

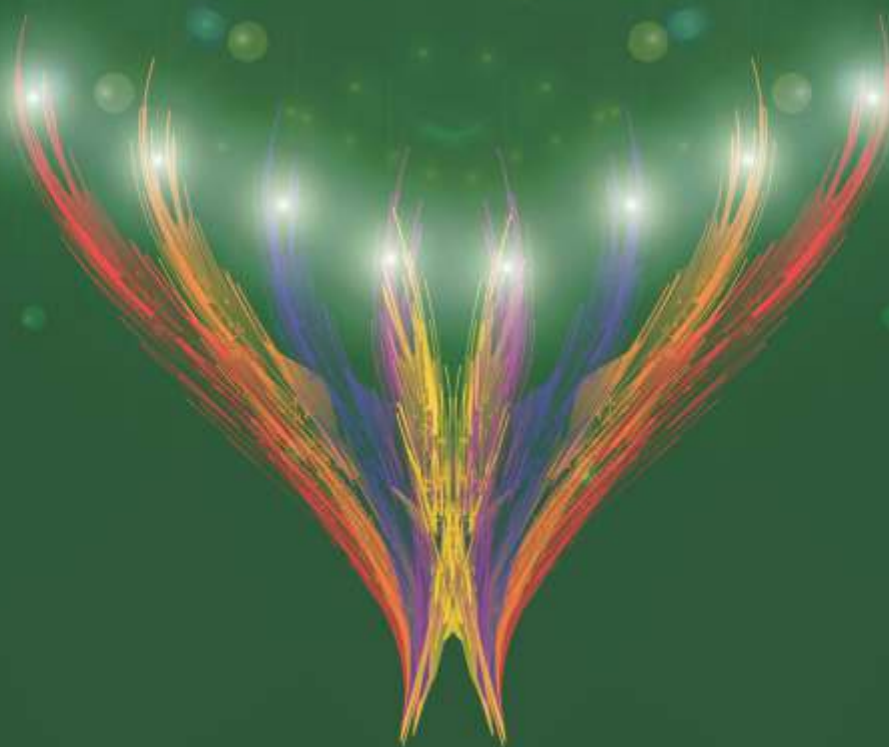


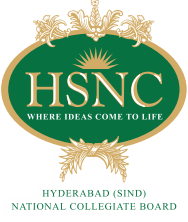
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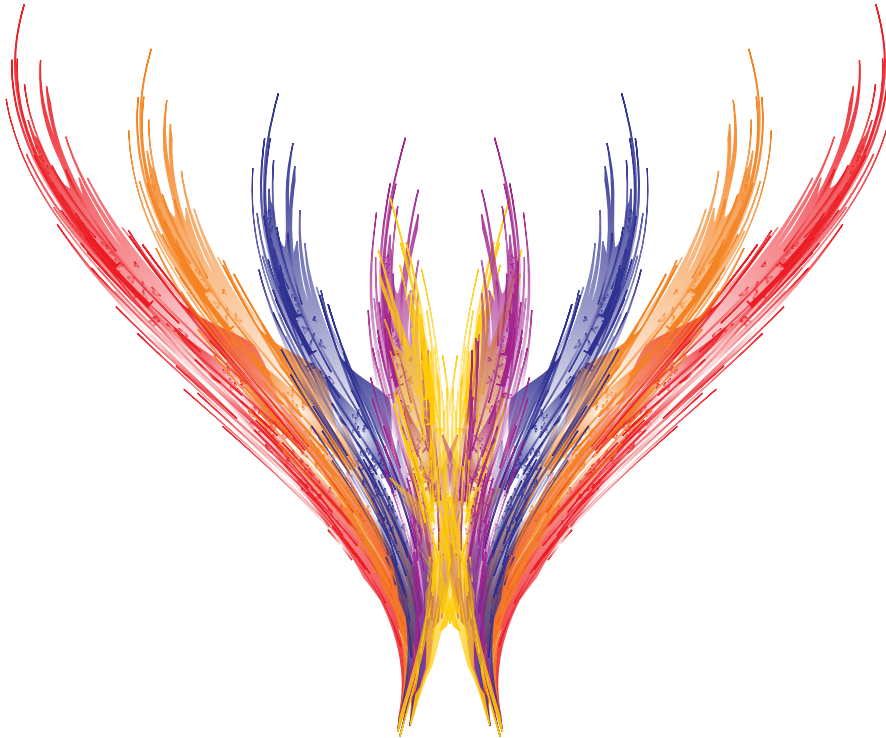


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Srujan, the interdisciplinary research journal of K.C College, is an annual journal brought out by the Research Committee. The journal publishes peer reviewed research papers and articles authored by faculty members and research scholars. Our aim is to have Srujan serve as a forum for teachers to share their research and pedagogical insights with fellow colleagues and research scholars, thereby facilitating a process of critical scholarship. The interdisciplinary nature of the journal enables it to incorporate diverse ideas and areas of research, strengthening dialogue between disciplines and traditions.

The articles in this volume address a range of issues that cover different fields of inquiry from superstitions and contraceptive usage to #Me Too and voting behaviour among the youth in Mumbai. Most of the articles emanate from critical discussions and paper presentations at 'Anubhav', a forum for interdisciplinary dialogue among teachers and research scholars to share their research insights and facilitate a discussion on issues of theory and method. Some articles also draw from classroom debates and discussions as well as other critical engagements and underscore the need for deeper conversations and reflections in one's chosen field of inquiry.

We look forward to your continued support to SRUJAN as well as scholarly contributions from all of you who write, speak and feel on issues pertaining to your area of research and concern.

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Superstition and its Influence on perception

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Abstract:

Superstitious rituals are defined as unusual, repetitive, rigid behavior that is perceived to have a positive effect by the actor, whereas in reality there is no causal link between the behavior and the outcome of an event (Womack, 1992). Religious practices are most likely to be labeled "superstitious" by outsiders when they include belief in extraordinary events, supernatural interventions, apparitions, or the efficacy of prayer, charms, amulets, incantations, the meaningfulness of omens, and prognostications. Langer and colleagues' work on illusion of control (Langer, 1975, 1977; Langer & Roth, 1975). Langer (1975) conducted a series of 6 studies involving 631 adults to elucidate the "illusion of control" phenomenon, defined as an expectancy of a personal success probability inappropriately higher than the objective probability would warrant. It was predicted that factors from skill situations (competition, choice, familiarity, involvement) introduced into chance situations would cause Ss to feel inappropriately confident. According to Langer, this is especially true in situations where chance as well as skill play a role. There were 60 participants of which 30 were males and 30 were females. The age of the participants ranged between 20-40 years mean age been 24 for males and 27.8 for females.

A random group design with two independent variables with 2 levels each. The first independent Variable been scenarios shown before and after the task performed and second was the task performed (easy and difficult). The Dependent Variable being ratings given to the scenarios [difference in the first and the second scenario]. The following hypothesis was formulated which is to study if there is a difference in the perception for superstition in people when induced with a superstition. As the design of the experiment was a random group design with two IVs with two levels each the appropriate statistical analysis to be used was 2 Anovas. The obtained results were significant for the both the hypothesis.

Keywords: Reading Strategies, African American Literature, Learning outcomes, Contact zone in a classroom

Introduction

Superstitious rituals are defined as unusual, repetitive, rigid behavior that is perceived to have a positive effect by the actor, whereas in reality there is no causal link between the behavior and the outcome of an event (Womack, 1992). Superstitious rituals differ from a normal routine in that the person gives the action a special, magical significance.

The term superstition is thought to derive from the Latin *superstitio*, meaning "to stand over in awe." The term is also related to the Latin word *superstes* ("outliving" or "surviving"), and in this sense

refers to the remains of ideas and beliefs that continued long after their original meaning had been forgotten. For this reason superstitions are often considered relics of outmoded ways of thinking. Superstition has had different meanings in different cultures and epochs. One thing binding these meanings together is that they are usually negative.

It's an irrational belief in which supernatural causality that is one event causes another without any natural process linking the two events-such as astrology, religion, omens, witchcraft, prophecies, etc., that contradicts natural science. Superstitious

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beliefs are more common among certain groups of people than others, and vary from culture to culture: For example, the number thirteen is considered by many in western society to be inherently unlucky whereas in Japan the number four is often considered unlucky. Some superstitions, notably the connection between mirrors and the soul, are however found to be almost universal, suggesting a deeper connection than mere happenstance or at least a universal experience and interest in such cases.

While most superstitions are harmless, and even may be helpful in encouraging people to achieve their goals, attributing results to an unrelated cause if it leads to a lack of responsibility on the part of the person can be somewhat dubious. Many believe that superstitious beliefs originated during the earliest days of humanity. Faced with natural phenomena like thunderstorms and earthquakes, as well as the unpredictability of illness and food supply, human beings attempted to create an understandable world of powers that could be influenced by action. The earliest superstitions were created as a way to deal with the ignorance and fear of the unknown. Chance misfortunes could be ascribed a cause, and the potential to avoid or control them was created.

Superstitions are thus a way of attempting to regain control over events, particularly when one feels helpless. Often, superstitions are born from casual coincidence. For example, if an athlete wears a particular pair of socks on a day he performs particularly well, he may continue to wear the same pair of socks in the belief that the socks were responsible for the success. Future successes reinforce such a belief. In some cases, it is certainly possible that the simple belief in success or failure can influence the outcome. The athlete who cannot find his "lucky socks" may, due to lack of confidence, perform poorly, further reinforcing the belief in the power of the socks. Superstitions can also be learned behaviors. Children who watch those around them perform superstitious actions like "knocking on wood" or not walking under ladders may adopt these behaviors. The true origins of certain superstitions can be centuries old,

having been passed down from generation to generation through such an observational learning process.

Religious beliefs have often been viewed by those outside of a particular religion as nothing more than superstition. Religious practices are most likely to be labeled "superstitious" by outsiders when they include belief in extraordinary events, supernatural interventions, apparitions, or the efficacy of prayer, charms, amulets, incantations, the meaningfulness of omens, and prognostications. While superstitions may seem to have parallels with religious practices, and some may seem to overlap more than others, there are important distinctions.

As superstition, puts all power in the action or object itself, or the person performing the action. For example, a religious person may sacrifice an animal to ensure a good harvest. The success of the harvest is thus put into the hands of the deity. A superstitious person may perform a certain ritual for the same purpose, but the success of the harvest is thus dependent on the power of the ritual itself. Like any other countries, you will find a lot of superstitions and blind beliefs in people of India. The number of superstitions and blind beliefs in India is very large as the Indian society is made of people belonging to various religious, cultural, ethnic, linguistic and racial groups. There are many common superstitions in the people belonging to various groups. On the other hand each group has some special blind beliefs and superstitions.

The origin of blind beliefs and superstitions in India is in cultural exchange of different-different groups, both indigenous and foreign. There are superstitions related to variety of things say numbers wherein some numbers are considered auspicious whereas others are considered to be inauspicious for instance, number 3 is considered as an inauspicious or evil number. Traveling by three persons together is avoided; days when people don't cut nails or shave on Saturday; even animals cow urine is considered very sacred.

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Some others also include eating curd with sugar before an exam to get good marks, asking someone where they are going when they are leaving is a bad sign. Though the Indian society is fast progressing, there are many people who are still superstitious and have a strong faith in the local beliefs. Few beliefs even find their way into the Indian religious texts and scriptures. The standard viewpoint is that most of the Indian beliefs and values have sprung with an objective to protect from evil spirits, but some were based on scientific reasoning. With the passage of time, the reasoning part behind the origin of these cultural beliefs and superstitions got eroded. That is exactly why most of these beliefs appear unsubstantiated and false. However, in reality, there are many such beliefs in the Indians culture which are absolutely absurd and have no logic behind them.

The earliest superstitions were created as a way to deal with ignorance and fear of the unknown. Superstitions are thus a way of attempting to regain control over events in one's life. This phenomenon has been called as the illusion of control which is defined as a tendency of human beings to believe they can control or at least influence outcomes that they demonstrably have no influence over. It consists of overestimating the influence that our behavior exerts over uncontrollable outcomes. An important factor in development of this illusion is the personal involvement of participants who are trying to obtain the outcome. The dominant view assumes that this is due to social motivations and self-esteem protection.

The traditional approach to the illusion of control has been framed in motivational terms (Langer, 1975). From this perspective, people's judgments of control are influenced by subjective needs related with the maintenance and enhancement of the self-esteem (Kelley, 1973). One of those is the so-called need for control. It has been shown that the sense of having control has benefits for well-being (Bandura, 1989). The perception of uncontrollability has been related to negative consequences at emotional, cognitive, and motivational levels (Seligman & Maier, 1967).

As other self-serving biases, the illusion of control is seen as a self-esteem enhancing mechanism that allows people to take credit for successful actions and to deny responsibility for failures. In that way, when people acting to obtain a desired outcome face a random sequence of successes and failures, they may tend to view themselves as responsible for successes and attribute failures to other causes such as, for example, chance (e.g., Langer & Roth, 1975).

According to (Pintrich & Schunk, 1996), "Achievement goals refer to the purposes or reasons an individual is pursuing an achievement task, most often operationalised in terms of academic learning tasks, although they can be applied to other achievement contexts such as athletic or business settings. Achievement goal constructs represent an integrated and organized pattern of beliefs about, and not just the general purposes or reasons for achievement. In the original goal models, two classes of goals were identified- performance goals (ego-involved goals), where the purpose is to validate one's ability or avoid demonstrating a lack of ability, and learning goals (mastery goals), where the aim is to acquire new knowledge or skills (i.e., to increase one's ability; see Dweck & Elliott, 1983).

Performance goals, with their emphasis on outcomes as measures of ability, were shown to produce a vulnerability to helplessness and debilitation after a setback or negative feedback, particularly in cases where current perceptions of ability were low. Learning goals, with their emphasis on understanding and growth, were shown to facilitate persistence and mastery-oriented behaviors in the face of obstacles, even when perceptions of current ability might be low (Ames & Archer, 1988). Vyse (1997, p. 90) States: "It is often difficult to draw the line between superstition and useful preparation".

For some superstitious rituals it is easy to see they have no function in a useful preparation but most superstitions are hard to distinguish from preparing for performance. Performance and learning goals have also been shown to predict real-world

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performance, including exam grades, course grades, and achievement test scores, controlling for past performance (Greene & Miller, 1996). Hamerman and Morewedge (2015) concluded that performance goals were more likely than learning goals to elicit superstitious behavior. Therefore the following hypothesis was formulated that is to study if there is a difference in the perception for superstition in people when induced with a superstition.

Review of Literature

How does this superstitious behavior originate and why does it continue? Several possible behavioral and cognitive explanations for superstitious behavior may be advanced. One line of reasoning may be derived from classic work by Skinner (1948, 1953), who discovered that superstitious behavior can arise through conditioning. In one of his famous experiments of operant conditioning, Skinner gave pigeons in the so-called "Skinner box" food at irregular intervals. Hence, it was left to chance as to what kind of behavior was being reinforced. The results were astonishing.

The pigeons kept doing what they did at the moment the food was administered - for example, a pigeon that just turned its head, continued turning his head, and a pigeon that happened to walk around, continued walking around. The behavior was hard to unlearn, because the reinforcement (food) was administered at irregular intervals. Skinner (1948) labeled this curious behavior superstitious, arguing that: "The bird behaves as if there were a causal relation between its behavior and the presentation of food" (p. 171). He also suggested that seeing a causal relationship between behavior and the "consequences" could also explain the occurrence and maintenance of superstition in humans (Skinner, 1953).

Another explanation can be derived from Langer and colleagues' work on illusion of control (Langer, 1975, 1977; Langer & Roth, 1975). Langer (1975) conducted a series of 6 studies involving 631 adults to elucidate the "illusion of control" phenomenon, defined as an expectancy of a personal success probability inappropriately

higher than the objective probability would warrant. It was predicted that factors from skill situations (competition, choice, familiarity, involvement) introduced into chance situations would cause Ss to feel inappropriately confident. In Study 1 Ss cut cards against either a confident or a nervous competitor; in Study 2 lottery participants were or were not given a choice of ticket; in Study 3 lottery participants were or were not given a choice of either familiar or unfamiliar lottery tickets; in Study 4, Ss in a novel chance game either had or did not have practice and responded either by themselves or by proxy; in Study 5 lottery participants at a racetrack were asked their confidence at different times; finally, in Study 6 lottery participants either received a single 3-digit ticket or 1 digit on each of 3 days. Indicators of confidence in all 6 studies supported the prediction.

Langer stated that, in general, people are inclined to see themselves as a cause, even in situations when they are not influencing the situation. This explanation holds that people carry out superstitious behaviors in order to influence situations in which in reality they have no control. According to Langer, this is especially true in situations where chance as well as skill play a role. There is indeed some evidence suggesting that uncertainty regarding future outcome is an important determinant of superstition. For example, it has often been assumed that the illusion of control tends to be more pronounced for situations in which not only skill but also chance plays a substantial role (Langer, 1975, 1977; Langer & Roth, 1975). However, as far as we know, there is virtually no research that is of direct relevance to the link between uncertainty and superstition. There is certain uncertainty regarding outcomes, that superstition should also be affected by the importance attached to the outcome in a given situation.

When the outcomes are not considered very important, individuals should feel more or less relaxed, and the level of psychological tension should be low. In contrast, when the outcomes are considered very important, people should generally

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experience greater psychological tension (such as feeling nervous and restless, having obsessive thoughts about the game, or having increased blood pressure). For example, sportsmen typically experience greater psychological tension when playing the finals than when playing a training match. As a result, tendencies toward superstition should be greater when the importance of the outcomes is high rather than low.

According to Amanda Stanke (2004) the identification of specific characteristics that are associated with superstition may help to avoid the many risks (e.g. health anxiety, irrational behavior, emotional maladjustment) involved with extreme superstitious belief and thus she examined religiosity and locus of control. Analyses revealed a positive relationship between external or chance loci of control and superstitious beliefs, but no relationship for internal locus of control with superstitious or paranormal belief implicating a tendency for individuals to view life as uncontrollable, hard to deal with, or affect their self-efficacy. Knowing some of the personal characteristics of people with strong superstitious beliefs may help us to understand and prevent the risks that arise with the extremity of such beliefs

Grant and Dweck (2003) studied achievement goals in five studies and concluded that the impact of learning and performance goals depends on how they are operationalised. Active learning goals predicted active coping, sustained motivation, and higher achievement in the face of challenge. Among performance goals, ability-linked goals predicted withdrawal and poorer performance in the face of challenge (but provided a "boost" to performance when students met with success); normative goals did not predict decrements in motivation or performance; and outcome goals (wanting a good grade) were in fact equally related to learning goals and ability goals. Ways in which the findings address discrepancies in the literature are discussed.

Hamerman and Johar predicted that individuals are most likely to use superstitious strategies to respond to illusions of control when they are

sufficiently motivated to do so. In three experiments they manipulated individuals' perception of control over outside events-as well as their motivation-in the domain of consumer choice. They demonstrated that as the perceived level of illusory control over an outside situation increases, superstition is more likely to influence purchase behavior.

Vadillo et al., (2014) proposed a bias in contingency detection which occurs when the probability of the action (i.e., of the potential cause) is high. In two experiments, in which the outcome was always uncontrollable (used a yoked design in which the participants of one condition were actively involved in obtaining it and the participants in the other condition observed the adventitious cause-effect pairs) was used. The results showed that those acting more often to obtain the outcome developed stronger illusions, and so did their yoked counterparts. Kramer and Block (2008) documented the existence of the influence of superstitious beliefs on consumer behavior and specify their conscious and nonconscious underlying properties and showed in particular, that superstitious beliefs have a robust influence on product satisfaction and decision making under risk. These effects were only observed when superstitious beliefs were allowed to work unconsciously.

In a thesis by Hien H. Nguyen (2012) evaluated the influence of supraliminal primes-either for or against superstitious thinking-on individual attitude and behavior. One hundred forty-eight participants were recruited from Amazon.com's Mechanical Turk (MTurk) crowd sourcing population for this study. Online, the participants read passages with pro-superstitious, anti-superstitious or neutral primes, and answered passage-related questions that discreetly probed for superstitious inclinations. For each condition, degree of superstitiousness was measured by frequency of superstitious answer choice versus neutral answer choice on passage-related questions. And the following hypothesis was framed that was pro-superstitious primes can influence inclination towards superstitious attitudes and behaviors which were evaluated with two-way

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contingency table analyses. Consistent with the hypothesis, results reveal that the pro-superstitious priming condition had the highest frequency of superstitious answer choices for certain scenarios, when compared to the anti-superstitious or neutral priming conditions

In a research by Lange and Schippers (2005) the psychological benefits of superstitious rituals in top sport, were examined in circumstances under which top-class sportsmen are especially committed to enacting rituals prior to a game (ritual commitment). Findings revealed that ritual commitment is greater when (a) uncertainty is high rather than low, and (b) the importance of the game is high rather than low. Complementary analyses revealed that the state of psychological tension mediated both the effect of importance and uncertainty on ritual commitment. Moreover, players with an external locus of control exhibited greater levels of ritual commitment than players with an internal locus of control.

In a study by Bleak, J. L., & Frederick, C. M. (1998) it was found that superstitious ritual use varies across sports, when three, NCAA, Division 1, collegiate teams where 107 athletes (aged 18-25 yrs) on football, gymnastics and track teams were compared and it was also found that most-used behaviors are not necessarily those rated most effective in influencing sport performance. In addition, little support was shown for anxiety, locus of control, importance of success, or religiosity playing significant roles in determining overall use of superstitious behavior and helped in understanding what superstitious rituals athletes use and how effective those rituals are perceived to be.

Barbara et al., (2010) demonstrated performance benefits of superstitions and identified their underlying psychological mechanisms. Four experiments were conducted that showed that activating good-luck-related superstitions via a common saying or action (e.g., "break a leg," keeping one's fingers crossed) or a lucky charm improves subsequent performance in golfing, motor dexterity, memory, and anagram games.

Furthermore, Experiments 3 and 4 demonstrated that these performance benefits are produced by changes in perceived self-efficacy. Activating a superstition boosts participants' confidence in mastering upcoming tasks, which in turn improves performance. Experiment 4 showed that increased task persistence constitutes one means by which self-efficacy, enhanced by superstition, improves performance

A study by Brandy (2011) examined the relationship between superstitious behaviors and trait anxiety. Researchers randomly selected participants from college campuses for a 28-question survey measuring superstitiousness and the 20-question State-Trait-Anxiety-Inventory (STAI) to measure symptoms of anxiety. Results show a positive correlation between superstitious behaviors and an increase in anxiety symptoms. Significant gender differences were found; women scored higher on superstitiousness survey and the STAI-X2 test. Superstitious behaviors were a significant indicator for developing trait anxiety.

When facing distressing situations that appear to be out of an individuals' control, a person will rely on superstitious behaviors to create an illusion of control. This coping mechanism is considered the primary and fundamental force in human life and one of the most important variables governing psychological well-being and physical health (Whitson & Galinsky, 2008). Rudski and Edwards (2007) examined how perceived task difficulty, participants' level of preparation, and the value of the outcome interact to influence the self-reporting of superstition and ritual. College students completed two surveys wherein one consisted of 25 common superstitions used by students and in other they were asked if they engaged in the superstitious behavior, and they had to indicate its level of effectiveness on a 5-point scale. They rated the likelihood of their using charms or rituals for various scenarios involving academic, artistic, and athletic performances. Reports of use of ritual increased as the stakes of the event increased and decreased with perceived expertise or level of preparation. Additional findings included participants' reporting frequent use of ritual while

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denying any causal effectiveness. All three variables were associated with an increase in the participants' illusions of control, referring to illogical beliefs that an individual can personally govern the outcome of an uncontrollable situation. As the outcome importance or task difficulty increased, and level of preparedness decreased, there was a simultaneous increase in illusions of control.

In Whitson and Galinsky (2008) conducted six experiments using multiple methods to examine if lack of control increases illusory pattern perception. Illusory pattern perception was defined as "the identification of a coherent and meaningful interrelationship among a set of random or unrelated stimuli, such as the tendency to perceive false correlations, see imaginary figures, form superstitious rituals, and embrace conspiracy beliefs, amongst others." In each of the six experiments, Whitson and Galinsky manipulated lack of control through use of manipulated statements, concept-identification paradigms, and memory recall. The researchers found that recollection of an experience involving lack of control increases superstitious behaviors, lack of control increases the need to see patterns and structures, even if they are illusory patterns, and that an individual's need to be or feel in control can alter their environment as an attempt to regain a predictable state of awareness. Individuals facing aversive states may develop false correlations, superstitions, conspiracy theories, or false images and sounds as a means to gain control over their lives.

Participants who lacked control were more likely to perceive a variety of illusory patterns, including seeing images in noise, forming illusory correlations in stock market information, perceiving conspiracies, and developing superstitions. Increased pattern perception has a motivational basis by measuring the need for structure directly and showing that the causal link between lack of control and illusory pattern perception is reduced by affirming the self.

Hamerman and Morewedge (2015) examined whether the specific type of achievement goal pursued influences the propensity to engage in superstitious behavior. Across six studies, they found that performance goals were more likely than learning goals to elicit superstitious behavior. Participants were more likely to engage in superstitious behavior at high than at low levels of chronic performance orientation, but superstitious behavior was not influenced by chronic learning orientation (Studies 1 and 2). Similarly, participants exhibited stronger preferences for lucky items when primed to pursue performance goals rather than learning goals (Studies 3 and 4). As uncertainty of goal achievement increased, superstitious behavior increased when participants pursued performance goals but not learning goals (Study 5). Finally, assignment to use a lucky (vs. unlucky) item resulted in greater confidence of achieving performance goals but not learning goals (Study 6).

Method

There were 60 participants of which 30 were males and 30 were females. The age of the participants ranged between 20–40 years mean age been 24 for males and 27.8 for females.

Apparatus and Stimuli

The experiment was conducted in a e-mail format wherein participants were mailed the survey when they agreed to be a part of the experiment. The experiment had four scenarios which were completely randomised and were given to participants. The experiment also had two types of questions of which one type was given to participants. Thus the participants were first asked to rate the scenarios on the extent to which they thought the behaviour determined the outcome on a five point Likert scale. Post this they were given a list of ten questions which were either difficult or easy and they have to answer them. After answering they were again given two scenarios which they have to on a Likert type scale mentioned below.

Design

A random group design with two independent variables with 2 levels each. The first independent Variable been scenarios shown before and after the task performed and second was the task performed (easy and difficult). The dependent Variable being ratings given to the scenarios [difference in the first and the second scenario].

The following controls were taken into account. The scenarios were randomised so that the sequence of the scenarios didn't affect the results. The length of all the scenarios were approximately the same. The difficulty level and the easy level were kept such that they were either extremely difficult or extremely easy.

Procedure

The participants were mailed the survey sheets once they have agreed to take part in the experiment and thus they have rate and answer the question that were given to them.

Instructions

The participants were asked to rate the extent to which they thought the behaviour determined the outcome on a scale of 1 to 5 where,

1- Not at all 2- To some extent 3- Neutral
4-To an extent 5- To a large extent

Then they answered the questions after which they rated the scenarios again. This procedure remained same throughout the experiment for all the 60 participants. The participants were given appropriate debriefing with the completion of the experiment.

Results and Discussion

Table 1. One Way Anova for scenarios

	Df	Sum of Squares	Mean	F	Sig Level
IV	1	240	236.8	4.09	0.05
Residuals	57	7600	168.6		

Table 2. One Way Anova for performance on the task

	Df	Sum of Squares	Mean	F	Sig Level
IV	1	250	241.5	4.05	0.05
Residuals	57	7500	140.5		

The present experiment was conducted to see the change in perception in superstitious beliefs. It was hypothesised was formula that is to study if there is a difference in the perception for superstition in people when induced with a superstition. As the design of the experiment was a random group design with two IVs with two levels each the appropriate statistical analysis to be used was Anova. As it can be seen from the above table the obtained value was significant for both the hypothesis that is for scenarios and the performance on the task. The obtained F value for scenarios before and after the task was found to be $F=4.09$ significant at 0.05 level. Similarly the obtained F value for performance on the task was found to be $F=4.05$ significant at 0.05 level.

Discussion

The results were similar to that of the previous research by Hamerman and Morewedge (2015) who examined whether the specific type of achievement goal pursued influences the propensity to engage in superstitious behavior. It also did not support the illusion of control hypothesis that is the control was not experienced by the participants and if experienced the magnitude was not that high. There could be several reasons for instance; some other things could be included which would enhance the control experienced by the participants. Also the questions number could be increased or some other ways of inducing illusion can be used.

Conclusion

The present experiment was validated by the previous researches. Thus the there was a change in the perception of superstition when it was induced.

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A Critical and Comparative Analysis of Detective Novelists, Agatha Christie and Saradindu Bandyopadhyay: Style, Plot and Cultural Implications

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Abstract:

Agatha Christie and Saradindu Bandyopadhyay both lived in the same age and their literary outputs also were in similar eras. Both were influenced by Arthur Conan Doyle's Sherlock Holmes when they created their trusted detective characters of Hercule Poirot and Byomkesh Bakshi respectively. However, while Christie achieved immense fame, Saradindu Bandyopadhyay remained well known only in Bengali literary circles. It was much later when Bandyopadhyay's novels started getting translated in Hindi, English and other languages that his character of Byomkesh Bakshi became popular. Both authors wrote intricate plotlines and drew fascinating portrayals of their detective characters, Hercule Poirot and Byomkesh Bakshi. It's interesting to note that though both writers wrote in similar eras in different countries; their works are different in certain aspects and similar in quite a few others. Keeping in mind these parallels, two novels of Agatha Christie – 'The Murder of Roger Ackroyd' and 'Death on the Nile' and two novellas of Saradindu Bandyopadhyay – 'The Menagerie' and 'The Quills of the Porcupine', have been critically analysed and compared. The researchers have looked into the similarities and differences between the murder-mystery plot lines of both the authors, the characterisation of Hercule Poirot and Byomkesh Bakshi and the cultural nuances displayed by both authors. The method used by the researchers is Library Method.

Keywords: Detective, Comparison, Culture, Murder, Characterisation.

Introduction

"It often seems to me that's all detective work is, wiping out your false starts and beginning again."- Agatha Christie

Detective Fiction is a sub-genre of Crime Fiction and Mystery Fiction in which an investigator or a detective, either professional or an amateur, investigates a crime, often murder.

Detective Stories have been around for centuries. They were popularized in the 1800s by Victorian authors such as Wilkie Collins and Charles Dickens. The first detective story is credited to Edgar Allan Poe with the creation of the uncommon prominent detective C. Auguste Dupin in his story The Murders in the Rue Morgue, written in 1841. Poe created a plot formula which

has been acknowledged by other crime fiction authors throughout the world. Poe's character of Dupin got this name from the word "dope" or "deception". Dupin featured in such other tales of Poe as, The Mystery of Marie Roget and The Purloined Letter. Poe called his detective stories Tales of Ratiocination. In these stories, the main plot aim was to unearth the truth by using logic, powers of observation, deduction and intuition.

"Early detective stories tended to follow an investigating protagonist from the first scene to the last, making the unraveling a practical rather than emotional matter." [Kismaric, Carole and Heiferman, Marvin. The Mysterious Case of Nancy Drew & The Hardy Boys. New York:

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The genre grew with the creation of Sherlock Holmes by Arthur Conan Doyle. Sherlock Holmes has been an inspiration for every new crime fiction author. In the 1920s and 1930s, the Golden Age of Detective Fiction arrived and many new popular detective characters came into existence. Of these, two notable, widely popular ones were Agatha Christie's Hercule Poirot and Jane Marple.

Major Influence

Sherlock Holmes has been the most remarkable detective of all time. His companion and the narrator Dr Watson has been loyal to him throughout the journey of Sherlock Holmes Series. Arthur Conan Doyle wrote four novels and fifty-six short stories featuring Sherlock. The first novel *A Study in Scarlet* was published in 1887. 221B Baker Street, the place where Holmes lived with his companion became the chief setting and is well recognised around the world. Sherlock Holmes was first published on 14 October 1892. Agatha Christie's first book, *The Mysterious Affair at Styles*, was published in 1920 and introduced the detective Hercule Poirot, who became a long-running character in Christie's works, appearing in 33 novels and 54 short stories. Saradindu Bandyopadhyay's first Byomkesh Bakshi work appeared in 1932. So, it can be said that both, Agatha Christie and Saradindu Bandyopadhyay were influenced by Sherlock Holmes.

Agatha Christie

Dame Agatha Mary Clarissa Christie's works are third in the Guinness Book of World Record for most copies sold after the Bible and the works of Shakespeare. Her books sold over 2 billion copies. She was born on September 15, 1890, and died on January 12, 1976. She was a crime novelist, short story writer, and playwright. She also wrote six romance novels under the name Mary Westmacott. However, her sixty-six detective novels are more celebrated. She was born in an upper-middle-class family Torquay, Devon. In 1971, she was made a Dame for her contribution to literature. Christie's first book *Mysterious Affair at Styles* was

published in 1920. The novel introduced the celebrated detective Hercule Poirot. He went on to appear in thirty-three of her novels and fifty-four short stories. Jane Marple is Christie's other well known detective. Miss Marple was introduced in short stories and consequently appeared in twelve novels. Christie gained the reputation the "Queen of Crimes" for her use of incredible classic motifs in her works.

Christie's ability to combine period-specific subject matter with creative plot structures, psychology, and careful story development cemented her place in the canon of English popular literature.

The presence of contemporary subject matter was an element that made Christie's works hugely popular during the mid-20th century. Christie's interest in archaeology, a popular hobby among the wealthy in 1930s Britain, influenced her works considerably. Some of Christie's works feature archaeological themes, artefacts, and archaeologists prominently. In these works, the presence of ancient artefacts symbolizes death, impending trouble, and mystery: all elements that enhance the existing storyline. Agatha Christie honed these plot devices while writing her short stories. They gave her stories structure. Her audience too, craved this style where each section would lead (or mislead) the reader towards a satisfying climax.

The characters of Hercule Poirot, Captain Hastings, and Inspector Japp essentially remained the same. She would swap the victim, suspects, motive, and murder weapon to create new stories. Thus, her stories were different, yet the same.

Saradindu Bandyopadhyay

Saradindu Bandyopadhyay is a well-known Bengali novelist, short story writer, essayist, screen playwright, and poet. He was born on March 30, 1899, and died on September 22, 1970. His most famous invention is the Bengali fictional detective Byomkesh Bakshi. The first Byomkesh Bakshi work appeared in 1932. Saradindu also created Baroda, a ghost hunter. In his work "*Byomkesh O Baroda*", the two characters meet.

Although Bandyopadhyay was a writer in colonial India, he barely alluded to the British Rule in India. His works are all focused on Indians and show the impact of Indian culture. He displays a tendency to keep the detective stories at a rational level and writes them to be simultaneously read as social novels.

Hercule Poirot

Hercule Poirot first appeared in *The Mysterious Affair at Styles* and last appeared in *Curtain*. He is a Belgian detective and a Roman Catholic. He is also known as "Monsieur Poirot". Poirot's name was derived from two other fictional detectives of the time Marie Belloc Lowndes' *Hercule Popeau* and Frank Howel Evan's *Monsieur Poirot*. Poirot has green eyes that are frequently illustrated as glowing "like a cat's" when he is struck with an intelligent plan. He is exceptionally prompt and carries a "turnip pocket watch". Hercule Poirot's two famous catch phrases are "these little grey cells" and "order and method".

Perhaps these character traits began to grate on Christie herself and by 1930, Agatha Christie found her own creation "Insufferable", and by 1960 she declared him a "detestable, bombastic, tiresome, egocentric little creep". However, the audience liked him and therefore she refused to kill him off.

Byomkesh Bakshi

Byomkesh Bakshi first appeared in Saradindu Bandyopadhyay's *Satyanweshi* and last appeared in *Bishupal Bodh*. Byomkesh is a middle-class Bengali Indian sleuth. He prefers to be referred to as a "Satyanweshi" or "Truth Seeker" as he dislikes the term detective. He is married to Satyabati and they have a son. Thus, with regards to family and marriage, Byomkesh is a little dissimilar to other popular detectives who are not tied by familial bonds. He also ages with time in subsequent stories.

Byomkesh has a companion and a friend Ajit who is also the narrator of his stories. They meet in "Satyanweshi" where Byomkesh has chosen

another name for himself to hide his identity to catch the criminal red-handed.

The stories of Byomkesh Bakshi were initially written in Bengali. Nevertheless, they are now translated into English and Hindi languages as well. Even though a few of the stories of Byomkesh Bakshi were written in a colonial-era, there is negligible mention of the British or of the great wars. Byomkesh Bakshi is a cultured and sophisticated personality.

Impact

- **Impact on Writers:** Agatha Christie's impact on future writers was massive. People inspired by her wrote their own novels. Some writers started writing detective novels and eventually realized that the way Agatha Christie writes is not the only way of writing. In her novel, the crime/ murder is never solved without Hercule Poirot or Miss Marple coming and saving the day. The same is true for Byomkesh Bakshi. They also have a companion who is always with them in the process of solving the crime. Both writers have structured their main character in the same way. It gives ideas to new writers to write detective novels uniquely.
- **Impact on Readers:** Agatha Christie's books have always been favourites of those who love to read suspenseful detective novels. Today, everyone has a favourite Agatha Christie book. Saradindu Bandyopadhyay's audience was limited to Indian cities. He wrote in his regional language, Bengali, which created a language barrier for the readers. Fortunately, in recent years his books are being translated in English and Hindi. Most of the translators have done a good job.
- **Impact of the Cinematic Adaptations:** Almost all of Christie's books have been adapted into movies and plays. Most cinematic adaptations and plays have done a good job in portraying Christie's style. However, the TV adaptation of *The Murder of Roger Ackroyd* was a disaster! Unnecessary plot lines that served no purpose were added while the characters were not

fleshed out as well as they are in the book. The ending was the biggest disappointment. Poirot doesn't even get to present his deductions which led him towards the killer, because the murderer confesses. The 1977 movie adaptation of *Death on the Nile* is a treat. Lois Chiles and Simon MacCorkindale are stunningly on point as Linnet and Simon. Mia Farrow broods as Jacqui. Peter Ustinov is an impressive Hercule Poirot, and the supporting cast (of potential suspects) includes Bette Davis, Maggie Smith, Angela Lansbury, David Niven, Jane Birken and Olivia Hussey. There are some subtle changes from the book, with the omission of some characters and the combining of motivations, but these will not affect your enjoyment of the film.

In the case of Saradindu Bandyopadhyay, lately, Bollywood has adapted a few of his stories but done so poorly. It was the TV series, *Byomkesh Bakshi* (1993, 1997) - directed by Basu Chatterjee and made for DD National that was a successful adaptation. The series stars Rajit Kapur as Byomkesh Bakshi, K.K. Raina as Ajit Bandyopadhyay and Sukanya Kulkarni as Satyabati. The series had two seasons. The first season aired in 1993 and the second season in 1997. This series was well made and through it many people became fans of Byomkesh Bakshi.

Another adaptation is *Byomkesh* (2014-2015) - a Bengali crime drama television series based on the Byomkesh Bakshi made for Colors Bangla channel. The series stars Gaurav Chakrabarty, Saugata Bandyopadhyay and Ridhima Ghosh as Byomkesh Bakshi, Ajit and Satyabati respectively. Since this was telecast for a Bengali channel the language barrier mitigated its chances at national popularity. *Byomkesh O Chiriyakhana* (2016) was adapted for the big screen by Director Anjan Dutta. However, he fell short of living up to the expectations of a blockbuster. Even so, this movie was a better adaptation of the original story than Ray's *Chiriyakhana* (1967).

Timeline

Agatha Christie and Saradindu Bandyopadhyay both belong to the same era and are only a decade or so apart in age. Agatha Christie was born at the end of the Victorian Era. Saradindu was born in Colonial era in India. He began to write in the mid-nineteenth century and continued till after Independence. Agatha Christie wrote for a longer period from Georgian to the Post-Modern era.

Although Saradindu started writing in British India, his writings do not touch upon the British presence in the country. He depicts Indian culture and traditions, especially the societal mindsets of Indians.

The Murder of Roger Ackroyd

The Murder of Roger Ackroyd is the third book which includes Hercule Poirot as the chief sleuth. It is known for its unique twist in the tale - the narrator himself is the murderer.

This novel is set in the Twenties (1920-1929), when Poirot settled down in London and opened a private detective agency. These are the short story years. This was also the first phase of Agatha Christie's writing.

Laura Thompson, Christie's biographer, wrote:

"*The Murder of Roger Ackroyd* is the supreme, the ultimate detective novel. It rests upon the most elegant of all twists, the narrator who is revealed to be the murderer. This twist is not merely a function of the plot: it puts the whole concept of detective fiction on an armature and sculpts it into a dazzling new shape. It was not an entirely new idea ... nor was it entirely her idea ... but here, she realised, was an idea worth having. And only she could have pulled it off so completely. Only she had the requisite control, the willingness to absent herself from the authorial scene and let her plot shine clear."

It can be seen how Christie plays with words in this novel, especially with the words of the character of Dr James Sheppard. The reader sees the narrator, Sheppard, using ambiguous words, "I hesitated with my hand on the door handle, looking back and wondering if there was anything I had

left undone." in the beginning. It's only at the end of the story that the reader understands what those words imply when Sheppard is writing his suicide note. He says, "I did what little had to be done!". The words 'done' and 'undone' have been used various times to create an impact. Other hints are given through the mention of a difference of timings in the murder committed.

Death on the Nile

Christie wrote *Death on the Nile* in 1937. It is one of her most famous novels. A murder has already been committed and is followed by the murder of two more people. The plot includes a touch of romance, with murder motives being greed for fame and money. This novel belongs to the Thirties (1930-1939), and is part of the second phase in which Christie increased her novel production.

The story is set in Egypt, specifically on a ship on the Nile River. The passengers, including Hercule Poirot, are on a vacation. The newly married Mr Simon Doyle and Mrs. Linnet Doyle are on their honeymoon, with the presence of Jacqueline de Bellefort - former fiancée of Simon Doyle and former friend of Linnet. The reader learns that Jacqueline has been stalking Linnet angry at her marriage to Simon. Linnet complains of this to Poirot who dissuades Jacqueline from attempting any action that may cause harm to Linnet. We then meet all of these characters including many more on the ship and Linnet does get killed. There are several more sub plots to add to the confusion and in the end it emerges that Simon and Jacqueline were lovers who had plotted together to get Simon married to Linnet and then kill her with the aim of Simon inheriting her wealth. To hide this murder they had to commit a couple of murders more. Minor characters also commit minor crimes. This makes the mystery murkier and more twisted. For instance, Tim Allerton is a society jewel thief and stole Linnet's pearl necklace, switching the real with a fake necklace. However, Miss Van Schuyler then stole the fake necklace, creating more confusion in the murder mystery.

The Quills of the Porcupine (Shojarur Kanta)

Saradindu published *The Quills of the Porcupine* (Shojarur Kanta) in 1967. The novella was written in Bengali and has been translated to English by Sreejata Guha. There are two story-lines in this novella, one a love story and the other a murder mystery. Both these stories intersect only later. The love story of a young girl, her lover and her husband is narrated in a straight-forward manner while several murders occur quite unrelated to this love-story. The story reaches a climax when the husband survives an attempted murderous attack and Byomkesh Bakshi, the detective steps in to solve the mystery and connect all the threads.

The story is set in South Calcutta in the early 20th century. The unique point of the story is the murder weapon which, most unusually, is a porcupine quill as the name of the story suggests. The murders are unconnected with each other and start down the social scale, with the first victim being a beggar, the second a labourer and the third a grocer. The story then shifts towards the marriage of Debashish and Dipa, who are tied in a conventional arranged marriage even though Dipa tells her family that she loves someone else. Dipa's family thwarts her elopement attempt and marries her to Debashish, a gentleman who is caught unawares in a complex and quite hopeless situation. Dipa at once confesses her past relationship to her husband who, contrary to the patriarchal tendencies of the times, accepts the relationship and allows her to stay in his house and does not use force upon her in any manner.

The story progresses with many characters being introduced and thus adding to the confusion and the mystery. It takes Byomkesh Bakshi, the 'Truth Seeker' to divine the truth and catch the culprit who turns out to be Dipa's past lover.

The love story is etched out with a lot of sensitivity and charm. The characterisations are delineated realistically and the ensuing romance between Dipa and her husband Debashish, in spite of Dipa's resolve to not get close to him, is warmly narrated. However, the murder mystery seems extraneous to the love story and does not blend in properly. It's

only after the attack on Debashish and with Byomkesh Bakshi's arrival that the murder mystery angle becomes prominent. However, for much of the novella both come across as two separate stories.

The Menagerie

The *Menagerie* was written by Saradindu Bandyopadhyay in 1953. It was first published as *Chiriyakhana* in Bengali. As the name suggests, the story describes a set of people who are like a zoo of oddball humans. The story is set in Golap Colony, Mohanpur near Calcutta. The owner of Golap Colony, Nishanath, encountered some trouble and so had come to Byomkesh to seek his help. In the middle of the story, he dies and Bakshi uncovers the truth behind Nishanath's story.

Nishanath Sen had been a Sessions Judge once and had been running a business of flowers and vegetables. He was suffering from blood pressure and someone was troubling him by sending him the body parts of a motor car. All the gardeners/workers in his colony had uniquely strange pasts that had brought them to the Golap Colony. Nishanath welcomed everyone as long as they were trustworthy.

Nishanath Sen died suddenly and it seemed as if the death was caused due to natural reasons. However, Byomkesh noticed something unnatural and began his investigations. When the narrator described Nishanath at the beginning of the story, he mentioned that, 'He wore no socks'. However, when Byomkesh was examining Nishanath's corpse, he saw that 'He was wearing socks'. This is the first clue that he did not die naturally.

Several characters are introduced in the story. The story had two parallel problems leading to one solution. The other plot involves a missing actress Sunayana aka Netyakali who is revealed to be Bonolokhi at the end.

Similarities

Both the fictitious sleuths, Hercule Poirot and Byomkesh Bakshi belong to the same era. The difference is of course that while one operates in

Britain and rest of Europe the other is home-grown and lives and investigates in Calcutta and around. Love and greed are motives for murder in both pairs of novels. The Quills of the Porcupine has a parallel love story that moves alongside the murder mystery. Similarly *Death on the Nile* is a story of lovers who plot and commit a murder and then, to hide that murder, are forced to commit a couple more. Quite similar to *Death on the Nile*; *The Menagerie* too has a pair of lovers committing crimes to earn money and be able to live with each other.

Three of the novels also show the culprits committing suicide at the end. In 'The Menagerie', the culprits eat glass by way of suicide in front of other characters. In 'The Murder of Roger Ackroyd' the narrator who is the murderer, kills himself after realising he has nowhere to escape while in 'Death on the Nile' the murderer couple too commit suicide at the end.

Both the authors write about the upper class. All the characters are from the affluent classes or are people who have fallen in life and wish to climb up the ladder of class through crime.

Both the investigators are better known by other monikers. Hercule Poirot is called Monsieur Poirot, a form of Mr in French while Byomkesh Bakshi is known as Satyanweshi i.e. a truth seeker. A Bengali form of Monsieur is Babu that is often used to respectfully address the men in Saradindu Bandyopadhyay's novels.

Agatha Christie's works present the English upper class homes and milieu with their elegant homes and exotic artefacts. Hercule Poirot is always immaculately dressed and his thin pointed moustache is his trademark identity. He is a Belgian detective living in England and therefore, keeps lapsing into French. He uses French words all the time to reflect upon his thought. Byomkesh Bakshi is a Bengali and therefore wears a dhoti, kurta and a shawl and thinks and speaks in Bengali.

Another unique point of similarity is that Agatha Christie did not like Hercule Poirot and wanted to

kill him off. In fact she did kill him off and gave him an ornate funeral too in one of her novels but due to readers' persistent demand she had to resurrect him. Saradindu Bandyopadhyay loved Byomkesh Bakshi but at some point, he also stopped writing about him. However, after almost two decades he again began writing about him but this time Byomkesh was a married man.

Each of the four stories has a unique plot element. In *The Murder of Roger Ackroyd*, the narrator turns out to be the murderer and at the end commits suicide. His play with words can be understood only towards the end. Christie uses a previously unheard of plot device in the story.

The weapon in *The Quills of the Porcupine* is extremely strange - the hard quill of a porcupine. Secondly the actual intended victim survives the murder attempt because of another strange twist - that of his heart lying on the right side and not on the left side of his chest. In fact Debashish, the intended victim, shows through this plot twist that his heart is indeed on the right side, pun intended. *The Menagerie* has a strange set of human beings while *Death on the Nile* again has a plethora of diverse characters with other subplots to confuse the issue.

Contrasts:

Hercule Poirot always remained an unmarried man. He never ages and his appearance also remains unaltered. Byomkesh Bakshi was initially a bachelor but with the progression of novels, he aged and got married and had a child too. His friend Ajit was a single man.

Agatha Christie's famous creation Poirot, the sleuth, has a different style of catching the culprits and resolves the murder mystery in a closed space at the end, revealing the murderers before all. However, Saradindu Bandyopadhyay's intelligent truth seeker Byomkesh Bakshi generally catches the culprit red-handed and then recounts the crime in front of other characters.

Agatha Christie's stories are murder mysteries but Saradindu's stories are more than that. They are in

fact social novels as they speak of the society prevalent in those times. In *The Quills of the Porcupine*, we see how patriarchal Indian society was. We are made aware of how Dipa's wishes were never considered. On the other hand her husband, Debashish expressed great care and concern for her. He always asked her opinion about everything that mattered. It is quite horrifying to note that even women from affluent families had certain taboos when it came to food. Dipa and other young unmarried girls then were not supposed to eat eggs. The author draws a very warm and sympathetic picture of Dipa who is a strong young girl caught in a trap. We also learn of the casteism prevalent in society. It was not enough to belong to the upper class Brahmins for marriage purposes, but even the sub-caste had to be adhered to and 'gotra' was important.

Saradindu's novels give us nuanced picture of characters and they develop and grow on us while Christie's characters are generally single faceted characters caught up in the drama of the mystery and the murders. At least in these two novels taken for study, Christie has not portrayed any depth to the characters nor has she dwelled on social injustice, which definitely existed in the Europe of the early to mid twentieth century. Most of the major characterizations are quite superficial.

Saradindu also dwells a lot upon the psyche of the characters. Readers can immediately understand Dipa's change of heart towards Debashish as the point of view shifts from third person to Dipa and occasionally to Debashish's perspective.

Conclusion

Agatha Christie, an English writer, achieved huge fame due to the colonising power of Britain and the might of the English language. The numerous English films made on Agatha Christie's novels also contributed to her fame till she became renowned as the "Queen of Crimes".

However, Saradindu was well known only in Bengali literary circles. It was much later when Byomkesh Bakshi, a Bengali film starring Bengali superstar Uttam Kumar, was released that the

character became famous. The television series that appeared in the 1990s starring Rajit Kapur, helped popularize Byomkesh Bakshi nationally.

There are more than 20 films that have been made on Byomkesh Bakshi. However, amidst all this, the creator of Byomkesh Bakshi, Saradindu Bandyopadhyay, has largely remained neglected. This is quite unlike the other famous Bengali fictional investigator Feluda, created by Satyajit Ray. Feluda was well-known because of Satyajit Ray.

Thus though both Agatha Christie and Saradindu Bandyopadhyay wrote during the same time period and in the same genre, yet Christie's acclaim highly surpasses that of Saradindu's.

While it is true that Saradindu's body of work is far lesser than that of Christie's, Saradindu's style of writing, plot construction, art of characterization and storyline is in no way inferior to Agatha Christie's. Christie's works have also been adapted into numerous plays, movies and television series, thus fanning further the flames of her popularity. Saradindu's works have only recently translated into Hindi and English.

This research study shows that Saradindu Bandyopadhyay's Byomkesh Bakshi novels, if compared to Agatha Christie's Hercule Poirot novels, will match Agatha Christie step by step and in some cases surpass her and prove superior to her works. The researchers have chosen to study Saradindu Bandyopadhyay since they believe that he too deserves his rightful place under the sun and his translated works should be read all over the world to acknowledge his worth as a writer of murder mysteries and creator of Byomkesh Bakshi.

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Protection of Geographical Indications under the International Legal Regime

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Abstract:

The research paper elucidates the term geographical indication and the rationale behind the protection of geographical indication. The international laws for protecting of geographical indications can be classified into pre TRIPS Era and protection under TRIPS Agreement. The Paris Convention for the Protection of Industrial Property (1883), Madrid Agreement for the Repression of False or Deceptive Indications of Source of Goods, 1891 and the Lisbon Agreement for the Protection of Appellations of Origin and their Registration, 1958 are the various post TRIPS agreement dealing with geographical indications. The problems faced with regard to the protection of geographical indications, mainly by the developing countries are also being identified and possible solutions to the identified problems are also suggested.

Keywords: Geographical Indications, Protection

Introduction

Marks indicating the geographical origins of goods were the earliest types of the trademark. The issues with respect to geographical indications (GIs) are an important and highly controversial area in the current trade discussions. Geographical Indications are a category of distinctive signs which recognizes a product for its quality, characteristics or reputation connected with a particular geographical area. ‘Darjeeling’ for tea from this district in India, ‘Champagne’ for sparkling wine from this district in France, ‘Scotch’ for whiskey from Scotland are all examples of geographical indications.

The past few decades witnessed the emergence of geographical indications as one of the most important instruments to protect quality, reputation or other characteristics of goods essentially attributable to their geographical origin. Geographical indications are being recognized as one of the most effective intellectual property right for developing countries because of its potential to localize economic control, reward holders of traditional knowledge and encourage indigenous

social development. Indeed the inclusion of these marks in the WTO Agreement on Trade Related Aspects of Intellectual Property (TRIPS Agreement) was a significant achievement of the Uruguay round of the GATT.

Operationalizing Geographical Indications

The following are the conventional definitions which can be found in the literature on geographical marks.

- Indication of Source refers to a sign that indicates that a product originates in a specific geographical region.
- Application of Origin refers to a sign that indicates that a product originates in a specific geographical region only when the characteristic qualities of the product are due to the geographical environment, including natural and human factors.
- Geographical Indication includes both the above concepts.

Article 22.1 of TRIPS points out that:

Geographical indications are, for the purpose of this Agreement, indications which identify a good as originating in that territory, where a given quality, reputation or another characteristic of the good is essentially attributable to its geographical origin.

Rationale of Protecting Geographical Indication

The following can be attributed to the rationale of protecting Geographical Indication.

Firstly, they are based on the collective decision-making process and serve the needs of the indigenous and local communities and farmers.

Secondly, they allow for continued evolution reward traditions.

Thirdly, they give importance to the relationship between human efforts, culture, land resources and environment.

Finally, they are not freely transferable from one owner to another.

Thus geographical indications reflect the culture, human efforts, traditions, and environment of a particular region.

International Protection of Geographical Indications before TRIPS

The Paris Convention for the Protection of Industrial Property (1883)

The Paris Convention concluded in 1883 can be considered as the first major step taken to protect the rights of creators by ensuring that their intellectual works were protected in other countries too. This convention applies to industrial property i.e., patents, trademarks, industrial designs, utility models, service marks, trade names, geographical indications and the repression of unfair competition.

The Convention deals with three main aspects i.e. national treatment, right to priority and the common rules that each of the contracting states has to follow.

It was the Paris Convention which addressed the need for protecting the geographical indications for the first time. Paris Convention in its Article 1(2) lists the objects included under industrial property and of which appellations of origin and indications of the source are considered to be industrial property.

The definitions of either term are not provided under the Paris Convention directly, but a broader interpretation of the language of the convention allows one to infer the following definition of an indication of source “an indication referring to a country, or to a place situated therein as being the country or place of origin of a product”. An indication of source provides information about the geographical origin of a product but does not imply any special quality or characteristic of the product for which it is used.

Article 10 of the Convention requires the members to make sure that indication of the source on goods are not used to mislead the public as to the true geographical origin of the good or in other way protection against unfair competition.

Further, the convention also stipulates that, in cases of use of false indications of source on goods, the goods are to be seized upon importation or, ultimately, to be subject to the actions and remedies available in the country of importation. It further stipulates the member countries to come with appropriate legal remedies to prevent the use of false indications of origin.

Madrid Agreement for the Repression of False or Deceptive Indications of Source of Goods, 1891

The Madrid Agreement, concluded in 1891, provides that all goods bearing a deceptive or false indication of the source of one of its contracting parties or a place situated in the contracting state is being represented, should be seized on importation or this kind of importation must be prohibited, or other actions must be taken.

The Agreement also provides for the procedure by which such seizure may be affected and requested. The agreement also prohibits the use of any use in

connection with the sale of any goods, a false indication of the goods which may result in deceiving the public as to the source of the goods. The agreement does not establish a union, governing body or budget.

The geographical indications can be protected as certification marks, guarantee marks, collective marks, certification marks. This means that an international registration system for trademarks, such as the Madrid Agreement concerning the International Registration of Marks of 1981, (also known as the Madrid agreement), and protocol relating to the Madrid Agreement concerning the International Registration of Marks of 1989, could also serve as appropriate means for the international protection of geographical indications.

The Madrid Agreement was revised in 1911 at Washington and later on in Hague in 1925, at London in 1934, at Lisbon in 1958 and at Stockholm in 1967.

The Agreement is open to States party to the Paris Convention for the Protection of Industrial Property (1883). Instruments of ratification or accession must be deposited with the Director General of WIPO.

Lisbon Agreement for the Protection of Appellations of Origin and their Registration, 1958

The Lisbon Agreement which was concluded in 1958 guarantees protection to appellations of origin, that is, the "geographical denomination of a country, region, or locality, which serves to designate a product originating therein, the quality or characteristics of which are due exclusively or essentially to the geographic environment, including natural and human factors"

Geographical denominations are registered upon the request of the competent authority of a contracting state by the International Bureau of WIPO in Geneva, which will maintain International Register of Appellations of Origin and also notifies the contracting states of the registrations. Such registrations are also published

in the Lisbon system's official bulletin, Appellations of Origin.

As per Article 5(3), a contracting state may declare within one year of receiving the notice of registration, that it cannot ensure the protection of a registered appellation within its territory. Such a declaration must include grounds for the refusal of protection. The contracting states may subsequently withdraw a refusal, according to a procedure foreseen under the Lisbon system. A registered appellation will be protected against usurpation or imitation, even when used in translation or accompanied by words such as "kind", "type" or the like (Article 3), and may not be deemed to have become generic in a contracting state as long as it continues to be protected in the country of origin (Article 6).

The Lisbon Agreement was revised in 1967 at Stockholm and was amended in 1979. This agreement created a union with an assembly. Every state member of the union that has adhered to at least the administrative and final clauses of the Stockholm Act is a member of the assembly.

Protection of Geographical Indications under TRIPS

The World Trade Organization agreement on Trade Related Intellectual Property Rights, with 7 parts, 23 articles is considered as one of the most significant commercial treaties of the modern times, which actually plays a key role as to the operation of Intellectual Property system. It lays down the basic principles, standards, enforcement, acquisition and maintenance, dispute prevention and settlement, transitional arrangements, as well as constitutional arrangements of Intellectual Property. The inclusion of TRIPs agreement with WTO has made it mandatory for the member states to enforce Intellectual Property laws seriously and strictly.

The conclusion of the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS Agreement) in 1994 heralded two important changes for global intellectual property regulation. First, the agreement made compliance with certain

minimum intellectual property standards a requirement of membership in the World Trade Organisation (WTO). Second, it subjected these standards to the WTO's mandatory dispute resolution process.

TRIPS Agreement provides for three major principles i.e. national treatment, most favored nation treatment and international exhaustion of rights.

The World Trade Organisation and the TRIPS agreement, in fact, affected social, economic cultural, educational, technological, agricultural fields of many countries, who became members. TRIPs aim to set out the minimum standards which the member states must follow in relation to Intellectual Properties and the ensuring of adequate mechanisms for the enforcement of Intellectual Property Rights and also on enactment of new one. It was under the TRIPs agreement that the term geographical indications were used for the first time in an International Agreement. Art 22.1 of the agreement defines geographical indications as, "indications which identify a good as originating in that territory, where a given quality, reputation or other characteristics of the good is essentially attributable to its geographical origin." The TRIPs agreement does not include the term services.

Article 22 of the TRIPs provides for two standard levels of protection for geographical indications i.e. firstly it must be protected against use which would mislead the public or secondly which constitute an act of unfair competition.

However, under Article 23 a higher or enhanced level of protection for geographical indications for wines and spirits is provided. In the special cases of wines and spirits TRIPS Article 23.1 prohibits the use of translations of geographical indications or attachment of expressions such as 'kind', 'type', 'style', 'imitation' to products not originating from the place indicated, even where the true origin is clearly indicated. So with this Champagne-style sparkling wine made in the USA would be prohibited even though this is clearly not deceptive. In implementing these provisions many

developing and developed countries have opted to provide a uniformly higher level of protection to all eligible geographical indications.

Under Article 22.3 of TRIPS, provides that registration of geographical indications as a trademark can be refused or invalidated if their use is likely to mislead or deceive the public as to the true place of origin.

Article 24 is dealing with certain exceptional cases in which geographical indications need not be protected, such as when the geographical indication is not or ceases to be protected in the country of origin or has fallen into disuse in that country or when a name has become the common (or "generic") term (for example, "cheddar" now refers to a particular type of cheese not necessarily made in Cheddar, in the UK), and when a term has already been registered as a trademark.

Protection of Geographical Indications under Indian Intellectual Property Regime

Until 1999, despite being a party to the TRIPS Agreement, India did not enact any law on geographical indications. The judiciary, however, played a significant role in preventing persons from taking unlawful advantage of geographical indications.

The agreement on Trade Related Aspects of Intellectual Property Rights, provides that there is no obligation to extend protection to the geographical indication unless it is protected in the country of its origin. However, India would be required to extend the protection of goods imported from other countries which provide for such protection. In view of this, it was considered necessary to have a sui generis legislation for the registration and for providing adequate protection for geographical indications.

The Geographical Indications of Goods (Registration and Protection) Act, 1999 was enacted to prevent unauthorized persons from misusing geographical indications, protecting consumers from deception and for increasing the economic prosperity of the producers of such

goods and also for promoting goods bearing Indian geographical indications in the international level.

Problems and Suggestions

In the light of the brief discussion on the international system on geographical indication protection, some preliminary observations can be made. The TRIPS Agreement provides only for minimum standards of protection and the types of protection available for geographical indications. The remedies are at the discretion of WTO members. Thus there is a lack of uniform international regulatory measures making it a difficult task to obtain protection of geographical indications abroad.

Most of the developing countries which have well-known geographical indications did not get any additional benefit much from the general provisions under TRIPS. Instead, they are obliged to give special higher protection to wines and spirits. Presently developing countries are forced to persuade their legislatures to provide a higher level of protection for wines and spirits, which are mainly European made without any reciprocal benefits. For countries, where drinking of alcohol is a moral issue, this obligation is a serious problem. Developing countries have two options i.e. either to give higher protection to all geographical indications uniformly or to grant two kinds of protection with higher levels of protection to wine and spirit.

One possible solution to this problem is that the developing countries should pressurize for a common list of geographical indications for wines and spirits. Such a list could be prepared by negotiations in the council for TRIPS provided in Article 23.4 of TRIPS on the establishment of a multilateral system of notification and registration. Furthermore, at the international level, the developing countries should moot for a similar kind of protection to all goods, rather than providing for a higher degree of protection only to wine and spirits. Bilateral agreements giving a reciprocal higher level of protection is actually a method by which developing countries can protect their own products.

Conclusion

The World Trade Organization agreement on Trade Related Intellectual Property Rights has granted wide protection to distinctive signs such as service marks, well-known marks and for geographical indications relating to wines and spirits. Many of the developing countries are appealing to the TRIPS Council, to widen the scope of higher protection not just to wines and spirits but also to other sectors of importance. But this proposal has been highly opposed by developed nations like the United States. The uneven protection under the divergent legal systems and the two types of protection adopted by TRIPS are in fact a great risk in the international legal regime for the protection of geographical indications. It is always advised that such discrimination between wines, spirits, and other products should be avoided and a uniform level of protection for all products should be brought out.

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The #MeToo India Movement

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“A nation’s culture resides in the hearts and in the soul of its people”-Mahatma Gandhi

#MeToo, a movement, set the stage for a plethora of debates, discussions and a large number of media outbursts. A famous feminist battle, which started a couple of years ago in the United States Of America snowballed by spreading a wave of dark hidden truths about media and the entertainment world. A movement which once again brought to the world the dark truths and the realities of the entertainment world telling us how power and authority can be abused to harass and brutalize women.

#MeToo is a campaign reflecting misogyny and feminist disgrace. Every woman on the planet will have a dangerous account of the hashtag, something which was buried in their minds because they thought that was the only way to deal with it. Apparently, apart from Barbie dolls, accessories, rhymes, there have been many other twirling sounds which have caused discomfort, in their growing up years, such as whistling, eve-teasing, lewd remarks. The little angels even before they can understand the concept of gender, are ignited by the videos of good touch and bad touch by the teachers or parents, with the idea of making them aware. The perpetrators could be wearing the mask of a teacher, boss, colleagues, employees, male friends, fiancé, uncles, shockingly even a father, grandfather or brother (culturally considered as a protector).

The campaign forces us to question why these revelations have only been from a handful of women from the world of media, entertainment, or the world of words-journalism. What about other

women out there and their accounts, many more dangerous and shocking truths must be still under wraps. The social stigmas, gender stereotypes and the economic challenges leave no choice but to bear the brunt of such painful relationships to escape the societal fear. We live in a society where women fighting divorce or separation battles are looked down upon by many and where marital rape does not have legal recognition. Where we judge a rape survivor on the basis of her dress or the time when she was out in the public space or on the basis of friends she keeps or the places she visits, which apparently are not at all questionable for men in the same society.

The irony is that while these women had the courage to voice their opinions due to their educational and financial backing, majority of women in the country lack either or both in majority of the cases. Consequently, without any educational and financial support will they ever get a platform to voice their grievances, share their hidden trauma, and many such poignant every day memories. Apparently within the four walls of many such homes, the realities like drunk wife-beating or forceful sex are all considered as a marital package and women do not have recourse to any intervention mechanisms. Furthermore, sometimes the parents are so poor that they are helpless to provide any moral or financial support to their married daughters to help them or pull them out of these inherent dangers. Moreover the fear of stigmatization and defamation haunts them leading to complete silence on these issues. The stark realities are not only limited to rural India, but are equally witnessed in the urban context. Women are considered as marginalised gender and are suppressed, in all forms, whether female

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foeticide, inequality, discrimination, educational backwardness, lack of higher education, early marriage, dowry deaths, domestic violence and sadly it goes on and on. The suppression encompasses women belonging to any age group, though younger women, less educated and economically disempowered women are more likely to be targeted. Surprisingly the actors or the media persons who played the roles or characters as caring, father figure or champions of women empowerment are the ones who are perpetuating these crimes behind the curtains and their overconfidence might have ignited them to believe that these things would never be leaked out in the media.

Many stories will forever remain unheard like the stories of child sexual abuse. The most painful part is that these children have no clue of what's happening to them. Statistically, 1 out of 3 girls and 1 out of 5 boys have been suffering sexual abuse of different kinds. And shockingly 90% of child sexual abuse victims know the perpetrator in some or the other way. In fact, it is a family member in the majority of the cases. Many such cases might be going unreported, for fear of social stigma and sadly, many a times the small angels might have never shared such painful stories out of fear of the perpetrators.

Majority of such stories will never see the light of day, where social name, status and fear overpower, in burying the truth within the families itself. The possibility of the truth being hidden is more when the perpetrator is the family member itself, such as father, brother, grandfather or may be an uncle. A campaign which started with a woman fuelled the confidence and inner strength of many other women to join the campaign and share their stories of abuse and humiliation. Only a couple of perpetrators admitted their wrong doing but many couldn't afford to hurt their self-esteem and their public fan following and thus, in turn filed defamation cases against the victims to oppose the allegations. The defamation suits will languish in the courts for a couple of generations, considering the slow moving criminal justice system in India.

The #MeToo instigated a plethora of streaming dialogues, thought provoking discussions, recounting of painful narratives in public spaces and many more perhaps will be heard in discussion forums and conferences in future. A wave which gave wings to many harsh realities of our world and instigated us to dig into our minds and question whether this is all in the name of growth and development. Or is this what development is all about! We are a developed nation, with technological advancements, infrastructure enhancing innovations, breath-taking ventures, yet women's safety is still a question mark. Very often the survivor herself is at the receiving end after she goes through a harrowing process of accessing justice.

The hashtag movement only mentions women. We still do not know what other genders and trans persons face. Masculinity is not only about power, or being physically strong, it is also about emotions. A truly inclusive society is one which accepts the marginalised genders and accords a dignified status to them, irrespective of their gender identities. In the words of Father of the nation, Mahatma Gandhi, "Every development initiative is worthwhile if it reaches out to the last citizen of the nation".

"You must be the change you wish to see in the world"- Mahatma Gandhi

In the end, the debate forces me to pen down a few lines of my poem, "I want to fly"-

I want to fly,
They slashed my wings,
I protect my nestlings,
High and high,
Above the sky,
I want to fly!

I will create a world,
Where each one is heard,
Where every touch is good,
High and high,
Above the sky,
I want to fly!

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I want to flow like a stream,
To fulfil my desire and dream,
No eve-teasing, no whistles, no violence, no cry,
High and high,
Above the sky,
I want to fly!

Where feminism is graceful,
And misogyny is punishable,
Where victims can walk with their heads high,
High and high,
Above the sky,
I want to fly
I want to fly!

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A Study on Contraceptive Usage Before and after the Restriction on Media Messages on Prime-Time Television Viewing in Mumbai

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Abstract:

In this age of technology, where there are no restrictions on the content that can be consumed by users, a restriction on media messages in prime-time television is absurd. Since we consider media to be the major source of information for everything under the sun, therefore the main aim of this research was to investigate into the efficacy how effective and pragmatic is the thought was the main reason for this research, which tried to analyse the effectiveness and factors influencing the usage of contraceptives among people of Mumbai.

Keywords: Contraception, Usage, Media, Messages, Prime-time, Restriction

Introduction

Homo sapiens evolved as a slow breeding animal. Prehistoric societies had fertility rate from 4 to 6 percentages. Approximately half of the children that were born died before they could reproduce or before they could hit puberty and that led to a slow population growth. The babies were breastfed till the age of 3 to 4 and this automatically allowed for spacing in pregnancy.

However, urban civilisations, though advantageous, brought about Puberty at an early age. Breastfeeding too was shortened and supplementary food was introduced earlier. All this led to an increase in the fertility. In the Modern world, if a woman had intercourse with a man from the age of 20 to menopause, without artificially limiting fertility, she could give birth to minimum 10 children. So, sooner or later, society had to adopt methods or procedures to restrain the family size.

This need to restrict the family size, led to the development of contraceptives, which started with natural herbs and went on to using scientific and chemical methods.

Medieval Period to 19th Century

In Medieval Europe after a Priest had an intercourse with his Mistress, she asked "What if I get pregnant from you? I shall be shamed and lost" the Priest replied "I have a certain herb, if a man wears it when he mingles his body with that of a woman he cannot engender, nor can she conceive" This was the earliest use of contraception to avoid pregnancy after having sex.

The 19th Century Industrial Revolution saw the explosion of Western influence all over the world. The industrial revolution witnessed a great rise in the number of abortions and led to the development of an 'Abortion Industry' where abortions were charged with pennies. In early 1504, Fallopius had commended the use of condoms to avoid venereal diseases after sexual intercourse. The Americans made condoms out of caecum of a sheep, but by 1844 they discovered the vulcanisation of rubber and after 1870 reasonable quality rubber condoms were widely available. In 19th Century, Female Barriers (Contraception) were well established, which had cervical caps and diaphragms for women to use.

In 1909, A German medical practitioner described a flexible ring made of silk that could be placed in the uterus of a woman- Intrauterine Devices (IUD)

- to block the cervix. Many more practitioners worked on the concept of IUD and bought in other advancements too but the interest in IUD was short-lived. Besides these, Sir Astley Cooper experimented with Vasectomy on dogs in 1830, giving the world a permanent method- Sterilization - by 1881.

The biggest barrier in introduction of new or different methods of contraception was the lack of understanding of the human reproductive system and the scientific knowledge to developing new method.

The Development of Mass Contraception for Indians

In 1920s, unchecked population growth was an impediment to India's progress, development and modernity. While Western and Indian elite understood the importance of the need of contraception, Mahatma Gandhi wanted the narrative to shift to unequal distribution of resources. However, all failed dismally to bring a system of birth control for mass population or mass usage.

A.P. Pillay in his book *Birth Control Simplified* listed the pros and cons of different contraceptive techniques like use of Intra-cervical and Intrauterine devices other than the cervical caps. But, Gandhi along with some Nationalists felt using of contraception would disconnect sex from reproduction. But the Census Report of 1931 was the watermark of overpopulation, that catastrophe that forced Western Colonials to induce use of contraception to control the population as till then citizens weren't keen on using any contraception. However, India turned out to be one of the first countries to adopt family planning and set up the Ministry of Health & Family Planning in 1951. Once, the importance of birth control was realised, the discovery of an ideal method- one that is simple, safe, reliable and cheap - commenced. Many state and non-state entities started Family Planning Association of India that experimented different methods of contraception to be used by the masses.

This was the time when the Government advanced each and every method to inform citizens about all means of contraception, giving them a choice. The Government on the basis of class, caste, community and gender was measuring the capabilities of the citizens, to which experts opined that the subaltern was irrational in making contraceptive decision and could not be trusted with regular and precise execution of birth control technique. So, the government created a top to bottom pyramid to control the contraceptive usage by citizens.

During the post-independence era, power shifted from Western Colonials to Indian Nationalists and then different methods of contraception were advocated over a period that started with Mahatma Gandhi, passed on to Jawaharlal Nehru and then to Indira Gandhi. All the above three proposed different methods to control the ever-increasing population.

The Rhythm Method

The rhythm method during early days of independence helped the citizens to know the days during which sexual intercourse could be performed and would not lead to pregnancy. The responsibility was on the woman to keep a vigilant eye on her Fertility Circle and mark the days when she was fertile and infertile and perform intercourse during infertile days to avoid pregnancy.

IUD or Lippies Loop

In 1965, IUD or Lippies Loop was approved by Indian Council of Medical Research as a family planning tool. Every state was reluctant to promote usage of IUD initially. The main reason for proposing IUD was that it was cheap, convenient, safe and required minimal personal and professional attention.

Sterilisation

In 1931 the first ever Sterilisation was performed in Mumbai. Doctors were rewarded twenty-five rupees for performing Vasectomy. The Government did set-up different Sterilisation camps to establish the acceptability of Sterilisation.

The Condoms

Condoms were produced privately and sold at a higher price which made it accessible only for the upper class of the society. The Indian Institute of Management suggested importing and selling of condoms which would decrease the cost and also make it accessible to the general public of all classes. Initially, condoms were used as a shield to get protection from HIV and sexually transmitted diseases rather than as a method of protection against pregnancy.

After Independence, when the government was struggling to build an economy and a law system in 1947, the government took steps to control the exponential population growth, issuing propaganda, encouraging social marketing, producing, promoting and distributing low cost condoms. Initially with the launch of condom as a method of contraception the authorities felt condom was a product that intruded into the personal lives of citizens thus leading to condoms acquiring a negative image.

Female condoms

Female condoms are described as 'travelling technology', an interaction of technology, diffusion and donor agencies that opens a possibility for greater women's empowerment and sexual autonomy. In 2007, HLL launched its first ever female condom, called Confidom in India.

The main reason for anybody to use contraception should be:

Family Planning

India was the first country in the world to have launched a National Program for Family planning in 1952. There have been enormous changes in the program since its launch; there is a gradual shift from clinical approach to the reproductive health approach. Family planning has undergone a paradigm shift and emerged as one of the interventions to reduce maternal and infant mortalities. It is believed, greater investment in family planning could help in stabilizing population and help women manage the appropriate family size and avoid unintended and

mis-timed pregnancies. Deaths due to abortion can be alleviated through usage of contraception. The contraceptive methods currently available under the National Family Welfare Program are divided into two categories, namely Spacing Methods and Permanent methods.

Protection against HIV

HIV is believed to have crossed over from Chimpanzees to humans in Kinshasa, the Democratic Republic of Congo in 1920. Till 1980s nobody had any information on the people infected of HIV/AIDS. Initially it was believed to be transferred only to or through gay men, but after many women started getting infected with HIV/AIDS it was believed heterosexual men also could be infected of HIV/AIDS.

In April 1984, the National Cancer Institute announced that they had found the cause of AIDS, the LAV and HTLV-III retrovirus (parasite).

India has been the third largest HIV epidemic infected country in the world. Overall, the HIV epidemic is slowing down compared to previous years only due to the HIV treatment, education, care and support.

Protection from Sexually Transmitted Diseases (STD)

The old terminology 'Venereal Diseases' has been superseded by 'Sexually Transmitted Diseases' which is now known as 'Sexually transmitted infection'. STD includes diseases caused due to sexual intercourse. Sexual transmission requires an agent, a partner body that is susceptible to the agent and sexual intercourse, which can transfer the pathogen. STD and STI differ; STD involves infection leading to clinical diseases that may include genitals and other parts of the body. In addition, STI includes the infection that may not be caused due to the clinical diseases of genitals, but are transmitted through sexual intercourse. In India, the main strategy aimed at achieving effective management for people with established infections has been to integrate STD services into the existing health care system, with a special

emphasis on integration at the primary health care level.

Media Messages

Messages in the media are for educating, informing and entertaining its audience. Media messages have been a norm from the time of independence when many mediums were used to propagate the message to the citizen, starting with PSA- Public Service Announcements - which were messages that were delivered to target fragments with ease of setting.

In the year 1991, J. K Chemicals (then) owners of Kama Sutra approached Lintas, Mumbai, to plan and strategize the introduction of their product Kama Sutra in the market. The main aim of their media message was to add the note of pleasure to the product which would add a distinction to their product from that of the competitors. The adding of pleasure to the media message did steer a lot of controversies for the brand, which even led to the censorship or ban of certain media messages. The shift of context of media messages of using contraceptives for increasing pleasure to having safe sex took a long time.

Governments of any country, province or state propagate information about their various development programmes and activities of the government through a variety of media. The effectiveness of communication is critical as it determines the success of such government programmes. This also plays a vital role in building a strong and lasting government-citizen relationship. Integrated Marketing Communication (IMC) involves an optimum utilization of activities such as advertising, public relations, sponsorship of events and exhibitions in a synergistic manner to build a durable customer relationship. In India, both central and state governments operate programmes for the development of urban and rural areas and use IMC to communicate with the general public. The purpose of integrated marketing communications strategy is to work toward the common goal of customer focused marketing. The effect of IMC plans is to build bridges with other internal departments and make

everyone aware of the thrust and theme of the program. Indian companies are identifying the target niches on social and attitudinal behaviour, and offering common product across different demographics and also formulating the message accordingly. The restrictions laid down by the Information and Broadcast Ministry after a complaint from the Advertising Standard Council of India in the context of media messages for condoms led to a ban where initially all media messages were banned during prime time in Television, which was then equated to media messages depicting an obscene concept. The ban was initiated in the month of December in the year 2017, after which the miniscule media messages existing on contraception usage just vanished into thin air.

India is the second most populous country in the world and can potentially end up becoming the first. With this alarm, the ban on media messages would lead to an ill-informed, uneducated population about the usage and need for contraception. In addition, there are many cultural and religious bonds that restrict families from discussing contraception in public. Hence a restriction on media message would lead to no information or wrong information reaching potential users.

Theoretical Framework

To provide a theoretical understanding for this study, the researcher examines the dominant theories such as Shannon and Weaver Model of Communication, Medium Theory, Cognitive dissonance Theory and Phenomenistic Theory.

Shannon- Weaver Model:

In 1949, Claude Shannon and Warren Weaver proposed a mathematical model of communication that makes references to basic organization of communications technology. The model has a person, the encoder, who formulates a message by, for example, putting an idea into words. Words are symbols for an idea, for example the word 'chair' represents the object chair. The person/ device receiving the message, the decoder, unravel the signals and, on the basis of the symbols sent,

formulated meaningful content. In this case the decoder would formulate an idea of the object chair, which has been coded into speech or writing. The channel is the medium through which the message is conducted. The decoder may then let the encoder know that she or he has understood the message. This might be done by a simple non-verbal reaction. These responses are called Feedback. Any interference in the transmission of the intended message is referred to as noise. Noise maybe loud background noise or anything that distracts the attention from the main media message.

This theory has a correlation with this research. The communication model of Shannon and Weaver was followed during the formulation of a restriction on media messages on prime-time television. The reason for the restriction, as known was the complaint by ASCI to Ministry of Information and Broadcast. Decoding the theory, the sender of media message of contraceptive is the manufacturer of the contraceptive, who encodes the message in the form of audio-visual characters; sends across the message through the media channel, here in this case it is television. The receiver decodes the media message on contraceptive; takes meaning from the message and gets persuaded to use a specific contraceptive method due to the media message, the restriction on media message here acts as the noise, the disturbance in the communication process between the manufacturers of contraceptive and its user.

Medium Theory

Marshall McLuhan is considered to be the greatest philosopher in communication theories of 20th century. Marshall McLuhan is famous for his statement "The medium is the message" as he believed that the media modifies or disrupts the message when it is conveyed. Medium Theory is a set of approaches used to convey the differences in meanings of the message conveyed with regards to the different channels used to communicate it. The core assumption is that the media as we consider it is not just a channel where communication takes place but it is a diverse setting or environment that enables communication to happen and it may

change the meaning and sense of the information that is being transferred. Television is a medium that encourages collective watching among its users. Generally, a family watches television together during the evenings, which also led to the emergence of prime-time in television. The time of the day when everybody together watches television. The biggest benefit of television as a medium is its use of images, texts, and graphics, together to convey a message. This combination turns television into the most effective medium to convey messages to larger audiences, the images, texts and graphics all together build a perception or imaginative reality in the minds of the users.

Cognitive Dissonance Theory

In 1951, Leon Festinger synthesised a set of studies to distill a theory about communicating social influences. Cognitive dissonance enjoyed great popularity from the late 1950s to the mid 1970s. Cognitive dissonance is adopted from the field of social psychology; it is a combination of two terms Cognitive and Dissonance, where Cognitive means thinking and Dissonance means conflict or inconsistency. Cognitive dissonance refers to a situation involving conflicting attitudes, beliefs or behaviours. This produces a feeling of discomfort leading to an alteration in one of the attitudes, beliefs or behaviours so as to reduce the discomfort and restore balance, etc.

Everybody today is aware of the impending population of India and is also aware of the reasons for using contraceptive during intercourse, but still, as per United National Population Division Report 2015, only 53.5% of women use contraceptives in India. This proves that everybody is in the state of Cognitive Dissonance.

Phenomenistic Theory

In 1960, Joseph Klapper published his research on the effects of mass communication. It was a compilation and integration of all significant media effects findings produced through the mid-1950s and was intended for both scholars and informed members of public. Though informed academics had rejected mass society theory, too many people still believed that media has tremendous powers.

He wanted to calm their fears by showing how constrained media actually was in its ability to influence people. Klapper introduced a theory of media, called Phenomenistic Theory. Phenomenistic theory states that media rarely has any direct effect and is relatively powerless when compared to other social and psychological factors such as social status, group membership, attitudes and education.

Mass communication ordinarily does not serve as a necessary and sufficient cause of audience effect but, rather, functions among and through a nexus of mediating factors and influences. These mediating factors are such that they typically render mass communication as a contributory agent, but not a sole cause, in the process of reinforcing existing conditions.

The research tries to find out the factors other than media contributing to the usage of contraception and the attitudes, beliefs and social construct about contraceptives. The Research draws inspiration from Joseph Klapper Phenomenistic Theory.

Aim

To study and analyze the changes in contraception usage before and after the restriction on media messages on prime-time television in Mumbai.

Research Questions

- What is the narrative of media message on contraception?
- How has restriction on media message affected the use of contraceptives?
- Which are the factors other than media influencing the users to use contraceptives?

Hypothesis

H0 The use of contraception by users is determined by media message. (Null hypothesis)

H1 The use of contraception by users is determined not just by media messages but by other factors as well.

Methodology

This Research uses a combination of qualitative and quantitative methods of collecting data. This study uses quantitative method of research. Through the questionnaire, the researcher comes closer to understanding the audience's views on restriction of media messages in prime-time television alongside understanding the reason for using contraceptives and preferred contraception method. The focus of this Research is to understand the effect on contraception usage after restrictions imposed on media messages in prime-time television. The research also tries to understand the role of media in using a contraceptive for which a combination of Quantitative and Qualitative research is conducted.

Limitations of the Study

- The research has been limited only to the age group of 20 to 40.
- The researcher has limited the study to only Mumbai.
- The researcher has delimited the medium of information to television.
- As the research is subjective, it is not fully credible.

FINDINGS

This research aimed at understanding the contraception usage and its correlation with the restriction on media message during prime-time television for which a survey and in-depth interviews were conducted. The questionnaire revealed the demographics and social status of the respondents/users using contraceptives. The questionnaire revealed the types of contraceptives used by the users and the reasons for using them along with the reasons for using contraceptives. The questionnaire also expresses the views of the public on the restriction of media messages. The in-depth interview reveals the perception and thought process behind the selection and usage of contraceptives, the narrative of media messages and the effects of restriction on the consumption of contraceptives, if any.

A Study on Contraceptive Usage Before and after the Restriction on Media Messages on Prime-Time Television Viewing in Mumbai

The survey had an equal number of male and female participants, but could not get Transgender to share their views on contraception usage and restriction on media messages as they were reluctant in participating. It is seen that, 67% of participants have used contraception before the survey was conducted and 33% of participants have never used a contraceptive before. 58% of participants used contraceptive as a part of family planning while 27% of the participants used contraceptives for health-related concerns whereas only 7% and 8% participants used contraceptives for protection against HIV and sexually transmitted diseases. 51% of participants prefer oral contraceptive and 49% of participants prefer invasive method of contraception, where some believe:

Oral contraceptives are easily consumable and don't involve fuss. - Unmarried woman, Navi-Mumbai.

Oral contraceptives are easily available. - Unmarried man, Mumbai.

Every contraceptive (oral or invasive) is available, though, I preferred oral contraceptive. Easily available and doesn't need any medical assistance in using it. Media has removed many misconceptions on usage of oral contraceptives too, Invasive ones needs medical assistance (like copper t) and procedures. - Married women, Navi-Mumbai.

Because long term use of oral contraceptive can lead to few problems like weight gain and few major problems too. I have seen few cases where use of oral contraceptive at an early stage can also lead to breast cancer in future. So it is better to go for invasive methods.- Married women, Mumbai

Oral, because they are healthy and easy to use. Cheapest way to avoid unwanted pregnancy. - Married man, Mumbai.

It was revealed that, 56% of people consider media as their source of information for contraception usage, while 27% of people consider doctors to be their source of information for contraception usage, 11% of people have been informed about

contraception usage by their family and 6% of people got information on contraception usage from their teachers. Some believed:

Doctors and family members have given the information first and later it is added and supported by media - Married woman, Navi-Mumbai

It was seen that of the 56% of people who believed media to be their source of information for contraception usage, 56% of them watched television, 9% of them read newspaper, 3% of them listened to radio and 32% of them surfed internet to gain information. It was revealed that, 55% of people were aware about restriction on media message in prime-time television and 45% of people were unaware about restriction on media message in prime-time television. It was revealed that 75% of people condemned the restriction on media message whereas 25% of people were in support of the restriction. Some of the reasons of condemning the restriction were:

Contraception is a topic which has restricted discussion or open talks among family members. But, media is the medium which can talk about it and convey messages to all people - Married woman, Navi-Mumbai

The message for contraceptives should not be banned as people should be educated about new methods of less complicated and correct method of family planning - Married women, Navi-Mumbai

On one side we intend to control our population and promote safe sex and prevent AIDS. Now we want to control that as well, where are we heading? To a society where everything is controlled? If the kids don't learn about condoms, how will they use it when they are adults - Married women, Mumbai

In an over populated country where the literacy ratio is low, media messages are very effective, as through the help of images and videos they will be able to understand. So, the restriction on media messages is really a backward thinking by government - Unmarried man, Navi-Mumbai.

It should be shown more often because it is not about making youth aggressive, but to educate the

youth to use contraceptives. This is a part of sexual education which is very poor in India - Married man, Mumbai.

It was seen that 93% of people thought media messages to be useful while 7% of people thought media messages were of no use and shouldn't be there. It was revealed that 93% of people never felt religion as a hindrance to using contraceptives, while 5% of people felt religion as a hindrance in using contraceptive.

There were in-depth interviews, with gynaecologists and pharmacists, to understand the perception and thought behind contraception usage and how media contributes to the usage of contraception. All believed family planning to be the primary reason for using a contraceptive. The interview also revealed that all patients consulting them are women, married and unmarried. Pharmacists revealed that people coming to buy a contraceptive were generally men. All of them feel, thought media message are important for informing the users about contraception; but the current media messages are misleading and do not intend to educate or inform the users rather focus on promoting pleasure. The doctors believed media messages act only as a catalyst to introduce a new product to the users, but usage of contraception is not all based on just media and its messages but family, friends, colleagues and doctors also play an important role in usage of contraception. Pharmacists haven't seen any drop in the sales of contraceptives in their respective medical stores after the restriction.

If the partners are not accessing media messages together they could resort to illegal methods of abortion – Doctor.

People consider Abortion as family planning - Doctor

After conducting the survey and in-depth interview, it was seen that restriction on media message in prime-time television had no effects on the sale of any contraceptive, as reported by pharmacists. This correlates with the objective that media does not have a direct effect on its audience.

The survey further revealed the other factors affecting the decision-making on contraception usage. These are doctors, family and teachers and with in-depth interview it is also known that social circle of friends and neighbours also act as a source of information for contraception usage. Many doctors do believe the current narrative of media messages on contraceptives sell pleasure more than information, to which some believe; Companies sell pleasure because that is what a man likes - says a Doctor.

Doctors, also believe the reason for conveying pleasure through media messages is because the narrative is male dominated and undermines women. Media messages are only used as a source of getting information on new methods of contraception, as the survey says 34% of people get to know about new methods of contraception through the media and it is also one of the main reasons for the need of contraception messages.

The future prospects of research could be analysing the use of contraceptive among selected married couples of different age groups with varied number of children, education background and income levels, and understanding the selection and use of contraceptives through gender roles.

Conclusion

The Research rests on the Phenomenistic Theory promulgated by Joseph Klapper, which states media does not have a direct effect on the audience and is rather powerless when compared to other social and psychological factors such as social status and group membership. The Research tried to analyse the role of media in contraception usage based on Survey and Interview analysis. It was revealed that Media being a powerful medium for educating and informing wide public is failing miserably in letting people know the uses and reasons for using a contraceptive during sexual intercourse. This is the reason why even after years of media messages the use of contraceptives among couples still lies in the hands of a man, who selects the contraceptive that will be used by a woman during sexual intercourse. The power of selection of contraceptive lies in the hands of a

man and his decision is not persuaded by media but his friends, neighbours, colleagues and doctors.

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Photoconductivity and Non Linear Optical studies of an organic crystal

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Abstract:

A new organic NLO crystal GOA was synthesized by slow evaporation method. Glycine and oxalic acid were combined in 3 different molar ratios to form glycine oxalic acid (GOA) transparent crystals of sizes (2-6 cm) in 2 to 3 weeks time. The UV visible studies shows wide transparency window between 188 nm to 700 nm suggesting the use of grown materials for non linear optical applications. The NLO studies using Nd:YAG laser shows appreciable conversion efficiency for sample with change in concentration of oxalic acid. The samples exhibited positive as well as negative photoconductivity at lower applied fields, with more resolution at higher applied fields >200 volts/cm, separation between the light and dark current have been observed.

Key words: Glycine, Oxalic acid, UV studies, NLO studies, Photoconductivity studies.

1] Introduction:

Crystal growth is a vital and fundamental part of materials science and engineering. The field of crystal growth is in high demand due to its role for the development of several important components like high-efficiency photovoltaic cells in the area of alternative energy, medicine, and in the fabrication of light-emitting diodes. Organic materials are of great interest for most electronic applications because of their large optical nonlinearity, low cutoff wavelength, short response time, high threshold for laser power, excellent resistance to laser damage, high durability for very high frequency applications contrast with bandwidth limitations of conventional inorganic counterparts [1-3]. The properties of NLO organic materials are currently of great interest for applications in the field of communication technologies. In the field of nonlinear optical crystal growth, amino acids are playing a vital role because the amino acids are found to have special feature such as molecular chirality, which secure acentric crystallography structures and the presence of weak Vander walls and hydrogen bond

leads to wide transparency range in the visible and UV spectral regions and zwitterionic nature of the molecule which favour the physico-chemical stability. Amino acids are interesting organic materials for NLO applications as they contain donor carboxylic acid (COOH) group and the proton acceptor amino (NH₂) group in them, known as zwitterions, which create hydrogen bonds, in the form of N—H⁺—O—C, which are very strong bonds. Hydrogen bonds have also been used in the possible generation of non-centrosymmetric structures, which is a prerequisite for effective NLO properties. Although the salts of amino acids like L-arginine, L-histidine and L-proline are reported to have novel properties and the complexes of glycine with inorganic salts are not explored very much for Second Harmonic Generation (SHG) so far [4]. Glycine is the simplest amino acid which exhibit different physical properties. In this paper, I am reporting the growth of glycine crystals from aqueous solutions in the presence of oxalic acid as additive in different molar ratios.

2] Experimental Procedures

2.1 Growth of Crystal

Analytical reagent grade (AR) samples of glycine ($\text{NH}_2\text{CH}_2\text{COOH}$) and Oxalic acid (COOH)₂ (anhydrous) were dissolved in double distilled water and used for growth of crystal by slow evaporation method at room temperature. The amount of compounds according to their atomic weights was dissolved in double distilled water and aqueous solution was prepared and it was allowed to evaporate at room temperature.



Figure 1 experimental arrangement for crystal growth

2.2 Ultra Violet Spectroscopy

UV and visible spectroscopy provides us information about the structure of the molecules that contains double bond or triple bond or conjugate bond. The relevant experimental setup and the instrument VARIAN, CARY- 5E USA used for the UV spectral analysis is given in figures 2& 3.



Figure 2 UV spectral analysis setup

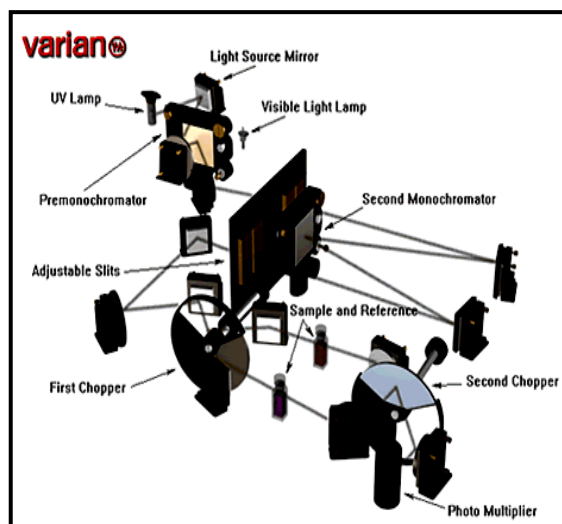


Figure 3 Varian, Cary-5E USA.

2.3 NLO Studies

Second harmonic generation efficiency measurement

The SHG conversion efficiency of crystals have been determined by modified version of the powder technique developed by Kurtz and Perry. The crystals were crushed and powder was filled inside the capillary tubes [5]. An Nd: YAG laser beam of wavelength 1064 nm, Pulse energy 2.9 mJ/pulse and pulse width 8 ns with a repetition rate of 10 Hz were used was made to fall normally on the sample cell. The transmitted fundamental wave was absorbed by a CuSO_4 solution (F1) which removes the incident 1064 nm light. F2 is a BG-38-Filter which also removes any residual 1064 nm light. If is an interference filter with band width of 4nm and center wavelength of 532 nm, the green light is finally detected by photomultiplier tube and displayed on a storage oscilloscope. The photo multiplier tube Hamamatsu R2059 was used as a detector It was continuously pumped and repetitively Q-switched at 2 KHz, with an average output power of about 0.1 watt in an unpolarized 3-mm-diameter beam[6]. Powdered samples were prepared by grinding small crystalline pieces and sorting with sieves to obtain particle sizes in the range 74 to 125 μm . The photomultiplier output was amplified and rectified in a phase

sensitive amplifier, and the resultant dc-level signal was displayed on a strip-chart recorder. A KDP crystals powdered to the identical size was used as a reference material in the SHG measurement.

2.4 Photoconductivity Characteristics

Photoconductivity is optical and electrical phenomenon in which a material becomes more conductive due to absorption of electromagnetic radiation such as visible – light, ultra violet light, infrared light or gamma radiation[7]. The photoconductivity was measured on polished and silver pasted crystals . The Pico meter is setup in a particular range and zero adjustments is made prior to set the experiment. The sample needs to be placed on glass slides which was illuminated with a 100 - watt tungsten lamp (having iodine vapors) placed at a fixed distance of 10 cm. Maximum voltage up to 300 volts was applied in step wise manner. The sample was covered with dark cloth for no light measurement. Additional power supply may be used in series for some samples .The circuit is made to normal light condition and can be used to record the I-V characteristics. While taking the reading care is to be taken so that the current does not cross a certain threshold limit. The GOA crystals were polished and coated with a thin silver paste on both the sides and the samples were held inside two glass slides .The corresponding changes in current were recorded using digital Keithley 485 PICOAMMETER (MODEL DPM111) and the voltage across the sample were measured using digital voltmeter.

3.Result and Analysis

3.1 Growth of GOA crystals

Glycine and oxalic acid were taken in 3 different molar ratios, viz 3:1,2:1,1:1 and labeled as GOA1, 2, 3 respectively and saturated solution were filtered using WHATMAN 110 μm filter paper. All the crystals were colorless and transparent (Fig4). The period of growth ranged from about 2 to 3 weeks.

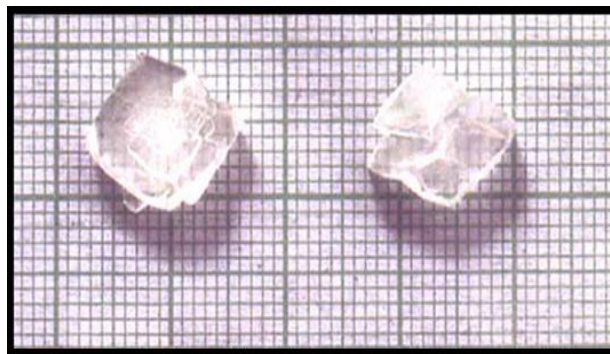


Figure 4 .Photograph of GOA series

3.2 UV Spectral Analysis

The optical transmission spectrum of GOA crystal is shown in the figure 5, 6 and 7. Optically polished crystal of thickness 2mm was used to study the behavior of GOA. This recorded spectrum, gives information about the structure of the molecule by absorption of UV and the visible light. The transmission spectrum shows that the grown crystal has a lower cutoff wavelength at 188 nm, which attributes the electronic transmission in the GOA crystal. Absence of absorbance in the region between 200 nm and 700 nm is an essential property of the nonlinear optical crystals [8].The grown GOA crystal has good transparency in UV-visible. The Ultra Violet spectra were therefore recorded from 150 nm to 700 nm. The spectral profiles showed that the samples are transparent within the region 190 nm to 700 nm. The maximum cut-off wavelength and absorbance of GOA (series 1) varies as the concentration of oxalic acid changes with respect to glycine.

SAMP LE	CONCENTRA TION OF OXALIC ACID	CUTOFF (WAVELEN GTH nm) (λ_{max})	ABSORBA NCE
GOA 1	0.33	188.0	1.761
GOA 2	0.50	188.0	1.523
GOA 3	1.00	188.0	0.572

Table 1 – λ_{max} and Absorbance of GOA (Series1)

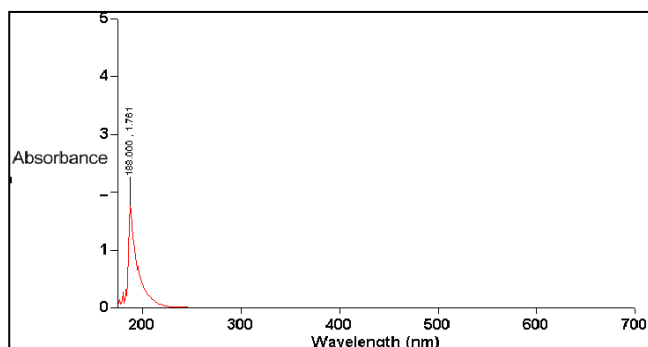


Figure 5 UV spectrum for GOA1

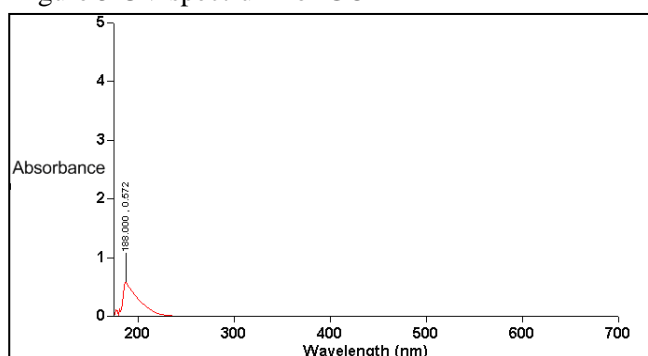


Figure 6 UV spectrum for GOA2

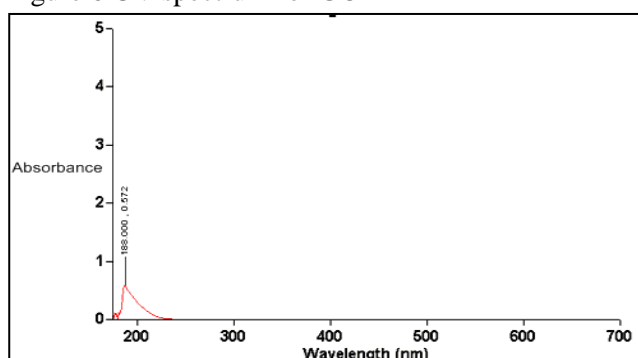


Figure 7 UV spectrum for GOA3

For GOA (series 1) as the concentration of oxalic acid changes with respect to glycine, the λ_{\max} value remains unchanged whereas the absorbance power is seen to decrease with increase in concentration of oxalic acid.

3.3 Non linear optical studies

In order to perform the NLO study, powdered sample of GOA was subjected to Kurtz and Perry techniques, which remains a powerful tool for initial screening of materials for SHG [9]. The observed second-harmonic signal from a sample of unknown nonlinear properties was then compared with a reference sample of KDP powder. The ratio of these two signals constitutes the comparison of the unknown sample relative to KDP. KDP crystal was powdered to the identical size of GOA crystal

and used as reference materials. It shows a powder SHG efficiency of GOA crystal is about 0.49 times of KDP. It is found that as the concentration of oxalic acid increases, the conversion efficiency decreases, as shown in table 2. From the figure 8 it is found that the conversion efficiency GOA 1 is maximum and minimum for GOA3.

Sample	Concentration of oxalic acid	Conversion(NLO) efficiency in mV (Compared with KDP)	Signal Voltage
GOA 1	0.33	0.49	27 mv
GOA 2	0.5	0.03	1.7 mv
GOA 3	1.0	0	0 mv
KDP	-	-	55 mv

Table 2 . Second Harmonic Generation conversion Efficiency GOA (Series)

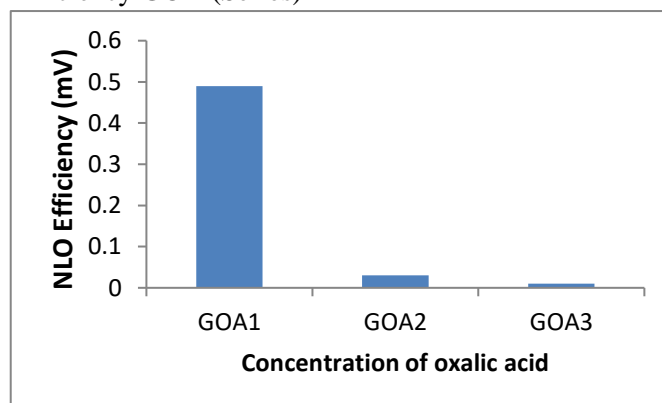


Figure 8 - Second Harmonic Generation conversion (NLO) Efficiency GOA1,GOA2 &GOA3

3.4 Photoconductivity studies

The photoconductivity study of GOA crystal by increasing the applied electric field from 0 to 300 V/cm, the Photo current was recorded by exposing the crystal with halogen lamp of power 100 W containing iodine vapour for the same applied field [10]. Dark current and Photo current against an applied electric field of same range were recorded on same graph paper. From the graph, it is observed that the dark and photo current of the grown crystal increase linearly with applied field but dark current are less than the photo current in case of GOA1 &GOA2 but for

GOA3, it can say no photo response or the dark current is more than photocurrent which can be termed as negative photoconductivity. As the concentration of oxalic acid increases with respect to glycine the sample becomes negative photoconductive. The phenomenon of negative photoconductivity is explained by Stockmann model [11-14]. The negative photoconductivity in a solid is due to the reduction in the number of charge carriers or their lifetime, in the presence of radiation. For a negative photoconductor, forbidden gap contains two energy levels in which one is situated between the Fermi level and the conduction band while the other is located close to the valence band. The second state has higher capture cross-section for electrons and holes [15]. As it captures electrons from the conduction band and holes from the valence band, the number of charge carriers in the conduction band gets reduced and the current decreases in the presence of radiation. The figure 9, 10 & 11 shows the Variation of photocurrent (in nA) with electric field (V/cm) for GOA1, GOA2 & GOA3 respectively.

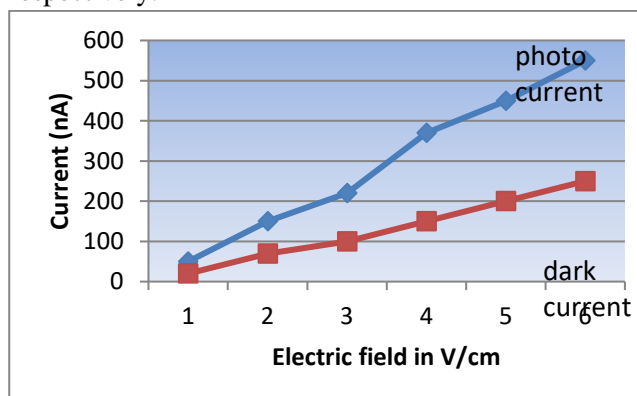


Figure 9- Variation of Current with electric field for GOA 1

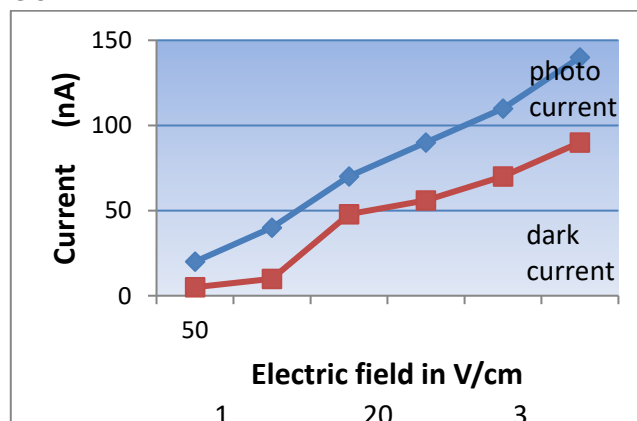


Figure 10- Variation of Current with electric field for GOA 2

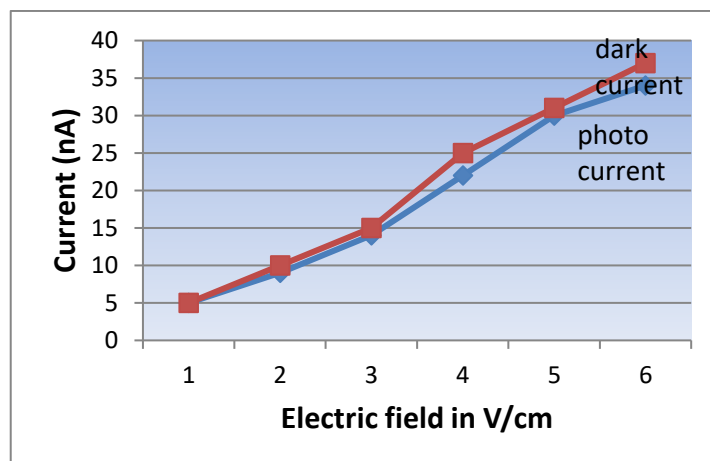


Figure 11- Variation of Current with electric field for GOA 3

4. Conclusion

New organic GOA crystals of appreciable sizes were grown from slow evaporation method in 2-3 weeks time. The UV visible studies shows wide transparency window between 188 nm to 700 nm suggesting the use of grown materials for non linear optical applications. The NLO studies using Nd:YAG laser shows appreciable conversion efficiency for different concentration of oxalic acid. As the concentration of oxalic acid increases, the conversion efficiency decreases. The samples exhibited positive as well as negative photoconductivity at lower applied fields, with more resolution at higher applied fields >200 volts/cm, we can observe the separation between the light and dark current. As the concentration of oxalic acid increases with respect to glycine the sample becomes negative photoconductive.

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Politics and Youth: A study of first-time voters

Vasu Vivek Sharma

Abstract:

The present paper examines the voting behavior among first-time voters in Mumbai during General Elections 2019. An attempt has been made to study the relation between factors/determinants of voting and the choice of vote during polling. Along with this, an attempt has been made to study the political awareness and political participation among the first-time voters in Mumbai. 6 constituencies of Mumbai viz Mumbai North; Mumbai North Central; Mumbai North West; Mumbai North East; Mumbai South; Mumbai South Central and two adjoining constituencies of Mumbai viz Palghar and Maval were covered for the study.

Key Words: Youth, Voting Behavior, Political Awareness, Political Participation, Election Studies

Introduction

Elections are an essential part of democracy. With General Elections (Lok Sabha) every 5 years and certain State Assembly Elections (Vidhan Sabha) nearly every year, elections have become an important topic of debate and discussion in our day to day lives. The year 2019 witnessed one of the largest ever General Elections. There were 8,039 candidates in the fray contesting for 542 Parliamentary constituency seats during 7 phases. 10 lakh polling stations set-up in the country with around 900 million (90 crores) which constitutes roughly 67% of the total population. Of the 900 million voters, 15 million are said to be first-time voters in the 18-19 age group. Hence it becomes important to study the voting behavior of the Gen Z (implying Generation Next).¹

Voting behavior implies the study of human political behavior within the context of elections. Voting behavior is no longer limited to study the voting record and voting statistics, but has expanded to the psycho-analysis of human behavior, study of attitudes, emotions and moods of voters. This study is about first time voters of Mumbai (age group 18-23), their voting behavior,

the concept of NOTA (None of the above) and the extent of political socialization and political awareness among them. Other aspects of the study include studying the family political values of the first-time voters and whether that had an impact on their voting behaviour.

Mumbai being the financial capital of the country certainly acquires the vortex of election studies with six parliamentary constituencies (Mumbai – North, Mumbai - North Central, Mumbai-North West, Mumbai – North East, Mumbai – South Central and Mumbai- South) and important adjoining constituencies like Palghar, Maval and Thane. The voting behavior of first – time voters becomes an important part of study as young voters are often the ones who set the agenda for the political parties. It also helps clarify how well the concept of elections, democracy and voting have been understood by the young generation and the family political values they have inherited. Media is often an important determinant of political behavior and this influence must be factored in.

REVIEW OF LITERATURE

Elections, Voting, Voting behavior and its determinants

An Election is the democratic process of participation and a platform to show the choice (through vote). Voting is a process which revolves

¹ Source: General Elections 2019: India expects over 15 million first-time voters in the 18-19 year age group, Business Insider, March 11, 2019

around elections. In a narrow sense, voting refers to electing a representative. However, in broad terms, according to Richard Rose and Harvey Massavir voting also involves choice of governance and government policies; a permit to citizens to participate in a reciprocal democratic process; maintenance/development of affection/disaffection towards existing political and constitutional regime and political consciousness. Voting behavior thus becomes an important discipline to study the choice of voters. An important element of voting behavior are the determinants of voting behavior. Determinants of voting behavior imply the variables and factors which play an important role in framing a choice of voter. In India, major determinants of voting behavior are language, caste, religion, charismatic leadership, monetary factors, nationalism, performance of party/candidate already in power, mass literacy, factionalism and election campaigns. (Hazarika, Voting Behaviour in India and Its Determinants, 2015)

Profile of youth in Indian Elections

With India being one of the youngest nations in the world, it becomes necessary to study the voting behavior of youth in India. In 2019 General Elections around 15 million first time voters in the age group of 18-19 are supposed to have voted. However, despite a young median age in the country, a certain political apathy is found among the first-time voters and young voters in the country. Noted sociologist Y.B. Damle has divided youth into 'student youth' and 'non-student youth'. Student youth are those youngsters who run behind prestigious jobs and ignore the political ideology and consciousness along the way. Non – student youth are those who have a strong political ideology that drives their life choices. However, another classification can be made between urban and rural youth where, in the process of governance and administration, rural youth participate actively but the urban youth have a certain political apathy. One of the reasons why urban youth are politically ignorant is due to the VIP treatment given to politicians and the closed functioning of the government offices and the political outfits.

According to Centre for Studies of Development Strategies (CSDS) the number of MPs below the age of 40 has declined over a period of time from the 1952 elections till 2004 elections. However, time and again Election Commission of India has attempted various strategies to increase the registration of first-time voters into electoral rolls and encourage the young voters to cast their vote during the elections. These measures include connecting with youth through social media handles (Twitter, Instagram, Facebook, etc.) and observing 25th January every year as 'National Voters Day'. Some colleges and educational institutions have also taken certain steps to increase the voter registration with the help of certain civil societies. (Anirban, December 2013)

NOTA and the Indian Voter

Negative voting or as in the Indian context of election 'NOTA' (None of the Above) is an option of negative voting or dissent in the ballot box/EVM (electronic voting machine). Although this concept of negative voting has varied interpretations among the citizens, it is important to understand the trends in the field of NOTA. Introduced in 2013, NOTA has witnessed three particular types of constituencies where the NOTA votes are highest viz the reserved constituencies for SCs (schedule castes) and STs (Schedule Tribes); the constituencies affected by Left Wing Extremism (LWE); constituencies where there is direct contest between BJP (Bhartiya Janata Party) and INC (Indian National Congress), the two biggest national political parties in India. Hence this choice of negative voting can be conceptualized as an expression of dissent against social prejudice, as an expression of disapproval towards political parties respectively (considering the above patterns of three constituencies). . (V R Vachana, FEBRUARY 10, 2018)

Measuring Voting Behavior in India

As elections revolve around the process of voting in India, the study of voting behavior becomes highly important to study. The study of voting behavior implies the study of determinants of voting, studying the reasons which compelled an

individual to make certain choices during elections. There are certain models/approaches of voting behavior like retrospective approach, prospective approach, rational choice approach, etc. The study of voting behavior can be done through various methods. The opinion polls and exit polls are generally used to measure voting behavior and attitudes, voting patterns, seat predictions, etc. Broadly such studies come under election surveys. The methods of pre-poll survey and post-poll survey are most preferred methods to study the voting behavior. Under this method the particular sample size is studied in both surveys i.e. one before polling (pre-poll) and one after polling (post-poll). Different scales like nominal scale, ordinal scale, cardinal scale, etc. are major types of scales used in data collection. Questionnaire remains the most important tool of survey. The set of questions arranged in the questionnaire decide the approach/model of voting behavior which is aimed to be studied. (RAi, 2013)

Methods to increase youth engagement in politics and governance

It is important for any government to make sure that the youth of the nation is engaged in politics and governance for better citizenry engaged society. The government has to bridge the gap between youth and politics, by bringing the youth close to the political system. Not only this, the state and its agencies must work towards increasing the number of young voters and first-time voters. Although, the rural youth might be engaged effectively in governance and administration, the urban youth must be brought effectively close to self-governing institutions, to eliminate the political apathy of urban youth. (NATIONAL YOUTH POLICY, 2014)

DESIGN OF THE STUDY

This is a quantitative study of voting behavior of first-time voters of Mumbai. The research was conducted by collecting primary (first hand) data with questionnaire as a tool of collecting data. The research was divided into two parts. The first part was conducting the pre-poll survey i.e. a survey conducted to collect data before the polling began. The next part was the post-poll survey i.e. a survey

conducted to gather data of respondents after polling was completed.

A sample size of 103 respondents was taken in pre-poll survey. The questionnaires were distributed online randomly and 110 responses were received initially. However, 7/110 were declared null and void as they did not full fil the criteria to qualify as the sample (responses were not voters of Mumbai, few were not first-time voters). Responses for pre-poll survey were collected only till 28th April 2019. The post-poll survey was distributed only to the respondents who filled the pre-poll survey. The respondents were contacted by email. However only 60/103 responses were received in post-poll survey. The responses of post-poll survey were collected till 22nd of May 2019.

Simple random sampling was used for collecting the data for pre-poll survey.

The respondents belonged to age group of 18-23 with maximum number of respondents being 19 years old.²

Among the respondents, 50.5% of respondents were males and 40.5% of respondents were female.³

45.6% of respondents were from the arts stream and the rest came from mixed streams.⁴

DATA ANALYSIS

Family political values

While responding to questions related to family political values, it was found that mere inclination of respondent's family to a certain political party/ideology did not influence the voting preference of the young voters. 62% of the respondents chose not to vote according to their family's political ideology. However only 11% of respondents chose to vote according to their family's political values. 27% of the respondents

² Refer to figure 3.1 in the appendix section

³ Refer to figure 3.2 in appendix section

⁴ Refer to figure 3.3 in the appendix section.

could not decide whether they would vote similarly or not. Figures 4.11, 4.12, 4.13 depict the same.

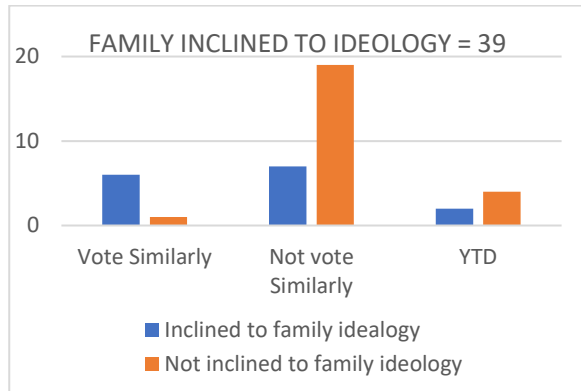
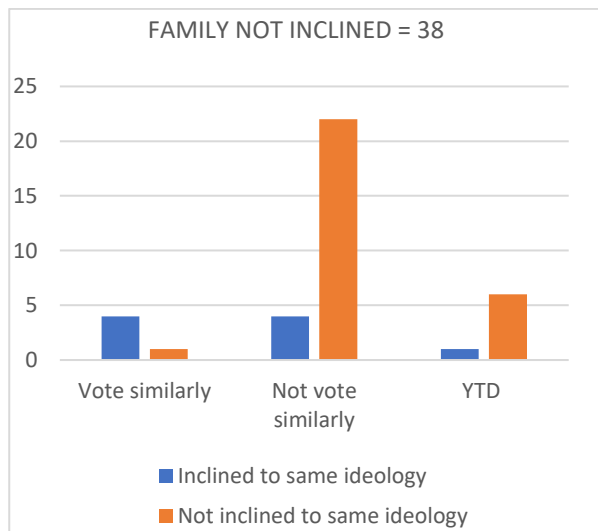
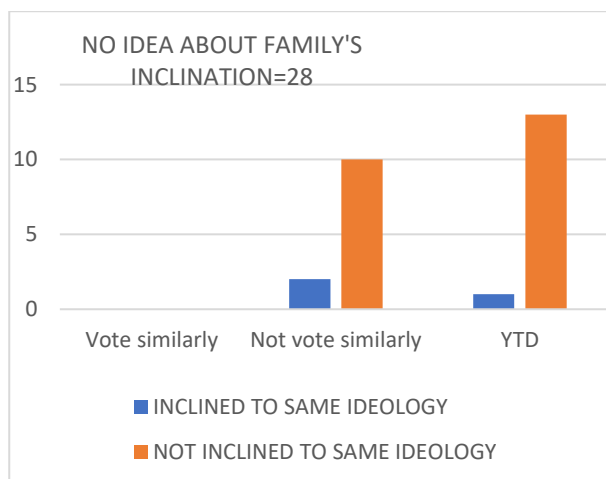


Figure 4.11 – Preferences of voter whose family is inclined to an ideology.



4.12- Preferences of respondents, whose family is not inclined to an ideology.



4.13 – Preferences of respondents whose family are not aware of family's inclination.

The above clearly reveals that the young respondents not only prefer not to vote on parallel lines with family's political values, but also show disinterest in the family's ideology. Only 11% of the respondents were inclined to their family's political values. Only 7% of respondents, had their family members linked to any political party. Out of these 75% (6/8) chose not to vote as per their family choice of certain parties. Such statistics imply that, family political values were disregarded by the respondents with respect to their voting preferences and choices.

Determinants of voting

5 determinants of voting were studied in the paper viz, caste, religion, language, charisma of Candidate and political affiliation of candidates. The respondents were asked to rate importance of each determinans, on an ordinal scale of 1-5 where 1 signifies least importance and 5 signifies high importance.

While responding to this, a large number of respondents pointed to caste and religion having low importance in influencing their voting behavior. It was found that 64% of respondents found caste as least important determinant and 62% of respondents found religion as least important determinant. The downward sloping graphs Figure 4.2 and Figure 4.3 depict the same. The downward sloping graphs from left to right, signify that both the determinants hold less importance for them.

CASTE
103 responses

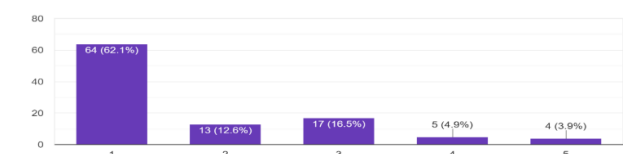


Figure 4.2 –Downward sloping graph of caste as a less determining factor.

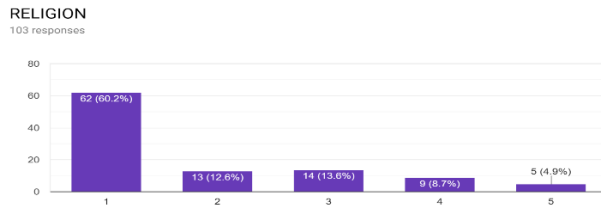


Figure 4.21 - Downward sloping graph of religion as a less determining factor.

However, figure 4.22 depicts a different trend. With reference to language as a determinant of voting behavior, mixed responses were found. With 36.9% of respondents finding it least important, 35% of respondents found language as a neutral factor for determining the voting behavior. However only 6% of respondents marked it as highly important.

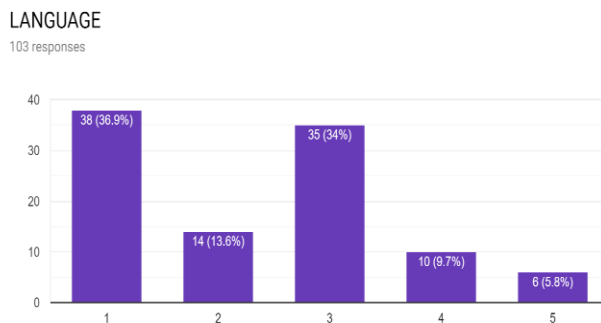


Figure 4.22 – Graph depicting language as a determinant of voting behavior.

The determinants ‘Charisma of candidate’ and ‘Political affiliation of candidate’ have much importance for the young voters than factors like ‘caste’, ‘religion’ and ‘language’. 57% of respondents marked charisma of candidate as having high importance (marked the field ‘4’ and ‘5’). While 55% of the respondents found political affiliation of candidate as having high importance (marked field ‘4’ and ‘5’).

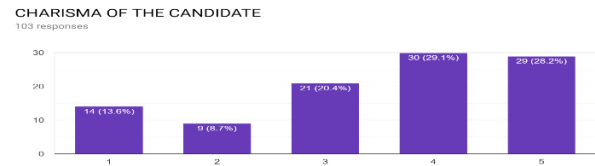


Figure 4.23 – Upward sloping graph from left to right depicting high importance of ‘Charisma of candidate’ as determining factor influencing voting behavior.

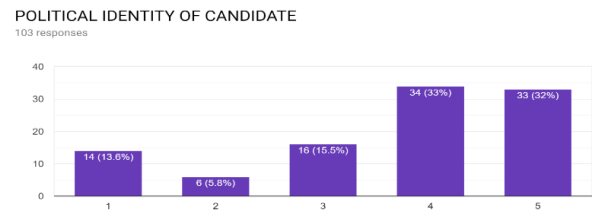


Figure 4.24 – upward sloping graph from left to right depicting high importance of political identity of candidate as a factor for influencing voting behavior.

The above figures 4.24 and 4.25 are depicting upward movement from left to right depicting high importance of both the determinants. Rejection of ‘religion’ and ‘caste’ and high acceptance of ‘charisma of candidate’ and ‘political identity of candidate’ can be supported by the fact that all the respondents were educated, were students pursuing under-graduation. Hence it can be argued that mass-literacy does influence the determine the political behavior of individual.

Political Awareness among first time voters in Mumbai

When asked about awareness of sitting MP (Member of Parliament), a significant number expressed ignorance about their sitting MPs. Regarding satisfaction over work done by their sitting MP, 46.6% of respondents were not aware about any work done by their elected representative and 13.6% of respondents were not aware about their elected representative. This can be clearly drawn from figure 4.31 which also

Politics and Youth: A study of first-time voter

shows the other answers to the question.

How satisfied are you with work done by sitting MP (Member of Parliament) in your constituency?
103 responses

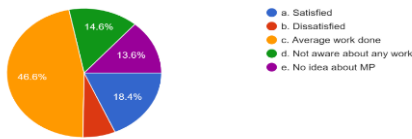


Figure 4.31 – Pie chart depicting the acknowledgement of work done by their then sitting member of parliament by respondents

When asked about number of visits of the MP in their respective area, around 40% of respondents were not aware of this. Similarly, when asked about the background of candidates contesting elections, around 36.6% of respondents were not aware about the same. This is a considerable proportion among respondents who remain unaware about the candidates contesting elections. When asked about the background of the candidates contesting elections, 34% of respondents were not aware about it and 16.5% could not comment on the same. This comprises around 50% of the respondents remaining unaware about the background of the same. The figures 4.32, 4.34 and 4.35 represent the analysis discussed respectively.

How many times has your MP (Member of Parliament) visited your area/locality?
103 responses

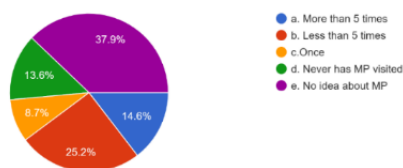


Figure 4.32-Pie chart, representing 37.9% of respondents not aware about their sitting MP (2014-2019 MP)

Are you aware of candidates are contesting elections in your constituency?
103 responses

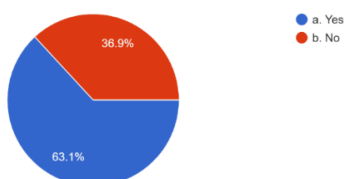


Figure 4.33 – Pie chart representing 36.9% of respondents not aware of candidates contesting the 2019 General Elections in their constituency.

Do you know profile and background of candidates in your constituency?
103 responses

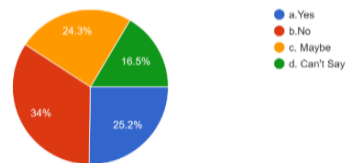


Figure 4.34 – This figure represents 34% of respondents not aware about the background of candidates and 16% who could not comment about the same.

When asked to choose between 'nation's interest' and 'constituency's development', 67% of respondents chose the option of 'nation's interest'. This indicates a certain ignorance of respondents towards the actual constitutional process and democratic procedure of executive formation through general elections in India. Figure 4.35 depicts the percentage of people who chose nation's interest over constituency's development.

Would you vote in consideration with your constituency's development or nation's interest?
100 responses

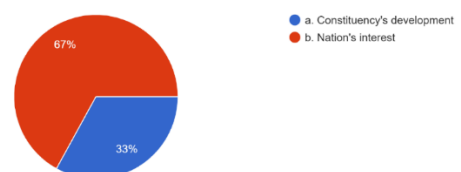


Figure 4.35-pie chart depicting 67% of respondents choosing 'Nation's Interest' over 'Constituency's development'

When asked about their Parliamentary Constituency, 30% did not know exact name and location of constituency. Hence a particular apathy among young voters can be most certainly seen.

Political Participation among the first-time voters

When asked about association to any political party, 98.1% of respondents were found to have no association or linkages to any political party.

Are you associated with any political party?
103 responses

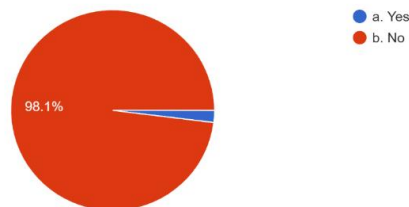
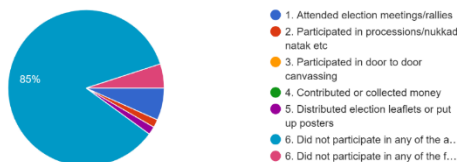


Figure 4.36 – pie chart depicting association of respondents with any political party

- When asked to comment about participating in various activities during the elections, 90% of the respondents (54/60) did not participate in any activities (attending rallies, participating in processions, door to door campaigning, collection of money, etc) during elections.

Figure 4.37 – Pie chart depicting inactive

During the elections people participate in various activities. In the recent elections, out of the activities stated b...w, which activity did you participate in?
60 responses



engagement of youth citizenry during elections

Influence of media on voting

Media has immense influence on voting behavior of individuals. The media houses become the premier source of information for citizens. When asked to rate importance of media over voting, on an ordinal scale of 1-5, where '1' signifies least importance and '5' signifies high importance, it was found that around 49% of respondents felt media does influence in their voting patterns. For 17% of respondents media had least importance

and 25.2% of respondents took neutral stand over the issue. Figure 4.41 depicts the same.

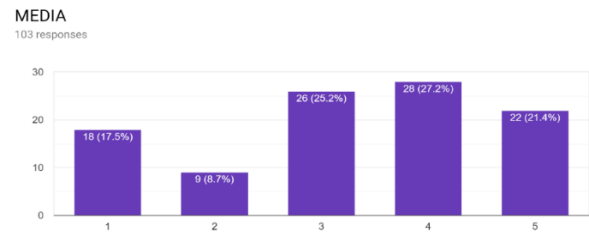


Figure 4.41 – graph depicting importance of media as a determinant of voting behavior

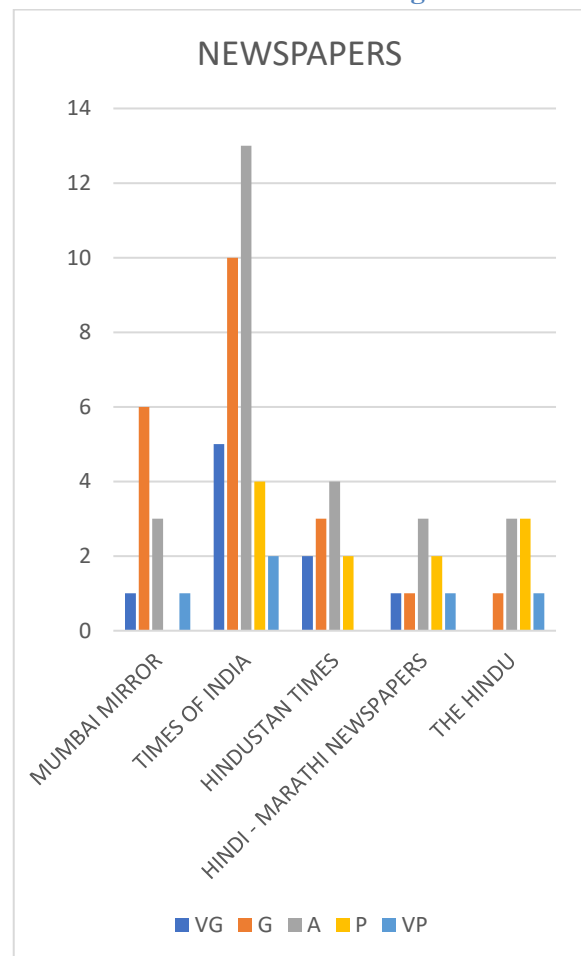


Figure 4.42 – relation of the exposure of newspapers read by respondents and the ratings given to the government by them

The above figure 4.42, shows how 'Mumbai Mirror' and 'Times of India' were not only most read news papers among respondents, but the good ratings given to then government, were from readers of these newspapers. The ratings of 'poor' and 'very poor' were given by readers of 'The Hindu'. 69% of respondents who read newspapers regularly, most read Times of India. The readers of

The Hindu were comparatively less than Times of India.

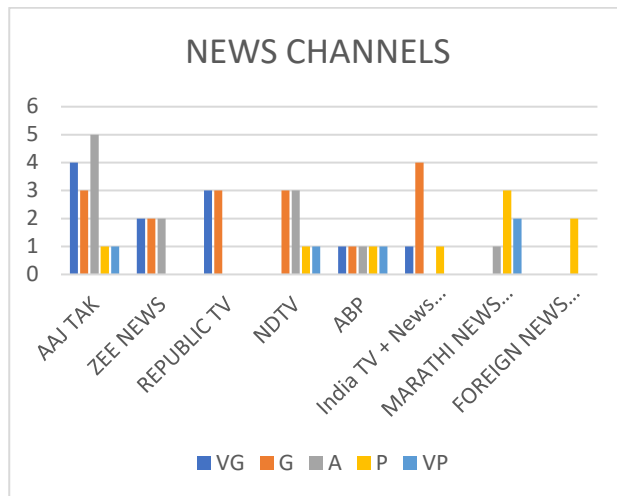


Figure 4.4 - relation of the exposure of news channels viewed read by respondents and the ratings given to the government by them

Similarly, 51% of respondents regularly watched news-channels. It was consistently found that majority of 'good' and 'very good' ratings given to the government were given by viewers of Aaj Tak, Zee news and Republic Tv. It must also be noted that, Aaj Tak was the most viewed channel among the respondents, when compared to NDTV and foreign news channels, whose viewers gave certain critical rating to the government. Hence it can be seen that media does play a role in formulation of opinion. With media being the 4th Pillar of democracy, it plays an important role in influencing voting behavior.⁵

NOTA and its understanding among the first-time voters:

Out of the 52 respondents who gave their views on their understanding of NOTA (Negative voting/None of the above), a mixed understanding of the concept was found. For one set of respondents (36%) NOTA is a complete waste of vote, as it does not empower the citizen to make an effective option. According to other set of

respondents (42%), it is very important since it carries forward the ethos of democracy and is a better option than to abstain from voting altogether. 13% of the respondents were ambiguous in opinion about NOTA.

CONCLUSION

The study clearly reveals that irrespective of one's family inclinations to a particular ideology, a large proportion of respondents chose not to vote in accordance to the political inclinations/ideology of their family. Caste, religion and language have less importance for young voters in Mumbai. While the urban population with its education may not be swayed by caste and religion the same cannot be said of the rural populace. Caste and religion are still important factors for the politics of power in India. Charisma and affiliation of candidate does play an important role in determining the voting behavior of young voters

Political awareness is something which lacks in urban youth. (Bannerjee, December 2013). The statistical analysis of data, depicted that a portion of respondents were not aware about their sitting MP's work and the MP itself. Furthermore, the profile and background of the candidates were also unknown. An ignorance towards the actual process of General Elections in India was found among the respondents. Similarly, considerable proportion of respondents were unaware and ignorant towards their name and extent of parliamentary constituencies. The apathy of young voters, can lead to immature and irresponsible voting. The first-time voters when asked about importance of their votes, 43% (in post-poll survey) mentioned that their vote is important for deciding the pathway for next 5 years of country and 23% mentioned that it important to carry on the democratic process of the country. Hence, the young voters must be politically aware before making the choice of vote.

⁵ It must be noted that, the viewer per news channel and reader per newspaper is not uniform. Maximum respondents were exposed to a certain popular media houses (News-papers: Mumbai Mirror and Times of India, News Channels: Aaj Tak) There were only 2 respondents who viewed foreign news channels, while 14 respondents viewed Aaj Tak.

Urban youth is found to be less engaged with politics and governance, when compared to rural youth. (Bannerjee, December 2013) (NATIONAL YOUTH POLICY, 2014). It was found that large proportions of respondents lack political

participation. Here political participation not only implies association to any political party, but also being part of activities during elections. In both the fields the engagement of urban youth was found to be low. In fact the registration of first-time voters was also low in Mumbai City and the suburbs. The city of Mumbai accommodated around 75,614 first time voters. Out of these, 17,404 voters belonged to Mumbai City and around 58,210 voters in suburbs of Mumbai. BMC (Brohan Mumbai Municipal Corporation) was expecting around 22-23 lakhs first time voters. The population of first-time voters in Maharashtra was a dismal rate of 6.35%.⁶

Media has a particular effect on voting. The ratings given to government by respondents do differ according to the media houses they have access to. These ratings also depict the mindset with which the first-time voter will exercise the right to vote. There were relative differences found between the news-papers and news channels that the respondent was exposed to and the rating which was given to the government. A relation was found between the exposure to media and the reception and acceptance of government policies by the young respondents.

Since all 103 respondents did not fill the post-poll survey, a proper analysis by considering the variables of post-poll survey could not be done. Hence most of the analysis was done on the basis of variables in Pre-poll survey. There was no uniformity in number of respondents who read news-papers and viewed news channels, i.e. if one newspaper had around 10 readers, another had relatively less readers. This was true of news channels as well.

The results of the research raise two important questions. First, does the political apathy of young voters directly affect the democracy of India? Second, does the process of elections need reforms in a country like India? Yes, the political apathy of

young voters directly affect the democracy of India. According to the Outlook-Kary Insights Survey (Outlook, 2019), 63% of metro youth think politicians are more harmful than terrorists. 34% of Indian youth feels politics has no place in students life and students should not participate in politics. If young voters don't possess knowledge of candidates of their constituency, how can eligible representation of people be ensured? This leads to an important narrative which commenced during this General Election. The narrative of depicting a PM candidate of a party as sole option left for the country, a particular candidate vs all other opposition candidate can be seen as a winning narrative. However, such narratives might harm the values of democracy. This question demands the young citizens and young voters to be more aware, mature and responsible while voting. The narrative of politics not being for youth must also be discouraged.

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Author: Arata Sarkar

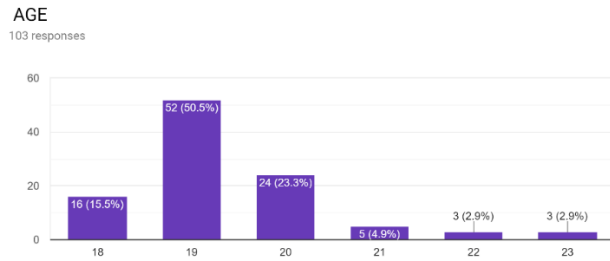
⁶ Source: Sarkar Arita, Mid-Day, First-time voters in Maharashtra at a dismal 6 percent, Apr 03, 2019, 11:10 IST

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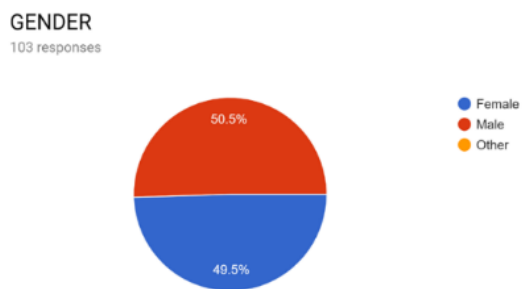
- <https://timesofindia.indiatimes.com/city/mumbai/mumbais-voters-do-a-surgeical-strike/articleshow/69105849.cms>
Article: Mumbai's voters do a 'surgical strike',
Apr 30, 2019, 6:46 IST
- Questionnaires
 - Pre-poll survey:
<https://forms.gle/Pfs8h5ctip81U2MN8>
 - Post-poll survey:
<https://forms.gle/WHkFZxuzHW9gickDA>

Appendix

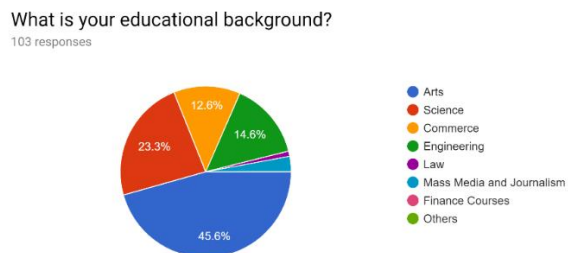
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