

# **BOOK OF ABSTRACTS 2014-2015**

**Based on  
Paper Presentations  
Organised by**



**Research Promotion Council  
St. Xavier's College for Women, Aluva  
Email: [researchpromotioncouncil@gmail.com](mailto:researchpromotioncouncil@gmail.com)**

<p><b>CHIEF EDITOR</b></p> <p><b>Dr. Anu Anto</b> Assistant Prof. Zoology</p> <p><b>ASSOCIATE EDITOR</b></p> <p><b>Dr. Baby Divya</b> Assistant Prof. Zoology</p>	<p><b>About Research Promotion Council</b></p> <p>Research Promotion Council of the college was constituted in the year 2013 to promote and coordinate research activities in the College. Objectives of the research Promotion Council are to create passion among the students for research and innovation, to have periodic interactions with experts in various fields and as a forum for students and faculty members to present their academic findings. The Council also publishes a peer referred biannual interdisciplinary journal- Discourse. It aims to spread information in the field of science and humanities to the members of the academic community. Activities of the Research Promotion Council for the year 2014-15 were inaugurated by Dr. A. Vijayakumar, Department of Mathematics, CUSAT on June 13, 2014. A 15 member council was constituted with Dr. Anu Anto, Assistant Professor, Department of Zoology as the coordinator and Dr. Baby Divya, Assistant Professor, Department of Zoology as the Secretary.</p>	<p><b>About Book of Abstracts</b></p> <p>One of the main objectives of the Research Promotion Council was to conduct paper presentation sessions every month organized by various departments of the College. During this academic year, ten paper presentation sessions were done and 28 research papers both by the faculty and students were presented. The sessions covered a wide variety of topics like literature, economics, commerce, human rights, higher education, life sciences, physical sciences, chemical sciences, mathematics etc. This Book of Abstracts is based on the paper presentations conducted during the year 2014-15.</p>
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**OCCURRENCE AND DISTRIBUTION OF A DIATOM-DIAZOTROPHIC  
CYANOBACTERIA ASSOCIATION DURING A TRICHODESMIUM  
BLOOM IN THE SOUTHEASTERN ARABIAN SEA**

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Symbiotic diatom-diazotrophic cyanobacteria association (DDA) of *Rhizosolenia hebetata* and *Rhizosolenia formosa* with endosymbiotic cyanobacteria *Richelia intracellularis* was noticed and documented for the first time during a bloom of the cyanobacterium *Trichodesmium erythraeum* in the oligotrophic shelf waters along Kochi and Mangalore transects, southeastern Arabian Sea (SEAS), during spring intermonsoon (April 2012). Although the host is frequently seen, the symbiont is rarely reported in the Indian Exclusive Economic Zone (EEZ). The presence of nitrogen-fixing symbiotic association of *Rhizosolenia-Richelia* along with *Trichodesmium erythraeum* highlights the significance of DDAs on the nutrient and energy budgets of phytoplankton in the oligotrophic environments of the Arabian Sea during spring intermonsoon.

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## POTENTIAL OF LACTIC ACID AS ANTIMICROBIAL ADDITIVE AGAINST FOODBORNE PATHOGENS IN FISHERY PRODUCTS

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The number of foodborne outbreaks due to bacterial pathogens such as *Salmonella* and *Escherichia coli* has raised concern about the safety of foods. Application of various antimicrobial compounds can provide opportunities for the control of pathogenic microorganisms and thus improves food safety and quality. The inhibitory effect of acids on microbial growth has long been used to preserve foods from spoilage. So the purpose of this study was to evaluate and model the effect of lactic acid on various foodborne pathogens by using a response surface model (RSM). The pathogens include *Escherichia coli*, *Salmonella enterica*, *Staphylococcus aureus* and *Vibrio parahaemolyticus*. This work reviewed the synergistic effects of lactic acid and NaCl, alone and in combination against foodborne pathogens. However, when NaCl in combination with lactic acid was used, there was a significant inhibition in the growth of these pathogens. The concentration of 0.1 to 0.2 % lactic acid have enough lethal effect to inhibit the growth of pathogens and in case of food products 2 to 3% lactic acid concentration shows best inhibitory results. This finding has wide range of implications for reducing outbreaks from contaminations of foodborne pathogens in the food industry.

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## HERBAL TECHNOLOGY – CONCEPTS AND SCOPE

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Herbal technology (HT) is most powerful technology of 21st century and deals with various aspects of utilizing plants for human welfare. The five prominent areas in HT are phytomedicines/herbal healthcare products, natural dyes, biopesticides, biofertilizers and biofuels. About 25 percent of active ingredients of modern medicine are obtained from plants either directly or are derivatives of plant molecules. Vincristine and Vinblastine are alkaloids isolated from *Catheranthus roseus*. Vincristine is used in the treatment of lymphatic leukemia, lung cancer and breast cancer. Vinblastine is used in the treatment of Hodgkin disease, renal, testicular, head and neck cancer. Taxol is one of the most promising compounds in the treatment of cancer. It is a diterpenoid isolated from *Taxus brevifolia* and *Taxus baccata*. Artemisinin, the most promising antimalarial drug is isolated from *Artemisia annua* by Chinese scientists. Its synthetic derivatives Artemether and Arteether are also important. Numerous antioxidants are derived from edible plants which are capable of scavenging the toxic free radicals from human body. These secondary metabolites are known for their anti-inflammatory and anti-tumoral activities which suggest their potential in preventing cancer and coronary heart diseases. There is growing preference for phytomedicines especially due to toxicity and side effects of synthetic drugs. Most of the natural dyes are also derived from plants and other organic sources such as fungi and lichens. Biopesticides are often considered to be important components of Integrated Pest Management (IPM) programmes, and have received much practical attention as substitutes to synthetic chemical plant protection products (PPPs). Biofuels are fuel derived from organic matter. Biofuels have increased in popularity because of rising oil prices and the need for energy security. Problems in development and trade of herbal technology products in India include depleting resources, lack of agrotechnology standardization, lack of qualified human resources for scientific screening for bioactive molecules, good manufacturing practice, quality control/standardization and planning of business and trade.

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## INTRODUCTION TO GRAPH THEORY

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A graph is an effective tool which helps Mathematicians and computer scientist to model many of the real life situations. Mathematically, a graph is an ordered pair of vertices  $G = (V,E)$ , where  $V$  is a collection of points called vertices and  $E$  is the collection of lines joining the vertices called edges. The study of graphs is having wide range of applications in computer science, physics, chemistry, biology, economics and even in medical field. In this talk, I wish to give a basic introduction to the branch - graph theory and to highlight some of its interesting applications.



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## **A COMPARITIVE STUDY ON COMMERCIAL AND ECOFRIENDLY MOUTHWASHES**

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Now a days people are more aware of the harm of using chemicals used in the manufacture of cosmetics and food products. In the present study the harmful impacts of using chemicals in synthetic mouthwashes which are apparently harmless are discussed. When products are used in higher doses or for a long period, it will adversely affect the health. When the mouth washes containing chemicals are frequently used, the lining of the mouth absorb chemicals directly and will affect our health badly. But certain plant extracts may inhibit the proliferation of bacteria and prevent bad breath, tooth decay, development of plague etc. In this way natural plant extracts with right ingredients could be effective as mouthwashes. Traditional mouthwash can often cause a stinging sensation or in individuals with extreme mouth sensitivity, it can cause flat out discomfort. The present study shows that natural mouthwashes prepared lack chemicals and high alcohol content and is effective in inhibiting the proliferation of bacteria and it is much gentler for the mouth as the pH is close to that of saliva. Even chances of oral cancer caused by using synthetic mouthwashes may be averted using natural mouthwashes containing neem.

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## ADULTERATION OF FOOD

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The adulteration of food means the addition of something that isn't food into a food product, in order to be able to get more products to sell at less cost. Food adulteration can lead to slow poisoning and various kinds of diseases, which can even result in death. Adulteration makes the food items used in our daily life unsafe and unhygienic for use. An easy example of food adulteration is vanaspati ghee in desi ghee. The traders use it for their economic benefit without thinking about its effect on the common population of our country, which consumes it. For preventing it our government has made some certain commissions and laws. Still it prevails in our country on large scale. Adulteration should be checked properly in common food items so as to save people from its bad effects. The present study investigates the adulterants present in common food items like milk, ghee, Flour ,red chilly powder, turmeric powder, common salt, honey ,tea and edible oil .The study found out that milk is is adulterated by the addition of water, starch, skim milk powder and removal of cream. Ghee is adulterated with vanaspati and animal fats such as pig's fat. In order to improve the flavor of adulterated ghee tributyrin is added. Rice and wheat are mixed with stones sand grit and mud to increase the bulk. Honey is adulterated with sugar and jaggery and so on.

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## **ANALYSIS OF RED PIGMENTS IN LIPSTICKS USING THIN LAYER CHROMATOGRAPHY**

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Traces of Lipsticks, cosmetics, nail polish, or other smears could be found left on drinking cups, glasses, cigarette butts, and tissue papers and may all be significant forensic evidence in the investigation of a crime, especially in cases such as a sexual assault or a homicide. This physical evidence may be found on clothing, parts of the body, a tissue, or cigarette. By comparing the composition of a lipstick smear with that of a victim, forensic scientists can demonstrate indirect proof of contact or a relationship between victim and suspect. The colours of lipstick are often due to a mixture of several pigment compounds. These pigments can be separated using thin layer chromatography. Depending on the type of pigment, the mobile phase will vary. Lipsticks are soluble in toluene, so toluene serves as the mobile phase. After separation, the chromatogram is complete and illustrates the different pigments that make up a particular color of lipstick. The main aim of present work is chromatographic analysis of red pigment in different well known and local brands of lipsticks. Lipstick samples of different brands of similar colour were selected for this study. Colouring agent was analysed by thin layer chromatography(TLC) using different solvent systems namely Toluene /Benzene (4:12) and Toluene/Benzene/ Diethyl ether(4:12:4) and Rf values are compared .The Rf value for the branded is higher than that of local brands of lipsticks which can be used as unique feature.

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**OPTICAL & STRUCTURAL CHARACTERIZATION OF CHEMICAL BATH DEPOSITED  $Cd_xZn_{1-x}S$  (CADMIUM ZINC SULPHIDE) THIN FILM**

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$Cd_xZn_{1-x}S$  thin films have been prepared by chemical bath deposition method for different values of  $x$  ( $x=0.06, 0.08, 0.1, 0.12$ ). X-ray diffraction studies reveal that the deposited film has hexagonal structure with lattice parameters  $a$  and  $c$  in good agreement with the Jcpds spectral data. The average crystalline size found to decrease with  $x$  value. From the optical absorption studies, the band gap energy of the films was determined. Band gap energy is found to decrease with the concentration of Cadmium content.

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## SYNTHESIS AND STRUCTURAL CHARACTERIZATION OF COBALT FERRITE NANOPARTICLES

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The cobalt ferrite powder has been synthesized by sol gel technique. The synthesized powder was ground well using agate mortar to obtain fine nanoparticles with narrow size and size distribution. The X-ray diffraction analysis shows the formation of the spinel structure. The crystallite size of the sample was calculated from the prominent diffraction peak using Scherrer formula and it was found to be in the 20-30 nm range. The lattice parameter, 'a' of the sample was calculated using the formula  $a = d_{hkl} \sqrt{h^2 + k^2 + l^2}$ , where  $d_{hkl}$  is the interplanar spacing for the prominent peak indexed with (311). In the wave number range  $1000 - 300 \text{ cm}^{-1}$ , the infra red bands of solids are usually assigned to vibration of ions in the crystal lattice. Two prominent metal-oxygen bands are seen in the IR spectra of spinel ferrites. The highest one  $\nu_1$ , generally observed in the range  $600 - 550 \text{ cm}^{-1}$ , corresponds to intrinsic stretching vibrations of the metal at the tetrahedral site. The lowest band  $\nu_2$ , usually observed in the range  $450-400 \text{ cm}^{-1}$ , is assigned to octahedral-metal stretching. The infrared spectrum of the studied sample shows two prominent absorption bands which are characteristic of spinel ferrites. Transmission electron micrograph reveals the spherical shape and narrow size distribution of the cobalt ferrite nanoparticles.

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## **ISOLATION OF BACTERIOCIN FROM *LACTOBACILLUS* AND ASSESSING ITS POTENTIALITY AS A PRESERVATIVE FOR MANGO PULP**

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*Lactobacillus* is an important organism for food fermentation and preservation. *Lactobacilli* produce anti-bacterial proteins that kill or inhibit the growth of other bacteria. These proteins can be used as food preservative. In the present study, *Lactobacillus* was isolated from two different sources-mango pulp and curd. This isolated bacterial strain was used for the production of bacteriocin by mass culture. The culture broth was centrifuged to obtain supernatant that contained bacteriocin. The anti-bacterial effect of bacteriocin against pathogens such as *E.coli*, *Klebsiella*, *Staphylococcus* and *Pseudomonas* available in the laboratory were tested by agar well diffusion method. All the four organisms showed variable sensitivity towards bacteriocin. Bacteriocin from curd showed more anti-bacterial effect. Among the four organisms tested, *Pseudomonas* was found to be most sensitive to bacteriocin while *Staphylococcus* the least. The bacteriocin can act as an effective preservative because it enhances food inactivation by food spoilage organism. The preservative effect was analysed by standard plate count method which revealed that bacteriocin from curd have more potential as a preservative than from mango pulp. Whichever may be the resource, the bacteriocin as a whole can be used as an effective preservative. Bacteriocin, which are biological preservative are for sure a better option than chemical preservative in our daily life.

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## **SYMMETRY AND PHASE TRANSITIONS**

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Symmetry is a beautiful proportion and balance. The most familiar type is geometrical symmetry. It is defined in terms of invariance. Phenomenon of losing symmetry is called symmetry breaking. There are two types of symmetry: Explicit symmetry breaking and spontaneous symmetry breaking. In Explicit symmetry breaking, laws describing a system are varying. In spontaneous symmetry breaking, laws are invariant under a symmetry transformation. Phase is a region of material that is chemically uniform, physically distinct and mechanically separable. Phase transitions are the change in the nature of a phase or in the number of phases as a result of some variation in externally imposed conditions. There are two types: First-order phase transition and second-order phase transition.

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## UNDERSTANDING EVOLUTION AND THE CURRENT SCENARIO

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Evolution is a process very central to the science of biology. In 1859 Charles Darwin published his theory of natural selection amid an explosion of controversy. Today evolution is the unifying force in modern biology. Darwin's Theory of Evolution says that all life is related and has descended from a common ancestor. It stresses on "descent with modification". When changes (random genetic mutations) occur within an organism's genetic code, the beneficial mutations are preserved because they aid survival - a process known as "natural selection." Natural selection eliminates inferior species gradually over time. Beneficial mutations are passed on; they accumulate over many generations resulting in an entirely different organism.

So why isn't the process observable? Many people believe that evolution cannot be observed, but contrary to popular belief, evolutionary events can be witnessed. Easy examples of organisms evolving are found when we look at bacteria, which reproduce fast enough so that we can realistically study changes that happen over the course of tens of thousands of generations. The huge array of drug resistant pathogens is evidence of evolutionary principles at work. Similarly, the use of pesticides in agriculture has driven the evolution of resistant insects, requiring the use of more powerful chemicals to kill them. However witnessing species transitions is difficult as it takes tens of thousands or hundreds of thousands of years.

Does the concept of evolution overpower spiritual beliefs? Like other scientific theories, including Copernican theory, atomic theory, and the germ theory of disease, evolution deals only with objects, events, and processes in the material world. The result of eons of evolution is an enormous diversity of life forms, superficially very different but fundamentally related through their shared ancestry. Science has nothing to say one way or the other about the existence of God or about people's spiritual beliefs.

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## **ABUNDANCE AND DIVERSITY OF BACTERIA ASSOCIATED WITH TWO SPONGES FROM THE CORAL REEFS**

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Sponges are one of the major component in the benthic community of marine realm. They are the simplest metazoan with amazing filtration capacity. Thus harbours large number of microorganisms. Sponge associated microbial communities are highly diverse. Total count of ambient microbial communities in water ranged from  $10^7$  to  $10^8$  cells ml<sup>-1</sup>. Total viable count was in the order of  $10^5$  cells ml<sup>-1</sup> and CFU ranged from  $10^3$  to  $10^4$  cells ml<sup>-1</sup>. Heterotrophic bacteria retrieved from sponges were in the order of  $10^6$  to  $10^7$  g<sup>-1</sup> (w/w) of tissue. In the culturable bacterial community gamma proteobacteria were the major component and firmicutes was the second most abundant group

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## **A STUDY ON AQUATIC AVIFAUNA OF SALIM ALI BIRD SANCTUARY, THATTEKAD AND THEIR HABITAT UTILIZATION**

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Aquatic birds constitute an important component of the faunal wealth of the sanctuary, as they occupy several trophic levels in the food web of wetland nutrient cycles. The present study recorded 24 species of aquatic birds belonging to 11 families. They included waders, swimmers, divers and water edge birds. Family Ardeidae has the largest representation followed by Alcedinidae and Charadriidae. Family Ardeidae included four species of egrets, two species of herons and one species of bittern.

Most of the aquatic birds in the study area were residents or only local migrants. The aquatic birds in the study area were residents or only local migrants. The aquatic avifauna consisted of very few species of migratory birds. They include international migrants like Spotted sand piper, Common snipe and Whiskered tern and internal migrants like Large egret and River tern. Open bill stork, Median egret, Little egret etc are local migrants of the sanctuary.

From the study it can be concluded that the sanctuary provides a suitable habitat for the aquatic birds. The free floating macrophytes, submerged and marshy vegetation provided apt environment for various aquatic birds of the area. They were attracted to the study area mainly due to the availability of ample food, breeding grounds and suitable hiding places and roosting sites.

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## INVASIVE ALIEN SPECIES

Deepa K.R and Ansona K.J. | B.Sc. Zoology  
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A major threat to native biodiversity in many places is from accidentally or deliberately introduced species. Invasive alien species (IAS) are species whose introduction and/or spread outside their natural past or present distribution threaten biological diversity. They are likely to cause harm to human health, the economy and to the environment. Common features of invasive alien species include the ability to reproduce both sexually and asexually, fast growth, rapid reproduction, high dispersal ability, tolerance of a wide range of environmental conditions. Primary means of introduction is due to human activity or actions. Other ways of exotic species spread are through shipping goods via., boat, train, land-water alternation, science laboratory escape, disposal of waste water etc. Some of the examples of alien species are *Lantana camera*, Water hyacinth, Giant African Snail, Catfish, Tilapia, Coconut mite etc.

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## **GLOBAL CLIMATE CHANGE: CAUSES AND IMPACTS**

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Global climate change is one of the greatest threats faced by biodiversity. Climate change may refer to a change in average weather conditions. Various studies have shown that the cause of climate change include anthropogenic activities like industrialization, deforestation, increase in CO<sub>2</sub> levels, ozone depletion, emission of greenhouse gases, volcanic eruptions, orbital variations and solar output. This has created huge negative impacts on earth, which include global warming, rising sea level, changing landscapes, extinction of species, bleaching of coral reefs, increased occurrence of drought, fire, flood and many heat related illness. Previous studies showed that the global temperature rose by one and half degree Fahrenheit in last century. The WHO estimated that about 150,000 people died of heat related illness. Therefore the need of the hour is to act spontaneously against the menace by taking up eco-friendly measures to conserve and protect the mother earth.

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## **INDIAN INTER-RIVER LINKING PROJECT- AN ANALYSIS**

Nithin Thomas

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The interlinking of rivers in India is a dream project of current Government under the leadership of Narendra Modi. The project though had its roots in the past, is not realized yet. The project came in lime light again when the finance minister made some allocations to it in the current budget. The river linking project has many benefits and the same time anxieties are associated. The proposed inter linking of rivers project will be a win-win situation if implemented well. The forest cover will be increased to 33% from the current levels of around 20 %.The nations' food security can be guaranteed and the energy requirements of future India can be well managed. The navigational benefits will improve the socio economic condition of the people. But careful assessment of risks and proper implementation mechanisms should be established so that it can be foolproof. The displacement issues should be strictly monitored and rehabilitated. The political leadership should have a long term vision so that the project is efficiently carried out. If the environmental concerns are well managed, the project will become the lifeline of our country in coming future.

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## **EFFECTIVENESS OF CONTINUING EDUCATION PROGRAMME OF ERNAKULAM DISTRICT LITERACY MISSION**

Minimole K, Assistant Professor, Department of Political Science  
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Kerala is declared as a total literacy state in 1991 by a neo literate Chelakodan Ashumma. On February 4th 1990 Ernakulam was declared as the first total literacy district in India. This research problem originated because of a report of UN which revealed that the literacy rate of Kerala was declining and the Tripura Chief Minister claimed that Tripura secure the top position in literacy with 94.65% beating Kerala (93.91%). This forced the Government of Kerala to start the new programme-the continuing education programme (CEP) especially concentrating on the 7th and 8th equivalency. It aimed to provide formal education to all at school levels. Institutional structure of CEP consist of ZSS established 302 centres, 47 nodal CE centres. Each centre has a Prerak and Asst. Prerak. It got support from DIET, JSS, Primary Health and family department. The activities of the district literacy mission include Equivalency Programme-IV, Equivalency Programme- English as an additional language, VII Equivalency Programme- along with the subjects practical skill in 1 or 2 vocations and X th Equivalency Programme. Income generating Programme of the mission intends to make an additional income to the neo-literate. The beneficiaries have an income ranged from 500-3000 rupees. Another important programme of the literacy mission is Quality Improvement Programme which aims to equip the learners with essential knowledge, attitudes, values and skills to improve their quality of life. This programme include health camps, eye camps, talk on food and nutrition, child care, social service, right to information. The individual interest promotion programme provides opportunity to participate in cultural, spiritual, health, physical and artistic interest of their choice. All CEC centres have an information window system which provides assistance for applying Bank loan, old age pension, handicapped benefits, ration card, caste certificate, income certificate, voters list, electricity billing, birth and death certificates, filing RTI etc. In 2013, the pass percentage of VII th equivalency is around 85% and Xth is around 80%. The literacy mission of Ernakulam district performs in an outstanding way by promoting not only the educational programme but also provides more skill developing and income generating programmes.

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## RELEVANCE OF GANDHIAN VALUES IN MODERN WORLD

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Mohandas Karamchand Gandhi, the father of our nation, was the top leader of non-cooperation movement in India. As a man of purity, kindness, love and sacrifice, he is the greatest symbol of India - of the past and future and the real hero of the modern world. According to him, the world has enough for everyone's need, but not enough for everyone's greed. It reflects the concept of sustainable development. The Gandhian economics focused on the need for economic self sufficiency at village level. His policy of 'sarvodaya' called for ending poverty through improved agriculture and small scale and cottage industries in every village. Poverty is the worst form of violence. He prayed for peace and pledged for non- violence. He won the world through his love. He found moksha through ahimsa and dharma. Hard work and sacrifice are the best tribute to him. Gandhiji was the 'synonym for love'. He is India's gift to the western world. By religion he meant higher religious values of truth, ahimsa, love and compassion. His ideal thought and philosophy of life are called Gandhism. Through simplicity he reached great heights. Non- violence is always superior to violence. Therefore, Gandhian values are as relevant today as they were in the past.

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## **THE KITCHEN GOD'S WIFE AS A TEXT IN CULTURAL MEDIATION**

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Amy Tan's texts can be said to explore the complicated relationships between family generations and especially between mothers and daughters and as such the novels have a universal theme. Majority of Tan's characters are Chinese Americans who mediate their ethnic traditions, values and specific history. Her novel seems to mediate between Chinese and American cultures. The novel mediates that the Chinese have a history too, not just the old exotic history of the Ming Dynasty, but in fact an important recent history. The Chinese history is as central for a Chinese American as knowledge about the Civil war in the USA is for an American whose family has lived in the USA for generations.



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## **WOMAN IN SAUL BELLOW'S SELECTED NOVELS: A BIOCRITICAL STUDY**

Priya Antony, I M.A English  
St.Xavier's College for Women, Aluva

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Saul Bellow has emerged as the most popular Jewish American novelist in the post war period. Here I explore Bellow's technique of women's representation. The study examines Bellow's personal attitude towards women. Instead of drawing their character directly, his attempt is to show the societal attitude towards them. Bellow's novels are narrated from the perspective of the male protagonist. The female characters in comparison with the males do not share the same depth of emotional, moral and intellectual complexities. This is why women occupy secondary position in his novels.

Saul Bellow's personal attitude towards women may also govern his vision of the women in general. Some novels are full of marital disputes and divorces between the protagonists and their wives. In his personal life, the novelist has passed through as many as four divorces and I think this effect his vision of woman to a certain extent. In this context, woman in the novels of Saul Bellow is explored by analyzing his novels such as Dangling man, Seize the Day, Herzog and Henderson the rain king.

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## **A STUDY ON CONSUMER AWARENESS AND SUSTAINABILITY OF GREEN MARKETING IN ERNAKULAM DISTRICT**

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Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. There has been little analysis on the awareness of this new marketing concept among the consumers. The objectives of the present study are to ascertain the general awareness among the consumers regarding the concept of green marketing, identify the extent of sustainability concept among the public in their day to day affairs, assess the attitude of consumers towards green products, evaluate the impact of green marketing on consumer's buying decision and to examine the level of satisfaction among consumers with the utility of green products.

The study is mainly based on primary data collected through field survey. Secondary data was also used as and when required and were collected from journals, magazines, newspapers, books, websites and other publications. Convenience sampling method was used in the survey design. Fifty respondents were selected from Ernakulam district as per the convenience of the researcher. Fifty per cent of the respondents were of the opinion that green marketing becomes hot topic as producers are attempting to address society's new concern. Most of the respondents prefer green products due to their eco-friendly nature and the sustainability of eco-friendly products. A vast majority of the respondents (80 per cent) are of the opinion that green products are relatively costlier. The Chi-square test implies that the level of satisfaction with the utility of green products does not appeal equally to all consumers. It is found that usage of recycled product is welcomed by 70 per cent of the respondents. Majority of the respondents (58 per cent) have no knowledge about green building.

Conclusion drawn from the study include: Arrange awareness programs about green products and importance of environment protection. Price of green products should be affordable by providing tax relief and subsidies to genuine green products which will lead to price reduction. Buildings should be green audited and provided with green label based on energy saved, green materials used and trees planted. Green clubs and associations may be formed to involve activities such as reforestation and exhibition of green products. Environmental sensitivity in our country can only grow through public awareness campaign. This has several tools, the electronic media, the press, school and college education, which are all essentially complementary to each other. For companies to survive in this market, they need to grow green in all aspects of their business. As such green marketing is not just an environmental protection tool, but also a marketing strategy.

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## **CONSUMER AWARENESS ON FINANCIAL INCLUSION IN ERNAKULAM DISTRICT**

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Financial inclusion is a crucial link and first step towards achieving inclusive growth. RBI's approach to financial inclusion aims at 'connecting people' with the banking system and not just opening accounts but access to full range of financial services at a reasonable cost. It is estimated that globally over two billion people are excluded from access to financial services, of which one third is in India.

Self Help Groups (SHGs) can play significant role in achieving the financial inclusion especially for women and low income families. The banks have encountered various problems while adopting financial inclusion viz., improper repayment, the need for additional workforce, more time consumption, heavy work load, high cost etc. The specific objectives of the study are to examine the customer awareness on financial inclusion, examine the role of SHGs in financial inclusion, ascertain the banking habits of customers, identify the popularity of plastic money, enquire into the behaviour of bank officials towards the customers and evaluate the customer's satisfaction with banking services. This study is based on both primary and secondary data. Secondary data is collected from the SLBC statements published by LB & PSM Section, Circle Office, Canara Bank, Thiruvananthapuram. Primary data is collected through a structured questionnaire. Thirty respondents from Ernakulam district were included in the primary data of the study. The study covered a period of eight years commencing from March 2006 to March 2013. Primary data were collected during the month of January 2014. Study revealed that there existed significant difference in the growth rate of savings bank accounts maintained by SHGs in public and private sector banks in Kerala. Every respondent who took part in the study had a savings bank account. Fifty percent of respondents withdraw money through ATM and the remaining still uses traditional mode of withdrawal. Survey revealed that 93 percent of respondents were using debit cards whereas 33 percent of respondents were using credit cards. Majority of the bank accounts were mainly used for receiving government payments and for saving money. It is clear that 67 percent of the customers were satisfied with the mode of receiving payments through banks as prompt receipt can be assured. Thirty three percent of customers were not satisfied because of difficulties in withdrawal and lengthy processes. Recommendations drawn from the study - Banks should create awareness among customers for improving their knowledge about the usage of Debit and Credit cards. Banks should be customer friendly. Simplify the procedure for sanctioning loans.

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## **GHAZA – ISRAEL CONFLICT**

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The history can be traced back to the rule of Hitler. He believed that only the Aryan race was fit to rule the world. All the Jews were killed because of this reason. A massive Genocide was conducted. The Jews were forcefully traced out of their home place and they went and settled on other parts of world. Now the problem they are facing is, the Jews started to live in Palestine and the people of Palestine were expelled from their own country. Now the conflict continues between them in a worse condition.

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## **KUDUMBASHREE: STRATEGY FOR ECONOMIC EMPOWERMENT OF WOMEN**

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With the introduction of a variety of programmes aimed at various target groups, it was expected that the inequalities in the distribution of income would also narrow down and there would be upliftment of the disadvantaged classes of the society. Any attempt to improve the status of women should start with 'empowerment'. Empowerment implies the creation of an enabling environment where individuals can fully use their capabilities to accomplish to take charge of their lives. Women empowerment process is one where women find time and space of their own and begin to re-examine their lives critically and collectively.

In this context, in Kerala, an innovative strategy for poverty eradication through empowering women has emerged out of the recognition that the broad based rural development must come from the energy, ideas, determination and participation of the women themselves. 'Kudumbashree' is a holistic, participatory, women oriented, innovative poverty reduction approach launched by Government of Kerala. This process is implemented through local self governments and visualized mobilisation of poor families under the network of Community Board Organisation (CBO). The objective is to study the factors leading to economic empowerment of women in Kudumbashree NHGs among a sample of 40 respondents by analysing the selected indicators.

The field survey established a significant change in the living standards of NHG members in terms of increased income levels, savings, borrowing capacity, financial status, banking habits, entrepreneurial activities and employment generation due to their involvement in kudumbashree activities. NHGs network has a role to play in facilitating economic/ financial independence of the poor women who have participated in vibrant NHGs. They have developed a strong sense of self-worth and faith in their ability to fight against financial constraints leading to economic empowerment.

## സാഹിത്യസമിതിയുടെ കഥകൾ - ഒരു പാരിസ്ഥിതിക സ്ട്രീപ്ഷവായന

ഗായത്രി കെ.പി. അധ്യാപിക(താൽകാലികം), മലയാളവിഭാഗം  
സെന്റ് സേവിയേഴ്സ് കോളേജ് ഫോർ വിമൻ, ആലുവ

പരിസ്ഥിതിദർശനത്തിന്റെയും സ്ട്രീവാദദർശനത്തിന്റെയും ആശയങ്ങളെ ഉൾക്കൊണ്ടുകൊണ്ട്, അവയ്ക്കു സമാന്തരമായി ഉടലെടുത്ത ഒരു സാഹിത്യസമീപനമാണ് പാരിസ്ഥിതിക സ്ട്രീവാദം. പുരുഷാധിപത്യവ്യവസ്ഥ, സ്ട്രീയെയും പ്രകൃതിയെയും ഒരേപോലെ ചുഷണത്തിനു വിധേയമാക്കുന്നു എന്ന തിരിച്ചറിവാണ് പരിസ്ഥിതിവാദത്തെയും സ്ട്രീവാദത്തെയും ഒന്നിപ്പിച്ചത്. ഇങ്ങനെ സ്ട്രീ പ്രകൃതി സമാനതകളിൽനിന്നും രൂപംപ്രാപിച്ച പാരിസ്ഥിതിക സ്ട്രീവാദം, സ്ട്രീയുടെയും പ്രകൃതിയുടെയും പുനർനിർമ്മിതിയാണ് ലക്ഷ്യമിടുന്നത്. ചുഷണത്തിനും അപമാനവീകരണത്തിനും വിധേയമാകുന്ന പരിസ്ഥിതിലോകത്തെയും സ്ട്രീ ലോകത്തെയും തമ്മിൽ യോജിപ്പിക്കുന്ന ഈ സാഹിത്യസമീപനം, വ്യത്യസ്തമായ പല ആശയധാരകളെയും ഉൾക്കൊള്ളുന്ന ഒരു വിമോചനപ്രസ്ഥാനമാക്കി മാറ്റിയിരിക്കുന്നു. ഈ സാഹിത്യസമീപനത്തെ മുൻനിർത്തി സാഹിത്യസമിതിയുടെ കാടിന്റെ സംഗീതം, ചാവുനിലം, നാലാംനിലയിലെ ജാലകം എന്നീ മൂന്നു കഥകളെ ഈ പ്രബന്ധം വിശകലനം ചെയ്യുന്നു.

**കാടിന്റെ സംഗീതം:** ദർശനവുമായി പൊരുത്തപ്പെടുപോകാൻ കഴിയാത്ത സത്യങ്ങളുടെ മനസ്സിന്റെ അസ്വസ്ഥതകളാണ് ദ്രമാതകമായ രീതിയിൽ കഥാകാരി അവതരിപ്പിക്കുന്നത്. വീടിന്റെ സംഗീതത്തിൽനിന്നും മോചനം നേടി കാടിന്റെ സംഗീതത്തിൽ ലയിക്കാനാണ് അവർ ആഗ്രഹിക്കുന്നത്. സ്ട്രീയെയും പ്രകൃതിയെയും താരതമ്യം പ്രാപിക്കുന്നതിലൂടെ പുരുഷാധിപത്യ വ്യവസ്ഥിതിയെ എതിർക്കുന്നതിന്റെ സൂചന, വീടിന്റെ സംഗീതത്തിൽ നിന്നും മോചനം കാംക്ഷിക്കുന്ന സത്യങ്ങളുടെ വായിച്ചെടുക്കണം. അങ്ങനെ സ്ട്രീയുടെയും പ്രകൃതിയുടെയും ആത്മബന്ധം വളരൂ, പാരിസ്ഥിതിസ്ട്രീവാദദർശനത്തിന്റെ ആദ്യകുരങ്ങൾ കണ്ടെടുക്കാൻ കഴിയുന്ന കഥയാണ് കാടിന്റെ സംഗീതം. മുതലാളിത്ത മൂല്യങ്ങൾക്കനുയോജ്യമായ ഉപഭോഗസ്മൃതിമാക്കി മാറ്റുവാൻ നിന്നും മോചിതയായി പുരുഷാധിപത്യവ്യവസ്ഥയെ എതിർക്കുകയും അതിന്റെ ദാഗ്ദ്ധമായി പ്രകൃതിയിൽ അഭയം തിരയുകയും ചെയ്യുന്ന സ്ട്രീയുടെ പ്രതീകമായ സത്യങ്ങളെ സ്ഥാനപ്പെടുത്താം.

**ചാവുനിലം:** പെണ്ണും മണ്ണും തമ്മിൽ സമാനതകളുണ്ട്. പെണ്ണിന്റെ മാതൃത്വം എന്ന അവസ്ഥ എല്ലാം പൊറുക്കാനും ക്ഷമിക്കാനും അവളെ ശക്തയാക്കുന്നു. മക്കളെ പോറ്റിവളർത്തുന്ന അവൾ, അവരുടെ സ്നേഹവും നന്മയുമാണ് കാംക്ഷിക്കുന്നത്. എന്നാൽ വിദ്വേഷവും പകയും അവരുടെ മനസ്സിൽ ചേർക്കുകയും തമ്മിൽ തല്ലുകയും ചെയ്യുന്നവോൾ അമ്മയ്ക്ക് വേദനയോടെ അതു നോക്കിനിൽക്കേണ്ടിവരുന്നു. മണ്ണും ഇതേ അവസ്ഥ തന്നെയാണ് പകിടുന്നത്. പ്രകൃതിയിലെ ഓരോ ജീവജാലത്തെയും നിലനിർത്തുന്നതും പരിപാലിക്കുന്നതും ഈ മണ്ണാണ്. അധ്യാനിച്ചാൽ എന്തും ഇവിടെ വിളയിക്കാം. എന്നാൽ മനുഷ്യരുടെ തമ്മിൽതല്ലും വ്യവസായപുരോഗതിയുടെ പേരുപറഞ്ഞുള്ള പ്രകൃതിചുഷണവും ഈ മണ്ണിനെ മുറിവേൽപ്പിക്കുന്നു. ഇങ്ങനെ മനുഷ്യർ പരസ്പരം കലഹിക്കുകയും പ്രകൃതിസമ്പത്ത് നശിപ്പിക്കുകയും ചെയ്യുന്നവോൾ വേദനിക്കുന്ന അമ്മയുടെയും അതുവഴി മണ്ണിന്റെയും കഥയായി ചാവുനിലത്തെ വായിച്ചെടുക്കാം.

**നാലാം നിലയിലെ ജാലകം:** പ്രകൃതിവിരുദ്ധപ്രവർത്തനങ്ങൾ സ്ത്രൈണതയെയും മനുഷ്യവർഗ്ഗത്തെത്തെയും എങ്ങനെ പ്രതികൂലമായി ബാധിക്കുന്നു എന്ന് നാലാംനിലയിലെ ജാലകം വ്യക്തമാക്കുന്നു. പാരിസ്ഥിതിയോടെ പൊരുത്തപ്പെട്ട ജീവിതം നഷ്ടമാകുകയും ദുരിതത്തിൽനിന്ന് വേറിട്ട് ഫ്ളാറ്റുകളിലേക്ക് മനുഷ്യജീവിതം പരിഷ്കരിക്കുകയും ചെയ്യുന്നവോൾ മനസ്സ് ഉഷ്ണരൂപമായി മാറുകയും പ്രശ്നങ്ങൾ സങ്കീർണ്ണമാവുകയും ചെയ്യുന്നു. പാരിസ്ഥിതികമായ

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തിൽ നിന്നെല്ലാം അകറ്റപ്പെടുകയും യന്ത്രസംസ്കാരത്തിന്റെ കളിക്കോപ്പുകളായി സ്വത്വം അടിയറവെക്കപ്പെടുകയും ചെയ്യുന്നതിന്റെ സമകാലിക ഊഷരതയിലേക്കാണ് അത് നമ്മെ കൊണ്ടെത്തിക്കുന്നത്. പ്രകൃതിയെയും മനുഷ്യരെയും തമ്മിലകറ്റി, പരസ്പരം യന്ത്രനാഗരികത പടുത്തുയർത്തുന്ന പുരുഷാധിശ്രവ്യവസ്ഥയോടുള്ള സ്ത്രൈണതയുടെ പ്രതികരണമായി ഈ കഥ മാറുന്നു.

ആദ്യകഥയിൽ നിന്നും മറ്റു കഥകളിലേക്ക് വരുമ്പോൾ ഏറെ വ്യത്യസ്തതകൾ പ്രകടമാകുന്നുണ്ട്. കുടുംബത്തിൽനിന്നും സമൂഹത്തിലേക്കുള്ള മാറ്റം, സ്ത്രീയുടെ പ്രതിഷേധത്തിൽനിന്നും പ്രതിരോധത്തിന്റെ തലത്തിലേക്കുള്ള വളർച്ച, അതിനാനുപാതികമായി പുരുഷന്റെ മേൽക്കോയ്മാമനോഭാവത്തിനേൽക്കുന്ന മങ്ങൽ, പാരിസ്ഥിതിക ഘടകങ്ങളുടെ വർദ്ധനവ്, അസ്വസ്ഥമായ ദാമ്പത്യബന്ധത്തിൽനിന്നും മാറി, വ്യതിരിക്തത പുലർത്തുന്ന പ്രമേയങ്ങളുടെ സ്വീകരണം എന്നിവയാണവ. ആധുനികതയുടെ യുക്തിയെ ചോദ്യം ചെയ്തുകൊണ്ട് കടുവ, ആധുനികാനന്തരസാഹിത്യസമീപനങ്ങളിലൊന്നായ സ്ത്രീവാദദർശനത്തിന്റെ സ്വാധീനം പ്രകടമാകുവയായി ഗണിക്കപ്പെടുന്ന സാനാ ജോസഫിന്റെ കഥകൾ, പാരിസ്ഥിതികദർശനവും സ്ത്രീവാദദർശനവും സമീകരിക്കുന്നതിന്റെ പ്രത്യക്ഷീകരണങ്ങൾ കൂടിയാണ്.

### പാരിസ്ഥിതിക ബോധം ഒ.എൻ.വി. കവിതകളിൽ

ഷിനു സൈമൺ മൂന്നാം വർഷ ബിരുദ വിദ്യാർത്ഥിനി, മലയാളവിഭാഗം,  
സെന്റ് സേവിയേഴ്സ് കോളേജ് ഫോർ വിമൻ, ആലുവ

മണ്ണിന്റെയും മനുഷ്യന്റെയും ജീവശക്തി ആവാഹിച്ചെടുത്ത് സ്വന്തം തൂലികയിലൂടെ അവതരിപ്പിച്ച് ജനസമ്മതി നേടിയ വിപ്ലവാശനായ കവിയാണ് ഒ.എൻ.വി. അനൂനമിഷം വികസ്യരമായികൊണ്ടിരിക്കുന്ന പ്രപഞ്ചചൈതന്യത്തിന്റെ സൂക്ഷ്മാശങ്ങൾ കണ്ടെത്താനുള്ള അന്വേഷണമായി അദ്ദേഹത്തിന്റെ പല കവിതകളും മാറുന്നു. പ്രപഞ്ചജീവിതത്തിന്റെ വൈവിധ്യങ്ങളെയും ഒ.എൻ.വി കവിതകളിൽ ഘനീഭവിച്ചുനിൽക്കുന്നു. കേരളീയമായ ഒരു പ്രകൃതി ചരിത്ര ഗ്രന്ഥത്തിലെ വാക്കുകളും വസ്തുതകളുമായി പക്ഷികളുടെയും പൂക്കളുടെയും സസ്യങ്ങളുടെയും വംശാവലി അവിടെ പ്രത്യക്ഷപ്പെടുന്നു. പൂക്കളുടെ വ്യന്യാസവും മരങ്ങളുടെ മഴക്കാടും കവിതയുടെ ചരിത്ര ഗ്രന്ഥത്തിൽ തെളിയുന്നു.

ഒ.എൻ.വി യുടെ കവിതകളിലെ പാരിസ്ഥിതിക കാഴ്ചപ്പാട് വിശകലനം ചെയ്യുകയാണീ പ്രബന്ധത്തിൽ. അതിനായി ഈ പ്രബന്ധത്തെ രണ്ട് ഭാഗങ്ങളായി വിഭജിക്കുന്നു. ഒന്നാം ഭാഗം പരിസ്ഥിതികവിതകളിലെ കേരളീയ പരിസരവും രണ്ടാം ഭാഗം ഒ.എൻ.വി.യുടെ അഞ്ച് കവിതകളെ അടിസ്ഥാനമാക്കിയുള്ള പഠനവും ഉൾക്കൊള്ളിച്ചിരിക്കുന്നു. (നാലുമണിപ്പൂക്കൾ, ഭൂമിക്കൊരു ചരമഗീതം, കോതമ്പുമണികൾ, വീടുകൾ,വരുന്ന നൂറ്റാണ്ടിലെ ഒരു ദിനം)



### അക്കർമാശി - ഒരു ദലിത്- പുരുഷ ആത്മകഥ

രമ്യ വിജയൻ അധ്യാപിക (താൽകാലികം), മലയാളവിഭാഗം  
സെന്റ് സേവിയേഴ്സ് കോളേജ് ഫോർ വിമൻ, ആലുവ

പാർശ്വവത്കരിക്കപ്പെട്ട ജനതയുടെ വിപ്ലവത്തിന്റെ മുഴുവൻ പേരാണ് ദലിത്. മഹാരാഷ്ട്രയിൽ മാഹാത്മാഹൂലെയിൻ ആരംഭിച്ച ദലിത് വിമോചന പ്രസ്ഥാനങ്ങൾ ദലിത് സാഹിത്യം എന്ന വിശാലമായ ക്യാൻവാസിന്റെ സൃഷ്ടിക്ക് കാരണമായി. ദലിത് സാഹിത്യത്തിന്റെ ഈറ്റില്ലമായ മഹാരാഷ്ട്രയിലെ സാഹിത്യരൂപങ്ങളിൽ അഗ്രഗണ്യസ്ഥാനമാണ് ആത്മകഥയ്ക്കുള്ളത്. അംഗ്യത്വബോധം ഉൾക്കൊണ്ട ഒരു ദലിത് പുരുഷ കഥയാണ് അക്കർമാശി. ശരകുമാർ ലിംബോള എന്ന ആത്മതമാകാരന്റെ ജാതിയും പ്രായവും പരിഗണിക്കുമ്പോൾ പരമ്പരാഗതമായ എഴുത്തുനരീതികളെ അട്ടിമറിക്കുന്നതു കാണാം. അക്കർമാശി എന്ന ദലിത് പുരുഷ ആത്മകഥയെ ദലിത് പഠനങ്ങളുടെ പശ്ചാത്തലത്തിൽ വിശകലനം ചെയ്യുകയാണ് ഈ പ്രബന്ധത്തിലൂടെ.

ദലിത് എന്ന പദം ഒരു ജാതിയോ സമുദായത്തെയോ സൂചിക്കുന്ന ഒന്നല്ല. മറിച്ച് അതൊരു വർഗ്ഗത്തെ സൂചിപ്പിക്കുന്ന പദമാണ്. മഹാരാഷ്ട്രയിലെ സർഗ്ഗസാഹിത്യകാരന്മാരുടെ പ്രതിഷേധം എന്ന നിലയിലാണ് ദലിത് സാഹിത്യപ്രസ്ഥാനം രൂപം കൊള്ളുന്നത്. ദലിത് എഴുത്തുകാർക്ക് അഭിമുഖീകരിക്കേണ്ടിവരുന്ന സാമൂഹിക സാഹചര്യങ്ങളും അവയോട് എഴുത്തുകാർക്കുള്ള പ്രതികരണങ്ങളും ഉൾക്കൊള്ളുന്ന ദലിത് സാഹിത്യത്തിൽ അനുഭവങ്ങളെയും മറ്റും ഏറ്റവും ശക്തമായ രീതിയിൽ ആവിഷ്കരിക്കുവാൻ സാധിക്കുന്നത് ആതാമകഥാപരമായ നോവലുകളിലൂടെയാണ്.

പാർശ്വവത്കരിക്കപ്പെട്ടവർക്ക് വ്യക്തിത്വമോ ചരിത്രമോ അംഗീകരിച്ചു കൊടുക്കാത്ത 'ഞാൻ' ആത്മകഥകൾ നിറഞ്ഞിടത്തേക്കാണ് കീഴ്ജാതിക്കാരനെന്നോ അസ്വശ്യനെന്നോ കീഴാളനെന്നോ 'സവർണർ' കരുതുന്ന ദലിത് ആത്മകഥകൾ കടന്നുവരുന്നത്. മറാത്തി സാഹിത്യത്തിലേതു മാത്രമല്ല മറാത്തി ദലിത് സാഹിത്യത്തിലേത്തന്നെ ഒരു നാഴികക്കല്ലായിാണ് അക്കർമാശി അടയാളപ്പെടുന്നത്. ശരകുമാർ ലിംബോള എന്ന ദലിത് പുരുഷൻ, ചരിത്രത്തെ വായിക്കുവാനുള്ള ഉപകരണമായി സ്വന്തം അനുഭവങ്ങളെ അവതരിപ്പിക്കുന്നത് തന്റെ ഇരുപത്തിയാറാമത്തെ വയസ്സിലാണ്.

അക്കർമാശി എന്നാൽ 11 മാസ ഒരുതോലതുകത്തിന് '12 മാസ' വേണം. '11 മാസ' കൊണ്ട് ഒരു തോലയാവില്ല. അർക്കർമാശികളായ അർധജാതികളായ മനുഷ്യരും ഇതുപോലെ അപൂർണരാണ്. അവർ ജനിക്കുന്നത് വിവാഹേതര ബന്ധങ്ങളിൽ നിന്നുമാണ്. ആത്മതഥ എഴുതിയതിന്റെ പേരിൽ ലിംബോള നേരിടേണ്ടിവന്ന എതിർപ്പുകൾ, വിമർശനങ്ങൾ ലിംബോളയുടെ സ്ത്രീപക്ഷ നിലപാടുകൾ, കീറിമുറിക്കട്ടെ ദലിത് സ്വത്വത്തിന്റെ അടയാളപ്പെടുത്തൽ എന്നിവ അക്കർമാശി എന്ന ദലിത് - പുരുഷ ആത്മകഥയിൽ എന്ന പ്രകാരം കടുവരുന്നൂ എന്ന് വിശകലനം ചെയ്യുകയാണ് ഈ പ്രബന്ധത്തിൽ.