

Volume - XI

# EDUCATIONAL DEVELOPMENT AND SOCIAL WELFARE

Editors  
MANOHARA BABU .D.N  
GOVINDARAJU .N



**Lulu**

Lulu Enterprises UK Ltd.

**11**

## CONTENTS

Ch. Nos.	Title of the Papers	Authors Name	Page Nos.
1	Dealing with the new dimensions of Digital Risks: A Review	Nirmala C. & Dr.Giridhar K.V.	1
2	Tribal Development in Karnataka – Overview	Dr. Reshma	5
3	English as the Official Language in the Global Context	S.Lingegowda	12
4	Information Seeking Behaviour of Legislative Members	G.C.Eregowda	16
5	General Overview of Gender Equality Progress in Indonesia, Thailand, and Philippines	Dinda Lisna Amilia	19*
6	Commercial Banks Role on Financial Inclusion and Empowerment of Rural Women in India	Manoj S & Dr.M Prabhu	24
7	Educational Development and Social Welfare	Vanitha.K.	31
8	Make in India and its impact on Textile Industry in Karnataka- with Special Reference to Mysore District	Seyed Hossein Mirhashemi & Dr. M. Suresha	34
9	Urban Transport and Automobile Air Pollution in Mysuru, India	Azis Kemal Fauzie, G.V. Venkataramana & Naveen S	39
10	Education and Economic Growth: A Study in Karnataka	Dr. Avinash.T	46
11	Principles of Social Impact Assessment	Dr.A.Kusuma	51
12	Role of Tribal Community in Environment Conservation: With Special Reference to Kodagu District in Karnataka	Shrinidhi V S & Dr. Thimmaiah T.D	55
13	Urban Planning and Sustainable Development	Dr.S K Bhuvanendra	63
14	An Economic Analysis of Micro Finance and Poverty Alleviation in India	Dr.Neelakanta N.T, Sanjeevamurthy .H & Shivappa	66
15	Domains regarding the empowerment of women through SHGs in Urban Slums of Mysore	Dr. Noor Mubasheer C.A	73
16	Education of Women during Mughal Period	Dr. N.C. Sujatha	75
17	Women Empowerment : Some Issues and Concerns	Sharadhamma .D	77
18	Educational Development of Muslims and welfare initiatives	Sabira Firdous	79
19	A Study on Malnutrition in Women	Dr. J. L. Banashankari	84
20	Educational development in relation to various social backgrounds - an explorative study	NirmalaKumari & Dr. Palanethra L.	87
21	Rural Health Issues: Optimum Village, Healthy Village	Dr. K.S. Veerendrakumara	91
22	Importance of Literature, Media on Education	Anuradha H R	94
23	Role of Higher Education in Promoting Inclusive Education	Dr.Janaki .M	98
24	Education and Women Empowerment	Dr. Kanakappa Pujar	101
25	Development – Social, Cultural, Economic and Political Dimensions	Dr. Suvarna V. D, Victoria Roche & Mahendra A. C	104
26	Women Empowerment: Some Issues and Concerns	Priya N. Shenoy	110

## Chapter – 11

**PRINCIPLES OF SOCIAL IMPACT ASSESSMENT****Dr.A.KUSUMA***Member, Executive Council of VSU and Assistant Professor of Social Work, Vikrama Simhapuri University, Kakatur, Nellore-524 320***Abstract**

*Economic development projects brought innumerable benefits but also had unintended detrimental effects on people and natural resources. Human activities have resulted in the disruption of social and communal harmony, the loss of human livelihood and life, the introduction of new diseases, and the destruction of renewable resources. Social impacts are the impacts of developmental interventions on human environment. The impacts of development interventions take different forms. While significant benefits flow in from different development actions, there is also a need to identify and evaluate the negative externalities associated with them. Such impacts not only need to be identified and measured but also need to be managed in such a way that the positive externalities are maximized and the negative externalities are minimized. In view of this, the present paper focuses on the principles of Social Impact Assessment in detail.*

**Key words:** *Economic development, Social Impact, Social and Communal harmony, etc.*

**INTRODUCTION**

A balanced development planning takes into account the environmental, social and biodiversity impacts of economic development. Environmental Impact Assessment (EIA), Social Impact Assessment (SIA) and biodiversity impact assessments are some of the methods that aid in the planning and decision making process. These impact assessments help in identifying the likely positive and negative impacts of proposed policy actions, likely trade-offs and synergies, and thus facilitate informed decision-making. Moreover, the need for impact assessment stems from the fact that:

- Impact assessments enhance positive and sustainable outcomes associated with project implementation.
- They support the integration of social and environmental aspects associated with the numerous subprojects into the decision making process.
- They enhance positive social and environmental outcomes;
- They minimize social and environmental impacts as a result of either individual subprojects or their cumulative effects;
- They protect human health and minimize impacts on cultural property.

**WHAT IS SOCIAL IMPACT ASSESSMENT?**

Social Impact Assessment (SIA) can be defined in terms of efforts to assess or estimate, in advance, the social consequences that are likely to follow specific policy actions (including programs/ projects and the adoption of new policies), and specific government actions. It is a process that provides a framework for prioritizing, gathering, analyzing, and incorporating social information and participation into the design and delivery of developmental interventions. The SIA ensures that the development interventions:

- are informed and take into account the key relevant social issues; and
- incorporate a participation strategy for involving a wide range of stakeholders. Social Assessment (SA), on the other hand, is a process that provides framework for prioritizing, gathering, analyzing and incorporating social information and participation into the design and delivery of development operations (Rietbergen- McCracken and Narayan 1998).

**PURPOSE OF THE STUDY**

The purpose of the study is to provide clear and comprehensive knowledge about principles of Social Impact Assessment in detail.

**PRINCIPLES OF SOCIAL IMPACT ASSESSMENT**

It gives an overview of the principles that guide the concepts, the process, and the method of conducting social impact assessment. These principles are based on the expert judgment of widely varied professionals like sociologists, anthropologists, social psychologists, geographers, land-use planners, economists, natural resource social scientists and landscape architects. These principles are meant to ensure sound scientific inquiry and are based on the best practices established in the field over the last three decades. This section draws heavily from the guidelines

and principles for Social Impact Assessment prepared by the Inter-organizational Committee on Guidelines and Principles for Social Impact Assessment consisting of U.S. Department of Commerce, Oceanic and Atmospheric Administration and National Marine Fisheries Service.

**Principle 1: Involve the diverse public**

The first step is to identify and involve all potentially affected groups and individuals. Public involvement should be an active and interactive process, in which members of the public are full participants in the SIA enterprise. Public involvement must reach out to groups that do not routinely participate in government decision making because of cultural, linguistic, and economic barriers.

**Principle 2: Analyze impact equity**

Identification of all groups likely to be affected an agency action is central to the concept of impact equity. Trade-off always exists regarding a decision to construct a dam, build a highway or close an area to timber harvesting. But the cost of adverse social impacts should not be borne by one single category of persons or sections of the society that are considered as vulnerable due to age, gender, ethnicity, race, occupation or other factors.

While most proposed projects or policies are not zero-sum situations, and there may be varying benefits for almost all involved, SIA has a special duty to identify those whose adverse impacts might get lost in the aggregate benefits. Impact equity must be considered in close and sympathetic consultation with affected communities, neighborhoods, and groups, especially low-income and minority groups. Analysis should begin during scoping to ensure that important issues are not left out.

**Identifying Social Impact Assessment Variables:** Social impact assessment variables point to measurable change in human population, communities, and social relationships resulting from a development project or policy change. After research on local community change, rural industrialization, reservoir and highway development, natural resource development, and social change in general, the following are the social variables:

1. **Population Characteristics** mean present population and expected change, ethnic and racial diversity, and influxes and outflows of temporary residents as well as the arrival of seasonal or leisure residents.
2. **Community and Institutional Structures** mean the size, structure, and level of organization of local government including linkages to the larger political systems. They also include historical and present patterns of employment and industrial diversification, the size and level of activity of voluntary associations, religious organizations and interests groups, and finally, how these institutions relate to each other.
3. **Political and Social Resources** refer to the distribution of power authority, the interested and affected publics, and the leadership capability and capacity within the community or region.
4. **Individual and Family Changes** refer to factors which influence the daily life of the individuals and families, including attitudes, perceptions, family characteristics and friendship networks. These changes range from attitudes toward the policy to an alteration in family and friendship networks to perceptions of risk, health, and safety.
5. **Community Resources** include patterns of natural resource and land use; the availability of housing and community services to include health, police and fire protection and sanitation facilities. A key to the continuity and survival of human communities are their historical and cultural resources. Under this collection of variables we also consider possible changes for indigenous people and religious sub-cultures.

**Principle 3: Focus the assessment**

Most often, time and resource constraints affect the scope of the assessment and the extent to which it can be done within the time available. Social impact assessment practitioners need to focus on the most significant impacts in an order of priority, and all significant impacts for all impacted groups must be identified early using a variety of rapid appraisal or investigative techniques.

**Principle 4: Identify methods and assumptions and define significance**

The methods and assumptions used in the SIA should be made available and published prior to a decision in order to allow decision makers as well the public to evaluate the assessment of impacts. It should clearly describe how the SIA is conducted, what assumptions are used and how significance is determined. A social impacts statement needs to focus on impacts found to be significant in terms of context and intensity considerations. Context includes such considerations as society as a whole, affected regions, affected interests and locality (e.g., when

considering site-specific projects, local impacts assume greater importance than those of a regional nature).

**Principle 5: Provide feedback on social impacts to project planners**

Identify problems that could be solved with changes to the proposed action or alternatives. Findings from the SIA should feed back into project design to mitigate adverse impacts and enhance positive ones. The impact assessment, therefore, should be designed as a dynamic process involving cycles of project design, assessment, redesign, and reassessment. This process is often carried out informally with project designers prior to publication of the draft assessment for public comment; public comments on a draft EIS can contribute importantly to this process of feedback and modification.

**Principle 6: Use SIA practitioners**

A trained social scientist employing social science methods will provide the best results. An experienced SIA practitioner will know the data, and be familiar and conversant with existing social science evidence pertaining to impacts that have occurred elsewhere, which may be relevant to the impact area in question. This breadth of knowledge and experience can prove invaluable in identifying important impacts that may not surface as public concerns. A social scientist will be able to identify the full range of important impacts and then will be able to select the appropriate measurement procedures.

Having social scientist as part of the interdisciplinary EIS team will also reduce the probability that an important social impact could go unrecognized. In assessing social impacts, if the evidence for a potential type of impact is not definitive in either direction, then the appropriate conservative conclusion is that it cannot be ruled out with confidence. In addition, it is important that the SIA practitioner be conversant with the technical and biological perspectives brought to bear on the project, as well as the cultural and procedural context of the agency they work with.

**Principle 7: Establish monitoring and mitigation programs**

Monitoring significant social impact variables and any programs that have been put into place to mitigate them are crucial to the social impact assessment process. Identifying a monitoring infrastructure needs a key element of the local planning process. Monitoring and mitigation should be a joint agency and community responsibility and both activities should occur on an iterative basis throughout the project life cycle. Trust and expertise are key factors in balancing agency and community monitoring participation. Few agencies have the resources to continue these activities for an extended period, but local communities should be provided resources to assume a portion of the monitoring and mitigation responsibilities.

**Principle 8: Identify data sources**

Published scientific literature, secondary data and primary data from the affected area should be consulted for all SIAs. Published scientific literature includes journal articles, books, and reports available from similar projects. Secondary data sources are the Census, vital statistics, geographical data, relevant agency publications, and routine data collected by state and federal agencies. Examples of other secondary data sources include: agency caseload statistics (e.g., from mental health centers, social service agencies and other human service providers, law enforcement agencies, and insurance and financial regulatory agencies); published and unpublished historical materials (often available in local libraries, historical societies, and school district files); complaints produced by booster and/or service organizations (such chambers of commerce, welcome wagon organizations, and church groups); and the files of local newspapers. Primary Data from the Affected Area includes surveys, oral histories and informant interviews.

**Principle 9: Plan for gaps in data**

SIA practitioners often have to produce an assessment in the absence of all the relevant or even the necessary data. Evaluation of the missing information and developing a strategy for proceeding becomes important even if the information is approximate.

**Some guide principles of social impact assessment**

1. Achieve extensive understanding of local and regional settings to be affected by the action or policy
2. Focus on key social and cultural issues related to the action or policy from the community and stakeholder profiles
3. Identify research methods, assumptions and significance that are holistic, transparent and replicable
4. Provide quality information that prescribe to scientific norms for use in decision-making
5. Ensure that any environmental justice issues are fully described and analyzed by taking into consideration the vulnerable stakeholders and populations
6. Undertake evaluation/monitoring and mitigation measures

Some of the other principles and guidelines that need to be taken into consideration while undertaking social impact assessment include:

- **Taking account of initial response to project announcement** – support or opposition may be an impact itself or an indicator of the likely degree of community cohesion or conflict over social issues
- **Qualifying data sufficiency and reliability** – where SIA is hampered by a lack of adequate data, err on the conservative side in reporting any potentially significant impacts (e.g. stating that it cannot be ruled out with confidence rather than concluding it is not proven)
- **Predicting key issues** – it is better to be roughly correct on the matters that count, rather than quantifying the impacts that can be counted
- **Team building** – experienced social scientists need to be an integral part of the EIA team to predict these key issues and establish linkages to biophysical impacts. Often, team building must address cultural style as well as disciplinary differences, for example when relating an SIA to the EIA and project planning timetable on the one hand and the norms and traditions of an affected community on the other.

#### References

- Aledo, et al., 2015. Using causal maps to support ex-post assessment of social impacts of dams. *Environ. Impact Assess.* 55, 84e97. <http://dx.doi.org/10.1016/j.eiar.2015.07.004>.
- Berger T (1994) *The Independent Review of the Sardar Sarovar Projects, 1991-1992. Impact Assessment* 12:1, 3-20.
- Arce-Gomez, et al., 2015. Social impact assessments: developing a consolidated conceptual framework. *Environ. Impact Assess.* 50, 85e94. <http://dx.doi.org/10.1016/j.eiar.2014.08.006>.
- Bornmann, L., 2013. What is societal impact of research and how can it be assessed? A literature survey. *J. Am. Soc. Inf. Sci.* 64 (2), 217e233. <http://dx.doi.org/10.1002/asl.22803>.
- Dominguez-Gomez, J.A., 2016. Four conceptual issues to consider in integrating social and environmental factors in risk and impact assessments. *Environ. Impact Assess.* 56, 113e119. <http://dx.doi.org/10.1016/j.eiar.2015.09.009>.
- Fontes, J., 2016. Handbook for Product Social Impact Assessment. Roundtable for Product Social Metrics. Retrieved from. <http://product-social-impactassessment.com/> (last access 2016-10-13).
- Ross, H., McGee, T., 2006. Conceptual frameworks for SIA revisited: a cumulative effects study on lead contamination and economic change. *Imp. Assess. Proj. App.* 24 (2), 139e149. <http://dx.doi.org/10.3152/147154606781765273>.
- Vanclay, F., 2002. Conceptualising social impacts. *Environ. Impact Assess.* 22 (3), 183e211. [http://dx.doi.org/10.1016/S0195-9255\(01\)00105-6](http://dx.doi.org/10.1016/S0195-9255(01)00105-6).
- *Guidelines and Principles for Social Impact Assessment, 1994. Prepared by the Inter-organizational Committee on Guidelines and Principles for Social Impact Assessment.* [http://www.nmfs.noaa.gov/sfa/social\\_impact\\_gulde.htm#sectV](http://www.nmfs.noaa.gov/sfa/social_impact_gulde.htm#sectV)

Food Analysis & Properties Series

# NUTRIOMICS

## Well-being through Nutrition



Edited by

Devarajan Thangadurai • Saher Islam  
Leo M.L. Nollet • Juliana Bunmi Adetunji

## **Food Analysis & Properties**

*Series Editor*  
**Leo M.L. Nollet**

*University College Ghent, Belgium*

This CRC series **Food Analysis and Properties** is designed to provide a state-of-art coverage on topics to the understanding of physical, chemical and functional properties of foods: including (1) recent analysis techniques of a choice of food components; (2) developments and evolutions in analysis techniques related to food; (3) recent trends in analysis techniques of specific food components and/or a group of related food components.

### **Fingerprinting Techniques in Food Authenticity and Traceability**

*Edited by K.S. Siddiqi and Leo M.L. Nollet*

### **Hyperspectral Imaging Analysis and Applications for Food Quality**

*Edited by Nrusingha Charan Basantia, Leo M.L. Nollet, and Mohammed Kamruzzaman*

### **Ambient Mass Spectroscopy Techniques in Food and the Environment**

*Edited by Leo M.L. Nollet and Basil K. Munjanja*

### **Food Aroma Evolution: During Food Processing, Cooking and Aging**

*Edited by Matteo Bordiga and Leo M.L. Nollet*

### **Mass Spectrometry Imaging in Food Analysis**

*Edited by Leo M.L. Nollet*

### **Proteomics for Food Authentication**

*Edited by Leo M.L. Nollet and Otles, Semih*

### **Analysis of Nanoplastics and Microplastics in Food**

*Edited by Leo M.L. Nollet and Khwaja Salahuddin Siddiqi*

### **Chiral Organic Pollutants: Monitoring and Characterization in Food and the Environment**

*Edited by Edmond Sanganyado, Basil Munjanja, and Leo M.L. Nollet*

### **Sequencing Technologies in Microbial Food Safety and Quality**

*Edited by Devarajan Thangadurai, Leo M.L. Nollet, Saher Islam, and Jeyabalan Sangeetha*

### **Nanoemulsions in Food Technology: Development, Characterization, and Applications**

*Edited by Javed Ahmad and Leo M.L. Nollet*

### **Mass Spectrometry in Food Analysis**

*Edited by Leo M.L. Nollet and Robert Winkler*

### **Bioactive Peptides from Food: Sources, Analyses, and Functions**

*Edited by Leo M.L. Nollet and Semih Ötleç*

### **Nutriomics: Well-being through Nutrition**

*Edited by Devarajan Thangadurai, Saher Islam, Leo M.L. Nollet, and Juliana Bunmi Adetunji*

For more information, please visit the Series Page: [www.crcpress.com/Food-Analysis-Properties/book-series/CRCFOODANPRO](http://www.crcpress.com/Food-Analysis-Properties/book-series/CRCFOODANPRO)



# Nutriomics

Well-being through Nutrition

*Edited by*

Devarajan Thangadurai

Saher Islam

Leo M.L. Nollet

Juliana Bunmi Adetunji



CRC Press

Taylor & Francis Group

Boca Raton London

---

CRC Press is an imprint of the  
Taylor & Francis Group, an **informa** business

First edition published 2022

by CRC Press

6000 Broken Sound Parkway NW, Suite 300, Boca Raton, FL 33487-2742

and by CRC Press

4 Park Square, Milton Park, Abingdon, Oxon, OX14 4RN

*CRC Press is an imprint of Taylor & Francis Group, LLC*

© 2022 Taylor & Francis Group, LLC

Reasonable efforts have been made to publish reliable data and information, but the author and publisher cannot assume responsibility for the validity of all materials or the consequences of their use. The authors and publishers have attempted to trace the copyright holders of all material reproduced in this publication and apologize to copyright holders if permission to publish in this form has not been obtained. If any copyright material has not been acknowledged please write and let us know so we may rectify in any future reprint.

Except as permitted under U.S. Copyright Law, no part of this book may be reprinted, reproduced, transmitted, or utilized in any form by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying, microfilming, and recording, or in any information storage or retrieval system, without written permission from the publishers.

For permission to photocopy or use material electronically from this work, access [www.copyright.com](http://www.copyright.com) or contact the Copyright Clearance Center, Inc. (CCC), 222 Rosewood Drive, Danvers, MA 01923, 978-750-8400. For works that are not available on CCC please contact [mpkbookspermissions@tandf.co.uk](mailto:mpkbookspermissions@tandf.co.uk)

*Trademark notice:* Product or corporate names may be trademarks or registered trademarks and are used only for identification and explanation without intent to infringe.

*Library of Congress Cataloging-in-Publication Data*

Names: Thangadurai, D. (Devarajan), 1976- editor. | Islam, Saher, editor. |

Nollet, Leo M. L., 1948- editor. | Adetunji, Juliana, editor.

Title: *Nutriomics : well-being through nutrition / edited by Devarajan Thangadurai, Saher Islam, Leo Nollet and Juliana Adetunji.*

Description: First edition. | Boca Raton : CRC Press, 2022. | Series: Food analysis and properties | Includes bibliographical references and index. | Summary: "This book enhances scientific evidence based on omics technologies and effectiveness of nutrition guidelines to promote well-being. It provides advanced understanding towards nutrients and genotype effects on disease and health status. Helps to design the precise nutritional recommendations for prevention or treatment of nutrition-related syndromes. Discusses impact of genetics on food ingestion, metabolism, and food-drug interactions. Describes potential of transcriptomic, genomic, proteomic, metabolomic, and epigenomic tools within nutrition research. Explores state-of-the-art tools to identify safety and quality of nutrition and development of personalized nutrition to improve health status" -- Provided by publisher.

Identifiers: LCCN 2021055509 (print) | LCCN 2021055510 (ebook) |

ISBN 9780367694814 (hardback) | ISBN 9780367695415 (paperback) |

ISBN 9781003142195 (ebook)

Subjects: LCSH: Nutrition--Research. | Food--Analysis.

Classification: LCC TX537 .N785 2022 (print) | LCC TX537 (ebook) | DDC

363.8--dc23/eng/20211230

LC record available at <https://ccn.loc.gov/2021055509>

LC ebook record available at <https://ccn.loc.gov/2021055510>

ISBN: 978-0-367-69481-4 (hbk)

ISBN: 978-0-367-69541-5 (pbk)

ISBN: 978-1-003-14219-5 (ebk)

DOI: 10.1201/9781003142195

Typeset in Times LT Std

by Apex CoVantage, LLC

*It is a great pleasure to work with my co-editors Devarajan  
Thangadurai, Saher Islam, and Juliana Bunmi Adetunji.*

*They did a great job. It is always nice to work  
with colleagues you can rely on.*

*This creates possibilities for the future.*

*Leo M.L. Nollet*

---

# Contents

Series Preface.....	ix
Preface.....	xi
Editors.....	xiii
Contributors .....	xvii
<b>Chapter 1</b> Traditional and Advanced Molecular Approaches in Nutrition Research .....	1
<i>Parveen Bansal, Renu Bansal, and Malika Arora</i>	
<b>Chapter 2</b> Traditional Nutritional Approaches and Nutriomics Evidence: Nutrition from Inception to Evidence .....	23
<i>Parveen Bansal, Renu Bansal, and Malika Arora</i>	
<b>Chapter 3</b> Nutritional Epigenomics and Disease Prevention.....	49
<i>Juliana Bunmi Adetunji, Charles Oluwaseun Adetunji, Saher Islam, and Devarajan Thangadurai</i>	
<b>Chapter 4</b> Potential Applications of Proteomics for Nutritional Safety and Healthcare .....	63
<i>Srinivasan Kameswaran, Bellemkonda Ramesh, M. Subhosh Chandra, and Gopikrishna Pitchika</i>	
<b>Chapter 5</b> Metabolomics and Potential Nutrition-Specific Markers for Nutritional Safety, Quality, and Health Status.....	95
<i>Ramachandran Chelliah, Inamul Hasan Madar, Syeda Mahvish Zahra, Khanita Suman Chinnanai, Mahamuda Begum, Ghazala Sultan, Umar Farooq Alahmad, Iftikhar Aslam Tayubi, and Deog-Hwan Oh</i>	
<b>Chapter 6</b> Nutriomic Approaches in Diabetic Practices .....	113
<i>Srinivasan Kameswaran, Bellemkonda Ramesh, M. Subhosh Chandra, Ch. Venkatrayulu, M. Srinivasulu, Prathap Reddy Kallamadi, and G. Sudhakara</i>	

<b>Chapter 7</b>	Dietary Control of the Resolution Response to Optimize Inflammation: Genetic, Clinical, and Omics Perspectives .....	135
	<i>Barry Sears and Asish K. Saha</i>	
<b>Chapter 8</b>	Customized Nutritional Practices and Dietary Recommendations through Integrative High-Throughput Omics Approaches .....	157
	<i>Ramachandran Chelliah, Inamul Hasan Madar, Khanita Suman Chinnanai, Ghazala Sultan, Pravitha Kasu Sivanandan, Bandana Pahi, Mahamuda Begum, Syeda Mahvish Zahra, Iftikhar Aslam Tayubi, and Deog-Hwan Oh</i>	
<b>Chapter 9</b>	Omics for Natural Products as Adjunct Nutrition.....	169
	<i>Yeannie Hui-Yeng Yap and Shin-Yee Fung</i>	
<b>Chapter 10</b>	Nutrigenomics, Olive Polyphenols, and Human Health .....	181
	<i>Maria Ant3nia da Mota Nunes, Maria Beatriz Prior Pinto Oliveira, and Rita Carneiro Alves</i>	
<b>Chapter 11</b>	Metabolomic Approach: Specific Markers for Authenticity, Nutritional Safety, and Quality of Milk and Milk Products .....	215
	<i>Richa Singh, Ravali Parvartam, and Sumit Arora</i>	
<b>Chapter 12</b>	Application of Metabolomic Tools to Survey the Phenolic Composition of Food, Medicinal Plants, and Agro-Industrial Residues.....	235
	<i>Ticiane Carvalho Farias, Carolina Thomaz dos Santos D'Almeida, Thaiza Serrano de Souza, Talita Pimenta do Nascimento, Fernanda de Sousa Bezerra, Roberta Nogueira Pereira da Silva, Mariana Sim3es Larraz Ferreira, Andrea Furtado Macedo, and Maria Gabriela Bello Koblitz</i>	
<b>Index</b> .....		287

---

# Series Preface

There will always be a need to analyze food compounds and their properties. Current trends in analyzing methods include automation, increasing the speed of analyses, and miniaturization. Over the years, the unit of detection has evolved from micrograms to pictograms.

A classical pathway of analysis is sampling, sample preparation, cleanup, derivatization, separation, and detection. At every step, researchers are working and developing new methodologies. A large number of papers are published every year on all facets of analysis. So there is a need for books that gather information on one kind of analysis technique or on the analysis methods for a specific group of food components.

The scope of the CRC Series on Food Analysis & Properties aims to present a range of books edited by distinguished scientists and researchers who have significant experience in scientific pursuits and critical analysis. This series is designed to provide state-of-the-art coverage on topics such as the following:

1. Recent analysis techniques on a range of food components.
2. Developments and evolution in analysis techniques related to food.
3. Recent trends in analysis techniques for specific food components and/or a group of related food components.
4. The understanding of the physical, chemical, and functional properties of foods.

The book *Nutriomics* is volume number 19 of this series.

I am happy to be a series editor of such books for the following reasons:

- I am able to pass on my experience in editing high-quality books related to food.
- I get to know colleagues from all over the world more personally.
- I continue to learn about interesting developments in food analysis.

Much work is involved in the preparation of a book. I have been assisted and supported by a number of people, all of whom I would like to thank. I would especially like to thank the team at CRC Press/Taylor & Francis, with a special word of thanks to Randy Brehm and Steve Zollo, senior editors.

Many, many thanks to all the editors and authors of this volume and future volumes. I very much appreciate all their effort, time, and willingness to do a great job.

**Maria Beatriz Prior Pinto Oliveira**

Department of Chemical Sciences  
Faculty of Pharmacy  
REQUIMTE/LAQV  
University of Porto  
Porto, Portugal

**Gopikrishna Pitchika**

Department of Zoology, Vikrama  
Simhapuri  
University PG Centre, Kavali  
Andhra Pradesh, India

**Bandana Pahi**

Department of Bioinformatics  
Sambalpur University, Jyoti Vihar,  
Burla  
Sambalpur, Odisha, India

**Ravali Parvartam**

Dairy Chemistry Division  
ICAR-National Dairy Research  
Institute, Karnal  
Haryana, India

**Bellemkonda Ramesh**

Department of Food Technology  
Vikrama Simhapuri University,  
Nellore  
Andhra Pradesh, India

**Asish K. Saha**

Inflammation Research Foundation  
Peabody, MA

**Barry Sears**

Inflammation Research Foundation  
Peabody, MA

**Richa Singh**

Dairy Chemistry Division  
ICAR-National Dairy Research  
Institute, Karnal  
Haryana, India

**M. Srinivasulu**

Department of Biotechnology  
Yogi Vemana University, Kadapa  
Andhra Pradesh, India

**M. Subhosh**

Chandra Department of Microbiology  
Yogi Vemana University, Kadapa  
Andhra Pradesh, India

**Thaiza Serrano de Souza**

Laboratory of Biotechnology, Food,  
and Nutrition Graduate Program  
(PPGAN)  
Federal University of the State of Rio de  
Janeiro (UNIRIO)  
Rio de Janeiro, Brazil

**G. Sudhakara**

Department of Biochemistry  
Sri Krishnadevaraya University  
Anantapur, India

**Ghazala Sultan**

Department of Computer Science  
Faculty of Science  
Aligarh Muslim University  
Uttar Pradesh, India

**Devarajan Thangadurai**

Department of Botany  
Karnatak University, Dharwad  
Karnataka, India

**Pravitha Kasu Sivanandan**

Department of Bioinformatics  
School of Biosciences  
Sri Krishna Arts and Science College,  
Coimbatore  
Tamil Nadu, India

**Roberta Nogueira Pereira da Silva**

Laboratory of Biotechnology, Food,  
and Nutrition Graduate Program  
(PPGAN)  
Federal University of the State of Rio de  
Janeiro (UNIRIO)  
Rio de Janeiro, Brazil

**Iftikhar Aslam Tayubi**

Faculty of Computing and Information  
Technology  
Rabigh, King Abdulaziz University  
Jeddah, Kingdom of Saudi Arabia



# **SOCIAL PERSPECTIVES IN CONTEMPORARY ENGLISH LITERATURE**

**EDITORS**  
**Dr. S. SUGANTHI**  
**Dr. E. PRATHEEBAA**  
**Dr. S. BALAKRISHNAN**



# **SOCIAL PERSPECTIVES IN CONTEMPORARY ENGLISH LITERATURE**

**Edited by**

**Dr. S. SUGANTHI | Dr. E. PRATHEEBAA**

**Dr. S. BALAKRISHNAN**

**Published by**

**L ORDINE NUOVO PUBLICATION**

[philo.balki@gmail.com](mailto:philo.balki@gmail.com)

[www.nuovopublication.com](http://www.nuovopublication.com)



## CONTENTS

S.No.	Title	Page No.
1	Civil Rights and Post Civil Rights Scenarios in Colson Whitehead's <i>Nickel Boys</i> and <i>Harlem Shuffle</i> <b>Mr. Kumavath Venkatesh Naik &amp; Dr. Jillella Mercy Vijetha</b>	1
2	'Culture of Questioning and Experiential Learning' as a Liberating Force in Bama's <i>Corpse</i> <b>Dr. Jillella Mercy Vijetha &amp; Mr. K. Venkata Ramana</b>	5
3	Influence of Sufism in the Emergence of Lakshadweep Traditional Art Form <i>Dolippattu</i> <b>C.C. Yasir Arafath</b>	8
4	The "Affect" Effect: Reading Wordsworth through Affective Ecocriticism <b>Dr. Savitha Sukumar</b>	14
5	Reinterpreting Myth: A Feminist Analysis of Chitra Banerjee Divakaruni's <i>The Forest of Enchantments</i> <b>Shimli Sasidharan</b>	19
6	Indian Diaspora Literature and Film Adaptations – "Indian Diaspora Writers Surpass the Englishness of English Language and Seed the Film Makers for Global Screening" - A Study <b>M. Banu &amp; Dr. G.V.S. Ananta Lakshmi</b>	23
7	The Portrayal of Women in the Short Stories of Shashi Deshpande <b>Dr. Geeta Lakhotra &amp; Dr. Nar Singh</b>	26
8	Climate Change in the Age of the Anthropocene: 'Sink or Swim Together' <b>Dr. Shreeja Ghanta</b>	29
9	The Portrayal of Female Characters in the Works of Namita Gokhale <b>B.S.S. Bhagavan</b>	32
10	Feminine Sense in the Selected Works of Kamala Das <b>Dr. S. Venkata Subbamma</b>	35
11	Posthumanism in Kazuo Ishiguro's <i>Never Let Me Go</i> <b>Nisha Kumari</b>	38
12	Learning Poem through Picture Association Technique Among Higher Secondary Students <b>V. Meera &amp; Dr. M. Vennila</b>	42

## CHAPTER 9

# THE PORTRAYAL OF FEMALE CHARACTERS IN THE WORKS OF NAMITA GOKHALE

**B.S.S. Bhagavan**

*Assistant Professor, Department of English*

*Vikrama Simhapuri University*

*Kakuturu, Nellore, Andhra Pradesh*

### **Abstract**

*Namita Gokhale, the prominent India post modern women novelist secured significant place in the history of post modern Indian English literature. The novelist with a distinctive perspective portrayed the nature of modern Indian women in her words. The post modern Indian women are very courageous and spontaneous in their lives and grab the opportunities to embrace any kind of challenges to transform themselves and the socio cultural circumstances around them. The female characters in the Namita Gokhale's novels reveal that the modern women are not weak, frail, and inferior creatures pleading the mercy of their counter parts. The works of Gokhale highlights the drastic shifts in the attitude of Indian women and their relentless fighting spirit in creating identity for themselves. The preset study focuses on the female protagonists in Gokhale's works and analyzes a new trend in the post modern women which is completely different from the conventional and stereo type female characters presented by male writers in the patriarchal Indian society.*

*Keywords: Solidarity, Independence, Identity Patriarchy, Depression, Dejection.*

### **Introduction**

The patriarchal society and the conventional literature portrayed women as subordinate, servant and a loyal subject to supremacy of the male. Very conveniently in the history the male writers projected women as a gender which subjects to the authority of the opposite. Women writers under the influence of feminism represented the issues of women and their struggle in their works. Namita Gokhale, through her works presented female characters those who strive for their individuality, independence, and identity in their lives. She also projected women as transformational characters who act as instrumental in the social transformation. This new perspective made Namita Gokhale unique among Indian women writers.

Namita Gokhale works picturized courageous women characters who are brave and adventurous to create their own identity in the society. This phenomenon is very new in the Indian women writings which generally depicts Indian traditional women and their concerns. This distinctive narration is very evident in her works like "The Book of Shadows", "Gods, Graves, and Grandmother" and "Paro: Dreams of Passion".

In 'Paro: Dreams of passion' the novelist portrayed female characters of metropolitan cities to reveal the fact that how peculiar emotional instincts control the lives of modern women. Among the two characters Paro and Priya, Paro is not self-reliant, seeks emotional support and meets fatal end. Priya is a family lady who gives importance to her family and finds meaning in the family life. These two are quite opposite and they have different attitudes towards their lives. The two characters find meaning in their lives only in the presence of man and lack that individuality. Paro always longs for men with lust but not with love. This weakness clearly presents how men subjected women with their sexual and psychological superiority. Paro remind as a malignant because of her lifestyle.

Priya's life is different from the tough Pharaoh. The two characters who represent the modern metropolitan women suggest that the women can get identity and individuality not through conventional and radical ways of lives. There is something beyond conventions and modern perceptions which can offer perfect means to achieve independence and individuality.

In the novel "Devine beings, Graves and Grandmother" the novelist discussed the quality of skillfulness and ability to understand the life as it is. The Grandmother character is more practical in the novel and exhibits the skill in shaping and redefining the life based on the circumstances. Beside the character Phoolwita, there is a central character Gudiya nom de plume Pooja. She reveals her true character after parting of Kalki.

The novel presents the social conduct and religious enthusiasm which is predominant in the public. Gudiya's fortune makes her life more beautiful and joyful day by day. Gudiya captures the attention of Kalki with her beauty and age. The novelist portrayed the Indian culture and the implications of the youth. The novel clearly projected a distinction between established gathering and youthful gathering. The youthful gathering always yields no constructive results due to shortcomings. The two different perceptions towards life obviously restricted by the peculiar mindsets. Phoolwati and Lila are traditional and obedient women. They are capable enough to handle all circumstances in their lives. The two are very responsible mothers and Phoolwati even accepts the absence of Ammi.

In her Novel 'A Himalayan Love Story', she dealt with the main concerns of women like denied of affection, misunderstanding and fraternity. The themes like sufferings and pains involved in arranged marriages, unfulfilled sexual wants, disappointment, depression, purposeless desires are very evident in the novel.

The life of Parvathi is pathetic and miserable. She could not receive affection from her kit and kins after the death of her parents. She failed in marrying the man whom she loved and couldn't get physical or psychological satisfaction from her partner. Most of the women characters in this novel more concerned about the physical perception, rather than the emotional or the inward growth. They are people with no emotions and affections.

The novelist in her work 'The Book of Shadows' depicted the life of Rachita. The protagonist constantly fights to defeat the fate. In the novel the characters seek for affection in their lives. Corrosive assault is the central idea in the novel. Mental injury suffers Rachita a lot and compels to confine herself to the house. Though the present life causing sever suffocation, the protagonist wants to restore the past life by defeating the fate.

In 'The Book of Shadows' and 'Shakuntala: The Play of Memory' discussed conflict between reality and the life. 'Shakuntala: The Play of Memory' highlights ever burning issue gender discrimination. Though the centuries passed, the plight of women remind same. This novel questions the authority of Hindu religious texts which portrayed women as inferior.

In the work "Mountain Echoes: Reminiscences of Kumaoni Women' depicted the lives of Kumaoni women and their lives. Through the characters of Ms. Shivani, Ms. Lakshmi (Jeeya), Ms Tara Pande and Ms. Shakuntala Pande presented the views of women on the modern society. These characters discuss the condition of women from different direction and reflects up on the attitude of society towards women.

In this novel, the novelist discussed the future direction of feminism or women activists. The feminists are in serious deliberations to find out an authentic ideological framework to carry forward their moment. The novelist is very clear regarding future direction of women activists and the role of young generation in the moment.

In her work 'The Book of Shiva', Namita Gokhale initiated a philosophical discussion regarding the status of women in the Indian culture. She argues that the culture constructed the image of women all through these ages. She presented Parvati the wife of Shiva as the first women activist and who raised voice against the authority of man. In this work Gokhale initiated the serious and philosophical discussion from new dimension.

Gokhale is very clear in her works, her thoughts and ideas are very sharp and straight. All the female characters of Gokhale are very strong and courageous. They display their intention to wipe of the past and to start the new life by painting the nails and applying the henna again and again. The characters strive to achieve their solidarity through unconventional means. This is very evident in the characters like Paro, yearning Gudiya, ruling Phoolwati, and blockhead Parvati.

'In Search of Sita' Gokhale discussed important topics, origin of Sita sufferings of Sita in alien land, the test by flame etc. She also presented different types of women through the characters of Kaikayi, Surpanaka and Mandodari, Urmila. She also presented critical analysis of the Indian views on Sita. She questioned characterization of Sita in some parts of the text Ramayana.

Gokhale published "Priya In Incredible Indyya" as a sequel to our successful novel 'Paro: Dreams of Passion'. In this work the novelist presented the continuity of thought and the characters with a slight change.

"The Habit of Love" Gokhale presented two types of sad stories. The first category presents the urban metropolitan perspective and the second from the subaltern women perspective taking legends into considerations. Gokhale used the history to reconstruct the reality. The characters of these sad stories talk in a sarcastic and humorous tone. The characters are not popular and common stereo type, but they are victims. These characters are very realistic and true to life. Pain, Love and Melancholic attitude in them reflect the intensity of emotions. She used these stories to depict the intellectual and emotional shades of women. Through these stories the novelist appealed women not to subject to the opposite sex and to fight for freedom through which they can create their own identity and individuality.

She expressed female sensibility all through her cheaters. She gave voice to the voiceless weaker sex to express their miserable wretchedness, the wounded and broken heart breaks, the despairing, dejection and detachment, the social boycott, and the furious disturbance. The condition of women and the male chauvinistic society compelled Gokhale to portray the agony of women through her novels. Her novels mirrored the lives of victims and the social restrictions imposed up on the weaker sex. She demanded equal status for women and urged women to grab the opportunities to redefine themselves.

#### References

1. Deccan Herald 'Concept of &#39;Bharatiya Nari&#39; a can of worms' New Delhi, May 29
2. Personal Interview with Namita Gokhale on April 6, 2014
3. 'Summer of sequels:' The Telegraph, Sunday, June 12, 2011
4. Chatterjee Madhusree, Habit of love: The Tribune, Sunday, January 22, 2012.

# LITERATURE AND CULTURE

## - AN INTERDISCIPLINARY STUDY



**Edited by**  
**P. R. KARMARKAR**

## ABOUT THE EDITOR



**Professor P.R. Narayanaiah** has taught English Language and Literature in Andhra University campuses at Kakinada, Tadepalligudem and presently teaching in the department of English, Andhra University, Visakhapatnam over a period of three decades. He held positions of the Head and the Special Officer (Principal) at Andhra University Campuses at Kakinada (2008-2012), Tadepalligudem (2011-2012) & (2016-2017) and is at presently holding the post of The Chairman, P.G. Board of Studies, English, and The Principal, College of Arts and Commerce, Andhra University, Visakhapatnam. He has published a number of articles in various national and international journals. He is a member of MELUS (Multi-Ethnic Literatures of the US Chapter) and a member of the All India English Teachers Association (AIETA). He has presented papers in Atlantic University, Boca Raton, Florida State, U.S.A. (2011) and in FIAP, Paris, France (2018).

  
**PARAMOUNT**  
PUBLISHING HOUSE

**Price : 575/-**



## Contents

S.No.	Title of the Paper	Page No
1	<b>Towards a Democratic Ethos in Developing Literature as a Medium of Culture</b> <i>- Dr. Mahim Mendis</i>	1
2	<b>Education- Past and Present</b> <i>- P. R. Karmarkar</i>	7
3	<b>Keyapatar Nouko by Prafulla Roy and Attia Hosain's Sunlight on a Broken Column through the Spectrum of Gender, Culture, Identity and Hegemony</b> <i>- Sudip Kumar Das</i>	14
4	<b>Understanding the Role of Religion and Social Structure in India in V.S. Naipaul's Trilogy</b> <i>- Dr. G. Chenna Reddy</i>	19
5	<b>Implications and Aftermath: In the Wake of Gayatri Chakravorty Spivak's Question</b> <i>- Dr. T. Eswar Rao</i>	25
6	<b>A Study of Eco-Consciousness in C.S.Lewis's Perelandra</b> <i>- Dr. D. Jyothsna</i>	29
7	<b>Literature and Psychology</b> <i>- Prof. Uttam Lal Thakur</i>	34
8.	<b>Some Functions of Literature in Enhancing the Power of Academic Discussions of Philosophy as a Part of Literary Culture</b> <i>- Prasanta Kumar Panda</i>	42
9.	<b>Indic Archetypes: A Comparative Analysis Between Shiva Purana and Amish's Immortals of Meluha</b> <i>- Dr. C. Bhooma, Dr. C.S. Senthil</i>	49
10.	<b>Comparative Exploration of Tribal History and Culture in Mahasweta Devi's Chotti Munda and His Arrow and Madhukar Wakode's Zelzapat</b> <i>- Dr. Khaladkar Dattatraya Dnyandev</i>	57
11.	<b>Need of Yoga- A Shad Darshana</b> <i>- Smt. K. J. Vijaya Lakshmi</i>	62



S.No.	Title of the Paper	Page No.
12.	Emotional Perceptions in the Novels the Optimist's Daughter and Losing Battles of Eudora Welty <i>- Demudu Naidu Jureddi</i>	57
13.	Literature and Society - Social Impact in the Haiku and Senryu Poems - Translated from Tamil <i>- R. Megala</i>	75
14.	Multiculturalism - Midnight's Children <i>- Dr. M. Nageswara Rao</i>	88
15.	Tangled Relation Between Literature and Philosophy <i>- A.V. Ramacharyulu</i>	93
16.	Enhancement of Communication Skills Through Integration of Communicative Language Teaching Pedagogy Among Undergraduates in Rural Areas: A Pragmatic Perspective <i>- T. Vijaya Gouri</i>	98
17.	Conventional Vs Contemporary: A Sociological Analysis of Khaled Hosseni's 'A Thousand Splendid Suns' <i>- Shanice Anne Ranade</i>	107
18.	Combating Communalism in a Quest for Harmony: A Study of Esther David's 'The Man with Enormous Wings' <i>- Suresh Kumar</i>	110
19.	The Uncanny Pattern in Robert Coover's the Dead Queen <i>- Rinky Gupta</i>	115
20.	Pativrata Versus The Modern: The Role of the ID in Tell the Tale Urvashi <i>- Reeba Sara Koshy</i>	119
21.	Of Shadow Show and Literature: A Note on the Influence of Literature on the Cinema <i>- Dr. S.G. Vaidya, Mr. Chandrashekhar S. Vaidya</i>	126
22.	Reflection of Indian Values and the Projection of Women in Pratibha Ray's 'Yajnaseni' <i>- Prof. Shweta Deshpande</i>	129
23.	The 'Winter-spring' Binary: A Semantic Study of Ode to the West Wind in the Light of Alamkara Poetics <i>- Dr. Dhanya Menon</i>	137

S.No.	Title of the Paper	Page No.
24.	<b>Deconstruction of History in Magic-Realist Novel Sexing the Cherry by Jeanette Winterson</b> - <i>Dr. Shubhangi Sadashiv Lendave</i>	144
25.	<b>Endangered Agrarian Culture of India in Sadanand Deshmukh's Baromas (2004)</b> - <i>Dr. Sudhir Sadashiv Lendave</i>	149
26.	<b>Sisters in Society Sans Sympathy: A Study of Deterministic Struggle</b> - <i>Dr. Surela Raj. K</i>	153
27.	<b>Restructuring Indian Society Through Constitutional Culture</b> - <i>Prof. P. Arjun</i>	163
28.	<b>An Ecocritical Study of Manju Kapur's the Immigrant and Kamala Markandaya's the Nowhere Man</b> - <i>Dr. Mandapaka Kasulamma, Dr. Chelle Naresh</i>	171
29.	<b>A Dystopian Reading of Nadine Gordimer's the Pickup</b> - <i>Sekhara Rao S.P</i>	175
30.	<b>A Comparative Study of Emersonian Doctrine of Infinitude of Private Man and Vedantic Concept of Jeevatma</b> - <i>B.S.S. Bhagavan</i>	181
31.	<b>Glimpses of History Through Literature with Reference to Naguib Mahufouz's 'Khufu's Wisdom'</b> - <i>K. V. Rama Rao, K. Radha Madhavi</i>	190
32.	<b>Shady Alleys of Bangalore in Anita Nair's Chain of Custody</b> - <i>Ms. R. Indra</i>	194

# A Comparative Study of Emersonian Doctrine of Infinitude of Private Man and Vedantic Concept of Jeevatma

B.S.S. Bhagavan

Assistant Professor, Department of English, Vikrama Simhapuri University, Kakatoor, Nellore.

"Man is to himself the most wonderful object in nature, for he cannot conceive what the body is, still less what the mind is and least of all how a body should be united to a mind. This is the summation of his difficulties, and yet it is his very being." Undoubtedly, man is a provoking object for every thoughtful person. Man, as an independent or a social being, has been studied by various sciences and philosophies. Besides biological, psychological and sociological studies of man, metaphysical, religious and moral studies of him also contribute in defining man and his relation with the universe. Evolution of all sciences is centred around man. Hence, man is the subject matter of all studies. Various sciences presented different concepts of man. The concept of man has been haunting the scientists and philosophers from the beginning of creation. The main objective of this paper is to examine the concept of man as it is available in two of the outstanding philosophies of the world - Transcendentalism and Advaita Vedanta. Probing into the views of these two philosophies is intellectually interesting. A comparative study adopted in this paper helps in understanding the similar and dissimilar facets of the philosophies. In this research paper, the doctrine of infinitude of private man is in affinity in both the philosophies, Advaita and Transcendentalism. In India, philosophy is about life, it is for man. Here philosophy has been called moksasastra - science of liberation. So there is no question about the ultimate relation of Indian philosophy with human life as a whole.

Of all Indian philosophical systems, Vedanta stands out prominently. No other schools have given so much thought to the being and destiny of man. Transcendentalism, pro founded by Emerson in America and Vedanta propogated by Adi Sankaracharya offered similar concept of infinitude of the private man. In this paper, the concept of man in these two philosophies, their similarities are analyzed. This paper argues how historical and cultural cross-currents have influenced both these philosophies.

R. W. Emerson, a prominent figure in the religio - philosophical history of the world awakened America to its true spiritual, cultural and intellectual heritage. Drawing inspiration from neo - platonc and eastern intellectual traditions, he spoke of one soul that manifests in all beings and one mind common to all. Through his works, he inspired the Americans to search for the truth, freedom and self - reliance. He developed mystic attitude from his childhood due to his spiritual family background. From his Harvard days, he recorded his opinions regarding Hindu scriptures

and Indian philosophy in his Journals. After renouncing religious position in 1832, he travelled extensively in Europe. During his Europe trip, Emerson gathered valuable knowledge from German idealists and Coleridge. In 1836, Emerson published his magnum opus "Nature". Later he delivered lecture famously known as Harvard Divinity School address. These two works helped Emerson to profound the doctrine of infinitude of a private man and he experienced ontological dilemma on giving perfection to it until his encounter with Sankara's Advaita Vedanta in 1845.

"The Over-Soul" was published in 1841 in *Essays: First Series*. The essay explains the idea of relationship between the soul and God that he first explored in *Nature*. Unanimously, all the scholars accepted the essay as the classical statement of his religious ideas.

Emerson prefaces his essay with two poetic epigraphs: "Psychozoia, or, the Life of Soul" by Henry More and a selection by Emerson (later published as "Unity"). The selection from More's poem raises the idea of not only the soul of the individual, but also the close relationship of all souls to God. They are related to one another. Emerson's selection builds on this idea, drawing attention to both the constitutive relationship between opposite pairs (e.g., "east and west" and "Night and Day") - like the relationship between the individual soul and God - and the unifying "power / That works its will on age and hour" and infuses "Every quality and pith" (i.e., God, or the "Over-Soul").

While Emerson does not clearly elaborate, his essay displayed four important assumptions on the basis of which he expounded his doctrine: 1) defining the Over-Soul, 2) the relationship between the Over-Soul and society, 3) revelation of the Over-Soul and 4) the relationship between the Over-Soul and individuals.

Why, asks Emerson, do we have such extraordinary hopes for human life? Where does our "universal sense of want and ignorance" stem from? Emerson argues they derive from our connection to the Over-Soul. The Over-Soul contains and unites all individual souls, and acts as the animating force behind each individual. "When it breathes through his intellect, it is genius; when it breathes through his will, it is virtue; when it flows through his affection, it is love."

If such a description sounds opaque, Emerson admits to describe the Over-Soul in words is an act of futility, for one can only understand if one yields to and experiences the Over-Soul for oneself. Yet to a certain extent, we are all aware of its presence intuitively in those moments the soul contradicts all normal experience by abolishing time and space. Such moments overpower the human mind, so convinced of the absolute reality of time and space. For example, we are aware of a certain sense of universal and eternal beauty, which "belongs to ages than to mortal life." When we think of a verse of Shakespeare, profound quote by Plato, or the teachings of Jesus, we feel the reach of their divine thought across the centuries in the present.

Nonetheless, our soul can grow to more intimately connect with and experience the Over-Soul. Such growth occurs not by gradation, but by evolution or ascension into a new state of virtue.

As the Over-Soul unites all individual souls, it unites all of society. Such unification manifests itself in the idea of a common nature. When we refer to our common nature in conversations with one another, we do not refer to a social connection, but rather an impersonal one -- in other words, a connection to God.

Beyond our implicit awareness of the Over-Soul though, how do we recognize our soul and its connection to the Over-Soul? Emerson argues the soul manifests itself through revelation. While the popular conception of revelation is of fortune telling, such a practice is low, sinful, and ultimately futile. God will provide no answer to questions of the future, for humans should live in the present and accept "the tide of being which floats us into the secret of nature." Revelation properly understood is instead the "influx of the Divine mind into our mind," and can be seen all across the history of religion. When our soul mingles with the Over-Soul in a moment of revelation, we receive a new truth or perform a great feat. Such moments are filled with the sublime, which leads to obedience to and insight into the Over-Soul.

Our capacity for revelation also allows us to see and know each other. For as we connect with the Over-Soul, we also connect with one another. We can perceive the spirit of our fellow humans. We place our faith in some, yet not others, based on their character, even if we have no foreknowledge of or significant acquaintance with them. "We are all discerners of spirits."

As such, the state of our soul "we shall teach, not voluntarily, but involuntarily." Regardless of superficial qualities like age, actions, or learning, we can distinguish when one has "the tone of seeking" or "the tone of having" an intimate connection with God. In particular, one whose soul has ascended to God is plain and true; has no rose-color, no fine friends, no chivalry, no adventures; does not want admiration; dwells in the hour that now is, in the earnest experience of the common day, - by reason of the present moment and the mere trifle having become porous to thought, and bibulous of the sea of light.

As all can achieve such intimacy with God, Emerson advises we all recognize how God dwells within us. Such recognition does not occur through (established) religion, but rather a personal effort and belief. Indeed, Emerson ends with a critique of established religion, which appeals to the number of its followers, and thus stands on authority, rather than faith itself. To connect with the Over-Soul, one must have faith in oneself, and thus in the soul.

At the time he composed his first book *Nature* in 1836, Ralph Waldo Emerson was a committed Idealist. This Idealism had been inspired by two primary resources, George Berkeley and Emanuel Swedenborg. From his boyhood reading in Berkeley, Emerson came to believe that the world was not merely material, but was in fact an "idea" in the mind of the Creator. Emerson learned Idealism from Swedenborg, too, but of a different sort. Swedenborg emphasized humanity's entire dependence upon the influx of Spirit, and according to his Neo-Platonism doctrine of emanation, the world was a divine projection through the consciousness of the individual. Thus both of the ontological sources inspiring *Nature* - Berkeley and Swedenborg - were Idealists, but different in type.

According to Nature's more objective Berkeleian element, the world of name and form was an idea in the Mind of God that served as the theater of individual "becoming." But there was also the element of subjective Idealism drawn from Swedenborg's Neo-Platonism emancipationism, which held that the world was projected through the individual. Whereas Berkeley was an objective Idealist, Swedenborg was a subjective Idealist, almost a solipsist, with the result that Emerson's Idealism, early in his philosophical career, was a confusion of both. This admixture occasioned conceptual problems in Nature, problems of which Emerson was well aware. He resolved it at last through his close study of Indian philosophy, and especially the concept of Maya.

If matter was really Spirit, then it was incumbent upon the reflective Idealist to provide a coherent account of how it came to pass that, as Emerson put it, "Be makes Seem." Nature presented Emerson's patched together and faulty explanation, one he proved unable to sort out until his readings in Indian philosophy converted him to the mayavada of the celebrated Indian philosopher and saint Sri Sankaracharya. In understanding how the concept of Maya influenced Emerson, and why it was so important, it will help to learn something about the origins of this crucial doctrine in Sankara. Studying him in some detail will be amply rewarded, because Emerson's mature philosophy is very like Sankara's Advaita Vedanta. Emerson and Sankara are very close philosophically, a proximity that increased when the former accepted the latter's mayavada explanation of how "Be makes Seem."

Sankara hammered out the concept of Maya in his great debates with the schools of thought contending in his own day. Sankara's central problem was to uphold non-dualism, and at the same time provide a coherent account of his conception of Brahman, the nature of its causal power, its relation with illusion or Maya and the cosmos, and finally the connection between Brahman and the individual. Sankara composed his famed exposition and defense of non-dualism during a period of great religious and intellectual ferment.

Sankara rejected the doctrines of subjective Idealism and the ultimate "voidness" of empirical experience. Sankara contended that matter was ultimately nothing other than Brahman, identical in character to the soul. The cosmos was not self-existent and controlled by its own material laws of production and change. This was Sankara's vivartavada explanation of the phenomenal world - the world "appeared" only, leaving Brahman unaffected. A power within Brahman gave rise to the world of name and form, a world which was taken to be real by souls in ignorance but which eventually came to be known as the unreal product of wrong knowledge merely. In truth, both souls and matter were resolvable into the changeless and radically non-dual Brahman.

Sankara rejected ritual as a final means to truth. For him, only the vedically revealed knowledge of the identity of the soul and Brahman could truly set one free. Gaudapada was the teacher of Govinda, Sankara's own philosophical master. Pivotal to Sankara was Gaudapada's assertion that Maya was the source of the world, and Maya was the key concept that enabled Sankara to bring order and coherence to the mass of Vedic scripture. While Sankara appreciated Gaudapada's

theory of Maya, he found Gaudapada's illusionistic theory too extreme. He modified Gaudapada by articulating a much more world-affirmative position. Earthly experience was not an illusion in the same sense as a dream. Rather, it represented a lower order of knowledge and experience that had its own reality and so teriological value.

How to maintain a strict philosophical non-duality and yet at the same time to uphold a belief in the existence of objects and individuals - this was the central problem for both Sankara and Emerson. Both needed somehow to establish that the realm of name and form depended immediately upon the power of Brahman or the Over soul, that it was not self-existent and controlled by its own laws of production and change. Sankara's solution turned upon the concept of Maya, which he defined as a Sakti or power of Brahman. Brahman, through this creative power, produced multiplicity, making Brahman ultimately both the material and efficient cause of the physical universe.

By describing Maya as such a power, Sankara both denied its independence of Brahman and avoided predicating qualities of Brahman. Thus the essence of Sankara's theory was to argue that a power within Brahman gave rise to the world of name and form, a world which was taken to be real by souls in ignorance but which eventually came to be known essentially as the unreal product of wrong knowledge. Sankara then used the concept of Maya in crucial ways: to develop his cosmology and ontology, and then to apply it to individual so trilogy. In this way he deployed Maya to explain the universe, individual ignorance and suffering, and their final transcendence through Illumination.

Sankara's epistemology was, then, tripartite: lowest was the pratibhasika level of genuine illusions; then the vyavaharika level of empirical public objects produced by the Isvara through the Maya of Brahman and, because of individual avidya or ignorance, misperceived through superimposition to be material/real, and finally he paramarthika or nirguna Brahman level of Absolute non-dual Reality, when self, and world, and Brahman were known to be an identity. Just as knowledge of pratibhasika objects was sublated by the level of vyavaharika, so was vyavaharika sublated by the paramarthika level of true "knowing," when nirguna Brahman became a direct experience.

The notion of sublatability, of less real knowledge being super ceded by knowledge which was more real, was the key to Sankara's concept of nirguna Brahman and its relation to the individual. It is important to understand that for Sankara, the individual jiva had always been Brahman. This identity had been obscured, however, by the soul's ignorance or avidya. Avidya was the individual nescience that caused the jiva to see the Mayic realm of name and form as a material reality. Through avidya, the individual was deluded by the cosmic power of maya. To eliminate individual avidya was to "see through" cosmic Maya, to be freed from its deluding power. When the individual realized his/her true identity as the unchanging Atman, liberation ensued. Atman is the term used in Vedanta to denote the soul's true nature as Brahman. Thus

Atman = Brahman, and to "know" this truth was to have pure consciousness, undefined by multiplicity, as a direct experience. Illumination, then, did not "add" something new to the soul. Rather, it removed ignorance of the soul's true nature.

Through Enlightenment, the jiva realized the truth "tat tvam asi," or "that thou art," came to experience directly (anubhava) the identification of its true Atman-nature with the changeless Brahman. The jiva reached the paramarthika level of knowledge, knew that he/she was Brahman, that there was only Brahman, and that his/her perception of multiplicity had been only an illusion, a conjuring trick produced by the Maya of Brahman, which caused the realm of name and form while Itself remaining changeless. This experience could not be known through reason or discursive thought. It was itself its own validation. Once the jiva realized its true nature as the Atman, identical with Brahman, once it realized that the world of name and form was but a conditional reality superimposed upon pure consciousness, no further knowledge was possible. The purpose of human existence had been fulfilled.

Summing up, scripture, reason, and experience were the grounds on which Sankara took his metaphysical stand. He argued that his conception of the Self was true because reason established it as such, scripture established it as such, but finally and most importantly, the direct experience of the individual established it as such. Through immediate mystical experience, the soul came to know these words of Sankara to be highest truth:

"I am verily that Brahman, the One without a second, which is the support of all, which illumines all things, which has infinite forms, is omnipresent, devoid of multiplicity, eternal, pure, unmoved, and absolute. I am verily that Brahman, the One without a second, which transcends the endless differentiations of Maya, is the in-most essence of all, beyond the range of consciousness, - which is Truth, Knowledge, Infinitude, and Bliss Absolute."

Just as Sankara based his entire philosophy on a radical non-dualism, so too Emerson was a non-dualist, his early Idealism having taught him that matter was in truth ultimately Spirit. And just as Sankara had his critics, Emerson had his as well, and without pushing the equation too far, analogies can nonetheless be drawn between those with whom Sankara and Emerson joined issue. Though their critics had very different names, they advanced similar competing cosmologies, all rejected by Emerson and Sankara on parallel non-dual grounds. In the case of Emerson, his primary metaphysical opponents were the religions of the book, the traditions of Abraham - Judaism, Christianity, and Islam - all of which held a spirit-matter dichotomy. The Swedenborgians were teaching a subjective form of Idealism. The ritualistic Catholics of Emerson's day were growing rapidly in numbers and influence. The protestants, and especially the "New Divinity" with its revivalist techniques that swept thousands into the Christian fold during Emerson's lifetime. Against all of these Emerson advanced a new world form of non-dualism in harmony with Sankara's Advaita Vedanta.



Emerson also shared with Sankara the foundational and unchanging belief that the purpose of the spiritual life was Emancipation or Enlightenment, a position fixed from the time he summed up his early Idealist speculations in 1822 with the Hindu poem "Hymn to Narayana." It was this very idea that inspired Emerson's break with Christianity. He observed that Calvinism was "narrow, ignorant & revengeful, yet devout," and "that the opposite pole of theology was the Hinduism." Emerson conflated Hinduism just because he was well aware that it agreed on karma, reincarnation, and the fundamental purpose of human life - to reach Enlightenment - a belief at the opposite pole of theology from Christian doctrine. "Nature," he observed, "creates in the East the uncontrollable yearning to escape from limitation into the vast and boundless. . . .Inculcates the tenet of beatitude to be found in escape from all organization and all personality, and makes ecstasy an institution." His own views were in accord with the "wise east-Indian" who "seeks Nirwana or reabsorption, as felicity."

Although both were non-dualists, Emerson and Sankara nonetheless ascribed reality and value to the world of name and form as the path to spiritual perfection. Both agreed that the cosmos must in some sense be real because of its so teriological function. They understood it as the theater of "becoming," the realm in which souls progressed towards Enlightenment. Although Emerson and Sankara advanced different specific means to Liberation, both concurred that there were certain right attitudes and right practices that were essential to spiritual progress, and both held that souls were at different stages of development, with acknowledge appropriate for each stage. For both philosophers, the purpose of life was to progress spiritually through these stages, finally achieving direct experience of non-duality through Illumination. Thus both Emerson and Sankara ascribed a purposive character to earthly experience - to bring souls to Enlightenment. For this reason, the philosophy of both required an objectively existing world that could not be a mere projection of the individual.

What confounded Emerson, however, was the precise relationship between Spirit and the purposive cosmos. He was unclear on how he could maintain a strict philosophical non-duality and yet at the same time uphold a belief in the existence of objects and individuals. At the time he composed *Nature*, and for some years after, his thinking was confused. In rejecting Christian/Samkhya dualism, he patched together an ontology not unlike Advaita Vedanta with the subjective Idealism of Swedenborg/Vijñānavada Buddhism - mutually contradictory hypotheses. Indian scripture resolved this problem during the 1840s, and brought Emerson finally into Sankara's philosophical camp. It was then that he made the concept of *Maya* his own, and came to stand squarely in the tradition of Sankara.

As Emerson sat down in his study to solve his problems in *Nature*, he turned to the ancients for an answer. Initially, he sought help from some of his oldest philosophical friends, his mentors from early Greece. Their wisdom prepared him for his crucial studies in 1845 of Hindu scripture, and one of the most important things to understand about Emerson during the early 1840s was the close interplay between Greek and Indian philosophy. He turned to the venerable authors of

both countries in search of a primordial religious teaching, an ancient form of truth that had been eclipsed, for fifteen centuries, by what Emerson called the Christian parvenus.

Immediately after his penetrating study of the old religion of Greece, Emerson began reading, in 1845, Charles Wilkins' translation of *The Bhagvat Geeta*, Horace Hayman Wilson's translation of *The Vishnu Purana*, and Henry Thomas Colebrook's *Miscellaneous Essays on Indian philosophy*. By the end of 1845, Emerson had come to this conclusion: In 2,500 B.C.E., at the sowing of the seed of the world, the ancient Rishis of India cognized some fundamental truths about human spirituality. Now convinced by his readings in 1845 that Hindu scripture contained ancient and essential truths, Emerson quoted pages and pages from these important texts on the subject of "illusion" and non-duality. Through careful attention to the passages which called forth Emerson's response, and through a diligent tracing of the uses made by him of these provocative passages, will come a better understanding of the way in which the hoary wisdom of India extricated the Concord seer from his philosophical perplexities.

Indian philosophy, however, went beyond the neo-platonists. Whereas they merely asserted that the many was reducible to the One, Indian philosophy, through mayavada, explained the mechanics by which the One appeared as many. It was this explanation that enabled Emerson to break through his metaphysical problems. Thus in 1845, mayavada not only confirmed his basic ontological principles, it also set forth a coherent teaching that made sense of exactly how "Be makes Seem." For this reason, Emerson's extensive reading of Indian philosophy, in the crucial year 1845, resolved at last his ontological dilemma, a dilemma he could have been spared had he not gotten confused by Swedenborg, and had he simply advanced the Indian concept of Maya which he had learned of as early as his Harvard days.

His conversion to mayavada through the religious texts of India strengthened Emerson philosophically and it is not unimportant that he returned to thinking about Plato's explanation of how "Be makes seem" only after Indian philosophy had already given him what was to be his own final answer in its doctrine of "illusion."

Mayavada allowed Emerson's belief in non-duality to retain full force precisely because it explained the phenomenal world as the "deception" of Vishnu, ever identical in nature to the Great Spirit putting it forth. As he reinforced this idea in his chapter "Montaigne,"

We may come to accept it as the fixed rule and theory of our state of education, that God is a substance, and his method is illusion. The Eastern sages owned the goddess Yoga nidra, the great illusory energy of Vishnu, by whom, as utter ignorance, the whole world is beguiled.

This explanation, that souls were beguiled by the illusory energy of the goddess Yoga nidra, Vishnu's mayic power, resolved finally Emerson's patchwork solution in Nature, and by the time of *Representative Men*, he had finally abandoned solipsism.

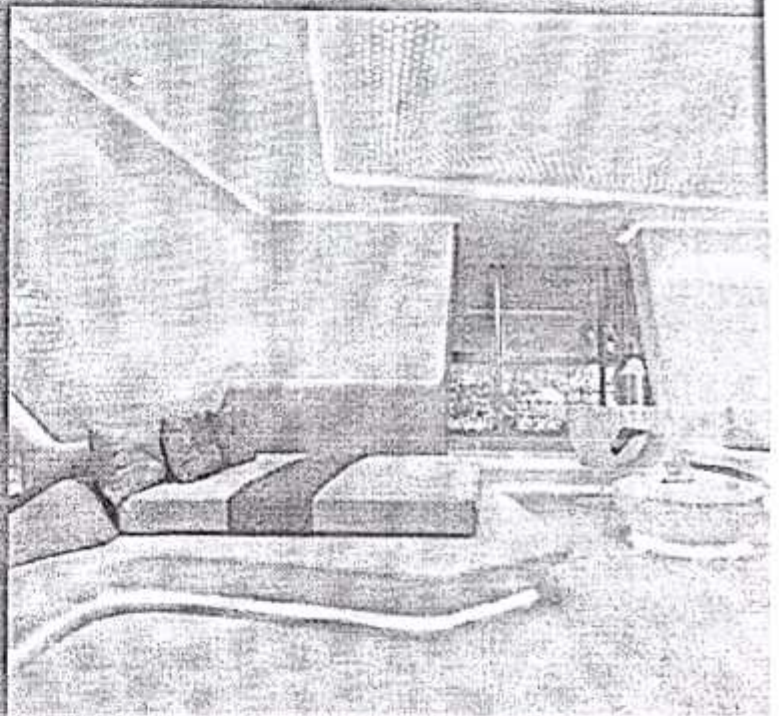
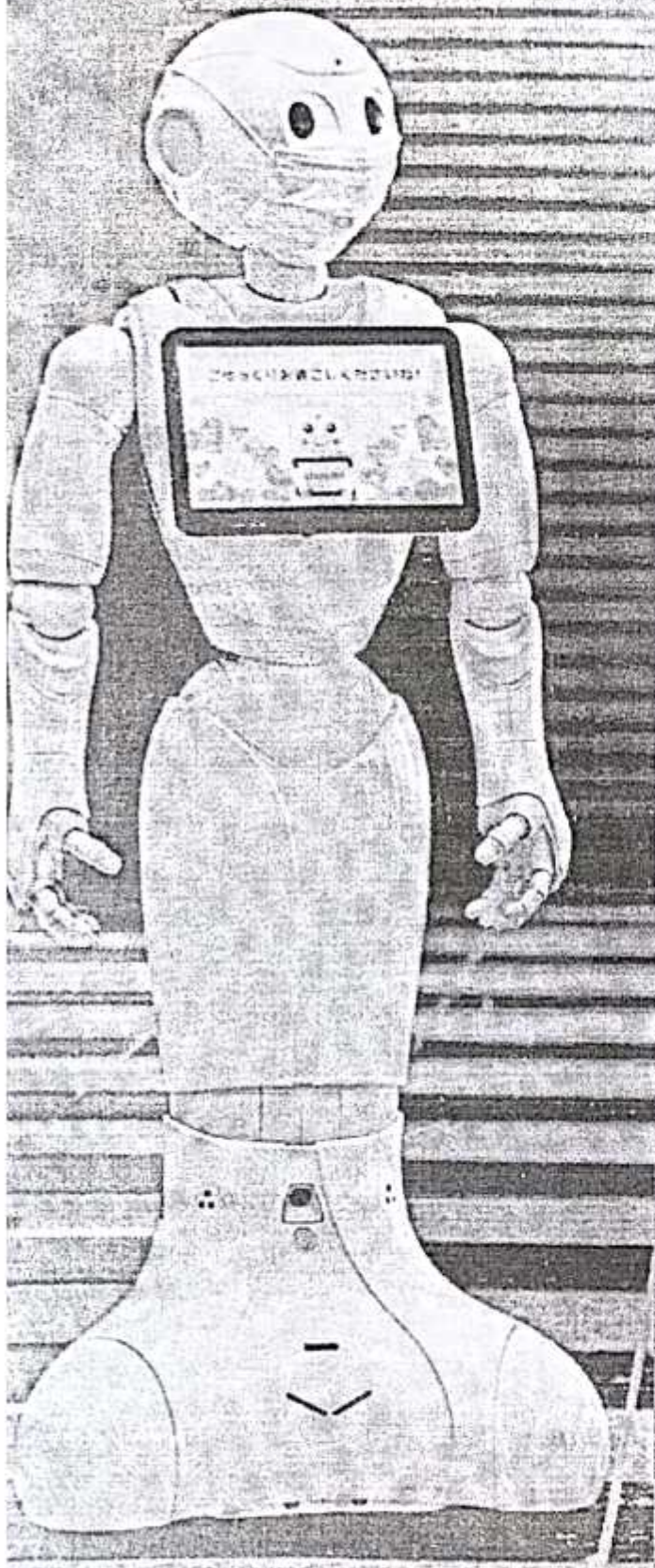
Emerson not only converted to mayavada in 1845, and made it his ontological answer in Representative Men five years later; it remained a constant doctrine for the duration of his life.

### Bibliography:

1. Carlyle, Thomas. The correspondence of Thomas Carlyle and Ralph Waldo Emerson. Edited by Charles Eliot Norton. 2 volumes and supplement. Boston, 1883.
2. Whicher, Stephen E., editor. Selections from Ralph Waldo Emerson. Boston, 1957.
3. Coleridge, Samuel Taylor. The complete works of Samuel Taylor Coleridge. Edited by W.G.T Shedd. 7 volumes. New York, 1884.
4. McGiffert, A.C., editor. Young Emerson Speaks. New York, 1938.
5. Emerson, Ralph Waldo. Journals of Ralph Waldo Emerson. Edited by Edward Waldo Emerson and Waldo Emerson Forbes. 10 volumes. Boston, 1909-1914.
6. Beach, Joseph Warren. The Concept of Nature in Nineteenth Century Poetry. New York, 1936.
7. Aaron, Daniel. "Emerson and the Progressive Tradition." Man of Good Hope. Oxford, England, 1951.
8. Bevan, Henry B.J. "The Religion and Philosophy of Thomas Carlyle." Transactions of the Royal Society of Literature, XXVI. London, 1905.
9. Christy, Arthur. The Orient in American Transcendentalism. New York, 1932.

BP-33(a)

# Current and Futuristic Trends in Accommodation Sector



**Editors**

**Dr. Amrik Singh**

**Dr. Gaurav Bhatla**

**Dr. Kunal Raheja**



# Current and Futuristic Trends in Accommodation Sector

**Editors:**

**Dr. Amrik Singh**

*Associate Professor, School of Hotel Management & Tourism,  
Lovely Professional University (Punjab)*

**Dr. Gaurav Bathla**

*Associate Professor, School of Hotel Management & Tourism,  
Lovely Professional University (Punjab)*

**Dr. Kunal Raheja**

*Assistant Professor, School of Hotel Management & Tourism,  
Lovely Professional University (Punjab)*

**Eureka Publications**

153

While every effort has been made to trace copyright holders and obtain permission, this has not been possible in all cases. Any omissions brought to our attention will be remedied in future editions.

All rights reserved.

No part of this publication may be reproduced, transmitted, or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher.

**ISBN: 978-93-91260-44-6**

First Edition - 2022

The moral right of the authors has been asserted.

The book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated, without the publisher's prior consent, in any form of binding or cover other than that in which it is published.

**Published By:**

**Eureka Publications**

**(A Division of EnTo Tech Pvt. Ltd.)**

**India Office:** 604, The Poorva, Pimple Saudagar, Pune, Maharashtra - 411027

**Philippines Office:** 9495, Bankal Street, Lopez Village, Batong Malake, Laguna, 4031, Philippines.

**Malaysia Office:** No 26, Jalan Pulau Indah, u10/53 Taman Sandaran Permai,  
Seksyen u10, Shah Alam 40170, Malaysia.

**Phone No:** +91-9826601628

**E-mail Id:** info@eurekajournals.com, editor@eurekajournals.com

#### Publisher Disclaimers

The responsibility for the content/opinions provided in the articles published in the present book is exclusive of the author(s) concerned. Eureka Publication/ its editors/ associates of the book is not responsible for errors in the contents or any consequences arising from the use of the information contained in it. The opinions expressed in the chapters in this book do not necessarily represent the views of the publisher/editor of the book.

155

## Table of Contents

S. No.	Chapters	Page No.
1.	The Prospects & Difficulties of Utilizing Technological Innovations in Travel & Lodging Business <i>Dr. Garima Prakash, Abhimanyu Awasthi, Subir Kumar Malakar</i>	1-12
2.	Role of Accommodation Sector to Combat from COVID-19 <i>Mohit Dahiya, Dr. Bharat Kapoor, Vikas Kumar, Sweksha Chaturvedi</i>	13-21
3.	A Review of Trends in Sustainability Practices Performed by Housekeeping Staff toward Green Society <i>Viveka Nand Sharma</i>	22-28
4.	Impact of Clean & Hygienic Restrooms on Customer Loyalty of Food and Beverage outlets on Highways- A Study of Food and Beverage outlets between Amritsar and Jalandhar NH-1 <i>Divoy Chhabra, Dr. Bharat Kapoor</i>	29-50
5.	Emerging Concept of Responsible Stay during Travel: A New Practice for Niche Tourism <i>Sarani Bhaumik</i>	51-61
6.	Utilization and Awareness of Social Media Platforms in Accommodation Sector <i>Siddharth Agarwal</i>	62-67
7.	Impact of Social Media Marketing on Accommodation Sector in the Hospitality Industry <i>Dr. Dhanraj Kalgi, Rahul Desai, Satish Fatangare</i>	68-82
8.	The Importance of Women's Voice in the Hospitality Sector: Its Perspective, Trends, and Inclusive Nature <i>Abhishek Roy</i>	83-96

9. Health and Safety Trends in Hospitality Sector-  
Post COVID 19  
*Rupinder Kaur, Aman Sharma* 97-108
10. Role of Impeccable Bond between the Management  
and the Employee in the Accommodation Sector  
*Dr. Disha Khanna* 109-116
11. Love for Homestays-A Sustainable Futuristic Concept  
*Dr. Garima Prakash, Dr. Saurav Chhabra,  
Abhimanyu Awasthi, Subir Kumar Malakar* 117-133
12. Investigating the Relationship between Workplace  
Ergonomics and Housekeeping Staff Productivity  
*Sukhminder Singh, Lovely Kumari, Sumit Kumar* 134-147
13. A Study on the Advantages of Online Booking in  
5 Star Hotels Post COVID in Mumbai  
*Suchismita Roy Indra, Stalin Johnas* 148-158
14. Analysis of Socio-Economic Potential of Tourism in Agra  
*Moushumi Banerjee* 159-174
15. Evaluating the Effectiveness of Social Media as  
a Marketing Tool in the Accommodation Sector  
*Trinath Sahoo* 175-186
16. Home Stay-An Unregulated Sector needs more Regulations  
*Amit Joshi* 187-196
17. Use of the Bhagavad Gita in the Accommodation Sector  
*Ranjana, Dr. Disha Khanna* 197-201
18. Importance of Visitor Management-A Case of Pilgrim's  
Management of Shri Mata Vaishno Devi Shrine Board  
*Geetika Joshi* 202-210
19. Occupational Health and Safety in Accommodation Sector  
*Sonal Koundal, Liza, Nalini Singh Chauhan* 211-227



- |     |                                                                                                                                                                    |           |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 20. | Role of Social Media Marketing in Accommodation Sector<br><i>M.K. Murugesh</i>                                                                                     | 228-240   |
| 21. | Reforming Sop's in Accommodation Sector to Improve<br>Hotel Performance-A New Norm Post Pandemic<br><i>Prasanna S Merchant</i>                                     | 241-249   |
| 22. | <u>Eco-Tourism in India: Some Problems and Prospects</u><br><u>Dr. M. Balaraju, Dr. M. Thyagaraju</u>                                                              | 250-265 ✓ |
| 23. | <u>Tourism and Hospitality Industry: Trends and Issues</u><br><i>Neha Dubey</i>                                                                                    | 266-276 ✓ |
| 24. | Social Entrepreneurship: Past and Future Prospects<br><i>Rishi Sharma</i>                                                                                          | 277-285   |
| 25. | A Study on the Significance of Training and Development<br>in the Hospitality and Tourism Industry in India<br><i>Dr. Dhanraj Kalgi, Archana Kale, Parag Punde</i> | 286-306   |
| 26. | Role of Social Media in Hospitality Marketing<br><i>Pankaj, Sagun Raheja, Navjot Kaur</i>                                                                          | 307-314   |
| 27. | Assessing the Potential of Accommodation<br>Sector in Indian Villages<br><i>Ashish Raina, Dr. Gaurav Bathla, Dr. Varinder Singh Rana</i>                           | 315-328   |



## Eco-Tourism in India: Some Problems and Prospects

**Dr. M. Balaraju<sup>1</sup>, Dr. M. Thyagaraju<sup>2</sup>**

<sup>1</sup>Lecturer in Chemistry, Department of Chemistry, Silver Jubilee Government Degree College (Autonomous) (Cluster University) Kurnool, A.P-518007.

<sup>2</sup>Assistant Professor, Department of MBA-Tourism Management, Vikrama Simha Puri University, Sri Potti Sriramulu Nellore District, A.P. India.

### Introduction

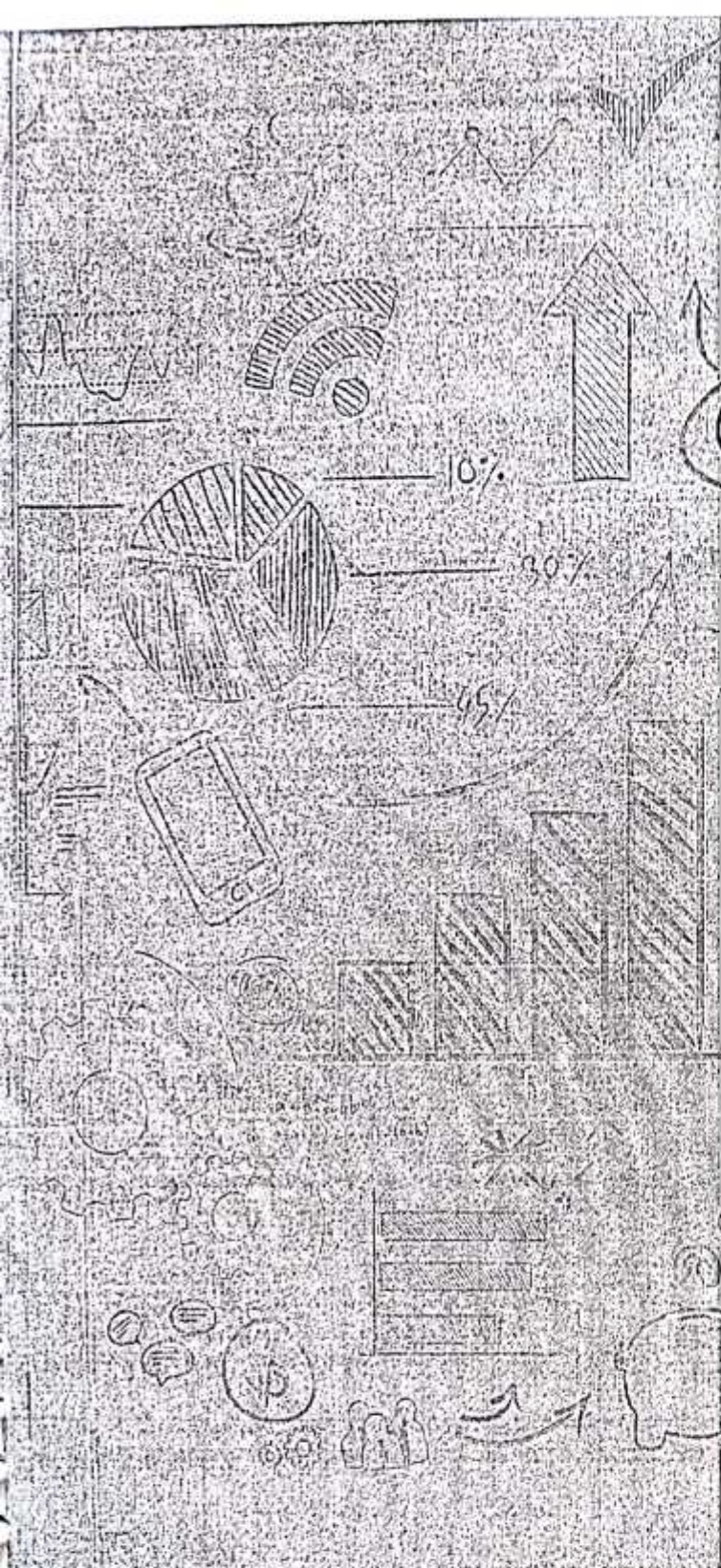
Tourism is fast emerging as a sector which has got immense potential for Bringing in rapid economic development of nations, particularly developing nations like India. India has certain unique features that make it especially suited for taking maximum advantage out of tourism development. In fact, India's uniqueness in attracting the world as one of the most sought after tourism destinations. Ecotourism is entirely a new move towards in tourism industry. Ecotourism is a preserving travel to natural areas to appreciate the cultural and natural history of the environment, taking care not to disturb the integrity of the ecosystem, while creating economic opportunities that make conservation and protection of natural resources advantageous to the local people.

### Principles of Ecotourism

Due to the growing popularity of environmentally related and adventure travel, various types of trips are now being classified as ecotourism. Most of these are not truly ecotourism however because they do not emphasize conservation, education, low impact travel, and social and cultural participation in the locations being visited. Therefore, to be considered ecotourism, a trip must meet the following principles set forth by the International Ecotourism Society:

1. Minimize the impact of visiting the location (i.e.- the use of roads)
2. Build respect and awareness for the environment and cultural practices
3. Ensure that the tourism provides positive experiences for both the visitors and the hosts
4. Provide direct financial aid for conservation





# AGILE MARKETING PRACTICES

## INNOVATIONS AND EMERGING APPLICATIONS

S. Jayadev

K.S. Chandrasekar  
141

141  
D. Mavoothu



Infinity Indica  
Publishers

## Agile Marketing Practices, Innovations and Emerging Applications

### CHIEF EDITORS

**Dr. S. Jayadev**

Assistant Professor of Commerce,  
M.G. College, Thiruvananthapuram

**Dr. K.S. Chandrasekar**

Senior Professor & HoD of Institute of Management Kerala (IMK),  
University of Kerala,  
Thiruvananthapuram, Kerala

**Dr. D. Mavoothu**

Professor and Former Director,  
School of Management Studies,  
CUSAT, Kochi

The moral right of the Authors has been asserted.

**Published by:**

Infinity Indica Publishers  
Imprint of Infinity Indica OPC Private Limited  
Thiruvananthapuram, Kerala, India

Layout & Cover  
Infinity Indica Publishers

First Edition, September 2022

ISBN: 978-93-91700-01-0

---

Price: ₹ 650

142

# INNOVATIVE MARKETING PRACTICES OF E- TOURISM TRAVEL INDUSTRY IN INDIA

Dr. M. Balaraju  
Lecturer in Chemistry,  
Department of Chemistry,  
Silver Jubilee Government Degree College (Autonomous) (Cluster University)  
Kurnool, A.P. India

**Dr. M. Thyagaraju (Corresponding Author)**  
Assistant Professor,  
Department of MBA- Tourism Management,  
Vikrama SimhaPuri University,  
Sri Potti Sriramulu Nellore District, A.P. India.

## Abstract

E-tourism represents the digitization of tourism industry leading to increased competitiveness and to globally expand the tourism agencies. Acceptance of electronic commerce in tourism industry is so large that industry structure and how it operates is changing constantly. The Internet is not only used to obtain information but as a way to command services. Users become their own travel agents and they design their own custom packages. The main objective of this paper is to examine the implications of e-tourism development of tourist industry in the knowledge society. As a secondary objective, the present work aims to provide an accounting of travel agencies in Romania that enables customers to personalize the holiday and facilitate quick search on the site of an offer and give online support India truly deserves to be a tourism haven, blessed, as it is, with amazingly diverse natural bounty and tourism-related products catering to the tastes, preferences and budgets of tourists of varied backgrounds. A positive development has been the increasing realization amongst decision makers in India that tourism is not an elitist activity and tourism can be a major engine for economic growth. It is realized that tourism is the largest employment-generating industry. Globally, it generates 200 million direct jobs and accounts for almost 10 percent of the GDP. Tourism forms an integral part of the Indian

tradi  
indu:  
Keyv  
Intr  
Durin  
inno  
the  
avail  
This  
serv:  
can  
Trav  
com  
sites  
and  
Dig  
Inter:  
(wh  
cust  
the  
in p  
or's  
com  
desc  
mar  
Lit  
Aks  
fort  
phy:  
eval  
are  
hill,  
Any  
of p  
ecol

*Proceedings of  
Two Day National Seminar on*

**Growth rate Strategies to Review**

**Indian Agriculture and Economy : Post Covid-19**

**2022**

**Editor :**

**Dr. Y. Chinna Rao**

*Proceedings of  
Two Day National Seminar on*

**Growth rate Strategies to Review  
Indian Agriculture and Economy : Post Covid-19**



**Editor :  
Dr. Y. Chinna Rao**

*Organized by :*  
**DEPARTMENT OF ECONOMICS  
Y.A. Government Degree College for Women  
Chirala, PrakasamDt. A.P - 523 155**

25	IMPACT OF GST ON RURAL INDIA- Muppalla,Apparao Head, Dept. Of Commerce JKC College, GUNTUR	209
26	IMPACT OF GST ON INDIAN ECONOMY- Dr.M.BALASWAMY , Lecturer in Economics, Govt. Degree College, ALAMURU,East Godavari Dist. A.P.	218
27	PANCHAYATI RAJ SYSTEM IN RURAL DEVELOPMENT-1.Dr B.PRAKASH BABU,LECTURER IN ECONOMICS, SVRM COLLEGE-NAGARAM, 2.SRI.V.VISHNU VARDHAN RAO HOD IN COMMERCE, SVRM COLLEGE-NAGARAM	226
28	Changing the Face of Indian Labour – Covid 19- Dr. K. Sreelakshamma* Associate Professor,Dept. of Political Science,Hindu College, Guntur.	233
29	Impact of Digital Payments during COVID - 19 Pandemic in India- Dr.N.Suresh, Faculty, Department of Economics, Acharya Nagarjuna University Ongole Campus, Ongole, K.Swaroop Paul Kumar- Research Scholar, Dept.of Sociology & Social Work, Acharya Nagarjuna University, Guntur.	240
30	COVID-19 AND ITS EFFECTS ON INDIAN ECONOMY- Dr. P. Srinivaslu,Lecturer in Economics,TSR & ERR, GDC, Pamaruru	245
31	Impact of Covid – 19 on online Education System in India- Dr. N. Nirmala Mani * Associate Professor , Department Of Economics , Ongole Campus,ANU.	248
32	Impact of GST on Gold Bullion Investors- Smt M.Velanganni, Lecturer-in-Commerce, YAGDC(W),Chirala , Prakasam Dist.A.P.	255
33	REVIEW OF IMPACT OF GSTON RURAL ECONOMY IN INDIA- Dr.V.V.S.Rama Krishna, Asstt. Professor, Dept. of Economics, Andhra University, Visakhapatnam.	262
34	Role of agriculture in Indian GDP- Y. Srinivasa Rao, Lecturer in Commerce,Y.A.Govt Degree College for Women, Chirala.	270
35	ROLE OF SELF HELP GROUPS IN COMBATING COVID-19 SITUATION IN INDIA- Dr .P. Srinivas, Assistant Professor, Department of Economics,Vikrama Simhapuri University College, Kavali, 2.M. Prasanthi ,Research Scholar, Department of Economics, Vikrama Simhapuri University College, Kavali.	276
36	FOOD GRAINS PRODUCTION AND IMPACT OF AGRICULTURE GSDP IN INDIA- Dr D. Narayana Rao, Asstt. Prof. of Economics, Nagarjuna Govt. College(A), Nalgonda – TS.	282





Y.A. Government College for Women, was established in 1966 in Chirala, Prakasam Dt., A.P. by Late Smt. Yarlagadda Annapurnamba of Karamchedu Village. The College have several Degree courses, where even the poorest of the poor can complete higher education and Government jobs in various sectors, sharing knowledge and providing platform for the same in the regular feature of the College.

Printed by :  
Sweeya Prachurana, Guntur.



# *Revival of Agriculture and Rural Development*



*Edited by*

**Dr. Madhu Babu Kadimi**

# **Revival of Agriculture and Rural Development**

*Edited by*

**Dr. Madhu Babu Kadimi**



**CBM Compound Visakhapatnam-3**  
E-mail: roshanpublications@gmail.com  
Andhra Pradesh

Published by



**ROSHAN PUBLICATIONS**

CBM Compound Visakhapatnam-3

E-mail: roshanpublications@gmail.com

Andhra Pradesh



ISBN 978-93-92257-26-2

Price : 1250/-

@2022 Madhu Babu Kadimi for selection and editorial matter;

The contributors and publishers for individual papers

All rights reserved. No part of this publication may be reproduced,

Stored in a retrieval system, transmitted or utilized in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner. Applications for such permission should be addressed to the publisher

#### Disclaimer

The author and the publisher have taken every effort to maximum of their skill, expertise and knowledge to provide correct material in the book. Even then if some mistakes persist in the content of the book the publisher does not take responsibility for the same. The publisher does not take any person or entity with respect to any loss or damage caused, or alleged to have been caused directly or indirectly, by the information contained in this book. Hence, the book should be taken as a general guide only.

The publisher has fully tried to follow the copyright law, However, if any work is found similar, it is unintentional and the same should not be used as defamatory or to file legal suit against the author / publisher.

If the readers find any mistake, we shall be grateful to them for pointing out those to us so that they can be corrected in the next edition.

60	Dr. T. Hanumantha Rao	Impact Of Covid-19 On Indian Agriculture	362
61	Dr.A.J.Baghyalatha	Impact of Covid-19 Pandemic and Vaccination	365
62	Ch.V. Rohini Kusuma	Exploitation Of Labourer In Andhra Pradesh Agriculture	371
63	Salivendra Syam Babu Dr.K.Madhu Babu	Issues and Challenges of Agriculture Farmers in Rural Andhra Pradesh	381
64	KongalaVenkatesh and Dr. K Madhu Babu	A Systematic Review of Economic Cost of Sanitation in India	386
66	Saritha Battu	Issues and Challenges for Agricultural Development in New Andhra Pradesh	392
67	M.Mohan Rao and Dr. N.Nirmala Mani	COVID-19 and its impact on Agriculture and Allied Sectors in India	400
68	G. Eswar Reddy and Dr.T. Sudarsana Reddy	Growth and Transformation of Irrigation in Rayalaseema Region in Andhra Pradesh	409
69	Nagarjuna Talakola Dr. Bharathi Devi Anchula	Role of Health Issues And Economic Growth	414
70	Dr.Pallekonda SrinivasaRao Dr.K. Kishore Babu	Issues and challenges encountered by Indian Healthcare sector in COVID 19:A critical review	416
71	Dr. Babu Namburu and Dr. Ankalam Balakrishna	The impact of COVID-19 on older persons India	422
72	Dr .K.Ravi Teja	Digital payments in India during Covid-19	427
73	Mr. Chandrakesh Singhal	Impact of Covid-19 and Government Policies with e governance	430
74	A.Veera Kumari and Prof. M. Koteswara Rao	Impact of Covid 19 on poultry farming in India	435
75	Dr. D. Ashalatha and M. Yamuna	Covid-19 Impact on India's Exports and Imports (With reference to selected Principal Commodities of Agricultural and Manufacture Sectors)	440
76	K. Kishore Kumar and V. Ranjith Kumar	Impact of Covid 19 on Socio- Economic Conditions of the private teachers	445
77	Dr. P. Srinivas D. Venkata Subbaiah Dr. M. Venkataramanaiah	Progress Of Prime Minister Fasal Bima Yojana (Pmfby)In Andhra Pradesh	449
78	Venkata Ramanaiah Dasari Dr. Bharathi Devi Anchula	Role of Infrastructure Development	456
79	Sunita Sayana	Assessing the Competitiveness of cotton production	459
<b>Contributors</b>			<b>466</b>



# SUSTAINABLE DEVELOPMENT THROUGH TOURISM



**EDITORS**

Dr. RAVI AKULA

Dr. M. VENKAT RAMANA REDDY

Dr. J. SURESH REDDY

144

144

## ABOUT THE EDITORS

RP-31(b)



**Dr. Ravi Akula** presently working as Associate Professor and Head, Department of Commerce, Mahatma Gandhi University, Nalgonda. Dr. Akula is also holding the administrative responsibilities of Director of Admissions and Principal, University College of Commerce and Business Management, Mahatma Gandhi University. He has vast administrative experience and held numerous positions and has 19 years of Teaching experience at Post Graduate level. Dr. Akula is a prolific author and editor, he published more than 10 books and 25 plus research papers and articles in International and National level journals of repute which are indexed by Scopus and approved by UGC. In addition, He is a regular reviewer of international journals.

He travelled several countries like USA, UK, UAE on Academic assignments. He is the recipient of Prestigious INDIRA GANDHI NSS AWARD from the Government of India (Received from the hands Honourable President of India) for the year 2014-15. He is also the recipient of MERITORIOUS TEACHER AWARD (YOUNG TEACHER) from Government of Telangana for the year 2018. He is regular resource person to UGC-HRDCs, NSS Training Institutes. His areas of specialization includes Marketing, E-Commerce, HRM.



**Dr. Maram Venkat Ramana Reddy** is presently working as an Assistant Professor, Department of Management Studies, Mahatma Gandhi University, Nalgonda, Telangana State, teaching Post-Graduates Courses. He has 24 years of teaching and 4 years of Industrial experience. He worked as an Assistant Centre Manager, ICSS Pvt. Ltd., Hyderabad for 2 years and as Marketing Executive in Origin Electronics and Communications, a Chennai based Company for 2 years. He joined as a Lecturer at O.U. P.G. Colleges, Mahaboob Nagar, Nalgonda. Osmania University. Later he continued since its inception with Mahatma Gandhi University in the year 2007-08. He Completed his MBA (Marketing) from Sambalpur University, Orissa; M. Phil., from Alagappa University, Tamil Nadu; and Ph.D. from Department of Business Management, Osmania University. He has participated and presented in 5 International Conferences and 20 National Conferences. He is also a Resource Person at District Training Centre (DTC), Nalgonda District, Telangana State. He Worked as a Public Relations Officer, MGU and Co-Ordinator, MBA (Tourism and Travel Management), Mahatma Gandhi University, Nalgonda. He worked as a Vice-Principal, University College of Commerce & Business Management and Director, Hostels & Messes Mahatma Gandhi University. At Present is Holding the Position as a Development Officer, Mahatma Gandhi University, Nalgonda. He is specialized in the areas of Marketing, Tourism and Quantitative.



**Dr Suresh Reddy Jakka** with more than 23 years of professional experience is currently Assistant Professor with Department of Business Management, Mahatma Gandhi University, Nalgonda, Telangana, India. He obtained Ph.D in Management from Osmania University. He has published over 40 articles in international, national journals & edited books. He published 3 books. He has presented papers at several national and international conferences/seminars. Dr Reddy is an Associate Editor for International Journal of Retailing & Rural Business Perspectives and also working as Editorial board Member for Mustang journal of Business & Ethics, USA, and Manjeera Journal for Social Science Research. His Research and Teaching interests includes Marketing Management, Retailing Management, Quantitative Techniques, etc. Dr Reddy also Organized Three National level seminars sponsored by Andhra Pradesh State Council of Higher Education, Hyderabad and University Grants Commission, New Delhi. He can be reached at [jsureshreddy@gmail.com](mailto:jsureshreddy@gmail.com).



**PARAMOUNT**  
PUBLISHING HOUSE

145

Price - 795/-

ISBN 978-93-93259-92-9



9 789393 259929

145



All rights are reserved. No part of this publication which is material protected by this copyright notice may not be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from Paramount Publishing House.

Information contained in this book has been published by Paramount Publishing House, Hyderabad and has been obtained by its Author(s) from sources believed to be reliable and are correct to the best of their knowledge. However, the Publisher and its Author(s) shall in no event be liable for any errors, omissions or damages arising out of use of this information and specifically disclaim any implied warranties or merchantability or fitness for any particular use.

## **Sustainable Development Through Tourism**

**First Edition - 2022**

Copyright © Dr. Ravi Akula, Dr. M. Venkat Ramana Reddy, Dr. J. Suresh Reddy

ISBN: 978-93-93259-92-9

Price: Rs.795/-

### **Paramount Publishing House**

Plot No.A-531, H.No: 4-32-521, Phase-1, Allwyn Colony, Kukatpally, Hyderabad- 500 072.

Ph: 7799000082

### *Sales Office*

#### **Hyderabad**

Plot No.A-531, H.No: 4-32-521, Phase-1, Allwyn Colony, Kukatpally, Hyderabad- 500 072.

Ph: 7799000082

#### **New Delhi**

C/14, SDIDC Work Centre Jhilmil Colony, New Delhi-100095.

paramountpublishers@gmail.com | alluriasr2005@yahoo.com

Published by Krishna Prasad Alluri for Paramount Publishing House and printed by him at Sai Thirumala Printers.

## Contents

S.No.	Title of the Paper	Page No.
1.	Quality of Health Services a Spinal Cord for Medical Tourism Industry in India - A Critical Perspective <i>- Dr. T. Sreenivas, Mr. N. Suresh Babu</i>	1
2.	<b>Travel and Tourism Contribution to Indian Economy</b> <i>- Dr. G. Sai Sravanthi, Dr. M. Thyagaraju</i>	17
3.	Impact of Covid- 19 on Indian Tourism Economy <i>- Dr. S. Subbareddy</i>	23
4.	Inclusive Growth With Educational Tourism for the Sustainable Development of India <i>- T. Pavan Kumar, Dr. P. Purna Chandra Rao</i>	32
5.	A Study on Eco Tourism in Indian Context <i>- Dr. I. M. Karthikeyan</i>	38
6.	Telangana State Tourism - A Study of Domestic Visitors <i>- Dr. P. Vamsi Krishna, Prof. T. Sreenivas</i>	44
7.	Eco-Tourism on the India - An Impact <i>- Dr. G. Divisha, D. Raja Gopal</i>	50
8.	Sustainable Tourism Development in Telangana State <i>- Dr. Sreenivas Dadigala, Dr. Mallesham Vanga</i>	54
9.	Role of Sustainable Development on Eco-Tourism <i>- Dr. J. Suresh Reddy, A. Mamatha Sridevi</i>	59
10.	A Study on Responsible & Sustainable Tourism <i>- Dr. Aluvala Ravi, Dr. JP. Senthil Kumar</i>	66
11.	The Role of Information Technology Applications in the Growth of Tourism: A Study of Telangana Tourism Industry <i>- Dr. M.S.R. Anjaneyulu, B. Anitha</i>	79
12.	Temple Tourim in ERSTWHILE Karimnagar District -A Study of Perceptions of Pilgrims <i>- Dr. Ravi Akula, Dr. K. Thirupathi, Dinesh Kumar Gattu</i>	85
13.	Tourism & Its Contribution to Indian Economy for Sustainable Development: An Introspection <i>- Dr. Salaiah Kandula, Dr. Kankipati Srinivasa Rao</i>	98

# Travel and Tourism Contribution to Indian Economy

Dr. G. Sai Sravanthi<sup>1</sup>, Dr. M. Thyagaraju<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Business Management, Vikrama Simhapuri University, SPSR Nellore, Andhra Pradesh, India, Pin: 524324

<sup>2</sup>Assistant Professor, Department of Tourism Management, Vikrama Simhapuri University, SPSR Nellore, Andhra Pradesh, India, Pin: 524324

## Abstract

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated Rs.16.91 lakh crore (US\$210 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to Rs.32.05 lakh crore (US\$400 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7-8 billion by 2020. In 2014, 184,298 foreign patients travelled to India to seek medical treatment.

The World Economic Forum's Travel and Tourism Development Index 2021, which ranks out of 117 countries overall the country also scored high on natural resources (ranked 14th), and cultural resources and business travel

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting tourism in India.

*Keywords: Travel and Tourism, Economic Growth.*

Tourism is one of the fastest-growing sectors that has a significant impact on the Indian economy. It is an ever-growing industry with bright and high potential job opportunities across the globe. Recent studies reveal that the tourism industry will create around 46 million job opportunities in the coming year

Research conducted by the World Travel & Tourism Council (WTTC) has revealed the travel and tourism sector's contribution to the Indian economy could surpass pre-pandemic levels this year, with a year-on-year growth of 20.7%.

143