased suspicion given their perceived lack of concern for the economic well-being of particular geographic regions and the public impression that multinationals are gaining power in relation to national government agencies, international trade federations and organizations, and local, national, and international labor organizations.

Due to this the MNCemployees from low wage countries are pressurized.Employee turnover is also a major concern and the Gen X managers do have to face the problem with Gen Y employees.The strategic planning that they need to do are to meet employment expectations, employee protections,retention, health (stress) and professional growth.

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PATRIOTIC BRANDING: A CRITICAL ANALYSIS OF NEWSPAPER ADVERTISEMENTS ON INDEPENDENCE DAY

- Francis Harry Roy. S
- Nagarathinam. S

Abstract

Advertising is the most effective and most common form of marketing communication. Advertisers analyse the social behaviour of consumers and offer suggestive products relating the commodity to basic emotions such as love, hatred and fear. Advertisements also employ a variety of tactics to gain attention. One such tactic is Patriotic Branding. The commodity is associated with the country irrespective of its origin. For instance, a foreign company marketing in India would flaunt its advertisement in tricolour and boast its Indian-ness. The advertisements moreover commercialize Independence Day than embrace what it actually is. Some brands merely establish their identities by posting a greeting for Independence Day. Such greetings range from small columns to double page advertisements.

The researcher has studied print advertisements published on August 14th and August 15th 2015. The advertisements have been studied with various variables. The samples would are a few Indian Newspapers with nation-wide circulation.

A rise in Patriotic Branding would eventually commercialize Independence Day and it would end up meaningless as people regard Thanksgiving now. Hence it is essential to study the practice and evaluate its effects before it does some actual damage. Though citizen consumership is encouraged to promote gross income for the country, it does a significant moral damage to the sentiments one holds high.

Keywords: Patriotism, Branding, Marketing Communication

INTRODUCTION

Marketers have used patriotism as a carrier of their message in advertisements for years. But the use has become more intense in recent years, given the rise of nationalism in India (Sivabalan, 2015). Patriotic branding might be successful in blending in well and conveying messages effectively. However, use of patriotism as a branding tactic is sheer commercialization of sentiment that people believe in. Patriotism for the wrong reasons could result in something destructive.

Mr Francis Harry Roy S, *Ph.D Research Scholar, Department of Communication, School of Linguistics and Communication, Madurai Kamaraj University, Madurai, Tamilnadu 625002 email: roy.harry067@gmail.com*
Dr Nagarathinam, *Associate Professor, Head& Chairperson i/c, Department of Communication, Madurai Kamaraj University, School of Linguistics and Communication, Madurai, Tamilnadu 625002*

Patriotism without the right reasons would be mindless clannishness that would amount to nothing more than rivalry and hatred.

A study conducted in the United States revealed that the top rated brands had a patriotic resonance in their advertisements. They were said to have Americanness in their advertisements somehow (Passikoff, 2013). Patriotically branded American products including Jeep, Coca-Cola, Colgate and Ford were on the top 25 brands in the study. Association of commodities with sentiments have always resulted in brand loyalty. (Brand Keys) The customers tend to buy products of the same brand to show their support to be nationalistic.

METHODOLOGY

The researcher analyses the advertisements that were themed for Independence Day. The researcher thus, chooses advertisements published in selected national English dailies and employs qualitative content analysis to analyse the advertisements. It is also explored why they are themed patriotically. The analysis is supported with an in-depth interview with experts related to print journalism, marketing communication and ethnocentrism. Since, the print advertisements in newspapers during festive occasions tend to be themed for the appropriate celebration, affiliation towards one's basic sentiments get commercially exploited.

RESEARCH DESIGN

The primary objective behind the research is to critically analyse the newspaper advertisements on Independence Day (August 15) and the day before (August 14). The papers are of editions that are available in Madurai, Tamilnadu.The parameters of selection of the samples was that these papers were of nation-wide circulation and that these were English dailies.The researcher only chooses advertisements excluding Tenders, Notices/Announcements, Events and Obituary. The advertisements are collected from the following newspapers. The themed advertisements are studied under selected variables.

- Deccan Chronicle
- The New Indian Express
- The Hindu
- The Times of India

STATEMENT OF THE PROBLEM

Sentiments like Patriotism are wide spread and it comes naturally to any social being who is in the system. The study analyses how even sentiments as common as patriotism could be commercially exploited. The paper also speaks about how advertisements systematically exploit even common sentiments to promote their commodity.

DISCUSSION AND ANALYSIS

The researcher tabulates the number of patriotically themed advertisements against total number of advertisements newspaper-wise of August 14, 2015 and August 15, 2015.

Newspaper	August 14			August 15		
	Patriotically themed Adverts	Total no. of adverts	%	Patriotically themed Adverts	Total no. of adverts	%
The Hindu	8	23	34.7	18	46	39.1
The Times of India	9	14	64.2	21	28	75
The New Indian Express	1	36	3	9	34	26.4
Deccan Chronicle	4	6	66.6	11	14	78.5

The researcher analyses new paper advertisements by the following attributes of the adverts

- Colours *used in the advertisements*
- Semiotic use of signs and symbols *that inflame clannishness or that stimulate nationalism*
- Copy elements *like 1947, 69, 15 08*

Colours

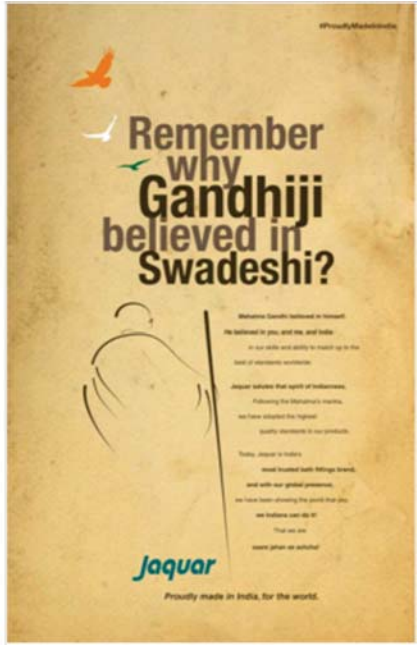
The Flag code of India (2008) clearly states that any representation of the flag may be deemed as the flag itself.

The expression, “Indian National Flag” includes any picture, painting, drawing or photograph, or other visible representation of the Indian National Flag, or of any part or parts thereof, made of any substance or represented on any substance.

The themed advertisements are adorned with saffron, white and green. Some advertisements just feature a flag ribbon, some tricolour background and some the flag itself. The colours saffron, white and green symbolize the National flag of India. The Indian National Flag represents the hopes and aspirations of the people of India. It is the symbol of our national pride. (The Constitution of India). The colours Kesari (saffron), white and India green represent selflessness and sacrifice, truth and greenery respectively. The Ashok wheel in the flag represents dharma/law. The code also prohibits the use of flag for commercial purposes and the use of flag as a festoon. However, it is permitted to use or represent a flag with due respect and granting it the position of honour but not as a part of decoration.

A flag is an amazing psychological identity, even obsession. You plant one on the Everest, South Pole, Moon, or Mars, enemy territory, and it is yours. (Kohli, 2015) Thus the presence of the flag or representations of the flag make the viewers fall prey to the clannishness of the advertisement. Renowned artist Jeevananthan (2015) recounts that it is a common sentiment of the general public, during Independence/Republic days, and cricket matches, to exhibit their patriotism through flags and celebrations. He also reminds how sentiments exceed the limits when commercial establishments and companies use the tricolour to kindle the sentiments of the people, and try to sell their merchandise. And on the other days, these companies always keep mum on love for the country.

Almost all advertisements featured advertisements taken for analysis contained a flag or representation of a flag in their advertisements. The presence of tricolour adds *Indianness* to the advertisements. It makes the advertisements look swadeshi and makes them blend with the occasion. However, the tricolour in these adverts do not represent the hopes and aspirations but the urge to attract consumers on Independence Day.

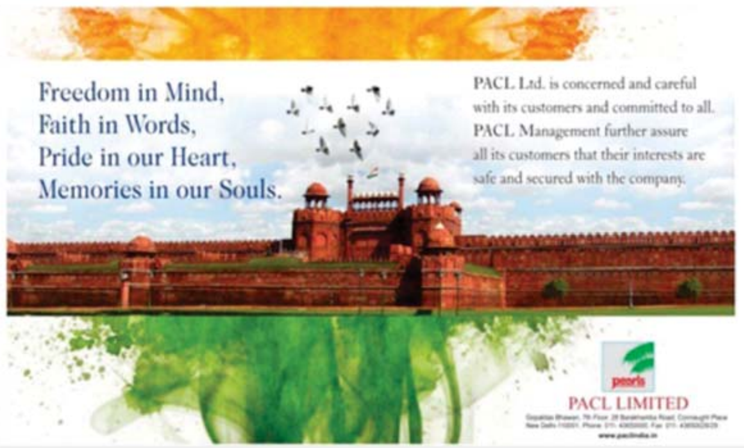


SEMIOTIC ELEMENTS

The advertisements employ various signs to symbolize, associate or represent elements that remind us of struggle, liberty, peace and power. Various advertisements make use of Ashok Chakra as one of the props in the advertisements. Apart from the wheel, the use of clenched fists in tricolour, a monument of national importance, pigeons, charka (spinning wheel) or representation of leaders who took part in freedom struggle are used in the advertisements. The purpose of such elements in the advertisements is to blend into the celebration. The Times of India went a step ahead and used an elephant in the place of letter ‘O’ in it header to reaffirm its Indian-ness. However, the elephant in the header represents an African Elephant and stands as a direct violation (even if it happens to be an Indian elephant) because it is themed as the Indian flag.

COPY ELEMENTS

The copy elements are just direct textual content present in the advertisements. The copy elements in the advertisements usually make a call for action which is themed patriotically. Phrases like `Celebrate' `Freedom', `Freedom Offer', `Freedom sale', `Conquer', `Liberty' and `Swadeshi' are used redundantly. A call for action stating, `freedom of choice', `freedom to buy', `celebrate freedom', Give it up for India on that advertisement merely make use of the occasion to sell products or services. Since, it is India's 69th Independence Day, the prominence for the number 69 in the advertisements can be noted. The Hindu had announced a price cut of 69% for the consumers subscribing on the very day. The numbers 1947 and 15 too are seen widely as coupon codes and typographical texts decorating the advertisements. Some products brand themselves as Swadeshi or Desi products on that particular day and identify themselves Indian to draw attention.



PURPOSE OF PATRIOTIC BRANDING

It was found that The Times of India and Deccan Chronicle had the most number of I-Day themed advertisements among the newspapers taken for analysis. The New Indian Express had the least number of themed adverts.

The brands associate themselves with nationalistic values to seed brand loyalty among people. Thus the citizens feel that the products are sentimentally close to their beliefs and develop a sort of trust towards the particular brand. Patriotic branding could be used for purposes that directly reflect on the upliftment of the country such as education, health and hygiene.

ADVERSE EFFECTS

The use of patriotic branding as a marketing tactic has its own impact on people. What is questionable is the use of patriotism to promote crass consumerism, when the motive is just profit notwithstanding the actual utility of the product in question. (Gopalan, 2015) The advertisements do not just exploit basic sentiments for material gains but also dilute the importance of the day. Independence Day reminds one of the sacrifices the ancestors had made and citizens get a chance to know about the past. But commercialization of the day might have an adverse effect on this process.

Commercialization of the particular day morally undermines the very day. Phrases like 'celebrate the spirit of freedom with *Samsung*' make the day promote consumerism than the actual morals and sentiments it should hold high.

CONCLUSION

Stevenson (1952)rightly points out that patriotism is not a short and frenzied outburst of emotion but the tranquil and steady dedication of a lifetime.(Safire, 2004). The exhibition of patriotism on just the days of national importance for commercial gains should be condemned since it is an attempt to mislead the masses. Corporate entities brand themselves Indian or pro Indian to gain attention and brand loyalty from the people.

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A. Books

- Sen, Amartya, (2010): ***The Idea of Justice,*** New Delhi, Penguin .
- Drèze, Jean, Amartya Kumar Sen (2002):**India: Development and Participation,** New Delhi, Oxford University Press

B. Contributions to books

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- Sundaram, K (2001): **"Employment-Unemployment Situation in the Nineties: Some Results from the NSS 55th Round"**, Economic and Political Weekly, Vol 36, No 11, pp 931-39.
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D. **Conference papers**

- Chandel K.S. (2009): **"Ethics in Commerce Education."** Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

E. **Unpublished dissertations and theses**

- Prashanth S. (2006): **Customer Value: A Comparative Study of Rural and Urban Customers,"** Unpublished Ph.D. Thesis submitted to Mangalore University,

F. **Online resources**

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G. **Website**

- Kelkar V. (2009): "Towards a New Natural Gas Policy", **Economic and Political Weekly,** Viewed on February 17, 2011 http://epw.in/epw/user/viewabstract.jsp
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2009

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6)	Sociology	Kan. Maj.	Pol. Science
7)	Sociology	Social Work	Psychology
8)	Sociology	Economics	Pol. Science
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