‘Tragedy as Failure’ as pictured in the dramatic World of Tennessee Williams: A Note

M. Gopinatha Kurup
Research scholar
Department of English & Comparative Literature,
Madurai Kamaraj University,
MADURAI - 21 (T.N) India.

S. K. Sheeba Ebenezer
Research scholar
Department of English & Comparative Literature,
Madurai Kamaraj University,
MADURAI - 21 (T.N) India.

Received June 14, 2015
Accepted July 10, 2015

ABSTRACT
This is an attempt both defining tragedy as a play or other literary work of a serious or sorrowful character with a fatal or disastrous end and tracing the works of the great tragic dramatists like Eugene O’Neill Arthur Miller in general and Tennessee Williams in particular. It clearly examines how Tennessee Williams enters into nostalgic journey into the past proving that the inner conflicts, often bitter struggles end in tragic failure but on rare occasions only giving a taste of victory and how some essential factors contribute to Williams’s tragic vision of life – both internal and external. It projects the way in which majority of men and women quite unable to bear the blows of fate suffer and wither in life and their tragedy in their lives is ‘failure’.

Key words: Tragedy as Failure

The Oxford English Dictionary defines tragedy as “a play or other literary work of a serious or sorrowful character, with a fatal or disastrous conclusion”. In ancient Greece, it was used with reference to lyric songs and later to dramatic pieces meaning “That branch of dramatic art which treats of sorrowful or terrible events in a serious and dignified style opposed to comedy”. According to Aristotle, tragedy is to depict the fall of a great person from a high position and the fall to be brought about by ‘hamartia’ or ‘tragic flaw’. With the many upheavals and drastic changes, it appeared that tragedy had disappeared in the twentieth century. Joseph Wood Krutch in his “The Tragic Fallacy” points out that tragedy is not an expression of despair but the means by which the people of the great ages saved themselves from depression.

The old concept of tragedy was no longer valid and attempt at creating a modern tragedy only regulated in the production of plays full of sentimentalism and despair. Perhaps one might say that each age has its own concept of tragedy and each artist has his own tragic vision. This is perfectly true of Tennessee Williams. American dramaturgy is entirely a child of the twentieth century and Eugene O’ Nell can rightly be called the father...
of American drama. He gave death blow to melodrama which had the public theatre in its powerful grip for more than a century and half. Realism was the best weapon to fight melodrama and sentimentalism and devices borrowed from expressionism could be used to provide the right kind of embellishment for the theatre art. O’Neill’s vision is truly representative of the general American view of life especially in the twentieth century. As Sinha says,

“The vision of the ‘tragic’ is a major syndrome of Modern American literature and philosophy……. typical of this century, the vision is deeply expressive of the psychic anxiety and crisis mentally of our time. This vision which finds spontaneous exposition in the plays of Eugene O’Neill constitutes the essential substratum of his tragic view of life consequently, the “essential” O’Neill has been explored by identifying his tragic vision as the basis core of his self and dramaturgy” (P6)

The man had suffered a lot in life and the dramatist therefore gives expression to his suffering in the form of tragedy. A survey of drama, especially of tragedy shows that it was in Periclean Athens that tragedy saw its birth, growth and perfection and that again it was in Elizabethan England that tragedy was nurtured and reached heights of glory. Modern tragedy is bound to be different from Greek or Shakespearean tragedy. O’Neill has his own unique tragic vision. Of the successors of O’Neill, two playwrights stand out, namely, Tennessee Williams and Arthur Miller. Each has his own tragic vision.

To Arthur Miller who was a Jew, the Nazi and Fascist atrocities called ‘programs’ must have been an unbearable traumatic experience. Nearer home there was the infernal Maccarthyism let loose. These and other bitter experiences should have shaped Miller’s tragic vision. In the case of Tennessee Williams, the vision was shaped more by private personal problems added to the deterioration of the south and the degeneration of the southerners. The war affected Williams also. C.W.E. Bigsby hold as:

“It intensified his feeling of society as a threat and deepened a sense of insecurity rooted in private experience but intensified by the new realities of a post nuclear age. The pieties of Pre-war America no longer seemed capable of sustaining the individual or the culture” (PP 1-2)

Both Miller and Williams are thoroughly dissatisfied with the American type of affluence. America was the largest producer of consumer goods. This changed the American’s sense of values. In Death of a Salesman Willy Loman is proud of his car and refrigerator and his boss is proud of his wire-recorder. These are the scales by which values are measured today. In Tennessee Williams’ Cat on a Hot – Tin Roof, there stands
right in the centre of the stage ‘the symbol of modern prosperity – a huge console:

“. . . . . a monumental monstrosity peculiar to our times, a huge console combination of ratio-phonograph (H1-f1 with three speakers) TV set and liquor cabinet bearing and containing many glasses and bottles, all in one piece, which is a composition of muted silver tones and the opalescent tones of reflecting glass... This piece of furniture, this monument, is a very complete and compact little shrine to virtually all the comforts and illusions behind which we hide them from such things as the characters in the play are faced with” (P2)

Such garish things which are the gods and goddesses of the modern world send Tennessee Williams into a nostalgic journey into the past when the individual was in tune with his environment. Now even the environment was found changing; the countryside being encroached by suburbia and the suburbia being swallowed by the city. Miller with his Marxist overtones began to attract the American audience, calling their attention, not to the obvious external reality but the inner conflicts, often bitter struggles that end in tragedy and failure but on rare occasions giving a taste of victory.

There were many factors which contributed to Williams’s developing a tragic vision of life—both internal and external. The externals affecting the entire population of the south, the North objecting to slavery and the federal government abolishing slavery, the rise of the civil war in which the North inflicting a humiliating defeat on the south, the ancestors of Tennessee Williams sliding down to poverty, his father’s fondness for the habit of winning and womanizing, the frequent quarrels between his father and mother, unnatural shyness of the son Tom and unhappy and sad outlook of daughter Rose on life – all combined together as ‘external’ and ‘internal forces to produce in Williams a tragic view of life. The cosmos in general, the immediate surroundings appeared to be destructive forces. The psychological makeup within him appeared too weak to cope with the conflict with his neighbor, with society and with fate. He felt that man was bound to fail in a determined world, whether he was strong or weak. Some factors in his life’s experiences also contributed to his feeling of anguish and frustration. “His evolving theme was the individual struggling for freedom overwhelming hopeless odds “(Kataria 7). His early works consisted of poems and short stories. Then he started writing one-act plays. The themes and subject matter of his writings are called out of his memory and are based on his experiences. Even while he turned to writing full-length plays for the theatre, he depended a lot only on his experiences. Even while he turned to

Williams was a great admirer of D.H. Laurence and his Freudian novels. As a tribute to him, Williams wrote a one-act play called I Rise in Flames, cried the Phoenix and a short story You Touched Me in which the heroine Mathilda is to be awakened out of her frigidity. Regarding the next stage in Williams's Career Sievers points out, “After creating the Laura – Mathilda character who is all chaste and unawaked emotion, Tennessee Williams went on to explore her later destiny, as the Blanche – Alma character to whom sex comes too violently after too long a period of suppression” (P376). He calls A Streetcar Named Desire the quintessence of Freudian sexual psychology and it can be considered Williams's masterpiece in the study of the Southern Gentlewoman. In the words of David Sievers, “A Streetcar Named Desire depicts characters who are volatile, colourful, deeply real for our times. With a mastery no playwright has equalled in this century, Williams arranges in a theatrical pattern the agonized sexual anxiety of a girl caught between id and ego-ideal..... unconsciously playing the role of the gracious refined lady of the old south – the same ego-ideal which Amanda held for herself” (P377). The tragedy is that she keeps playing that role even after reaching the squalid, dilapidated flat in the French Quarters of New Orleans. Stanley the sensual primitive is first baffled and then irritated by her airs. He takes it as a challenge and the encounter between a delicate helpless woman who can be a flirt, and the brute of a sensual man begins. In no time the delicate creature is crushed. Though it is a sexual
battle, between the two, the principal battlefield is within Blanche herself. As Stella says it is the “Things that happen between a man and a woman in the dark” that make her life in the slums worthwhile. Balanche also yearns for things that happen in the dark, but she cannot have them there in Stella's home and so to still the sexual drive and anxiety, she resorts to hot baths and liquor.

Luckily she meets Mitch and plays the role of a coy maiden which unfortunately irks Stanley who reveals to Mitch how she has been bitching around in the immediate past. In their mutual loneliness, Mitch and Blanche had embraced each other passionately; each needed the other. But this dream turns to be a nightmare. Actually Mitch too suffers from an Oedipus complex. The final tragedy comes when she is alone with Stanley whose sexual appetite she has so foolishly whetted. Blanche's mistake was to tell her sister Stella of the rape. Stanley must get rid of Blanche and with a carefully planned move gets Blanche carried off to a hospital.

His first full - length play Battle of angels (1940) was not a success but his very next play A Glass Menagerie was a tremendous success. From being a non-entity, he shot into fame overnight and was called a foremost playwright of the times. Encouraged by this success Williams went forth producing masterpiece after masterpiece. An outstanding feature of his works is his amazing talent in portraying women of all sorts and conditions. His portrayal of the Southern Gentlewomen and Southern Wenches is most laudable. In most of his plays, there is a mixture of tears and laughter; but in his master-pieces, the writer with his compassionate heart presents pictures of human failure which arouse our pity and compassion. He adored his mother as a boy but when he grew up, he saw through her and hated her. So in many of his plays, the mother is presented as a domineering, ragging and autocratic woman. He was deeply attached to his sister Rose. “His love for Rose bordered on incest and several of his plays dramatize this desire.... Rose both as a name and symbol constantly recurs in the work of Williams, Probably because his emotional attachment with Rose always haunted him.... The sympathetic portraits of young girls almost always have sensitive Rose as a prototype behind them” (Laura, ALMA, Catherina Holly etc). So in A Glass Managerie, Rose is Laura, Edwina is Amanda and Tom is Tom. Though Amenda is modeled on Edwin and shows traits of the domineering mother, Williams has endowed Amanda with admirable qualities. She is fit to be the tragic heroine of the play. Fate has been cruel to her and she has to bear heavy burdens. But with powers of endurance and rare courage she contends with the outside forces. She is also torn by conflicts and splits within herself, and her memories of the past affluent life and the present hardships she
has to bear. She lives for her children but they are her greatest burdens. The daughter is a dead weight whose incorrigible inferiority complex defeats every attempt made by Amanda to set her up in life. The son is a wayward fellow who is wasting his time writing poetry or running to the movies. The worst blow he gives is to follow his father's footsteps and desert the family, an old mother and a crippled sister. He feels his home to be a prison from which he should escape in order to find his identity.

The inner conflict in the case of Tom is caused by his ‘guilt’ ‘feeling’, a common feature of the American Psyche. Though he is physically separated from this family, the family continues to haunt him and spoils his peace of mind. Into the psychological makeup of Williams went not only poverty and affluence but also success and humiliation of failure. As Signi Falk says, “The rebel-dreamer failure type is a favourite with the dramatist. The Tom Wing fields almost seem like autobiographical figures who might have existed before their creator found the golden key to the box office..... Tom’s situation is pitiable but his vague longings, his inarticulate hopes and his shiftlessness are so much romanticized that it seems as if the writer were making virtues out of weaknesses” (P 174). Brick of Cat on a Hot Tin Roof indulges in self-pity and finds solace in hard drinking. The men and women portrayed are the self-assured ones who have their own codes of morality and enjoy every pleasure that life offers them, especially the forbidden ones. The majority of men and women on the contrary are sensitive, delicate and too cultured for the barbaric industrial society. Unable to bear the blows of fate, they suffer and wither and fail in life. The tragedy in their lives is ‘failure’ and nothing else.

Reference

1. Nelson, Benjamin. Tennessee, Williams, the Men and his works New York: Obelensky Inc., 1963
Academic stress of higher secondary students

Dr. A. L. Nisarta
Assistant professor
Department of Education,
M. K. Bhavnagar University,
Bhavnagar (Gujarat).

Received June 25, 2015
Accepted July 09, 2015

ABSTRACT

Academic environment is going to be changed now with the help of technology. Teaching-learning process is making very joyful experience at the primary and secondary level of education. Whenever students are going to prepare for higher secondary education than it will be consider by the society it is very high level. This paper will show the actual reason for creating stress at higher secondary level. This research will showing that which are barriers are responsible for stress among students. This research is carried out by survey method. Student stress inventory was used for data collection.

Key words: Academic stress, higher secondary students.

Introduction

Education patterns have to be changed now. It is applying from the higher education to lower education system in Indian context of educational system. Some of the issues are more important for educational leaders and researchers. We all know that students are getting fall down from their result oriented stress during final year of degree. Academic stress internationally well knows issue for taking research in the field of education. Today many of the school are bothering their students for batter result. 76% of the students are feeling stress for their school, another 56 % are feeling more stress from the reason of school assignments, tests, grade, marks examination and school acceptance of their result at their home.(Yin & other 2000).

Review of Related Literature

One more disease have been added in the list of 21st century which is called by stress. Education system is note left from this above phobia. Whenever examination is going on many of the people are felling stress for their family members. According to karmer(1994) more than 75% students are frequently felling stress during their academic tenure for their batter future. Many of the time teachers are one of the reason for creating stress at the school level (mishra and castilo2004, hussain, kumar and Husain;2008) higher secondary level education is the starting stage for felling stress for the students. Sometimes parents also may be create stress for their own child educational expectation.

Objective of the study

1. To know about stress of higher secondary students.
2. To know the relationship between student stress and gender of higher secondary students.
3. To know the relationship between student stress and Area of higher secondary students.

4. To know the relationship between student stress and their stream of higher secondary students.

**Hypothesis**

1. There will be no significance difference between mean score of student stress inventory and their gender (boys/girls).

2. There will be no significant difference between mean score of student stress inventory and their area (city/rural).

**Research design**

This study was done by descriptive survey method. For completing this all procedure researcher have selected higher secondary schools from Bhavnagar district in academic year of 2011-12.

**Population**

The researcher has selected higher secondary students from Bhavnagar district as a population for this study. Apart from this all three educational stream where selected in the population like arts, commerce and science another criteria was the residential area of higher secondary school students like rural and urban. So researcher has to taking care on this above said the entire variable for selecting sample from the whole population. This population was selected from the Bhavnagar district schools in the academic year-2011-12.

**Sample**

Sampling is one of very important stage for researcher to got proper way to their research work. If the researcher has taking wrong selection in sampling than it would be create many problems in the whole research report. Here the selection of sample is done on the basis of such kind of variables like Schools of Bhavnagar District, gander, residential area of students, academic stream(arts, commerce and science) etc. after showing this above parameters researcher have choice of sampling. It was done by proceeding like odd/even name of the schools, list of the higher secondary schools like that. Final sampling was done by using randomization technique there where total 461 students was selected for the collection of the data from the 12 higher secondary schools which are situated in Bhavnagar district. Apart from that 236 are boys and 225 were girls. This entire sample was selected from different stream like arts 167, commerce 165 and 129 were selected from science stream. Therefore the sampling procedure was done in proper way and researcher has taking more care for selecting representative sample from the entire population which is mentioned above for this study.

**Tool**

Research tool is one of important component for the entire survey. It's a heart of the study. Student stress is very lacking issue for
education research in India. There is none of tool are available for measuring stress in gujarati language. For that particular reason the researcher have decided to develop a student stress inventory on the basis of Academic expectation stress inventory which is developed by ang (2006). This tool is originally developed in English language. Total 35 items which is for higher secondary students. It is include many of the components for students at school level for creating stress like grade, expectation of parents, results, competition in peer group, job, stress for batter result etc. Here the researcher has taken reliable procedure for developing inventory. The following steps where adopt for the development of tool

1. Translation on the basis of culture
2. Translation in regional language
3. Pilot study of the tool
4. Item construction
5. Final data collection

The above said procedure was done for develop student stress inventory. After this the researchers have constructed 40 items for expert opinion among from 9 item was rejected by the expert. Than after total 31 item were selected for final tool which is call student stress inventory. The inventory was constructing and validate by using NRT 2000 which is one of item analysis programme. The reliability was measure by split half and spearman brown formula its value is 0.64 and 0.78. Validity of the entire inventory was measured by clefs ‘c’ value which is showing 0.43. Hence the developed student stress inventory was highly reliable and validate as per the result showed. Finally in this inventory some component have include like stress of teachers, result oriented stress, test oriented stress, group stress, friends stress and stress of self. This all components are affected students academic development.

Finding

As per the objective and hypothesis finding are as follow

1. There is significant difference between the score of student stress inventory and their gender. The detailed value and measures are showing in table -1

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>t-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls</td>
<td>236</td>
<td>94.39</td>
<td>24.47</td>
<td>6.21*</td>
</tr>
<tr>
<td>Boys</td>
<td>225</td>
<td>108.72</td>
<td>24.97</td>
<td></td>
</tr>
</tbody>
</table>

*significance difference at 0.05 level

As per the result showing in table one there is a huge difference between gender and mean score of student stress inventory. It is showing that the boys are more feeling stress as compared to girls; its values are 108.72 and 94.39 which is showing that significance difference at 0.05 level.

As per the above result we can say that boys are more stressed because the roles of man are more important than female in terms of Indian social system.

2. There is significant difference between the score of student stress inventory and their
gender. The detailed value and measures are showing in table -1

<table>
<thead>
<tr>
<th>Area</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>t-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>214</td>
<td>99.29</td>
<td>26.39</td>
<td>1.62</td>
</tr>
<tr>
<td>Rural</td>
<td>247</td>
<td>103.20</td>
<td>25.01</td>
<td></td>
</tr>
</tbody>
</table>

As per the result showing in table-2 there is no significance difference between residential area (city/rural) and mean score of student stress inventory. It is showing that the rural areas students are more feeling stress for their academic development as compared to city; it is measures are 103.20 and 99.29 which is showing that there is no significance difference. As per the result we can say that the students are rural area are more stress for getting job and other family responsibility as compare to students of city area.

**Conclusion**

Student stress is most affected topic for discussion among the academicians as well as policy making people for the change in education formula like examination patterns. Somewhere students are taking negative action for their academic stress. It is very talk issue. Therefore researcher has to find some of the reasons for student stress at higher secondary level of education. The parents should be keeping in mind that every child has some specialty for their own life. This is true so our social values should accept all this barriers which is creating students stress in education.

**References**


*Man shapes himself through decisions that shape his environment.*

- Rene Dubos
A Study on Girl Child Sexual Abuse in Rural & Urban Areas of Andhra Pradesh

Dr. A. Kusuma
Assistant Professor
Department of Social Work,
Vikrama Simhapuri University, Nellore – 524 001.

Received June 30, 2015
Accepted July 10, 2015

ABSTRACT
Child abuse is a state of emotional, physical, economic and sexual maltreatment meted out to a person below the age of eighteen and is a globally prevalent phenomenon. However, in India, as in many other countries, there has been no understanding of the extent, magnitude and trends of the problem. The growing complexities of life and the dramatic changes brought about by socio-economic transitions in India have played a major role in increasing the vulnerability of children to various and newer forms of abuse. Child abuse has serious physical and psycho-social consequences which adversely affect the health and overall well-being of a child. According to WHO: "Child abuse or maltreatment constitutes all forms of physical and/or emotional ill-treatment, sexual abuse, neglect or negligent treatment commercial or other exploitation, resulting in actual or potential harm to the child's health, survival, development or dignity in the context of a relationship of responsibility, trust or power". Child abuse is a violation of the basic human rights of a child and is an outcome of set of inter-related familiar, social, psychological and economic factors.

Key words: Sexual Abuse.

INTRODUCTION
Child abuse is a state of emotional, physical, economic and sexual maltreatment meted out to a person below the age of eighteen and is a globally prevalent phenomenon. However, in India, as in many other countries, there has been no understanding of the extent, magnitude and trends of the problem. The growing complexities of life and the dramatic changes brought about by socio-economic transitions in India have played a major role in increasing the vulnerability of children to various and newer forms of abuse. Child abuse has serious physical and psycho-social consequences which adversely affect the health and overall well-being of a child. According to WHO: “Child abuse or maltreatment constitutes all forms of physical and/or emotional ill-treatment, sexual abuse, neglect or negligent treatment commercial or other exploitation, resulting in actual or potential harm to the child’s health, survival, development or dignity in the context of a relationship of responsibility, trust or power”. Child abuse is a violation of the basic human rights of a child and is an outcome of set of inter-related familiar, social, psychological and economic factors. The problem of child abuse and human rights violations is one of the most critical matters on the international human rights agenda. In the Indian context, acceptance of child rights
as primary inviolable rights is fairly recent, as in the universal understanding of it. Sexual abuse is inappropriate sexual behaviour with a child. It includes fondling a child's genitals, making the child fondle the adult's genitals, intercourse, incest, rape, sodomy, exhibitionism and sexual exploitation. To be considered 'child abuse', these acts have to be committed by person responsible for the care of a child (for example a baby-sitter, a parent, or a day care provider), or related to the child. If a stranger commits these acts, it would be considered sexual assault and handled solely by the police and criminal courts (Save the Children, 2007). The Girl children and adolescents of today are sexually abused at schools, on roads and in neighbourhood making girls child safety a problem for parents. With this background a study was undertaken to know the sexual abuse of girl children in schools, neighbourhood and public places.

Sexual abuse, sexual harassment and trafficking of girl children and adolescents continue to occur in all societies. Andhra Pradesh, Assam and Bihar (Save the Children, 2007), states have highest prevalence in India. Parents were unable to prevent these incidences. In some cases parents themselves subjected their girls to abuse and harassment, especially the fathers (Actually girls in Tribal thandas were the examples).

OBJECTIVES OF THE STUDY:
1. To assess the levels of sexual abuse of girl children in rural and urban areas of Tirupati.
2. To assess the parenting practices of girl children in rural and urban areas of Tirupati.

METHODOLOGY: It is an exploratory study to map sexual abuse of girl children aged between 11 to 14 years. As the younger children aged below 11 years may not be able to perceive and express the sexual abuse. Hence, only children aged between 11 to 14 years who have attained puberty or yet to attain were included in the study.

SAMPLE SELECTION: The Girl children studying 6th, 7th, 8th and 9th classes in rural and urban areas of Tirupati, Andhra Pradesh rural and urban mandals were selected from government and private schools.
The Sample comprised of Sixty rural and sixty urban girl Children Studying 6th class (30), 7th class (30), 8th class (30), and 9th Class (30). Thus the total sample selected was 120 children.

**Tools for measurement of variables:** The independent variables selected were age, education of parents, occupation of parents, family annual income, Type of family, Size of family and Place of residence. The dependent variables included in the study were sexual abuse and parenting practices. A questionnaire was developed to collect general information and administered. The sexual abuse and parenting practices were assessed using sexual abuse scale and parenting practices scale developed for the purpose.

**DATA COLLECTION:** The data was collected from the girl children, pooled, tabulated and subjected to statistical analysis.

**RESULTS AND DISCUSSION:** The family of girl children place an important role in educating them on their safety. Sexual abuse continues to be in the society in some form or the other in all most all countries. The girl child from poor families and families where the parents are both working are more vulnerable and easily targeted.

**Personal and Family Profile of the Sample:** The information collected on independent variables is presented in Table1 and 2.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Variable</th>
<th>Classification</th>
<th>No</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Age (years)</td>
<td>11-12 years</td>
<td>40</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12-13 years</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13-14 years</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>120</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Annual Family Income</td>
<td>Below 12000</td>
<td>35</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12001-36000</td>
<td>25</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td></td>
<td>36001-60000</td>
<td>38</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td></td>
<td>60,0001-84,000</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 84000</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>120</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Type of Family</td>
<td>Nuclear</td>
<td>98</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Extended</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Joint</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Others</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>120</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Size of Family</td>
<td>Less than 3</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4-6</td>
<td>96</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 6</td>
<td>17</td>
<td>14</td>
</tr>
</tbody>
</table>
Age of the Girl Children: The Chronological age of the girls studying 6th, 7th, 8th and 9th classes were taken from their school admission records. The percentage of the girls according to their age is given in Table-1.

Annually Family Income: Income indicates the purchasing the power and economic status of the family. The annual family income of the girls showed that 29 per cent had an annual income of less than 12000 rupees, which means that they are living below poverty line. In nuclear type of families the mothers may not be able to give quality time to their girl children due to their work load.

Size of the family: The number of members in the family was considered as size of the family. The members of family also participate in child care. Especially the female members play an important role in care of girl children and sometimes assume the role of mother. The Table-1 shows that 6 per cent of the girls had family size of less than 3 members. Around 80 per cent of their family size of 4 to 6 members and 14 per cent had family size of above 6 members.

Place of residence: Among the girl children under study 50 per cent belong to rural areas and 50 per cent belong to urban areas.

### Table 2: Education and Occupation of the Parents

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Variable</th>
<th>Classification</th>
<th>Father</th>
<th>Mother</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td>%</td>
</tr>
<tr>
<td>1.</td>
<td>Educational Status</td>
<td>Illiterate</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Primary School education</td>
<td>21</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td></td>
<td>High School education</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>College/Technical education</td>
<td>37</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>2.</td>
<td>Occupation</td>
<td>Daily wage earner</td>
<td>35</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Employed (Private/ Government)</td>
<td>38</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Self Employed</td>
<td>30</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Others</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Educational status of parents: The parent’s education of sample is shown in Table.2, which indicates that 18 per cent of fathers and 21 per cent of mothers were illiterates. A 18 per cent of fathers and 56 per cent of mother’s had primary education. 33 per cent
of fathers and 12 per cent of mothers had high school education. A 31 per cent of Father and 11 per cent of mothers had college or technical education. The education status of parents shows that the majority of fathers and mothers had low education.

**Occupation of parents:** The work done to make a living was considered as occupation. Occupation determines the socio, economic status of the family. Among the sample 29 per cent of fathers and 21 per cent of mothers were daily wage earners. A 32 per cent of fathers and 17 of employed in private and government sector. A 25 per cent of fathers and mothers were self employed. And 14 per cent of fathers and 37 per cent of mothers engaged in other financial activities.

**Parenting practices:** Parenting practices and the styles influence the children and their development. In cases of sexual abuse the girls need parental support. Many girls do not express or share their experiences with others. Parenting style determines children’s relationship with the parents. Hence, an attempt was made to study the parenting styles/practices of girl children; authoritarian parenting, indulgence parenting and democratic parenting. A scale was developed to assess the parenting practices and styles. The scale consisted of 18 statements which were rated by the children with the help of investigator. Based on the scores the parenting practices of girl children was categorised as; authoritarian, indulgent and democratic as presented in Table.3.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Type of Parenting</th>
<th>Girl Children</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No.</td>
</tr>
<tr>
<td>1.</td>
<td>Indulgent Parenting</td>
<td>14</td>
</tr>
<tr>
<td>2.</td>
<td>Democratic Parenting</td>
<td>15</td>
</tr>
<tr>
<td>3.</td>
<td>Authoritarian Parenting</td>
<td>91</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>120</strong></td>
</tr>
</tbody>
</table>

The Table.3 shows that a 11 per cent of girl children had indulgent parents. A 13 per cent of the parents were democratic in their practices. Around 76 per cent of parents were authoritarian in their practices. The authoritarian parents tend to give commands which the girl children must follow regardless of circumstances. The children tend to be Quiet, unhappy and fear towards their parents. Children of such parents do not disclose their experiences to parents. In case of the indulgent parents allow immature and children behaviour. Expect their children to learn their mistakes. Children of indulgent parents may not have control and may face problems with regard to their safety. Where
is democratic parents are educate their children and allow them to express and question and treat them like friends. These children tend to be happy, confident and self assure.

**Levels of sexual abuse:** The sexual abuse is on increase in India. In most of the cases the abusers are familiar persons known to the victim. The level of sexual abuse as perceived by the girl children was assessed using a five point scale consisting of 24 statements. Based on the scores the levels of sexual abuse in four areas; Home, School, Neighbourhood and others was categorised as Low, Medium and High which is presented in Table.4.

### Table 4: Areas of Levels of Sexual abuse as Perceived by the sample

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Areas</th>
<th>Low %</th>
<th>Medium %</th>
<th>High %</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Home</td>
<td>4</td>
<td>9</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>2.</td>
<td>School</td>
<td>5</td>
<td>21</td>
<td>4</td>
<td>30</td>
</tr>
<tr>
<td>3.</td>
<td>Neighbourhood</td>
<td>6</td>
<td>27</td>
<td>1</td>
<td>34</td>
</tr>
<tr>
<td>4.</td>
<td>Others</td>
<td>7</td>
<td>14</td>
<td>0</td>
<td>21</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22</strong></td>
<td><strong>71</strong></td>
<td><strong>7</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

The Table.4 shows that among the four areas 15 per cent of sample faced sexual abuse at home from relatives’ servants and others. A 30 per cent of girls children experienced child abuse at school, a 34 per cent of girls faced sexual abuse in their neighbourhood and a 21 per cent encountered sexual abuse from others like drivers (Auto/Bus) cinema theatres, function halls, shop keepers etc.,

The levels of sexual abuse indicate that a 22 per cent of girls had low level of sexual abuse, a 71 per cent of girls experienced medium level of sexual abuse and a 7 per cent of them faced high level of sexual abuse. The low levels of sexual abuse includes verbal teasing, disturbing, staring, discussing unwanted topics, paying unnecessary attention and purposeful touching. The medium level of sexual abuse included making girls sit on their lap, touching breasts, patting on back, peeping while dressing, bathing and in toilets. The high level of sexual abuse included; sexual assaults, threatening to punish if disclosed, forcing to meet in isolation and attempt to rape. This shows that almost all the girls under study faced sexual abuse of some kind or the other.

**CONCLUSION:** The sexual abuse of girl children can only be controlled through combined efforts of family and schools, where the girl children are taught and trained to face such abuse by exposing the abusers. The
parents should allow the girl children to share their experiences and extend support to face such problems. Their should be a vigilance at community level to control sexual abuse in public places.

REFERENCES
3. The State of World's children 2003, UNICEF.

It is our choices...that show what we truly are, far more than our abilities.

- J. K. Rowling
PID Tuning of Automatic Voltage Regulator

Piyush Mathur
M.Tech Scholar
Deptt. of Electrical Engineering
J.N.U., Jodhpur.

Shyam K Joshi
Asst. Professor
Deptt. of Electrical Engineering
V.I.E.T., Jodhpur

Received July 02, 2015
Accepted July 25, 2015

ABSTRACT
Automatic voltage regulation is an important study concerning the variation in rated voltage due to inductive and capacitive loads. Inductive loads lead to a voltage drop and capacitive load leads to a voltage rise and result in variation of voltage from its rated value. For satisfactory working of various electrical appliances, regulation in voltage is very much important, the prescribed limit for voltage variation is within (±6%) of its normal value, so that consumer's equipment operate satisfactory [1]. It is therefore, in present work we have designed automatic voltage regulator using MATLAB simulink and evaluated its performance with PID controller. The controller has been tuned using ZN closed loop Tyerus-Luyben and Astrom Hugglund methods, Singular Frequency method and IMC method. It has been observed that Tyerus-Luyben based PID controller gives the best performance among these controllers to improve the dynamic response, reduced transient and eliminate the steady state error with in minimum time. The comparative study of different PID tuning methods for automatic voltage regulation is main outcome of this paper.

Key words: Automatic Voltage Regulator (AVR), Automated PID Tuning, SISO, Tyerus-Luyben (TL), Astrom Hugglund (AH), Singular Frequency (SF) and Internal Model Control (IMC).

1. Introduction of Automatic Voltage Regulator
A voltage regulator is designed to automatically preserve a constant voltage level. A voltage regulator may be a simple "Feed forward" design or may include negative feedback. It may use an electromechanical, or electronic components. Depending on the design, it may be used to regulate one or more AC or DC voltages. In the first consign the AVR monitors the output voltage and controls the input voltage for the exciter of the generator. By increasing or decreasing the generator control voltage, the output voltage of the generator increases or decreases accordingly. The AVR calculates how much voltage has to be sent to the exciter numerous times a second, therefore stabilizing the output voltage to a predetermined set point. When two or more generators are powering the same system (parallel operation) the AVR receives information from more generators to equivalent all output.

2. AVR Theory and Controller Design
We have designed the AVR using first order
transfer function model of Amplifier, Exciter and Generator. The simulink is given in Fig.1. also its natural output on unit step input is shown in Fig.2.

![Simulink for AVR](image1)

**Fig.1. Simulink for AVR**

![Output of AVR](image2)

**Fig.2. Output of AVR**

3. PID Tuning of AVR

Proportional-integral-derivative controller (PID controller) is a controller widely used in industrial control systems. A PID controller calculates an error value as the difference between a measured process variable and a desired set point. The controller attempts to minimize the error by adjusting the process through use of a manipulated variable. The PID controller algorithm involves three separate constant parameters, and is accordingly sometimes called three-term control: the proportional, the integral and derivative values, denoted P, I, and D. Simply these values can be interpreted in terms of time, P depends on the present error, I on the accumulation of past errors, and D is a prediction of future errors, based on current rate of change. The proportional, integral, and derivative conditions are summed to calculate the output of the PID controller.

Defining u(t) as the controller output, the final form of the PID algorithm is

\[ u(t) = MV(t) = K_p e(t) + K_i \int e(\xi)d(\xi) + K_d \frac{d}{dt}e(t) \]  

Where,
- MV = manipulated variable
- U(t) = controller output
- N = variable of integration
- e = error
- \( K_p \) = proportional tuning parameter
- \( K_i \) = proportional tuning parameter
- \( K_d \) = proportional tuning parameter
- t = instantaneous time

3.1 PID Controller for AVR

The AVR with PID Controller is given in Fig.3.

![AVR with PID Controller](image3)

**Fig.3. AVR with PID Controller**

We have used SISO design tool & automated PID tuning to tune the PID controller for AVR.
The basic steps of SISO design and automated PID tuning are given below.

3.2 SISO Design (Single Input Single Output (SISO) Design Configuration)

The SISO design task includes several tools for tuning the response of SISO systems:

1. A graphical editing environment in the SISO design tool window that contains design plots such as root-locus, and Bode diagrams etc.

2. An LTI Viewer window where you can view time and frequency analysis plots of the system.

3. Compensator editors where one can directly edit the block mask parameters or the poles and zeros of compensators in your system.

4. Optimization-based tuning methods that automatically tunes the system to satisfy design requirements.

5. A tool that automatically generates compensators using PID tuner which cover following tuning methods viz Internal Model Control (IMC), ZN-TL, ZN-AH, Singular frequency [4].

3.3 Steps for Automated PID tuning

Step-1:- In MATLAB after design the block diagram selects tools.

Step-2:- Select Control Design from tools.

Step-3:- In control design select compensator design and open control and estimation manager.

Step-4:- Select blocks and tune PID block now open design configuration wizard.

Step-5:- Select step analysis plot.

Step-6:- Click finish automatically open SISO design task.

Step-7:- Select Automated tuning and now selects PID tuning methods.

4. Simulation Results

(A) Z-N Tyerus-Luyben Method

The output response of Automatic voltage regulator with ZN-TL method is shown in Fig.4.

![Fig.4. Output of AVR by ZN T-L method](image)

(B) Z-N Astrom Hugglund Method

The output response of Automatic voltage regulator with ZN-AH method is shown in Fig.5.

![Fig.5. Output of AVR by ZN A-H method](image)
**C) Singular Frequency (SF) Method**

The output response of Automatic voltage regulator with Singular frequency is shown in Fig.6.

![Fig.6. Output of AVR by SF method](image)

**D) Internal Model Control (IMC) method**

The output response of Automatic voltage regulator with IMC method is shown in Fig.7.

![Fig.7. Output of AVR by IMC method](image)

**4. Tuning Results**

Comparative study of PID controller use for Automatic voltage regulator shown in Table-1

<table>
<thead>
<tr>
<th>Tuning</th>
<th>K_p</th>
<th>K_i</th>
<th>K_d</th>
<th>M_p</th>
<th>T_r</th>
<th>T_p</th>
<th>T_s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without PID Controller</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>.4</td>
<td>.5</td>
<td>.9</td>
<td>15</td>
</tr>
<tr>
<td>ZN T-L</td>
<td>2.1</td>
<td>1.99</td>
<td>0.1</td>
<td>0.3</td>
<td>0.5</td>
<td>0.7</td>
<td>6</td>
</tr>
<tr>
<td>ZN A-H</td>
<td>1.3</td>
<td>5.34</td>
<td>0.08</td>
<td>0.81</td>
<td>0.6</td>
<td>0.8</td>
<td>11</td>
</tr>
<tr>
<td>SF</td>
<td>1.2</td>
<td>0.99</td>
<td>0.2</td>
<td>0.1</td>
<td>1</td>
<td>1.1</td>
<td>6.5</td>
</tr>
<tr>
<td>IMC</td>
<td>0.08</td>
<td>0.08</td>
<td>0.001</td>
<td>0.02</td>
<td>1.8</td>
<td>2.1</td>
<td>7</td>
</tr>
</tbody>
</table>

**Conclusion** - In this paper, we have given a comparative study of tuning of PID controllers to achieve automatic voltage regulation. We have modeled PID controlled AVR system using MATLAB simulink, SISO compensator design tool and automated PID tuner. We have tuned the PID controller for AVR system using different methods like ZN-Tyerus Luyben, ZN-Astrom Hugglund, Singular frequency and Internal model control. It has been observed that ZN- Tyerus Luyben tuner gives best results among listed method. It gives minimum transient and settles in 6 seconds after the disturbance, which is best performance among all.
Future Scope - This work can be further extended by using non-linear analysis method to study Automatic Voltage Regulator (AVR).

References

1. J.B.Gupta, Switch Gear and Protection, SK Kataria and Sons, 2009
5. Anil Kumar, Dr. Rajeev Gupta” Compare the results of Tuning of PID controller by using PSO and GA Technique for AVR system” International Journal of Advanced Research in Computer Engineering and Technology (IJAR CET) ISSN: 2278 – 132, Volume 2, Issue 6, June 2013.
Teacher Education in India

Dr. J. R. Sonwane
Associate Professor,
M. K. Bhavnagar University
Bhavnagar. INDIA.

Received July 15, 2015
Accepted August 01, 2015

ABSTRACT
Teacher education is a core part of education system because long term changes we can bring through teacher education programme. We had many committees and reports like, National Curriculum Framework (NCF), National Curriculum Framework for Teacher Education (NCFTE), Continuous and Comprehensive Evaluation (CCE), and many commissions and at last NCTE regulation 2014; all the the attempt done for better teacher education. This paper says about the history – what we did – and present- what we should do for better teacher education programme.

Key words: Teacher Education.

Introduction
The Field of Teacher Education experiencing overflowed ideas for change in the form regulations, curricular frameworks, and assessment pattern both at school and teacher education levels. Even though these ideas / changes are necessary to keep and /or improve the quality of teacher preparation programs and school education, its implementation and its effect on stakeholders are raising some concerns. The present paper intends to discuss specifically the changes visualized by the National Curriculum Framework (NCF) 2005, National Curriculum Framework for Teacher Education (NCFTE) 2009, Continuous and Comprehensive Evaluation (CCE), NCTE Regulations 2009 and 2014, and Right to Education Act 2009 and its implication in the field of teacher education.

Emerging Trends:
National Curriculum Framework 2005
The National Council of Educational Research and Training brought out the NCF 2005 stressing the following changes at school level: (a) connecting the curricular knowledge with the learners life experiences of outside school environment, (b) shifting learning from rote memorization to construction of knowledge by the learner by actively participating learning activities, (c) enriching the curricular experiences which move beyond the prescribed textbooks, and (d) integrating assessment with the learners classroom life experiences (NCF, 2005). The changes visualized through constructivist pedagogy where teachers take a role of facilitator of learning by engaging learning in small group / cooperative learning, problem based learning, project based learning, and
other pedagogical strategies which follow constructivist principles.

The school syllabi were revised to reflect the NCF vision by NCERT and various state government agencies. The syllabi prepared under NCF-2005 also in consonance with the RTE Act. NCERT and various state agencies engaged in conducting in-service training program for teachers to share and prepare the teachers to engage the student learning visualized by NCF 2005.

**National Curriculum Framework for Teacher Education (NCFTE) 2009:**

The development of NCFTE 2009 was guided by epistemological shift visualized by NCF 2005, and taking cognizance of changing school contexts and demands in the light of RTE 2009, Universalization of Secondary Education its implication to teacher education (Pandey, 2011). The framework envisaged having longer duration of teacher preparation program which can provide adequate time and opportunity to self-study, reflective practice, longer duration of internship, experiencing newer and innovative pedagogic approaches both at teacher education institution and school during internship.

**Continuous and Comprehensive Evaluation (CCE) 2009**

NCF 2005 stressed that need for integrating assessment with the learners’ classroom life experiences. NCF position paper on Examination reformation (2006) observed that, External examinations ‘are largely inappropriate for the ‘knowledge society’ of the 21st century and its’ need for innovative problem solvers’, and suggested strongly that, school-based CCE will reduce stress on children, make evaluation regular and comprehensive, provide space for teacher to be creative in their teaching and diagnose the learners difficulty. By considering NCF suggestions, CBSE vide its Advisory No. 39 dated 20.9.2009 introduced Examination Reforms and Continuous and Comprehensive Evaluation (CCE) in the CBSE schools. Successively CCE implemented in other state boards.

**Justice Verma Commission 2012**

The Supreme Court of India in 2011 while hearing special leave petition (SLC) regarding D.Ed. admission of Maharashtra appointed Justice Verma Commission to examine all the issues related to teacher education and make recommendation which could lead to improvement in quality of teacher education as well as regulatory function of the NCTE. The Commission made the following recommendations: Government investment in establishing teacher education institutions in eastern and north-eastern states; instituting entry-test for pre-service teacher education program; increasing the duration of teacher preparation program as per the recommendation of Kothari commission 1966; newer teacher education institutions to be located in multi, inter-disciplinary
academic environment i.e. composite institutions; redesigning current teacher education programs in the context of NCFTE 2009, RTE 2009 and other related documents; attaching dedicated school with each teacher education institution where student teacher get opportunity to experiment and develop the capability to become reflective practitioners; establishment of national level academic body to look into norms, standards, developing reading material and faculty development of teacher educators; developing material for continuous professional development (CPD) through distance and blended learning mode; 2 year M.Ed.; considering teacher educators as visiting faculty in schools; institutionalizing faculty development programs; creating inter-university centre in teacher education to promote research in education; (in-service) developing policy framework for in-service teacher education; strengthening CTE, IASE and University Departments in engaging CPD of secondary teachers; developing framework for teacher performance and teacher audit; review of norms and standards periodically by NCTE; developing comprehensive guidelines for innovative teacher education program by NCTE; developing framework for already recognized institution by NCTE; setting up of Teacher Education Assessment and Accreditation Centre (NEAAC) to prepare comprehensive framework for accreditation of teacher education institutions; setting up of institutional platform to coordinate with other agencies such as UGC, universities, Distance Education Council (DEC), and state governments; and establishing vigilance cell at NCTE etc.

**NCTE Regulation 2014**

The NCTE Regulation 2014 brought the following changes: (i) new teacher education program offered in composite institutions i.e., a higher education institution offering undergraduate or post-graduate programs in liberal arts / humanities / social sciences / sciences / commerce / mathematics, or an institution offering multiple teacher education programmes; (ii) institutions should obtain accreditation from an accrediting agency approved by Council within five years of recognition; (iii) the new regulation (norms and standards) include three new teacher education programs such as B.A. B.Ed. / B.Sc. B.Ed., B.Ed. (Part time), B.Ed. M.Ed. (Integrated) and dropped one program M.Ed. (Distance), and changed nomenclature of Diploma in Early Childhood Education (D.E.C.Ed.) to Diploma in Preschool Education (DPSE); (iv) introduced maximum number of years a candidate can pursue in each of the program; (v) inclusion of details of Curriculum (theory, practicum and internship), program Implementation and Assessment; (vi) changes in number of positions for an unit, subject specialization,
qualifications, infrastructural requirement, equipment and material required for classroom instruction etc.; (vii) increase in duration of the programmes such as B.Ed., M.Ed., B.P.Ed. etc.

**Evolving Concerns:**

**Implementing the vision of NCF 2005**

NCF 2005 brought out reform and renewal of curriculum demanding the changes in pedagogical processes, assessment and evaluation. This required adequate orientation and capacity building of teachers who will shoulder and carry out the change. The state agencies made its efforts to provide orientation / training to the teachers who are in service. However, these training programs made little changes in teachers’ classroom engagement due to various reasons. Some of them were: large classroom size, lack of learning resources other than text book and teachers belief in new pedagogical orientation itself.

**Continuous and Comprehensive Evaluation**

The researches conducted on CCE in India, indicates that, parents and learners feel uncomfortable over methods used in CCE (Raveendran, 2013), teachers perceive that, large classes size, lack of training, inadequate infrastructure, learning materials and increased volume of work act as barriers in smooth execution of CCE (Pooja Singhal).

**NCTE Regulation 2014:**

**Duration**

NCTE Regulation 2014 indirectly promotes the following programs B.El.Ed., B.A. B.Ed. / B.Sc.Ed., B.Ed. M.Ed. (integrated) over other programs in terms of its duration. Also B.Ed. (regular) as well as B.Ed. (open and distance learning system) programs have same duration. This will lead to malpractices in B.Ed. open and distance learning system. The increase in duration of B.Ed. and M.Ed. program will affect the candidate from economically weaker section as it will increase the economic burden on them.

**Composite institution over stand-alone institutions**

The new regulation encourages composite institutions by stating new recognition will be given only to the composite institutions considering the recommendations of Justice Verma Commission that, new teacher education institutions are located in multi and inter-disciplinary academic environment. However it fails to strengthen the other important recommendation made by Justice Verma Commission as well as NPE 1986 that, a dedicated school is attached to every teacher education institution as a laboratory for student teachers. School attached with the teacher education institutions will help student teacher and teacher educators to work on real classroom problems on day to day basis and develop better understanding
about classroom teaching before engaging internship.

**Salary of Teacher Educators**

It is generally observed that, most of the private sector institutions pay less salary than the prescribed. The new regulation did not make any change to bind institutions in this regard. It maintain the status quo as specified in the earlier regulation i.e. 2009.

**Homogeneous programs**

Including detailed information on curriculum, programme implementation and assessment on one side will bring parity on the other will make homogeneous programmes. However, it is to be observed that whether it will affect interest of individual institutions in terms of creativity and diversity.

**Conclusion**

Change is necessary for improvement. Changes in Education will reap the best when it is planned well. From Last decade, the field of education experiencing numerous changes which may lead the better society if the stakeholders take collective responsibility to work with the changes and making changes in changes visualized by taking cognizance of practical concerns.

**References**


The Rise of Gujarati Novel in the 19th Century

Harish Mahuvakar
Head, Dept. of English, Sir P. P. Institute of Science, Maharaja Krishnakumarsinhji Bhavnagar University, Bhavnagar 364002.

Received July 18, 2015
Accepted August 01, 2015

ABSTRACT
This paper aims at the dawn of Gujarati novel. It is very clearly seen that it is due to English literature that Gujarati novel took birth, grew up and rose up to a remarkable height. What helped to bring in the existence and development of English novel the same kind of factors are also responsible for Gujarati novel. It could be divide into two phases. The first one indicates the birth and the other the development and fruits. The English novelists have made deep impression and so ‘Yamuna Paryatan’ comes out which is a crude form. Mahipatram took inspiration from this work and wrote ‘Sasu Vahuni Ladai’. It was not very much interesting but shows the development as it is in ‘Karanghelo’ by Nandshankar Mehta-the novel in its true shape. Being a historical work many such types of novels followed. The second phase begins with the publication of ‘Saraswatichandra’ by Govardhan Tripathi. One more remarkable novel ‘Bhadrambhadra’ was written by Ramanlal Nilkanth. These works imbibe contemporary picture of Indian life. The forty year Gujarati novel journey provided excellent models to be followed by the next generation writers.

Key words: Gujarati novel, birth, development, ‘Karanghelo’, ‘Saraswatichandra.’

The 19th century is the dawn of Gujarati prose as well as of novel. Yet last forty years of this century are remarkable for its birth, growth and maturity. Gujarati novel begins with the publication of Nandshanker Mehta’s ‘Karanghelo’ in 1866 and the period ends with a landmark of Govardhanram’s ‘Sarasvatichandra’ in 1900. This paper attributes the rise and development of Gujarati novel in the 19th century.

Variety of prose existed in the 19th century in the form of अनुसार - Narratives, भाव - Essay, अरित -Biographical sketches, and गद्यांश Stories in verse. But the lack of education created nothing concrete. Day to day prose was used in practical dealings yet no one had tried to use it in any serious prose from Gujarati literature. Gujarati literature considers this century as the modern age. Dalpatram and Narmad are considered the pioneers of it. Life was changing all the way. New schools, printing press, newspapers, railways, telegraph began to take place in daily life and gradually the life settled accordingly. (1). Moreover the industrialization and science also influenced the society. Printing presses had already been set up since 1800. Its direct influence could be seen in publications of various newspaper and journals. First Gujarati newspaper ‘Mumbai Samachar’ which was weekly, appeared in 1822. ‘Buddhiprakash’,

28 IJRAR- International Journal of Research and Analytical Reviews Research Paper
'Buddhivardhak', ‘Satyaprakas’ – the journals also followed. These newspapers and journals provided prose an opportunity to strengthen it. Add to this was university education after 1857 Sepoy Rising some of the universities were established in Mumbai, Kolkatta and Chennai. English language was the medium for learning. This was a turning point for Gujarati literature as well as for other Indian Languages. A new door opened for newly educated generation. These young learners in English literature found reflection of individual freedom and independence, love for nature, human values and the same they tried to bring in their writing. For Dalpatram and Narmad there was another side of life which was contemporary Gujarati life full of evils. They decided to be reformative and began to write on various ills of the time. 

That is how stage for the novel was set. In this regard Bholabhai Patel wrote that the things which were necessary for the beginning of the novel were achieved by – setting of up printing press, publication of newspapers and beginning of required prose for the same. (4)

There is no doubt that English learning brought the form of Gujarati novel. The name ‘નોલ,’ in Gujarati is the direct descendent of English word ‘Novel’. The English novel was already established in the 19th century when Gujarati was on the way. The English novel, too, took many years and the first one was ‘Pamela’ by Richardson, published in 1741 and was followed by ‘Josephs Andrews’ by Fielding. Then the whole 19th century became the Age of Novel. Ours is very late in this regard but it’s the same for both the languages. I mean to say that before ‘Pamela’ there is also a long period for the formation of English novel. It goes back to 16th century, where ‘Lyly’s , ‘Euphues’, ‘Sidney’s ‘Arcadia’, Nashe’s ‘The Unfortunate Traveler’ and Lodge’s ‘ Rosalynde’ possessed some elements of the novel.

Gujarati novel in 19th century could be placed into two phases. First one is the period from 1862 to 1887 and the other is of 1888 to 1900. The first one is much influenced by the translation, allegorical stories and romances. Bunyan’s novel “Pilgrim’s Progress” has many Indian
versions. Except Gujarati many languages adopted the story. ‘रघुनाथ रघुनाथ’ is considered the first ever Indian novel published in 1857. Baba Padamji discussed many issues related to women. There’s no need to say that the work was also influence by ‘Pilgrim’s Progress’. After five years of ‘रघुनाथ रघुनाथ’, novel like work in Gujarati appeared in 1862. Sorabasha Munsaf wrote “विरोधानुभूती रघुनाथ मुंग्रे” “The novel of few events and characters could be considered only as a “Long Short Story” because it has no long span that is expected for a novel. Moreover it has a very simple, lucid plot construction and isn't creative but an imitation of an English work.”(5)

Mahipatram comes out with “work which was directly related to women issues such reflected in ‘Yamuna Paryatan’ . Actually this very novel provided Mahipatram an idea to write such kind of a work ‘Sasu Vahuni Ladai’ was brought out in 1866. But this work can't be called as novel as it was more or less a translation of French novel. But Mahipatram was the first person who used Gujarati prose for a story. Presently it may appear dry to us but it is worthwhile and significant for the prose development. (6)

The aim of the novelist was to narrate a simple story of a woman belonging to a good Hindu family of the contemporary time. Quarrels between the wife and mother in law are at the centre. Through the story the novelist wanted to depict misery of a woman and show us with wide open eyes how badly women were treated.

Later on in this category Nandashanker Mehta adds a work which is closely associated with the English Romance. It was the year 1866 that presented ‘Karanghelo’ first ever Gujarati novel in its real sense, and with this there’s a beginning of Gujarati novel. It follows the pattern of English novelist Lytton. The subtitle “The Last of the Rajput Kings of Gujarat- A Novel is also its indication an is confirmed by Bholabhai Patel. (7) Gujarati was not only language which was influenced by Romance. Before ‘Karanghelo’s publication,. Bankimchandra’s first novel “Durgeshnandini” had appeared in 1865 which is believed to be based on sir Walter Scott’s novel ‘Ivanhoe’. ‘Karanghelo’ depicts important happenings of the Rajput King Karan. Strong narration and imaginative power, interesting subject as well as romantic atmosphere made the novel popular. Yet subplots, long dialogues, dryness toward the end, no compact plot, no development of characters all this bar the interest. But it must be remembered that “When Gujarati prose was treading like a child it must be noted that Nandkishor contributed such a good prose. Graceful, picturesque, imaginative, lucid prose descended in Gujarati literature for the first time. He made stylistic characteristic of Burke, Gibbon and Macaulay his own and created this prose.”(8)
After ‘Karanghelo’ there came the form of the historical novel. Plenty of Bengali, French and English translated novels, historical, social and philosophical novels and romances began to come one after another. Anantprasad Vaishanav, Chaganlal Modi, Atmaram Trivedi, Manilal Bhatt, A.K. Vakil, D.P.Dave, G.S. Dwivedi, Narayan Hemchandra, Hargovind Kantawala, Manilal Dwivedi are some of the novelists of this period. Parsi novelists also contributed very much but they lacked artistic insight and aimed to please only Parsi audience yet Jehangir Taliarkhan, Kekhusto Kabraji, Dadi Taraporewala made efforts to bring in the real touch of novel. Only ‘Mundla and Kulin’ (1884) by Jahangir Taliarkhan is note worthy.

Second phase of Gujarati novel begins with the publication of Govardhan Tripathi’s novel ‘Sarasvatichandra’ in 1887. It is written in four volumes. The first one appears after two decades of ‘Karanghelo’ publication. Sarasvatichandra is the master piece of Gujarati literature and with it our Gujarati novel knocked at the Literary World.

Govardhanram took nearly fifteen years to complete the novel as the last volume comes out in 1900. It is a mega novel where we find the reflection of contemporary social, political life with an idealistic attitude. This was the time 1875 to 1885 of social, political and educational awakening – the transitional phase. After 1857 Sepoy Revolution the new educated generation found interest in nationalism. They tried to see how the nation could proceed on the path of prosperity. Govardhanram no doubt has all these things in his mind. He blends two ends together – practical life and philosophical vision.

That’s why Vijairay Vaidya – a Gujarati critic called the novel as a cultural tale in the form of love story, while for Umashankar Joshi – a great Gujarati poet, Considered it: The poem of the age took birth in the shape of ‘Sarasvatichandra’. “The hero of the novel ‘Sarasvatichandra’ is a formation of all such things. He is the representative of his time but he’s not type. His individuality marks the novel. The characters, male or female, are supreme delineation which could be compared with Shakespeare’s or Dante’s. Though there are many stories they are related to main action so the complaint of the novel’s artistic formation should be dismissed here. The novelist’s concern of the form could be seen in his own words: “It is however certain and higher the class of novelists never fail to recognize and claim that the functions of the novel are more numerous, higher, and more sacred than the more pandering to the taste of the novel reading public”.

Before ‘Sarasvatichandra’ there wasn’t a single novel which depicted the prose-rhythm in such a wonderful way. That’s why ‘Sarasvatichandra’ is a classical, graceful, epical novel of Gujarati literature. It
has also remained a unique one in Indian writing.

When the last volume of ‘Sarasvatichandra’ was published in 1900 another remarkable novel ‘Bhadram Bhadra’ came out in the same year. Ramanlal Ninkanth’s this novel was based on seventies famous work ‘Don Quixote’. Like Don and Sancho, the protagonist Ambaram wanders in Mumbai and Ahmedabad. The novelist aimed to ridicule the ills of contemporary time which makes it entertaining as well as satirical. Good narration, speech variation, mixed language become helpful to create humour. He became only a good and one satirist who got fame in this regard.

During the second phase Amrit Keshav’s ‘M.A. अमरीत केशव आम्रीट केशव ’ is one of the important novels. Narayan Thakker wrote many historical novels. ‘Sarasvatichandra’ influence continued on the novel till K. M. Munshi’s arrival in 1915.

Thus the journey of 40 years of Gujarati novel is impressive. The period is notable as three milestones – ‘Karnghelo’, ‘Sarasvatichandra’ and ‘Bhadram Bhadra’ – are achieved. But it is regretful that outside Gujarat, importance of ‘Sarasvatichandra’ and that way of Gujarati novel hasn’t been recognized as in the 19th century there wasn’t any great work of literature in the Indian languages. Only Gora by Rabindranath Tagore could be matched with it, but that too appeared in 1910.

References:
2. Ibid p.15
3. Ibid p.16
5. नववर्ष त्वरप अनेक विषय : युविलिंगी अंश निमंत्रण ऑफ़ , गुजरात राज्य, अमदाबाद. प.1996. p.56
6. Ibid p. 56
7. भारतीय उपन्यास परंपरा और अमरीट केशव : ओमचन्द्र परवेश रंगदार प्रकाशन, अमदाबाद: 2001P p.20
9. नववर्ष त्वरप अनेक विषय : युविलिंगी अंश निमंत्रण ऑफ़ , अमदाबाद. प.1966. p.60
11. Ibid p.230

It is our choices...that show what we truly are, far more than our abilities.

- J. K. Rowling
Social Media Marketing in India

Prof. Krupa Mehta
S. K. Patel Institute of Management and Computer Studies (MBA)
Gandhinagar

Received August 02, 2015
Accepted August 18, 2015

ABSTRACT Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brands. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of social media marketing is mind-boggling as that and the pace at which it is growing is irritation. Global companies have recognized social media marketing as a potential platform to power their advertising campaigns. Social media and social networking have gained importance and relevance. This paper also presents an overview on social media marketing in India.

Key words: Social media, social media marketing, growth and benefits of social media, social media marketing strategy, social media marketing in India.

Introduction:
Social media is hot. Social Media is now the trend. And for businesses it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with customers. This is why nearly every business on the planet—from giants like Starbucks and IBM to the local ice cream shop—are exploring social media marketing initiatives. A year ago, businesses were uncertain about social media. Now it's here to stay and companies are rapidly adopting social media marketing. Much like email and websites first empowered businesses, social media is the next marketing wave. Social media marketing is marketing using online communities, social networks, blog marketing and more. It's the latest "buzz" in marketing. India is probably among the first proponents of social media marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Trust and goodwill are the basis of social networking, and by marketing in the realm of social media these fundamental notions need to be adhered. It is probably the only marketing platform that
encourages fool proof communication and accountability among sellers as well as consumers. Global companies have recognized Social Media Marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

**Social Media:**
Websites and applications that enable users to create and share content or to participate in social networking. The meaning of the term ‘social media’ can be derived from two words which constitute it. *Media* generally refers to advertising and the communication of ideas or information through publications/channels. *Social* implies the interaction of individuals within a group or community. Taken together, *social media* simply refers to communication/publication platforms which are generated and sustained by the interpersonal interaction of individuals through the specific medium or tool. Wikipedia has a general definition of the term: Social Media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people, and peers.

There are two **benefits** of social media that are important to businesses, they include:

1. Cost reduction by decreasing staff time.
2. Increase of probability of revenue generation.

**Social Media Marketing:**
Social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and/or services are worthwhile. Social media marketing is marketing using online communities, social networks, blog marketing and more. Lazer and Kelly's (1973) define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities." Social media marketing is not merely about hitting the frontpage of Digg or any other social news website. It is a strategic and methodical process to establish the company's influence, reputation and brand within communities of potential customers, readers or supporters.

Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities.
Benefits of social media marketing:

Increased Brand Recognition. Every opportunity you have to syndicate your content and increase your visibility is valuable. Your social media networks are just new channels for your brand’s voice and content. This is important because it simultaneously makes you easier and more accessible for new customers, and makes you more familiar and recognizable for existing customers. For example, a frequent Twitter user could hear about your company for the first time only after stumbling upon it in a newsfeed. Or, an otherwise apathetic customer might become better acquainted with your brand after seeing your presence on multiple networks.

Improved brand loyalty. According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers. The report concludes “Companies should take advantage of the tools social media gives them when it comes to connecting with their audience. A strategic and open social media plan could prove influential in morphing consumers into being brand loyal.” Another study published by Convince & Convert found that 53% of Americans who follow brands in social are more loyal to those brands.

More Opportunities to Convert. Every post you make on a social media platform is an opportunity for customers to convert. When you build a following, you'll simultaneously have access to new customers, recent customers, and old customers, and you'll be able to interact with all of them. Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion. Not every interaction with your brand results in a conversion, but every positive interaction increases the likelihood of an eventual conversion. Even if your click-through rates are low, the sheer number of opportunities you have on social media is significant. And as I pointed out in my article, “The Four Elements of Any Action, And How To Use Them In Your Online Marketing Initiative,” “opportunity” is the first element of any action.

Higher conversion rates. Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its humanization element; the fact that brands become more humanized by interacting in social media channels. Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies. Additionally, studies have shown that social media has a 100% higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in your brand, representing social proof. As such, simply building your audience
in social media can improve conversion rates on your existing traffic.

**Higher Brand Authority.** Interacting with your customers regularly is a show of good faith for other customers. When people go to compliment or brag about a product or service, they turn to social media. And when they post your brand name, new audience members will want to follow you for updates. The more people that are talking about you on social media, the more valuable and authoritative your brand will seem to new users. Not to mention, if you can interact with major influencers on Twitter or other social networks, your visible authority and reach will skyrocket.

**Increased Inbound Traffic.** Without social media, your inbound traffic is limited to people already familiar with your brand and individuals searching for keywords you currently rank for. Every social media profile you add is another path leading back to your site, and every piece of content you syndicate on those profiles is another opportunity for a new visitor. The more quality content you syndicate on social media, the more inbound traffic you’ll generate, and more traffic means more leads and more conversions.

**Decreased Marketing Costs.** According to Hubspot, 84% of marketers found as little as six hours of effort per week was enough to generate increased traffic. Six hours is not a significant investment for a channel as large as social media. If you can lend just one hour a day to developing your content and syndication strategy, you could start seeing the results of your efforts. Even paid advertising through Facebook and Twitter is relatively cheap (depending on your goals, of course). Start small and you’ll never have to worry about going over budget—once you get a better feel for what to expect, you can increase your budget and increase your conversions correspondingly.

**Better Search Engine Rankings.** SEO is the best way to capture relevant traffic from search engines, but the requirements for success are always changing. It’s no longer enough to regularly update your blog, ensure optimized title tags and meta descriptions, and distribute links pointing back to your site. Google and other search engines may be calculating their rankings using social media presence as a significant factor, because of the fact that strong brands almost always use social media. As such, being active on social media could act as a “brand signal” to search engines that your brand is legitimate, credible, and trustworthy. That means, if you want to rank for a given set of keywords, having a strong social media presence could be almost mandatory.

**Richer Customer Experiences.** Social media, at its core, is a communication channel like email or phone calls. Every customer interaction you have on social media is an opportunity to publicly demonstrate your
customer service level and enrich your relationship with your customers. For example, if a customer complains about your product on Twitter, you can immediately address the comment, apologize publicly, and take action to make it right. Or, if a customer compliments you, you can thank them and recommend additional products. It’s a personal experience that lets customers know you care about them.

**Improved Customer Insights.** Social media also gives you an opportunity to gain valuable information about what your customers are interested in and how they behave, via social listening. For example, you can monitor user comments to see what people think of your business directly. You can segment your content syndication lists based on topic and see which types of content generate the most interest—and then produce more of that type of content. You can measure conversions based on different promotions posted on various social media channels and eventually find a perfect combination to generate revenue.

**Role of Social Media in Marketing:**
Social media is now increasingly becoming an ingrained aspect of political campaigns, national defence strategies, public policy, public relations, brand management and even intra company communication.

Since the major task of marketing as tool used to inform consumers about the company’s products, who they are and what they offer, social marketing plays an important role in marketing. Social media can be used to provide an identity about the companies and the products or services that they offer. It helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent. Social media makes companies "real" to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them. Social media can be used to associate themselves with their peers that may be serving the same target market.

Social media can be used to communicate and provide the interaction that consumers look for.

**Why businesses need to consider social media marketing services?**
Here are nine reasons social media marketing should top your to-do list:

1.) **You get to see your target market, up close and personal.** Part of what makes marketing with Facebook and Twitter so cool is the interaction you get to have with your customer base – you can read their tweets and status updates to get insights into their daily lives (and maybe adjust your marketing strategy as a result).

2.) **You can respond to problems immediately.** If there’s a problem with your product or service, you want to know about it immediately. With the feedback you get in the process of social media marketing, you’ll be the first to know when there are issues – and
you can take steps to resolve them right away. Study after study has shown that consumers appreciate companies that respond to customer complaints (and don't hesitate to rant online to anyone who will listen when companies don't take the time to make things right).

3.) **Your competition is Tweeting and Facebooking like crazy.** The early bird gets the worm, and the sooner you start up Facebook and Twitter pages, the sooner you can start amassing a ton of fans and followers. This isn’t something you want to fall behind the competition on, because it’s much harder (and more expensive) to play catch up than it is to get in on the game early. Truth be told, your competition is probably already marketing with Facebook, and maybe even Twitter and LinkedIn, too.

4.) **People are receptive to your messages.** People view Twitter and Facebook as social networks, not marketing machines. As a result, they’re less likely to see what you post as an advertisement and will be more likely to hear what you have to say.

5.) **It will get you more sales.** Not surprisingly, when you stay in front of your customer base, they’re more likely to buy from you when they need the products you sell. Social media marketing doesn’t just keep your company’s name in front of potential buyers, but it also gives you the opportunity to constantly give them incentives to buy. Try Tweeting or posting coupon codes, good only to those who are your Facebook fans or Twitter followers (around The Content Factory, we call them “Tweeps”). You’ll be surprised at how many people make purchases using the code!

6.) **You will find customers you didn’t know existed.** If you follow specific keywords in Twitter, you can find people who are looking for the products you sell (and then direct them to your site). Using Twitter for marketing is great that way – telling people who want your products how to get them from your company is just an @ sign away.

7.) **Customers you didn’t know existed will find (and buy from) you.** In the process of marketing with Facebook, you’ll probably join a ton of groups related to your products, industry and customer base. By posting links in these groups, you’ll help influence customers to check out your site. Post a link today, and two weeks later you might see a sale from it.

8.) **It’s free.** How can you argue with that? If you handle your own social media management, running a social networking campaign is as cheap as it gets. If you hire a social media management or online PR agency, it will cost at least $1,000/month, but it’ll be an investment that you’ll be likely to see a return on. If you’re intimidated by interacting with people online or your writing
skills leave something to be desired, hiring an online PR agency is definitely the way to go. Posting poorly written content or conveying the wrong kind of messages on social networking sites can seriously affect your web PR.

9.) **The social media marketing arena is a (fairly) level playing field.** Unlike the brick and mortar world where you need to have millions of dollars to run traditional ad campaigns, all companies start off on pretty equal footing when it comes to social media marketing. The people who thrive and go viral in cyberspace are the people with the most clever, attention grabbing tactics and the most useful, link worthy content. If you want to get lots of traffic and really increase your sales online, you’re going to have to outwit, outnetwork and outwrite your competition while offering superior products and customer service. Isn’t that what business is all about, anyway?

Simply put, social media marketing is part of doing business in the new millennium. Marketing with Facebook has been hot for quite a while now, but recently more and more companies have been using Twitter for marketing. If your business isn’t already active on social networking sites, now is the time to start. Who knows, you could be missing out on sales opportunities right now.

**Increase your online exposure and look legit**

Your digital storefront isn’t limited to just your website. Your Facebook, Twitter and LinkedIn all represent your company in the eyes of Internet browsers and buyers. In fact, some may even say that your business’ Google results (relevant, irrelevant, positive and negative) all constitute parts of your digital storefront.

People *expect* businesses to have Facebook and Twitter accounts, and they *expect* to be able to use them to get in touch with company representatives, if necessary. If you don’t have social networking profiles set up for your company, you look less legitimate. Ditto if your website looks like it was ripped off of somebody's GeoCities page circa 1998.

Social media marketing is a must-have for businesses, but it’s also just the tip of the iceberg. Having website content that drives sales, a solid SEO strategy and products that consumers actually want to buy are all important pieces of the web PR puzzle, too.

**As if you needed another reason to use social media for business**

At the very least, social media marketing will help drive traffic to your site and increase brand awareness. That’s a huge part of web PR in and of itself, and is an outcome anyone would be happy with. Have questions about how to get started? Get in touch with a reputable online PR agency, and they’ll help point you in the right direction.
Social Media Marketing in India - An Overview:
In year 2013, we witnessed hell lot of changes, emergence of new trends, and innovations in social media marketing industry that may continue in 2014.

In 2013, Google+ emerged dominant in SEO and social media strategies, while Facebook and Twitter improved their advertisement targeting and performance, and Twitter acquired Vines, and Facebook pushed Instagram further. Snapchat became more popular that many brands started using it, Pinterest shed its women oriented image, and LinkedIn introduced influencers’ publishing.

Now, what is ‘in’ for Social Media Marketing in 2014?
I’ve created a list of top 15 social media marketing trends in India 2014, to summarize all these happenings and what to expect in 2014.

1. Social Media Marketing to be an integral part of Digital Strategy
2. Spotlight on Engagement and Building Community
3. Focus on Content Strategy, Content Development and Content Marketing for Social Media
4. Blogging For Social Media Marketing
5. Meaningful Engagement Vs. Return on Investment

Social Media Marketing Strategies:
#1: Identify Business Goals
Every piece of your social media strategy serves the goals you set. You simply can't move forward without knowing what you're working toward.

Look closely at your company's overall needs and decide how you want to use social media to contribute to reaching them.

You'll undoubtedly come up with several personalized goals, but there are a few that all companies should include in their strategy—increasing brand awareness, retaining customers and reducing marketing costs are relevant to everyone.

I suggest you choose two primary goals and two secondary goals to focus on. Having too many goals distracts you and you'll end up achieving none.

#2: Set Marketing Objectives

Goals aren't terribly useful if you don't have specific parameters that define when each is achieved. For example, if one of your primary goals is generating leads and sales, how many leads and sales do you have to generate before you consider that goal a success?

Marketing objectives define how you get from Point A (an unfulfilled goal) to Point B (a successfully fulfilled goal). You can determine your objectives with the S-M-A-R-T approach: Make your objectives specific, measurable, achievable, relevant and time-bound.

Using our previous example, if your goal is to generate leads and sales, a specific marketing
objective may be to increase leads by 50%. In order to measure your progress, choose which analytics and tracking tools you need to have in place.

Setting yourself up for failure is never a good idea. If you set an objective of increasing sales by 1,000%, it’s doubtful you’ll meet it. Choose objectives you can achieve, given the resources you have.

You’ve taken the time to refine your goals so they’re relevant to your company, so extend that same consideration to your objectives. If you want to get support from your C-level executives, ensure your objectives are relevant to the company’s overall vision.

Attaching a timeframe to your efforts is imperative. When do you intend to achieve your goal(s)? Next month? By the end of this year?

Your objective of increasing leads by 50% may be specific, measurable, achievable and relevant, but if you don’t set a deadline for achieving the goal, your efforts, resources and attention may be pulled in other directions.

#3: Identify Ideal Customers

If a business is suffering from low engagement on their social profiles, it’s usually because they don’t have an accurate ideal customer profile.

Buyer personas help you define and target the right people, in the right places, at the right times with the right messages.

When you know your target audience’s age, occupation, income, interests, pains, problems, obstacles, habits, likes, dislikes, motivations and objections, then it’s easier and cheaper to target them on social or any other media.

A buyer persona is a fictional character, not a real one!

The more specific you are, the more conversions you’re going to get out of every channel you use to promote your business.

#4: Research Competition

When it comes to social media marketing, researching your competition not only keeps you apprised of their activity, it gives you an idea of what’s working so you can integrate those successful tactics into your own efforts.

Start by compiling a list of at least 3-5 main competitors. Search which social networks they’re using and analyze their content strategy. Look at their number of fans or followers, posting frequency and time of day.

Also pay attention to the type of content they’re posting and its context (humorous, promotional, etc.) and how they’re responding to their fans.

The most important activity to look at is engagement. Even though page admins are the only ones who can calculate engagement rate on a particular update, you can get a good idea of what they’re seeing.
For example, let’s say you’re looking at a competitor’s last 20-30 Facebook updates. Take the total number of engagement activities for those posts and divide it by the page’s total number of fans. (Engagement activity includes likes, comments, shares, etc.)

You can use that formula on all of your competitors’ social profiles (e.g., on Twitter you can calculate retweets and favorites).

Keep in mind that the calculation is meant to give you a general picture of how the competition is doing so you can compare how you stack up against each other.

#5: Choose Channels and Tactics

Many businesses create accounts on every popular social network without researching which platform will bring the most return. You can avoid wasting your time in the wrong place by using the information from your buyer personas to determine which platform is best for you.

If your prospects or customers tell you they spend 40% of their online time on Facebook and 20% on Twitter, you know which primary and secondary social networks you should focus on.

When your customers are using a specific network, that’s where you need to be—not everywhere else.

Your tactics for each social channel rely on your goals and objectives, as well as the best practices of each platform.

For example, if your goal is increasing leads and your primary social network is Facebook, some effective tactics are investing in Facebook advertising or promotion campaigns to draw more attention to your lead magnets.

#6: Create a Content Strategy

Content and social media have a symbiotic relationship: Without great content social media is meaningless and without social media nobody will know about your content. Use them together to reach and convert your prospects.

There are three main components to any successful social media content strategy: type of content, time of posting and frequency of posting.

The type of content you should post on each social network relies on form and context. Form is how you present that information—text only, images, links, video, etc.

Buffer understands their audience will respond to content that keep them updated on changes in social media.

Context fits with your company voice and platform trends. Should your content be funny, serious, highly detailed and educational or something else?

There are many studies that give you a specific time when you should post on social media. However, I suggest using those studies as guidelines rather than hard rules.
Remember, your audience is unique, so you need to **test and figure out the best time for yourself.**

Posting frequency is as important as the content you share. You don’t want to annoy your fans or followers, do you?

Finding the perfect frequency is crucial because it could mean more engagement for your content or more unlikes and unfollows. **Use Facebook Insights to see when your fans are online and engaging with your content.**

#7: Allocate Budget and Resources

According to recent data from Google, 30% of respondents say that social media has its own new and distinct budget. Of those respondents, 8.7% say their social media budget is pulled from traditional marketing media (i.e., TV, print and radio).

I found it interesting that 2/3 of respondents say they plan to increase their social media budget during the upcoming cycle.

Social media marketing is increasingly becoming a priority.

To budget for social media marketing, **look at the tactics you’ve chosen to achieve your business goals and objectives.**

**Make a comprehensive list of the tools you need** (e.g., social media monitoring, email marketing and CRM), services you’ll outsource (e.g., graphic design or video production) and any advertising you’ll purchase. Next to each, **include the annual projected cost** so you can have a high-level view of what you’re investing in and how it affects your marketing budget.

Many businesses establish their budget first, and then select which tactics fit that budget. I take the opposite approach. I **establish a strategy first**, and then **determine the budget that fits that strategy**.

If your strategy execution fees exceed your budget estimate, **prioritize your tactics according to their ROI timeframe.** The tactics with the fastest ROI (e.g., advertising and social referral) take priority because they generate instant profit you can later invest into long-term tactics (fan acquisition, quality content creation or long-term engagement).

#8: Assign Roles

Knowing who’s responsible for what increases productivity and avoids confusion and overlapping efforts. Things may be a bit messy in the beginning, but with time team members will know their roles and what daily tasks they’re responsible for.

**Conclusion**

- There is no escaping social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world.
- The social media conversation is no longer considered a Web 2.0 fad -- it is taking place in homes, small businesses
and corporate boardrooms, and extending its reach into the non-profit, education and health sectors.

- From feeling excitement, novelty, bewilderment, and overwhelmed, a growing number of people now speak of social media as simply another channel or tactic.

- Blogging can have a very positive effect on your Company's branding & growth.

- As per the Hubspot report, Customers with blogs gathered 68% more leads than customers without blogs.

- It is imperative to understand that today, social media have exponential potential. They are part of an ever-growing online network of people who discuss, comment, participate, share and create.

- Whether you are an individual, a start-up, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement – and will take time and expertise.

- Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopaedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or it is high time that every business adopts social media and takes it seriously!

**References**


---

A wise man makes his own decisions; an ignorant man follows the public opinion.

- Chinese Proverb
Study of Tribological characterization Fly Ash and Granite Filled Glass Epoxy Composite

Sanjana Suresh Thakur¹, Ramesh B T², Chetan Kumar B N³

¹,³ Dept. Of Mech. Engg., S.T.J.I.T., Ranebennur, Karanataka, India,
² Assistant professor, Dept. Of Mech. Engg., S.T.J.I.T.,
Ranebennur, Karnatak, India.

Received August 08, 2015 Accepted August 24, 2015

Abstract
Composites find wide application in many engineering fields like aerospace and automobile industries. Polymer composites filled with inorganic filler are of great interest for many fields of engineering. A wide variety of fillers can be used with epoxy systems to reduce cost, shrinkage, exothermic reaction and coefficient of thermal expansion. They also alter other properties like electrical, mechanical and thermal behavior. The thesis consists of preparation of samples by using hand lay-up technique. Where, Epoxy Resin is used as matrix material, E-Glass as reinforcement material and granite, fly ash used as filler material. The Calculated volume of materials is thoroughly mixed and uniformly compacted in the designed mould. The specimen is prepared according to ASTM standards. The work involves in finding out the mechanical properties such as wear test, impact test, micro structural study and Taguchi analysis study of the composites. Some of the applications also quoted.

Key words: Fly Ash, Granite filled glass epoxy composite

1. INTRODUCTION

Composites are heterogeneous in nature, created by the assembly of 2 or a lot of elements with fillers or reinforcing fibers and a compactable matrix. The matrix could also be bimetallic, ceramic or compound in origin. It provides the composites their form, surface look, environmental tolerance and overall sturdiness whereas the fibrous reinforcement carries most of the structural hundreds so giving large stiffness and strength. A material will offer superior and distinctive mechanical and physical properties as a result of it combines the foremost fascinating properties of its constituents whereas suppressing their least fascinating properties. It consists of 2 or a lot of physically and with chemicals distinct, appropriately organized or distributed phases with an interface separating them. It has characteristics that don’t seem to be portrayed by anybody of the constituents examined in isolation.

Hand lay-up technique is adopted to fabricate granite-epoxy composite material. This is the simplest and oldest open molding of the composite fabrication process. The Calculated volume of materials is thoroughly mixed and uniformly compacted in the designed mould. The compacted material is being filled into the desired mould on which releasing agent have been applied for the purpose of easy removal of specimen from the mould. The compacted material is allowed for curing at room temperature and
for about 48 hours. The mould is being prepared according to ASTM standards. The separated into parts after 48 hours and the specimen is taken out. The specimen is

2. MATERIAL SELECTION

Material selection depends upon the characteristic properties of the material and it plays a vital role in design. There are varieties of material found in nature some are naturally available and some artificially made. The following paragraphs deals with material selection process.

The reinforcement material used is 7-mill E-glass fiber. The filler used was granite and ash powder.

Table 2: Materials used

<table>
<thead>
<tr>
<th>sl. no.</th>
<th>Materials used</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Matrix material</td>
</tr>
<tr>
<td>2</td>
<td>Reinforcement material</td>
</tr>
<tr>
<td>3</td>
<td>Filler material</td>
</tr>
</tbody>
</table>

Table 2.1: Matrix material

A synthetic resin may be a chemical compound containing 2 or a lot of epoxy teams. Such teams are observed as Epoxides, Ethoxyline and will be terminal, internal or cyclic structures. Synthetic resin is employed to designate each the uncured and cured or thermoplastic and thermosetting chemical compound material severally.

2.2 Reinforcement material

E-glass fibers are most typical basic material for strengthened plastics. There conjointly utilized in plenty of different applications starting from telecommunication to insulation material. Of the varied sorts of glass fiber, E-glass is out and away the foremost vital with a market share regarding ninety nine. For special applications S-glass or R-glass area unit used that have the next modulus and applicable in alkali surroundings. Glass fiber is shown within .

Table 2.2: properties of E-glass

<table>
<thead>
<tr>
<th>Fiber type</th>
<th>E-Glass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tensile strength (MPA)</td>
<td>3445</td>
</tr>
<tr>
<td>Compressive strength (MPA)</td>
<td>1080</td>
</tr>
<tr>
<td>Density (g/cm³)</td>
<td>2.58</td>
</tr>
<tr>
<td>Thermal expansion (µm/m.ºC)</td>
<td>5.4</td>
</tr>
</tbody>
</table>
2.3 Filler material

A wide style of fillers is used with epoxy systems to reduce costs, shrinkage, exothermic reaction and coefficient of thermal expansion. They also vary other properties like electrical, mechanical and thermal behavior. Adhesion, abrasion resistance, appearance and processing characteristics are also affected.

2.3.1 Granite powder

The term “Granite” suggests that “grain” in Latin word “granum” because of its granular structure. It's visible in homogenized texture. Granite is hardest building stone, and granite slabs and granite tiles occupy a outstanding place among dimensional stones. Because of its hardness, resistance to weathering, capability to require mirror polish, fascinating colours and textural patterns, granite slabs and tiles are very standard.

![Fig 2.3.1: Black Graded Granite Powder](image)

2.3.2 Fly ash: Fly ash is associate industrial waste and a by-product of combustion of small-grained coal in power generating plants. It's the foremost wide employed in cement as supplementary building material material. It’s employed in over five hundredth of prepared combine concrete. So as to scale back the assembly value of composites and to enhance sure characteristics, one or a lot of fillers ar sometimes used with resin matrix.

2.3.3 Granite Epoxy Composite Granite epoxy is a particulate type composite, which comprises of epoxy resins, hardener and correctly graded granite aggregate as its ingredients. In this work, the following epoxy resin system is employed:

- Epoxy resin : Lapox L-12
- Hardener : Hardener k-6
- Filler : Granite and ash
- Reinforcement : E-glass fiber

3. FABRICATION AND EXPERIMENTAL WORK

In our research work we used materials such as granite powder, fly ash and E-glass fibre. The matrix material selected is epoxy resin. The different compositions such as 35% resin and 65% materials, 30% resin and 70% materials have been taken. The specimens are prepared using hand lay-up process.
3.1 Preliminary test for filler material

Grain size analysis

Grain size analysis is required in classifying the soil, provides the grain size distribution. Sieve analysis is shown in table 3.1.

**Apparatus required:**

- Stack of sieves including pan and cover
- Rubber pestle and mortar
- Balance (with accuracy to 0.01g), Mechanical sieve shaker

**Calculation:**

Sample taken=500 (grams)

1. \% of granite powder retained in each sieve, \(R = \left(\frac{W_{\text{sieve}}}{W_{\text{total}}}\right) \times 100\)

\(W_{\text{sieve}}\): Total granite powder retained in each sieve

\(W_{\text{total}}\): total weight of granite powder taken as sample

2. For sieve size 1.7 mm

\% of granite powder retained in each sieve, \(R = \left(\frac{5}{500}\right) \times 100\), \(R=1\)

3.2 Fabrication of granite epoxy composite

- The specimen is prepared according to ASTM standards.

**Table 3.2: Material composition**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Sample code</th>
<th>Matrix (epoxy) % volume</th>
<th>Reinforcement (glass fiber) % volume</th>
<th>Filler (granite) % volume</th>
<th>Filler (flyash) % volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A</td>
<td>40</td>
<td>60</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>B</td>
<td>40</td>
<td>40</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>C</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>10</td>
</tr>
</tbody>
</table>

3.3 Wear test

Wear study is outlined because the loss of fabric attributable to abrasion, erosion, adhesion or different varieties wear mechanism may be a basic development occurring between 2 surfaces in
an exceedingly relative motion on one another. the damage check is conducted using pin on disc wear testing machine. A typical pin is cylindrical in form with diameter adequate 8mm and length adequate 20mm. The typical disc has diameter of 180mm and thickness of 12mm. the disc is ground to get a surface roughness of 0.8 micrometre. The disc is made of highly polished EN-25 steel. During wear testing wear loss experienced by pin specimen is measured in microns. Measurement of wear loss of the pin was used to evaluate wear loss during wear test.

Fig3.3: Pin on disc wear testing machine and Wear test specimens

3.4 Impact test

First Zero standardisation of the impact tester is checked. At temperature specimen is tested initial. Based on the space temperature result, decide whether consider higher lower temperature. Specimens are tested over a particular vary of temperatures, trying establish a completely ductile take a look at, a completely brittle test and as several temperatures in between as attainable. Fracture energy is noted down and estimates the sharp bearableness from appearances of fracture surfaces of the specimens.

4 DESIGN OF EXPERIMENT

4.1 Taguchi method: Taguchi approach reduces the amount of experiment providing an excellent advantage in terms of experimental time and value. Experiments that offer a lot of reduced variance for the experiments with associate optimum set of method management parameter. The Taguchi methodology uses a plan of action live of performance i.e. Analysis of variance (ANOVA) is performed to seek out that method parameters are statically vital. With the multivariate analysis, the optimum combination of the method parameters will be expected.

Table 4.1: Process parameter

<table>
<thead>
<tr>
<th>Level</th>
<th>Load (Kg)</th>
<th>Speed (rpm)</th>
<th>Distance (m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>273</td>
<td>400</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>410</td>
<td>600</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>500</td>
<td>800</td>
</tr>
</tbody>
</table>
4.2 Analysis of variance (ANOVA)

Estimate the contribution of individual quality influencing factors within the product style stage. Gain the simplest condition for a method, in order that sensible quality characteristic will be sustained. Approximate the response of the product style parameters underneath the optimum conditions.

4.3 Set up of experiment

Dry slippy wear take a look at was performed considering 3 parameters there, load, speed and distance and ranging them for 3 levels. Consequently to the rule of Taguchi analysis that degree of freedom for orthogonal array ought to be bigger than or adequate total of these wear parameters.

Table 4.3: orthogonal array L9 of Taguchi

<table>
<thead>
<tr>
<th>Sl no</th>
<th>Load (kg)</th>
<th>Speed (rpm)</th>
<th>Distance (m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

5 Result and discussion

The experiments were conducted on “pin on disc” tester and “impact testing machine” to analyse dry slippery wear behaviour and impact strength of the material. The aim of the experiment set up is to seek out the importance of the factors influence the wear and tear method to attain the minimum wear rate. The experiments were developed supported the orthogonal array, with the aim of relating influence of load, speed and distance. Results of wear and tear check were analyzed by computer code “MINITAB 16” specially used for style of experiments.

5.1 Design of experiment for wear test

A typical pin is cylindrical in shape with diameter equal to 8mm and length equal to 22mm. A typical disc has diameter of 100mm, wear testing weight loss experienced by the pin
specimen is measured in microns. Measurement of weight loss of the pin was used to measure the wear and tear loss throughout the wear and tear check.

**Glass-Epoxy composite filled with 0% filler material**

Table 5.1: Orthogonal array L9 of Taguchi

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Load (kg)</th>
<th>Speed (rpm)</th>
<th>Distance (m)</th>
<th>Wt. loss (g)</th>
<th>Wear (µm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>273</td>
<td>400</td>
<td>0.0098</td>
<td>101</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>410</td>
<td>600</td>
<td>0.0106</td>
<td>104</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>500</td>
<td>800</td>
<td>0.0119</td>
<td>102</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>273</td>
<td>600</td>
<td>0.0102</td>
<td>101</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>410</td>
<td>800</td>
<td>0.0101</td>
<td>105</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>500</td>
<td>400</td>
<td>0.0101</td>
<td>106</td>
</tr>
<tr>
<td>7</td>
<td>3</td>
<td>273</td>
<td>800</td>
<td>0.0122</td>
<td>106</td>
</tr>
<tr>
<td>8</td>
<td>3</td>
<td>410</td>
<td>400</td>
<td>0.0019</td>
<td>108</td>
</tr>
<tr>
<td>9</td>
<td>3</td>
<td>500</td>
<td>600</td>
<td>0.0115</td>
<td>107</td>
</tr>
</tbody>
</table>

Analysis of variance

Table 5.2: ANOVA results for composition A

<table>
<thead>
<tr>
<th>Source</th>
<th>DF</th>
<th>Seq SS</th>
<th>Adj SS</th>
<th>Adj MS</th>
<th>F</th>
<th>P</th>
<th>Pᵇ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Load</td>
<td>2</td>
<td>33.556</td>
<td>33.556</td>
<td>16.777</td>
<td>7.95</td>
<td>0.112</td>
<td>61.88%</td>
</tr>
<tr>
<td>Speed</td>
<td>2</td>
<td>14.889</td>
<td>14.889</td>
<td>7.444</td>
<td>3.53</td>
<td>0.221</td>
<td>27.45%</td>
</tr>
<tr>
<td>Distance</td>
<td>2</td>
<td>1.556</td>
<td>1.556</td>
<td>0.777</td>
<td>0.37</td>
<td>0.731</td>
<td>2.86%</td>
</tr>
<tr>
<td>Error</td>
<td>2</td>
<td>4.222</td>
<td>4.222</td>
<td>2.111</td>
<td></td>
<td></td>
<td>7.78%</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>54.222</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From ANOVA table, one can observe that load is most significant factor and its contribution is 61.88% of statistical and physical significance. The percentage of contribution for speed is 27.45% and it has insignificant. The percentage of contribution for distance is 2.86%. The percentage error is 7.78%. From analysis of variance, it is shown that the load has highest contribution on wear rate followed by speed and distance.
Fig 5.2: Main effects plot for means of weight loss

Fig 5.2 of the most effects plot for suggests that shows the influence of many wear loss of the composites. Within the main result plot, if the line for specific parameter is close to horizontal, then the parameter has no vital result. In distinction a parameter that the line has the very best inclination has the foremost vital result. It’s clear from main result plot that, the load parameter is that the most vital parameter whereas speed and distance has the comparatively less influences. The plot is drawn using the MINITAB-16 industrial package, the values are chosen from table 5.2

Glass Epoxy composite filled with 20% filler material

Table 5.3: Orthogonal array L9 of Taguchi

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Load (kg)</th>
<th>Speed (rpm)</th>
<th>Distance (m)</th>
<th>Wt. loss (g)</th>
<th>Wear (µm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>273</td>
<td>400</td>
<td>0.007</td>
<td>104</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>410</td>
<td>600</td>
<td>0.011</td>
<td>101</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>500</td>
<td>800</td>
<td>0.019</td>
<td>102</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>273</td>
<td>600</td>
<td>0.012</td>
<td>104</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>410</td>
<td>800</td>
<td>0.021</td>
<td>106</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>500</td>
<td>400</td>
<td>0.008</td>
<td>106</td>
</tr>
<tr>
<td>7</td>
<td>3</td>
<td>273</td>
<td>800</td>
<td>0.020</td>
<td>108</td>
</tr>
<tr>
<td>8</td>
<td>3</td>
<td>410</td>
<td>400</td>
<td>0.007</td>
<td>107</td>
</tr>
<tr>
<td>9</td>
<td>3</td>
<td>500</td>
<td>600</td>
<td>0.015</td>
<td>108</td>
</tr>
</tbody>
</table>
Analysis of variance

<table>
<thead>
<tr>
<th>Source</th>
<th>DF</th>
<th>Seq SS</th>
<th>Adj SS</th>
<th>Adj MS</th>
<th>F</th>
<th>P</th>
<th>Pb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Load</td>
<td>2</td>
<td>54.889</td>
<td>54.889</td>
<td>27.444</td>
<td>35.29</td>
<td>0.028</td>
<td>80.45%</td>
</tr>
<tr>
<td>Speed</td>
<td>2</td>
<td>0.889</td>
<td>0.889</td>
<td>0.444</td>
<td>0.57</td>
<td>0.636</td>
<td>1.301%</td>
</tr>
<tr>
<td>Distance</td>
<td>2</td>
<td>10.889</td>
<td>10.889</td>
<td>5.444</td>
<td>7.00</td>
<td>0.125</td>
<td>15.95%</td>
</tr>
<tr>
<td>Error</td>
<td>2</td>
<td>1.556</td>
<td>1.556</td>
<td>0.777</td>
<td></td>
<td></td>
<td>2.27%</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>68.222</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

S=0.8819  R-sq=97.72%  R-sq (Adj)=90.88%  R-Sq (prd)=53.83%

From ANOVA table, one can observe that load is most significant factor and its contribution is 80.45% of statistical and physical significance. The percentage of contribution for speed is 1.301% and it has insignificant. The percentage of contribution for distance is 15.95%. The percentage error is 2.27%. From analysis of variance it is shown that the load has highest contribution on wear rate followed by distance and speed.

![Main effects plot for means of weight loss](image)

**Fig 5.3: Main effects plot for means of weight loss**

Fig 5.3 shows the most effects plot for suggests that of weight loss, it’s discovered from the plot the influence of many wear loss of the composites. Within the main result plot, if the road for specific parameter is close to horizontal, then the parameter has no vital result. In distinction a parameter that the line has the very best inclination has the foremost vital result. It’s clear from main result plot that, the load parameter is that the most vital parameter whereas speed and distance has the comparatively less influences. Wear loss will increase with will increase within the load.
5.4 Glass Epoxy composite filled with 30% filler material

Table 5.4: Orthogonal array L9 of Taguchi

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Load (kg)</th>
<th>Speed (rpm)</th>
<th>Distance (m)</th>
<th>Wt. loss(g)</th>
<th>Wear (µm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>273</td>
<td>400</td>
<td>0.0078</td>
<td>55</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>410</td>
<td>600</td>
<td>0.0082</td>
<td>53</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>500</td>
<td>800</td>
<td>0.0095</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>273</td>
<td>600</td>
<td>0.0090</td>
<td>50</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>410</td>
<td>800</td>
<td>0.0095</td>
<td>42</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>500</td>
<td>400</td>
<td>0.005</td>
<td>40</td>
</tr>
<tr>
<td>7</td>
<td>3</td>
<td>273</td>
<td>800</td>
<td>0.0061</td>
<td>39</td>
</tr>
<tr>
<td>8</td>
<td>3</td>
<td>410</td>
<td>400</td>
<td>0.0058</td>
<td>38</td>
</tr>
<tr>
<td>9</td>
<td>3</td>
<td>500</td>
<td>600</td>
<td>0.005</td>
<td>35</td>
</tr>
</tbody>
</table>

Table 5.5: Analysis of means for variance for composition C

<table>
<thead>
<tr>
<th>Source</th>
<th>DF</th>
<th>Seq SS</th>
<th>Adj SS</th>
<th>Adj MS</th>
<th>F</th>
<th>P</th>
<th>Pb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Load</td>
<td>2</td>
<td>354.667</td>
<td>354.667</td>
<td>177.333</td>
<td>44.33</td>
<td>0.022</td>
<td>82.09%</td>
</tr>
<tr>
<td>Speed</td>
<td>2</td>
<td>60.667</td>
<td>60.667</td>
<td>30.333</td>
<td>7.58</td>
<td>0.117</td>
<td>14.03%</td>
</tr>
<tr>
<td>Distance</td>
<td>2</td>
<td>8.667</td>
<td>8.667</td>
<td>4.333</td>
<td>1.08</td>
<td>0.480</td>
<td>2.00%</td>
</tr>
<tr>
<td>Error</td>
<td>2</td>
<td>8.00</td>
<td>8.00</td>
<td>4.000</td>
<td></td>
<td></td>
<td>1.85%</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>432.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\[ S=2 \quad R\text{-sq}=98.15\% \quad R\text{-sq (Adj)}=92.59\% \quad R\text{-Sq (prd)}=62.50\% \]

From ANOVA table, one can observe that load is most significant factor and its contribution is 82.09% of statistical and physical significance. The percentage of contribution for speed is 14.03% and it has insignificant. The percentage of contribution for distance is 2.0%. The percentage error is 1.85%. From analysis of variance, it's shown that the load has highest contribution on wear rate followed by distance and speed.

![Fig 5.4: Main effects plot for means of weight loss](image-url)
Fig 5.4 shows the most effects plot for suggests that of weight loss, it’s determined from the plot the influence of many wear loss of the composites. Within the main result plot, if the line for specific parameter is close to horizontal, then the parameter has no vital result. In distinction a parameter that the line has the very best inclination has the foremost vital result. It’s clear from main result plot that, the load parameter is that the most vital parameter whereas speed and distance has the comparatively less influences. Wear loss will increase in the load

5.5 Impact test
Examine normal charpy impact specimens of 55×10×10 mm³ dimensions with a notch of forty five degree angle and 2mm depth set in the middle. When the pendulum stops its moment, broken specimen is retrieved safely without damaging fracture surfaces. Similarly, Izod tests were conducted on 3 specimens of 75×10×10 mm³ dimensions.

5.5.1 Izod impact test values

![Impact strength values](image)

**Fig 5.5.1: Impact strength v/s composite sample for charpy impact test**
The measured impact strength values of all the 3 composites are conferred in figure, it are often seen that the impact strength of the composition C granite composite is a lot of compared to A and B granite composite, a granite epoxy composite showing less impact price.

6 CONCLUSIONS AND SCOPE FOR FUTURE WORK
The following conclusions are drawn based on the present work;

- The project work shows that successful fabrication of granite and fly ash filled glass epoxy composite with different composition using hand lay-up technique and Impact and wear tests were conducted successfully.
- The mechanism of abrasive wear is very increasing for decoding the wear and tear as a result of abrasive wear is incredibly common form of wear in mining, agriculture, cement trade, engineering science, scientific discipline etc.
- From the study it’s complete that, if the granite and ash proportion will increase within the material the wear and tear rate of the specimen weight decrease.
- It had been determined that the impact strength of specimen c was a lot of compared to A and B.

REFERENCES


The only thing worse than being blind is having sight but no vision.

~ Helen Keller
A Husband, His Ego and His Poor Wife!!! With Reference to 
*The Dark Holds No Terrors* by Shashi Deshpande

Rajesh S. Prajapati  
Department of English,  
Navyug Science College,  
Surat.

Received August 12, 2015  
Accepted August 28, 2015

**ABSTRACT**  
Life is so mysterious that our hands cannot reach to its height. Understanding the relationship between man and woman is very difficult even for the scientists. The more they go into the depth of the mystery of life, the more they become puzzled. Not only woman, but man also needs a great liberation movement: liberation from the past, from the slavery of life negating values, social conditionings and orthodox customs that have been imposed on mankind for thousands of years by the society. India is a country of sublime ideals but they are not implemented in life. So many seers of ancient India have given us a tremendous treasure of sublime thoughts and ideals. But it seems that Indian people have forgotten the ideals and have been misled by the western culture. Man is becoming more and more short tempered and egoistic. On the other hand, woman has been suffering from harassment for ages. They are still in search of their entity but male dominated society does not give any chance to them to prove their importance in the society. Shashi Deshpande is one of the prominent voices to deal with the problem. Being a woman she is well aware of the predicament of woman in the patriarchal society. This paper aims to highlight a critical issue of Indian family where a woman as a wife becomes a victim of her husband's ego. Shashi Deshpande's novel *The Dark Holds No Terrors* has been selected as a reference for the paper.

**Key words:** liberation, ideals, orthodox, ego, sadism.

**Introduction**

“.....only the woman knows how many wounds she has been carrying, how much slavery- physical, mental and spiritual- she has suffered and has been suffering.”

-OSHO.

Life is so mysterious that our hands cannot reach to its height. Understanding the relationship between man and woman is very difficult even for the scientists. The more they go into the depth of the mystery of life, the more they become puzzled. Every man, from his early childhood, is being conditioned to function and survive in this efficiency oriented, competitive world, and he joins the ambitious struggle and race for money, success, fame, power, respectability and social status. Not only woman, but man also needs a great liberation movement: liberation from the past, from the slavery of life negating values, social conditionings and orthodox customs that have been imposed on mankind for thousands of years by the society.

India is a country of sublime ideals but they are not implemented in life. So many seers of ancient India have given us a tremendous
treasure of sublime thoughts and ideals. They talked not only about life and death, but also about various stages of life and man-woman relationship. But it seems that Indian people have forgotten the ideals and have been misled by the western culture. Man is becoming more and more short tempered and egoistic. On the other hand, woman has been suffering from harassment for ages. People in India go on using women as if they are just servants. Women’s whole work consists of serving her husband, taking care of the children and the kitchen and the house remaining confined in the four walls of the house. They are still in search of their entity but male dominated society does not give any chance to them to prove their importance in the society. However, some feminists have tried their best to liberate women from the orthodox society.

**Analysis**

Shashi Deshpande is one of the prominent voices to deal with the problem. Being a woman she is well aware of the predicament of woman in the patriarchal society. In India, woman is not economically independent. She has to be dependent on her father as a child, on her husband as a wife and on her son as a widow. The society does not seem to be aware of the plight of the woman. Shashi Deshpande’s *The Dark Holds No Terrors* successfully reveals the darker side of the society: the ego of the husband. Sarita, the protagonist of the novel *The Dark Holds No Terrors*, is a successful doctor but she is a failure as a wife. Her failure as a wife is, of course, the result of her egoistic husband’s torture. Saru confesses:

“....this terrible thing that has destroyed our marriage. I know this too...that the human personality has in infinite capacity for growth. And so the esteem with which I was surrounded made me inches taller. But perhaps, the same thing that made me inches taller, made him (Manohar) inches shorter. He had been the young man and I his bride. Now I was the lady doctor and he was my husband.” (42)

Saru had fallen in love with Manohar, a young poet, and had married him in spite of her parents’ disapproval. It was a love marriage. But her love marriage with Manohar is not a successful one. When Saru becomes a successful doctor, her husband cannot tolerate people greeting Saru and ignoring him. Her husband’s ego gets hurt and consequently his jealousy and frustration leads him to his sadism. He behaves like an animal with sexual hunger and attacks Saru during night. Poor Saru says:

“He attacked me like an animal that night. I was sleeping and I woke up and there was this...this man hurting me. With his hands, his teeth, his whole body.....I never knew till then he has so much strength in him.” (201)

Saru can’t understand the reason behind the sudden change in her husband Manohar’s
behavior. As time passes her love for her husband disappears and she leaves her husband and goes to her father’s house to seek a shelter. Poor Saru did not know that she would not be welcomed there. Her father is an orthodox man and is unhappy to see her daughter at his doorstep. He feels perturbed when he finds Saru standing with her suitcase at her feet. He says “I didn’t expect you.” Saru herself also feels uncomfortable there. She says,

“….he sat gingerly on the edge of his chair, like an unwilling host entertaining an unwelcome guest. And that, I suppose, is what I really am. What gave me the idea I could come back?” (18)

There she gets enough time to contemplate over her past life, her relation with her husband and so on. She also recalls the memories of her childhood when her mother treated her badly. Her mother accused her of killing her brother though Dhruva (her brother) was drowned. Unfortunately she watched him drown. And her mother said, “….why didn’t you die? Why are you alive and he dead?”

Then in her leisure, she comes to know the bitter fact of life and realizes that somewhere on the way she has lost contact with her real self. Saru decides to confront her husband fearlessly and to cure him of his frustration. Prema Nandakumar writes: “Sarita cannot forget her children or the sick needing of her expert attention; and so she decides to face her home again”

Conclusion

Shashi Deshpande’s novels present the contemporary issues of Indian society very tactfully. While reading her novels, we feel that they are not just fictions. They seem to be the reflections of our society without any exaggeration. Though Shashi Deshpande refuses to be called a feminist, her fictions take us to the families where a woman is reduced to a poor thing, where a woman is struggling to prove her importance, where a woman is in search of her identity. She has pointed her finger to the downtrodden and grief-stricken wives groaning under their husband’s domination. Highly educated women like Sarita also have to suffer a lot due to their husbands’ ego. It is high time the society respected women.

References
