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Malaysia Moves towards Cash-less: Political & Economic Impact on Society

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Introduction

Malaysia has achieved in its economic development as well as about its progress as a nation . Malaysia has been able to attract quite substantial amount of foreign investment over the years. Between 1991 and 1996 foreign direct investment worth 66.7 billion ringgit that translates to about 26.3 billion dollars have taken place in the country. In 2017, the FDI reached to RM570.3 billion . It is huge amount. Unemployment rate is less than 3%. The story of glaring development is very interesting. Public investments through the Economic Transformation Program are expected to accelerate in the future, as the implementation of large infrastructure and investment projects gather momentum and are funded by government-linked companies. Furthermore, these investments have also bolstered private manufacturing, services, and mining sectors in targeted growth corridors. The Economic Transformation Program has made great strides in liberalizing crucial manufacturing and services activities to pull in a skilled labor pool and relax restrictions on capital mobility. But more can be done: Policymakers should promote entrepreneurship and innovation to begin reaping the benefits of information networks and skilled labor before the gains from cheap labor and knowledge spill-over are exhausted. Rapidly expanding the secondary and then tertiary education system will be critical in producing graduates with the skills that employers require. Highly skilled workers and professionals are an indispensable ingredient of high, valued-added, modern services and manufacturing. The “skills crisis” is a well-known shortcoming of the Malaysian economy. Malaysia is a newly industrialized country that experienced an economic boom and underwent rapid development during the late 20th century. The number of digital economy studies has mushroomed in recent years, both in the private sector (consultants, think tanks) and in the public sector (public institutions, international organizations). The varying scope of these studies reflects the many dimensions of the digital economy. A bold undertaking from the get goes, to attempt to get a 'feel' of the pulse of Malaysia's Digital Economy. But it was also important enough that Digital News Asia felt we had to do it. After all with so many aspects of life and work going digital, it will be sooner rather than later that the word “digital” will not be used with “economy”, that's when you know that digital has hit mainstream with strong economic growth not possible if not underpinned by robust digital based business and processes. This paper intends to explore the facts behind the impact of digitalization on Malaysian economy.

Methodology

I have followed two methodologies in this paper, such as---- **Content analysis method** and **Observation method**. I have taken help from both primary and secondary sources.

Problems under Investigation

There are few problems under the investigation. The collection of adequate data is one of the barriers to work on this topic .The rapid growth of economy and randomly changing nature of the

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economy is another problem. The continuous change of foreign policy and economic policy are also vital problems.

Research Questions

This paper has been prepared on the basis of three research questions—

1. Whether globalization plays as a catalyst for digital transaction?
2. Can digital transaction change the economy of a state?
3. How can a Multi-ethnic and post Colonial state can handle the digital transition with a preventive outlook?

Concept of Digital Transaction

Aristotle said, everything must be assessed in money; for this enables men always to exchange their services, and so makes society possible. The electronic payment is defined as a payment services that utilize information and communications technologies including integrated circuit (IC) card, cryptography, and telecommunications networks. The need for electronic payment technologies is to respond to fundamental changes in socio-economic trends. The payment system is the infrastructure which comprised of institutions, instruments, rules, procedures, standards, and technical, established to affect the transfer of monetary value between all the parties. An efficient payment system reduces the cost of exchanging goods and services, and is indispensable to the functioning of the inter-bank, money, and capital markets. However, a weak payment system may severely drag on the stability and developmental capacity of an economy; its failures can result in inefficient use of financial resources, inequitable risk-sharing among agents, actual losses for participants, and loss of confidence in the financial system and in the very use of money.The major difference between IPS and other EPS is that IPS uses the Internet as a medium to transfer financial information, whereas the other EPS use private or government communications channels. It is also important to note that very often, card-based payment systems (such as credit, debit or charge cards), are also defined as retail-based electronic payment systems. These card-based payment systems are mainly used with other types of EPS to maximize the benefits of electronic banking and some corporations such as MasterCard, Visa, DEC, IBM or Microsoft (**Raja,Velmurgan,Seetharaman, 2005:1**).

Reasons behind Digital Transaction

The success of electronic commerce depends upon effective electronic payment systems. The Internet and on-line businesses are growing exponentially. Due to this explosive growth, electronic commerce on the Internet uses various electronic payment mechanisms that can cater for much diversity of applications. This paper discusses the evolution and the growth of electronic technologies in monitory transaction in Malaysia, which can provide more advanced technical supports for electronic payment systems. There are some reasons behind the introducing of digital transaction in Malaysia—**Firstly,** Change of nature of Malaysian economy towards liberal economy following the globalized economic trends. **Secondly,** Introducing of E-customer based relationship system. **Thirdly,**Advent of Science and technology and **Fourthly,**Supports of Malaysian government for structural adjustment with global economic system.

The economically vulnerable post-colonial states are suffering from severe multi-dimensional financial crises. This re-colonialism or globalization has had catastrophic consequences on the livelihood of billions of people throughout the third world. Over the decades, first world countries are

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imposing their rules and policies on third world countries. The economic order being imposed on them is killing hunger and preventable or curable diseases more men, women and children in every three years than all those killed by World War II in six years (Castro, 2000**:**30).

The more country becomes a trading economy, the more the economy is influenced by what goes on outside (Nicholson, 2008**:** 178). If a developing country adopts the policy of economic globalization, then few thinks are to be keeping in mind, **Firstly,**There is a general control of the economy, **Secondly,** States need to increase taxes in order to provide all services such as education, defence, health and so on. There is a million dollar question that how far the state should be involved in such activities and how active it should be in providing *collective goods* and **Thirdly,** One of the ways of doing this by *offshore* activities. One form is widely familiar, namely, duty-free sales at air ports and on ships. Through tax avoidance, developing countries can set up banking systems involving very light taxation. The impact of globalization has greatly influenced on Malaysian economy. The policy of economic liberalization has really boosted up the entire economic structure. There was a balance between internal economy and international economic order.

Beginning of Economic Growth

There are some factors behind the rapid economic growth in Malaysia. According to statistics of 2018, the literacy rate is now registered at more than 93.12% . The budget for education is nearly one quarter of the annual budget. So there is a lot of emphasis on education, training and human education. Primarily, Malaysia had to face lot of problem due to unavailability of labor-force(Isa,1996 :19). Now it has been able to make its own labor-force for production. Government is encouraging exports by discouraging imports. With the emergence of sizable middle class it is getting higher rate of consumption. Its quick move towards digital economy has immensely helped to develop3d its economy. Malaysia had adopted the policy of economic liberalization; but there was a difference between the Malaysian case and rest the third world countries. Since the early 1990s it was alert about the danger of overdependence on capitalist countries. It has tried to maintain a balance between internal economy and external economic milieu. It has been an open secret that in the name of globalization, open market, foreign direct investment (FDI) and free trade capitalist powers and MNCs are re-entering in the third world countries. Several Banks of capitalist countries have been the determinants of third world countries economy. Economic globalization is the integration of national economy with the global economy. Indeed, it is the natural outcome and the end result of economic development processes in any nation. The internal dynamics of the financial system of a country is detrimental to the economic sovereignty of states. In most of the cases a country's financial system and monitory policy are too changed for attracting the MNCs. Often third world countries are failed to protect their economic sovereignty. According to a noted International Relations expert, Professor JayantanujaBandyopadhyaya, 'the contemporary process of economic globalization has been initiated and thrust upon the rest of the world, particularly the Third World states (Bandyopadhyaya, 2002**:** 36).' Process of development pushes the economy going global. It is done primarily through liberalizing trade and liberalizing capital investment. In its fullest form it is a borderless economy where, as opposed to a regime of restriction and protection, there is a regime of free trade of all inputs. The process of globalization has been a long one and there is no reason to suppose that it is over yet. Through the cultural imperialism globalization manifests the Western life style. The developing countries have adopted this culture as tools of post-modern phenomenon. In many cases, clashes are found between western powers culture and indigenous culture of a particular country. Both structural and cultural adjustments are essential for implementation for globalization properly. If it is done with a rational balance then it can be helpful for developing countries. Once any sort of trade takes place

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there is some diminution in sovereignty in that the variations in trade are out of control of a government while affecting its economy.

In early 1990's, government had financed external and internal investment that is why a huge fiscal deficit was found in Malaysian economy. At the beginning, Policy makers couldn't realize the actual problems. Later, it was decided by economist and policy makers that through financial standardization, economic diversification, deregulation and financial liberalization the economic scenario of the country can be changed. To enhance a country's economic growth it is very essential in presence of a vibrant democratic structure and a sizable middle income group. In case of Malaysia, of the above mentioned measures could able to resolve this problem. The economic reforms have transformed the economy from uncertainty and instability to a promising and stable market. Actually, due to economic reform into a middle-income emerging market. In late 1990's entire world economy had gone through severe economic problems. Additional hazard was inflation. The countries of East Asia, on an average had passed through economic crises, unemployment and stagnancy in economic growth. But Malaysia was an exceptional. In 1997, most the East and South East Asian states have had the low growth of GDP, whereas, then on an average Malaysian GDP growth was 8.5%. It was a miracle, because the rate of unemployment was only 3%, which was as good as most advanced European countries. In spite of few problems, the government of Malaysia was able to rightly handle the country's economy with a new international economic outlook. Due to high offshore interest rates, foreigners had large ringgit holdings, establishing liabilities for the Malaysian banking system.

The financial liberalization measures were manifested in several policies to attract FDI. Government had decided to opened-up its market and encouraged private initiatives to contribute its market. For Malaysia, the potential volatility of this regime was realized in 1995when U.S. and Japanese policymakers agreed to initiate a controlled appreciation of the dollar — to which the Malaysian ringgit (MR) was pegged —relative to the yen. The indirect effect of the initiative was an appreciation of the MR, which then had a number of damaging spills over effects on Malaysia's economy, including a decline in export competitiveness, an expanding current account deficit, and an increasingly unsteady exchange rate regime. In this connection, it might be relevant to understand the financial crisis of late 1990s in South-East Asian nations, especially, the financial crisis of 1997.

Information Technology and Digital Transaction

There is a close connection between information technology (IT) and digital economy. With the advent of information technology, the growth of digital transaction has been rapidly increased in the Malaysian economy. Malaysia has started to move towards digitalization of its economy a couple of years back. Gradually, it has been moving towards total digitalization with the help of IT. To adjust its indigenous economy with the main currents of world economy it has taken this decision. Although, Malaysian government has been trying to outsource the technology, now, it is in a stable position.The financial services industry has been subject to dramatic changes over the past decades, as a result of advances in IT, deregulation, and globalization. These changes have reduced margins in traditional banking activities, leading banks to merge with other banks as well as with non-bank financial institutions.

In present world economy, Information Technology (IT) has been indispensable. It sector is one of the core sector through which a country can earn lot of foreign currency. With a limited capacity Malaysia has started to accelerate the growth of IT with a fine balance. Presently, Information Technology (IT) market has strong growth fundamentals, including low PC penetration, rising incomes and a high-tech-focused national development plan. Key sectors include government,

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telecoms, finance, health and education. The market is somewhat fragmented – there is a sophisticated metropolitan market in and around Kuala Lumpur, but still very much a developing market in other regions.

The Malaysian IT market is import-oriented and relies on foreign technologies, with international software, hardware, and service providers already active in the market. There are promising opportunities in the IT services area, as the government is implementing measures to nurture Malaysia into a regional service hub. Outsourcing in key verticals such as banking and financial services is attracting investment in data centers and other infrastructures. The government has a number of long-term initiatives with favorable implications for demand for IT product and service, including investment in high speed broadband infrastructure. Internet penetration is at 56.4 per cent and the broadband penetration rate is expected to increase to 22.9 per cent in 2016, from 20.9 per cent in 2012. The total broadband market is forecast to achieve a$1.2 billion in annual revenue by 2015, with Fibber to the Home (FTTH), Fixed Wireless Access (FWA) and metro Ethernet (*Business Monitor International, Malaysia Information Technology Report Q1 2013*) MSC was set up in 1996 with the aim of building a competitive cluster of local ICT companies and a sustainable ICT industry. It is a national initiative to promote the transformation of the Malaysian ICT industry into world-class companies and to provide a test bed for the global ICT industry.

The Security Framework of Electronic Payments System

Security is the main concern of any new technology. Since the present century is the century of information and data, every technology which is working with, they are in exposure of data theft, stealing, and fraud. It is more dangerous when the data is about the money and the financial information. For so many companies and even individuals, the secrecy of information about the financial and their accounts and so many things like this, is highly important. If they lose a small amount of data, they may lose their all things. The growth of the Internet as a medium of transaction has made possible an economic transformation in which commerce is becoming electronic. The majority of trust theories are built upon the basis that there is a history of exchanges between partners (experiences), but the fluid and dispersed nature of e-commerce market makes the issue of trust hard due to the frailness to scale the reliability of participants. Strong and long-lasting business relationships have always been depended on trust. The transition to digital economy, forces enterprises not only to develop customer intimacy but also to ensure that security requirements are part of the customer relationship strategy. There are some risks of digital transactions, which are —1. Fraud Risk, 2. Money Laundering,3. Privacy & Anonymity, 4. The Technical Problems and 5. The Cultural Problems.

E-Banking

The evolution of the E-banking industry can be traced early 1970s. Banks began to look at E-banking as a means to replace some of their traditional branch functions for two reasons. Firstly, branches were very expensive to set up and maintain due to the large overheads associated with them. Secondly, E-banking products/services like ATM and electronic funds transfer were a source of differentiation for banks that utilized them. Being in a fiercely competitive industry, the ability of banks to differentiate themselves on the basis of price is limited (Singh, Chhatwal, Yahyabhoy and Yeo, 2002).E-banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels (Goi, 2005:1).

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All licensed banking institutions in Malaysia are allowed to establish informational Web sites, which is the first stage of business purpose and the basic online business activity, "promotion" (Ho, 1997). Only banking institutions licensed under the Banking and Financial Institutions Act 1989 and the Islamic Banking Act 1983 are allowed to offer Internet Banking services in Malaysia. For advanced Internet banking services, only domestic banking institutions are allowed to establish communicative or transactional Web sites with effect from June 1, 2000. However, locally incorporated foreign banks are only allowed to incorporate communicative Web sites from Jan 1, 2001 and transactional Web sites from Jan 1, 2002.

E-banking includes the systems that enable financial institution customers, individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the Internet. Customers access e-banking services using an intelligent electronic device, such as a personal computer (PC), personal digital assistant (PDA), automated teller machine (ATM), kiosk, or Touch Tone telephone .The first virtual bank was the ATM. Other forms of virtual banking include telephone banking and home banking. E-banking services are typically classified based on the type of customer they support. The forces of consolidation are also having a profound impact on the operation of securities exchanges, as well as the brokerage and asset management industries .The merger programme of the banking institutions has resulted in the consolidation of 51 banking institutions into 10 banking groups. The mergers, which involved the consolidation of 96% of the total assets of the banking institutions was achieved with minimum disruption and dislocation to the system. This has been a major accomplishment by the domestic banking industry. The domestic banking groups are now in a position to reap greater benefits from economies of scale, through greater investment in technology and the more substantive pool of skilled staff. This will allow the banking institutions to make further gains on efficiency and competitiveness with each banking institution having attained the minimum of shareholders funds of RM2 billion and total assets of RM25 billion. The completion of the legal and operational mergers will place the Malaysian banking institutions in a better position to respond to the forces of change, in particular, to advances in technology and the greater demands for more customized and differentiated products and services by consumers and businesses.

To improve the financial industry in Malaysia, the banking system policy has evolved from financial sector restructuring during the late 1990s to institutional development and capacity building, and the development of supporting infrastructure to enhance efficiency and the strengthening of prudential regulation to enhance resilience and preserve stability. Positive results have been achieved on several fronts related to the adoption of the ICT to the E- banking system. First, domestic banking institutions have embraced a higher level of technology and improved business processes. Second, new delivery channels through innovative technology-based mechanisms such as internet and mobile banking have enhanced the delivery of products and services as well as widened access to banking services (Bank Negara Malaysia, 2004a).

As online transaction risks are many and varied, risk management must take into account the state of technology, the banking industry, and the non-bank competitors for payment business and adoption rate of new technology by the consumer. Bank Negara Malaysia a regulatory and supervisory approach to technology risks, which include three aspects. The first is research and collaboration among organizations such as banks, other central banks, vendors of technology and multi- lateral organizations like the Southeast Asian Central Banks (SEACEN) or the Bank for International Settlement (BIS). The second aspect is the issuance of minimum guidelines and

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standards for banking practices including the management of technology risks. Bank Negara Malaysia issued a guideline in relation to Internet banking that compels all banking institutions, which offer Internet banking services to adopt a rigorous risk management structure and system. This includes many online defensive mechanisms such as virus detection, intrusion management and authentication tools. The third aspect relates to the monitoring of risks and actual compliance to the standards issued. This involves a combination of off-site supervision, based on reports submitted by the banking institutions, as well as on- site examinations by examiners. Fundamental to all three aspects is the ability to understand and manage the complexity of technology risks, whether in relation to online transactions or otherwise (Sani, 2000).

E-Commerce and Electrical Transaction in Malaysia

Electronic commerce (e-commerce) has become a very important technological advancement for businesses in changing business practices .In particular, industries that are information n-orient- ted such as the banking services and securities trading sector are expected to experience the highest growths in e-commerce .Inevitably, this phenomenon has sparked a lot of attention in the academic literature lately reported that in response to increased competition, the larger banks in Malaysia had aggressively leveraged the internet. Local banks were given an 18-month-head start over foreign banks to launch online banking, as the Malaysian authorities pushed domestic banks to invest in technology to compete with global players (Haque, Tarofder, Rahman, Raquib, 2009:248-259). Hong Kong and shanghai banking corporation (HSBC) was the first foreign-controlled bank to launch a fully transactional online banking service in January 2002 when regulations permitted foreign banks to do so. Despite the authorities' encouragement to adopt technology in banking, traditional branch-based retail banking still remains the most common method for conducting banking transactions in Malaysia Electronic commerce (e-commerce) has become a very important technological advancement for businesses in changing business practices .In particular, industries that are information n-orient- ted such as the banking services and securities trading sector are expected to experience the highest growths in e-commerce .Besides that, success of banking industry depends on the capabilities of management to anticipate and react to such changes in the financial marketplace.

The banking industry is using the new communication media to offer its services to the customers with convenience. Moreover, changing consumer behavior and needs, globalization, deregulation, disintermediation and the emergence of new financial service models are all dynamics in the financial services industry. As prospect of e-banking depends on customers, there-fore specified that understanding customers' requirements and meeting their demand and expectations is becoming a challenge. With the growth of internet and the e-economy, the customer is in control and it is not difficult for them to move to a competitor's site (Shailey , 2003). The total customer experience (TCE) includes all stages of a customer's interaction with an e-commerce environment, such as the delivery of the service or product on schedule, the web-based retail site, the back-office systems and the post-sales support. To create value and to generate a positive TCE is important for banking environments in order to acquire customer's .Moreover, internet-banking adoption in Malaysia is relatively low and very little research has been done to understand the key adoption determinants.

Mobile Payment Usage in Malaysia

The proliferation of science and technology has improved methods of paying for purchases. The advancement of mobile devices has created a new business concept. Consumers will find it an inexpensive alternative means to ease their difficulties in making payments for goods and services. For example, consumers can make payment via mobile devices from anywhere at any time and for anything. Technologies such as SMS can create a simple transaction for an e-banking and e-payment process, which could provide lots of convenience to consumers (Beng, Tan Chew and EzeUchenna C, 2010:2). The increasing Internet and mobile applications have sharpened global awareness that technology advancement can drive the ability to manage firms better. However, technologies innovations are meaningless if people do not value these innovations as a way to meet their needs. The mobile technology is undeniably an important application for mobile commerce. However, the factors which determine mobile payment (mobile payment) usage are equally or more important. Thus, firms need to understand the benefits of m-payment, which could help in satisfying customers and possibly enable the firms to access greater business opportunities. The simplest and oldest form of payment for any business transaction is what may be called the barter system, which enabled the exchange of goods or services for another. Fast forward to the 21stcentury, the most common payment system is through legal tender, cheque, debit, credit, or bank transfer. In business transactions, payment can be made by an invoice, which would result in a receipt. In addition, the use of electronic payment methods has been increasing in the past 2 decades and they include the magnetic stripe card, smartcard, contactless card, and mobile handsets.

To embrace the digital economy, Bank Negara has taken various steps to enhance the e-payment platform, hence moving the country towards a cashless society.Governor Tan Sri Muhammad Ibrahim said effective July 1, 2018 the instant transfer fee of 50 sen will be waived for up to RM5, 000 per transaction by individuals and small medium enterprises (SMEs).However, the cheque fee would be increased from 50 sen to RM1.00, beginning Jan 2, 2021 to reflect the higher processing cost.“The soaring digital economy will need an e-payment method which is a critical component that could increase productivity and be more cost-efficient,” he said at the Payment System Forum and Exhibition here.Bank Negara embarked on the 10-year e-payment road map in 2011 and to date, the total cheque volume has declined 42% from 205 million in 2011 to only 120 million this year.Electronic fund transfers on the other hand have increased from 66 mil transactions in 2011 to an estimated 329 million for 2017.

Malaysia Moves towards Cash-less Society

Since 2009, the industry has invested RM893million to enhance the e-payment infrastructure and will invest a further RM346mil to expand the point-of-sale (POS) terminal network and RM40mil to develop the real-time retail payment platform.The payment technology had become more advanced, scalable and low cost, which benefits merchants directly, as their operations cost was lowered by the using quick response code (QR Code). “Most Malaysians are likely to carry both a debit card and mobile phones, and as of now, there are 45.4 million debit cards and 42.8 million mobile phone subscriptions. To encourage the use of the QR code payment, Bank Negara has issued an Interoperable Credit Transfer Framework (ICTF).For the first time in Malaysian history, customers of banks and non-banks will soon be able to transfer funds across the network by just referring to the mobile phone number, identification number or QR code.The ICTF will also enhance customer protection and confidence in the use of the credit transfer service. (https://www.thestar.com.my/business/business-news/2017/12/09).

Now, Malaysians are getting themselves attuned to the idea of cashless and card fewer transactions. With an increasing number of digital players launching their e-payment platforms, the new mode of payment has received good response by the local retail ecosystem and banking industry.

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As such, the development in digital payment would also realize the idea of turning Malaysia into a cashless and card less society, with various partnerships among operators such as the deal with China's leading financial technology company, Ant Financial Services Group. The idea is also supported by the government. Recently, Bank Negara Malaysia (BNM) governor Tan Sri Muhammad Ibrahim had said the online banking instant transfer fee of 50 sen will be waived for up to RM5, 000 per transaction, effective from July 1, 2018. On the other hand, beginning Jan 2, 2021, the cheque processing fee would be doubled to RM1 from 50 sen as a sign of higher processing cost. In December, 2018, Treasury Secretary General Tan Sri Dr MohdIrwanSerigar Abdullah also announced that a pilot project for e-wallet service, Take Action Pay (TaPay), will be carried out in the first cashless city in Malaysia. Digital payment, or e-wallet, is essentially a form of electronic payment that has the capacity to expedite the traditional payment process through the transaction of e-money. As each provider has various ways of introducing its e-wallet with ancillary products to attract users, the payment methods all carry a common concept which involves users scanning a quick response (QR) code provided at the payment counter via the provider's mobile application. According to BNM, e-money is a payment instrument containing monetary value that is paid in advance by the user to the e-money issuer, and can be issued in different forms — such as card-based and network- based — which is accessible via the Internet or other devices. At present, the central bank has approved five banks and 26 non-bank operators as e-money issuers. The new mode of payment has made its way along other digitalization phenomena that have moved many industries (https://themalaysianreserve.com). Through the digital transaction, the nature of Malaysian society has been changed rapidly.

Conclusion

Digital transaction is undergoing huge growth in terms of the volume of goods and services that are being traded on-line. The most optimistic estimations of e-commerce still place the goods value at less than 1% of the total value of goods and service traded in the conventional economy, so as larger numbers of people come on-line, there is plenty of scope for growth. In order to bring an on-line transaction to completion, payment must be fully integrated into the on-line dialogue Banks will find a demand from their large business clients to effect high-value bank mediated transfers of funds easily and efficiently. Similar demand will be experienced in Europe and Asia and, to a lesser extent, the developing world. It may be that developments such as Worldwide Automated Clearing House (WATCH) may eventually lead to a situation in which individuals and organizations transacting on the Internet can easily move funds to and from any country in the world. Economists have observer that in Malaysia, it may be that these new payment systems providers can be more agile in responding to customer needs and may supplant banks for certain classes of payments. In Malaysia, E-commerce is undoubtedly the most active area in electronic payments. As telecommunications manufacturers and network operators seek to define the shape of the mobile Internet, startup companies are busy coming up with new ways to make payments on-line. One very large area of uncertainty is the degree to which the mobile Internet will resemble the fixed-line Internet. With the advent of modern technologies in telecommunications, infrastructure and protocols, in Malaysia, in future entire payments will be made through e-payments by Business to Business, Business to Customer, Customer to Government.

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Electronic Waste Management In India: A Sustainable Perspective

Dr. Ambika Bhatia*, Chhavi Kiran**

ABSTRACT

India is striving hard to become a developed nation. In this journey India has to overcome a lot of obstacles and one such obstacle is growing heaps of e-waste which are a result of increasing consumption of electrical and electronic items. Numerous initiatives have been adopted by government and NGO to deal with e-waste. The concern is that improper disposal of e-waste leads to harmful effects on human health as well as on the environment. Therefore there is a need to manage e-waste sustainably. Through this paper an attempt has been made to propose a solution for managing e-waste in a sustainable manner. One of the major concerns in e-waste management is the immense presence of informal sector which recycles 95 % of the e-waste in India. It has been proposed that formal sector should work in collaboration with informal sector for ensuring management of e-wastesustainably.

1. Introduction

Sustainability has been a key issue in the recent times across the globe. In simple terms sustainability means that the resources are used in the present time in such a manner so that they can be made available to future generations as well. Environmental sustainability and electronic waste management practice go hand in hand. Electronic waste is increasing at an alarming rate and is not just a problem for India but is an issue of international concern. United Nations University has stated in a report 'Global E-waste Monitor 2017' that 44.7 million metric tonnes of e-waste was generated across the world in 2016 which is almost equivalent to 4500 Eiffel towers. Apart from being the second largest hub for mobile phones in the world, India is also the second largest generator of e-waste in 2016 amongst Asian economies. E-waste includes all electrical and electronic items and all related components that have been discarded by the owner without the intent of re-use. Exiting systems of e-waste management are generally not sustainable as collection, sorting, reuse, disassembling, recycling etc are undertaken by informal sources. Informal recyclers do not abide by the rules and regulations and the activities carried out by them are often harmful for humans and environment.

2. Research objectives:

The main objective of this paper is to study the issue of electronic waste management and to propose a sustainable solution for managing e-waste keeping in view numerous opportunities that this segment can offer.

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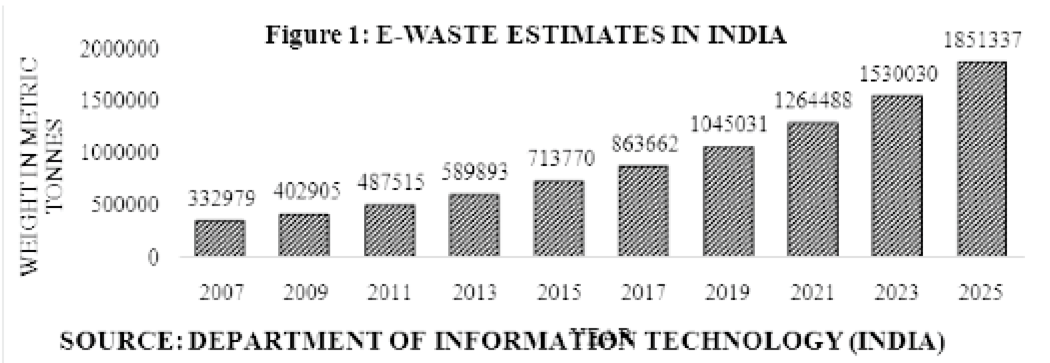
3. Scenario of E-waste Management in India

India has been ranked second in terms of number of mobile phones used but what happens after an individual discards that handset. Unless donated to another user, it becomes E-Waste. Refrigerators, air conditioners, printers, microwaves, calculators, monitors, laptops, mobile phones, hard disks, remote batteries, pen drives etc are all a part of e-waste. India is the second largest generator of e-waste in 2016 amongst Asian economies. China is the largest generator of e-waste and consequently numerous policies have been initiated with regards to management of e-waste. Some reasons for this exponential growth are lack of awareness amongst consumers about proper disposal of e-waste, ineffective implementation of regulations, and growing presence of informal recyclers.

Figure 1 shows the estimated quantity of e-waste growth in India as reported by Ministry of Information Technology, Government of India.



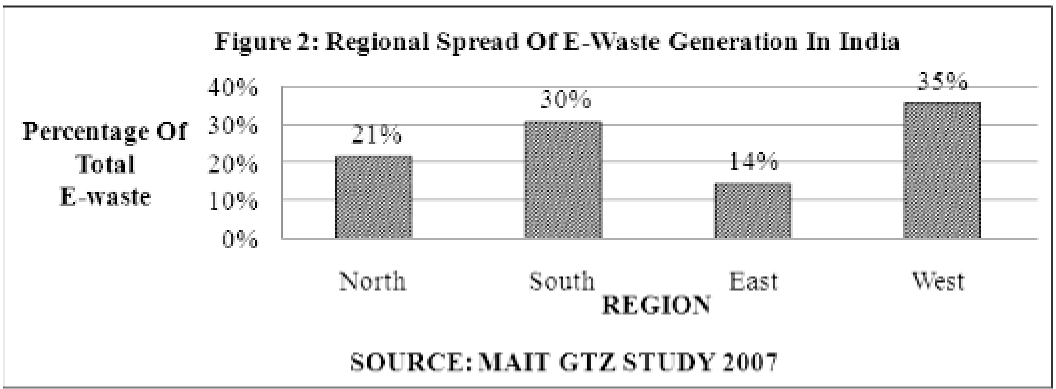


Figure 2 shows the regional spread of E-waste generation in India where it has been highlighted that Western region is responsible for producing maximum percentage of E-waste followed by Southern region. Moreover to understand the status of E-waste in India, it is important to see the quantity of e-waste generated in different states as shown in Table 1.

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Table1: Quantity of E-Waste Generated In Indian States And Union Territories

Rank	States/UT	E-waste generated (In metric tons)	Percentage Of Total E-Waste
1.	Maharashtra	20270.60	13.87
2.	Tamil Nadu	13486.20	9.23
3.	Andhra Pradesh	12780.30	8.74
4.	Uttar Pradesh	10381.10	7.10
5.	West Bengal	10059.40	6.88
6.	Delhi	9729.20	6.66
7.	Karnataka	9118.70	6.24
8.	Gujarat	8994.30	6.15
9.	Madhya Pradesh	7800.60	5.34
10.	Punjab	6958.50	4.76
11.	Rajasthan	6326.90	4.33
12.	Kerala	6171.80	4.22
13.	Haryana	4506.90	3.08
14.	Bihar	3055.60	2.09
15.	Orissa	2937.80	2.01
16.	Assam	2176.70	1.49
17.	Chhattisgarh	2149.90	1.47
18.	Jharkhand	2021.60	1.38
19.	Uttarakhand	1641.10	1.12
20.	Himachal Pradesh	1595.10	1.09
21.	Jammu and Kashmir	1521.50	1.04
22.	Goa	427.40	0.29
23.	Tripura	378.30	0.26
24.	Chandigarh	359.70	0.25

25.	Puducherry	284.20	0.19
26.	Manipur	231.70	0.16
27.	Meghalaya	211.60	0.14
28.	Nagaland	145.10	0.10
29.	Arunachal Pradesh	131.70	0.09
30.	Andaman and Nicobar Islands	92.20	0.06
31.	Mizoram	79.30	0.05
32.	Sikkim	78.10	0.05
33.	Daman and Diu	40.80	0.03
34.	Dadra and Nagar Haveli	29.40	0.02
35.	Lakshadweep	7.40	0.01
	TOTAL	**146180.70**	**100**

SOURCE: RAJYA SABHA, 2011

4. Management of E-Waste by informal sector:

E-waste management industry has been occupied majorly by informal recyclers in India. As per a study in 2014, it has been stated that 95 % of electronic waste is recycled by informal sector and only 5 % of it is being dealt by any formal sources. The major issue with informal recyclers dealing with E-waste is that they do not abide by environmental norms. Maximum percentage of workers engaged in informal recycling sites are women and children who are illiterate and are not aware of the hazardous consequences of improper recycling of electronic waste. Informal sector includes certain scrap dealers, waste collectors, *raddiwalas* etc (Ikhlayel, 2018). Major operations of e-waste in informal/ unorganised sector are as follows:

- **Collection**: *The kawariwalas who are small scrap dealers provide door to doore-waste collection facility.*Consumers are encouraged to sell e-waste to such small scrap dealers *in exchange of a nominal amount. The kawariwalas are one of the most efficient informal source of e-waste collection. They are not just limited to household consumers but they also collect e-waste in bulk quantities from large companies, government establishments, universities, offices etc.*
- **Segregation**: E-waste collected from numerous sources is segregated into different categories like metals, plastics, glass components and others depending upon the saleability condition of the material.
- **Disassembly: Disassembling of e-waste is of two types, destructive and non-destructive.**In destructive disassembly method each type of material is segregated for recycling process whereas non-destructive method involves recovery of disassembled parts that can be reused but this method is not very viable as technology is changing at a fast pace and the reuse of these components is not guaranteed. Disassembly of Personal computers recovers cooling fan, hard

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disk drives, metal enclosures, power cable, monitor, scanner, modem, mother board, power supply unit, auxiliary cards and few more cables.

- **Reuse of recovered materials:The small scrap dealers sell all the segregated and dismantled parts of glass, plastic, metals and other components which are found in saleable condition. There are also certain components which are not in reusable condition but can be melted and then can be further casted in a new product. Such components are sold by kawaris to some experts who have knowledge about these processes.**
- **Recycling of Printed Circuit Boards (PCBs):**The populated PCBs, constituting 3 to 5% by weight of total e-waste, have rich value of metals such as copper, silver, gold, palladium, platinum, tantalum and other metals in traces level. The recovery of all the metals requires professional skill, expensive equipments and machineries. The lack of knowledge, affordable logistics and greed for quick money motivates unorganised sector to employ unhygienic and un-scientific methods for recovery of valuable metals. The typical methods employed by unorganised units are focussed to recover gold from the integrated circuits (ICs), gold plated terminals of connectors/PCBs and other components etc. The gold rich components are removed by loosening of the lead solder by surface heating, which causes air pollution (Kumar et al, 2017).

Table 2 shows the list of registered E-waste recyclers and dismantlers in India for the year 2014 and 2016. The number of such recyclers have increased from 138 to 178 in a couple of years. But still considering the growing rate of e-waste, there is need to adopt a more formalised system of managing e-waste.

Table 2 : List Of Registered E-Waste Dismantler/Recycler In India

S.N.	State	Number Of Registered Recyclers (Units)			
		2014	**MTA**	**2016**	**MTA**
1	Andhra Pradesh	2	11800	0	-
2	Chhattisgarh	1	900	2	1650
3	Gujarat	1	20849.12	12	37262.12
4	Haryana	13	47,225	16	49981
5	Karnataka	52	50318.5	57	44620.5
6	Maharashtra	22	32180	32	47810
7	West Bengal	1	600	1	600
8	Uttar Pradesh	11	43,150	22	86,130
9	Uttarakhand	4	28150	3	28, 000
10	Tamil Nadu	14	38,927	14	52427
11	Rajasthan	9	67470	10	68670
12	Madhya Pradesh	2	6585	3	8985
13	Orissa	0	-	1	N/A
14	Punjab	0	-	1	150
15	Telangana	0	-	4	11, 800
	Total	**138**	**349154.6**	**178**	**438085.62**

SOURCE: Central Pollution Control Board
http://www.cpcb.nic.in/Ewaste_Registration_List.pdf

5. **Effects of informal recycling of Electronic Waste in India:**

Electronic waste is a problem because of the disposal methods adopted by consumers. It is often recycled, reused, refurbished and is also incinerated. Incineration of e-waste is very dangerous. Dangerous toxins are released with open air burning which not only pollute the local environment but also affect the global air currents (Ramachandra and Saira, 2004, Mahato, 2016). Once useful items are extracted out of the total e-waste, then the remaining waste which is non-hazardous can be burnt but burning prior to treatment of hazardous substance is very risky. Table 3 shows the harmful effects of some e-waste pollutants.

Table 3 : Harmful Effects Of Some E- Waste Pollutants

E- Waste Pollutant	Health Effect	Source
Lead[1]	Damage to central nervous system. Affects brain development of children.[1]	Printed circuit boards and monitors, glass panel.
Cadmium[2]	Affects Kidney[3] Causes neural damage.[3]Long term exposure to cadmium can cause Itai-Itai disease.	Sensors, lamps, mobile phones, Relays, switches, flat panel display,batteries.[2]
Beryllium[3]	Causes cancer and skin diseases[3]	Computer motherboards
Mercury[3]	Damage to brain.[3]	Circuits and switches
Plastics including PVC*[3]	Burning of plastic damages immune system, affects regulatory hormones.[3]	Cables and computers[3]
Barium[3]	Damages heart and liver. Can cause muscles weakness.[3]	Front panel of CRTs[3]
Nickel[4]	Causes asthma and lung damage.[4]	Wires

* PVC →Polyvinyl Chloride

Sources: Yang et al (2013)[1] , Verma and Agrawal (2014)[2], Shagun et al (2013)[3], Saritha et al (2015)[4]

6. Opportunities for developing a more sustainable e-waste management system:

6.1. Research opportunities:

Numerous problems are associated with management of electronic waste in India. Some of the problems can actually be viewed as an opportunity. Some important areas under which opportunities can be explored are shown in Figure 3 and are mentioned below:

6.1.1. Data management:

Currently the methods used for tracking the quantity of electronic waste management are very limited. Few estimation models are available forthis purpose which are based on either the sales volume of electronics in a particular year in a specific region. Robinson (2009) has specified a formula to estimate the amount of e-waste being generated.

$E = MN/L$

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Where E = annual e-waste production (kg/year)

M = Mass of electronic item

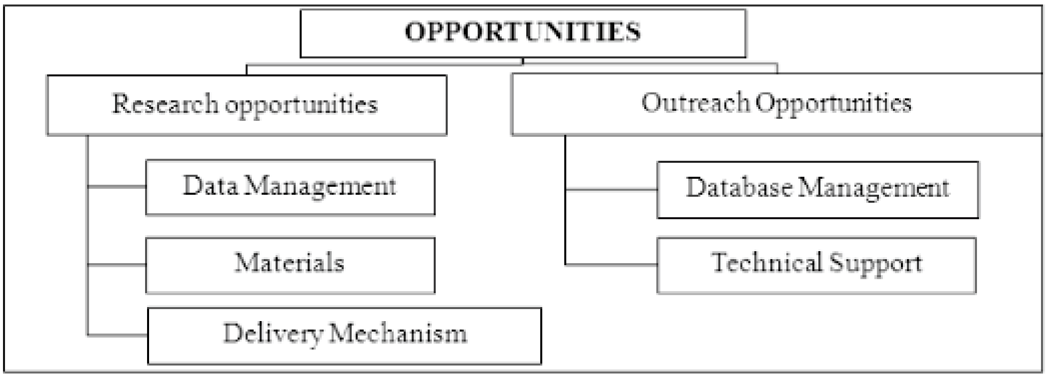
N = Number/quantity in the market

L = Average life cycle (Years)

Gaidajis et al have mentioned another method for e-waste estimation in which it is assumed that with the growing levels of Gross Domestic Product (GDP), more number of electronic goods are purchased eventually leading to increased e-waste production.

In India there is no formal system for recording of quantity of electronic waste generated. United Nations University published Global E-Waste Monitor 2017 in which it has been stated that 1975 kilotonnes of E-Waste was generated in India in 2016. The segment of e-waste management can actually open gates for lot of data scientists.

Figure 3: Opportunities available for managing electronic waste sustainably



1.1.1. Materials:

E-waste contains lot of materials out of which some are valuable and some are hazardous to both the humans as well as the environment. Consequently, there is a need to develop products which are manufactured using more environmentally safe materials and processes. For this method a researcher has quoted a term DOE i.e. Design for Environment which means that the manufacturing of the products should be carried out in an environment friendly manner (Herat and Agamuthu, 2012).

1.1.2. Delivery Mechanisms:

One of the reasons of increasing pile of e-waste is the rapid consumption facilitated by globalisation and increased purchasing power of the consumers. But as a matter of fact, it is not important for consumers to own the electronic product and they are only concerned with the usage of it. So in order to ensure that electronics are used to the maximum capacity till they complete their lifespan, certain services can also be provided by electronic product vendors like lease contracts or service contracts etc. This would help in reduction of quantity of e-waste.

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1.1. Outreach Opportunities

1.1.1. Database Management:

In order to manage e-waste sustainably, it is important to have a complete e-waste outreach program. All information related to electronic products including the materials needed for manufacturing, the extent to which such material meet the environmental standards, the lifespan of electronic products, number of units manufactured and sold etc is to be managed. Hence lot of opportunities are available for database management for maintaining data concerned with all aspects of e-waste.

1.1.2. Technical Support:

Researchers have stated that the best method for managing e-waste is to recycle it. Sophisticated technology is required for carrying out the recycling processes. In addition to it there is need of Technical assistance regarding e-waste collection methods, storage, transportation, feedstock management etc.

2. Proposed sustainable E-waste management policies:

2.1. Collaborative effort of formal and informal recyclers:

In India there is a general tendency that e-waste is disposed off with regular household waste and in some cases it is sold to scrap dealers for a minimal amount who provide door to door collection service. Empirical evidences have also highlighted that one of the main challenges related to e-waste management is lack of awareness amongst consumers about proper methods of disposal of e-waste. Due to infrastructural problems, India does not have a formal collection system for e-waste. Consequently all types of waste materials are discarded together and consumers opt for most convenient option for doing so. On the basis of different research articles available on the subject of behaviour of consumers towards e-waste, it has been identified that informal sources have a very wide approach in collection of waste streams which is more preferred by consumers due to convenience. Henceforth the best way of managing e-waste cannot be exclusively through formal establishments. Rather it is suggested that upto the stage of disassembling of e-waste, informal recyclers should be involved and rest of activities can be carried out more efficiently by formal recyclers.

2.2. Tapping of numerous opportunities related to the field of e-waste management:

Activities related to e-waste management have gradually gained momentum in fast few years. E-waste management has developed as a full-fledged industry and have lot of potential for numerous opportunities that can be tapped by young entrepreneurs. There are several opportunities related to research and outreach aspects like database management, feedstock management, delivery mechanism, technical support etc.

TABLE 4 : Legislations relating to Electronic Waste in India

Laws and Regulations	*With effect from*	*Issuing Authority*
The Environment(Protection) Act	23rd May, 1986	Ministry of Environment and Forests, Govt. of India
Municipal Solid Waste (Management & Handling) Rules 1999	25th September, 2000	
National Green Tribunal Act 2010	18th October, 2010	
E-Waste (Management & Handling) Rules 2011	1st May, 2012	

Source: Ministry of Environment and Forests, Govt. of India

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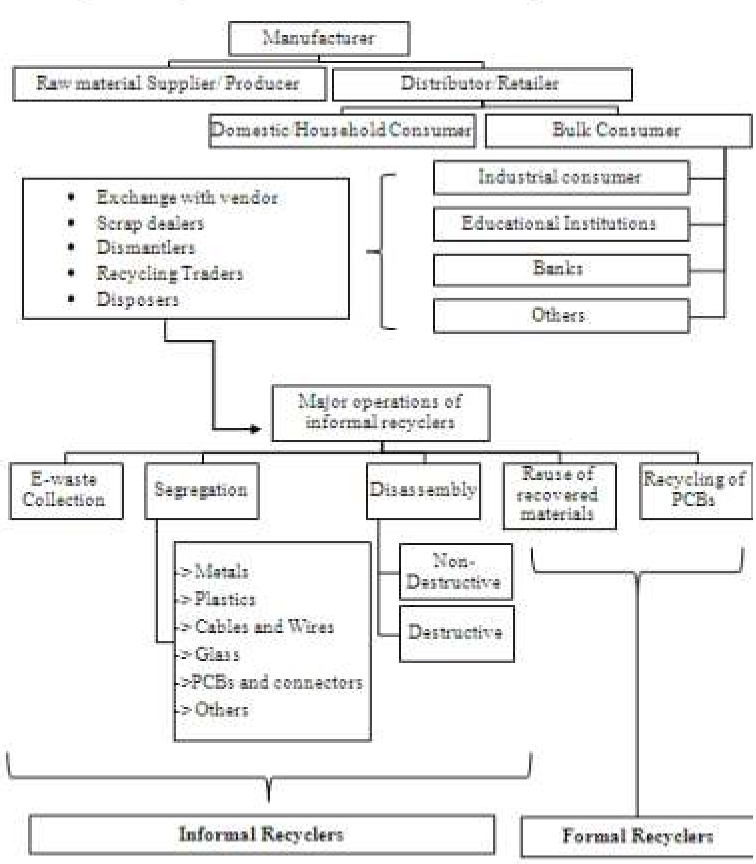
1.1. EPR Approach in India:

Government of India has taken few initiatives towards framing legislations for management of e-waste as shown in Table 4. The first formal E-Waste (Management and Handling) rules, 2011 were introduced to ensure that the recycling and other disposal activities are carried out in a safe manner without causing any damage to human health and environment. Further in 2016, a new draft of rules namely E-waste (Management) Rules, 2016 was proposed in which the concept of EPR gained more momentum. Extended Producer Responsibility is a concept which implies that the responsibility of disposal of electronic item is of the producer of that product, so producers should encourage certain take back initiatives (Yoon and Jang, 2006). For instance, mobile manufacturer Nokia began electronic waste management program in 2008 in four cities namely Delhi, Mumbai, Bengaluru and Ludhiana. Under this program drop boxes were set up in different corners of these cities in which customers were asked to drop used phones, chargers and other mobile accessories (Cao et al, 2016). Another leading mobile company Samsung also introduced Samsung Take-back AndRecycling (STAR) program under which various fixed drop of locations were set up and even pick up service of different used electronics like refrigerators, microwaves, televisions etc was also provided. Despite of efforts adopted by some private organisations, NGOs and certain government initiatives, the problem of electronic waste has reached at an alarming stage and now it is utmost important to deal with it.

Figure 4: Proposed Framework For Sustainable Management Of E-Waste



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7. Conclusion:

In figure 4 a model has been proposed for sustainable management of E-waste. Since informal recyclers have more access to the disposers of e-waste, so few operations like collection, segregation and disassembly should be carried out by them and further the operations like recycling of recovered materials should be taken care by formal sector. E-waste cannot altogether be managed unless citizens of the nation join hands with the government for adopting practices for sound disposal of used electronic products. For this awareness of consumers has to be raised through different workshops, programs, campaigns, seminars etc. Moreover youth of the country can actually see this segment as an upcoming opportunity and can explore it in form of a business venture. The idea of management of E-waste in form of a business proposition is not just to earn profits but the management activities need to be carried out in such a sustainable manner that it is beneficial for both humans and the environment.

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TRADITIONAL RETAIL FOCUSES E-RETAIL IN RURAL AREAS

Mr. C.S. Jayanthi Prasad

Abstract

The overall retail core segment is based on internet platform and also the saturation of various brands in the market. The retail retains the utmost potential customers to penetrate in the new markets and also spread convenient operations. The present retail system needs to tailor the challenges of e-Retail in rural market. The Indian scenario is making a revolution to growth the retail system to e-retail system and online retailing or e-retailing is linking between interface and human face electronically, where the buyer is feasible at his convenience to make decisions e-retail in Indian aspects needs to go through with various issues, opportunities and also to satisfy both companies and also markets.

Key words: Retail, Decisions, Markets.

INTRODUCTION

With the boost growth of the internet services and also growth in the globalization the Retailing business has become popular and also competitive in the present scenario. The business and also promotional activities are been affected with the technological aspects and also trade and commerce sectors are also developing day to day life. There are several benefits with the internet technologies and also e-commerce related business, easy accessibility and also making the decisional aspects for both companies and customers. Internet accessibility is such an technology which needs minimum literacy awareness to access and also the accessibility can be expected to 24 hours a day, 7 days a week. E-commerce or E-trade is the safest mode of operation for end user. E-marketing, (also known as Internet Marketing, Web Marketing, and Online Marketing etc.) can be suggested by the way of promotional aspect. e-tailing by defining it as the selling of goods and services to the consumer market via the internet. According to Turban et al. (2006), e-tailing is defined as retailing conducted online, over the internet.

In common aspects the core aspects of e-retailing business are

1. Information sharing
2. On line functioning
3. Product delivers in time.

So basically the four factors of marketing mix as such Product, Price, Place, Promotion are key factors for the e-stores and also it is spectra compare to traditional retailing system. With regards to the correct value, e-stores can be worked with low overall revenue on account of the lower cost and higher deals volume. With respect to the correct advancement, e-stores have boundless direct promoting, publicizing and offering openings. At long last, concerning the opportune place; the area of e-stores

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isn't essential in the Internet and e-client can associate and buy items and administrations from the Internet whenever and put. As indicated by Lim and Dubinsky (2004), e-store is characterized as a business site on which e-clients can shop and make buys.

OBJECTIVES OF THE STUDY

i) To understand the saturation of e-commerce in rural area.

ii) To identify the relevance of e-commerce in Management field.

iii) To identify the impacts of Re-tail to E-re-tail in Rural area

LITERATURE REVIEW

There wereseveral research works have been done by researchers but only a few has been given, related to the present paper.

Brown (1987) *has*been expressed that the traditional retail format impacts on the psychological costs as well as the monetary costs. While the non-momentary services are especially emphasized on the non-store formats. And the cautions they give to do shopping are freed from location and also related constraints.

By the suggested ***Rao, (1990)*** E-commerce increased the market segment and also focusing towards growth accessibility and also the information regarding costs and also competitors regarding goods and services through e-retail in rural areas.

Zhang et, al., (2000) has been innovated the prime elements of internet service providers and also purchase methods and also decisional aspects of e-retailers. The consumers is more fascinate to see the background of the web page and also it impact on the purchase power.

Ratchford et al. (2001)has been expressed that internet, consumers can collect the data and also related merchandise and compare the product services around the market segment with low cost. They can also analyze the offerings with the specific product.

Has been communicated that shoppers can gather data from different stock and they can think about the product offering and length

Zeithaml (2002) has characterized that the accomplishment of e-following relies upon the productive web architecture, powerful shopping and provoke conveyance. The other e-store administrations are conveyance on ongoing, return and substitution process, time of taking care of out online requests frame, speed of reaction time to e-customers" inquiries. Kim and Lee (2002) have proposed that the plan of e-store impacts consumers" access to e-store. In the e-store, web architecture, plan of item and administration examination and data, time to finish online request shape, simple of seeking item and administration, screen format, screen unpredictability, page organization, data recovery techniques, data show, utilization of shading and foundation, help to the client and speed of getting to the e-store are eminent components drawing in e-clients.

Doolin (2004) has particularly called attention to that e-following is the offer of items and administrations to singular clients. As per him, the meaning of e-following incorporates the offers of items or administrations on the web. Rabinovich (2004) and Cao and Zhao (2004) have recognized

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the difficulties of e-following industry. This test starts with the reaction time of the web-server; moves to the measure of time the client must hold up until the point when the request ships, and furthermore incorporates the time the delivery procedure takes.

Delone and Reif (2004) have discovered that at present clients will probably keep shopping on the web when they have a more noteworthy affair of web based shopping. It is additionally discovered that youthful grown-ups have a more inspirational state of mind towards web based purchasing. Lavie and Tractinsky (2004) have communicated the expressive feel of sites that pass on a feeling of inventiveness and uniqueness. This kind of feel is probably going to serve a vital job when looking for forte products. The expressive plan is significant to claim to fame merchandise in light of their exceptional qualities that stressed the shopping knowledge.

METHODOLOGY

The present paper focuses on retail impacts on e-retail in rural segment and also the collected data is been procured from rural areas in and around Telengana rural areas with different areas the data collected about 150 respondents from rural areas regarding the role of e-retailing services. The data collected are related to quantitative and also related to primary and secondary sources.

CHALLENGES AND OPPORTUNITIES ON E-RETAILING RURAL AREA

The major challenge of the rural area to understand the e-retail part is to initialize the literary development and also to find the opportunities in technological usage cost. And also see that the planning is been done with additional requirements as service oriented.

While so many banking sector are also providing RIFD cards for the rural population and also accompanying with mobile phones across the segments. The opportunities of e-retail in rural can turn to new globalization and also economy growth from there usage. Yet in India there are The mix of versatile and social is a powerful one since portability ups the measure of time buyers spend on the Web, while social highlights increment intuitiveness with Internet content; versatile and social web consequently are driving web based business

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The Status of Physical infrastructure in Punjab: An Inter-District Analysis

**Avinash Kaur **Dr. Rajinder Kaur*

Abstract

The paper aimed to study the status of physical infrastructure in Punjab and to compare growth rates achieved by the districts of Punjab for 21 years i.e. from the period 1995-96 to 2015-16. For the purpose of study six variables of physical infrastructure are undertaken. Stepwise regression is used to carry out the results. The study found that the status of physical infrastructure in Punjab get better with the passage of time, except in case of number of post offices. The study revealed that the most significant variable affecting economic growth is number of banking offices, followed by number of motor vehicles registered and number of electric consumers. The study concluded that the government should carry out various new projects in order to increase the infrastructural facilities and ultimately to enhance the level of economic development.

Keywords: Physical infrastructure, Punjab, Growth, districts, economic development.

Infrastructure is generally an arrangement of interconnected basic components that provide the outline assistant to the whole structure. Infrastructure is a framework that included, but not limited to bridges, telephone services, electricity, transportation, water supply and so on (World Bank, 1994). The great accent should be placed on infrastructural facilities as these play a vital role in the process of development. It is impossible for any economy to grow without adequate and sound infrastructure. Infrastructure is considered to be a prerequisite to economic development of any nation; thus said to be the backbone of any economy. Infrastructural facilities are categorized into three types:

- Physical Infrastructure: it includes transportation, telecommunications, power, irrigation etc. and these are crucial for any economy to move autonomously.
- Social Infrastructure: it incorporates housing, education, health, sanitation and drinking water supply etc.; which represents the standard of living of human capital.
- Financial Infrastructure: it includes money market and capital market.

The present paper focuses on the status of physical infrastructure in Punjab. Physical Infrastructure refers to the basic physical infrastructure required for any economy to function and endure. Physical infrastructure is a comprehensive term and it embraces the facilities like electricity, piped gas, telecommunication, piped water, sanitation, sewerage system, solid waste collection, roads, railways, airports, seaports, irrigation etc. Physical infrastructure provides basic facilities for the smooth functioning of economic activities. Thus, physical infrastructure in terms of roads, transportation, communication and power have a significant role in promoting economic development by providing a base on which the various economic activities can be performed.

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Literature Review

In this section an attempt is made to review the studies dealing with the infrastructure and economic growth.

Prakash (1977) attempted to analyze the regional inequalities in terms of infrastructural facilities in India for the period of 20 years i.e. from 1951-1971. The study revealed that there were disparities in the states of India in terms of infrastructure and the regions with stronger infrastructural base have the potential to grow more rapidly as compared to others. Looney & Fredericksen (1981) tried to examine the effect of infrastructure on Gross Domestic Product in Mexico. The study found that for the intermediate region's economic overhead capital like public telephone, electrical generating capacity and surfaced road length had a significantly positive effect when GDP was taken as dependent on these variables. Ghosh & De (1998) examined the impact of public investments and physical infrastructure on both private investment behavior and regional development in the states from 1961-1995. The study found that there existed a positive and significant relationship between physical infrastructure and regional development of the states of India. Kumar and Singla (2013) analyzed the regional inter-state disparities to observe the pattern of economic performance across 15 major Indian states for pre-reform and post-reform period i.e. from 1980-81 to 2010-11. The study found that regional disparities had reduced in indicators such as Gross State Domestic Product growth rate, cash-deposit ratio, literacy rate and population growth rate from pre-reform period (1980-81) to post-reform period (2010-11). Bala (2017) made an attempt to study role of education, health and physical infrastructure in economic development of Punjab and Haryana from 1971 to 2012. The study found that the overall economic development index of the Punjab state is better than that of the Haryana state. The study showed that the education index of the Punjab has better performance than Haryana, yet the growth rate in the education index of the Punjab state is recorded negative as against the positive growth rate in the Haryana state.

Objectives of the study

- To study the status of physical infrastructure in Punjab for the period 1995-2016.
- To compare growth rates achieved by the districts of Punjab during the time period 1995-2016.
- To examine the inter-relationship between economic growth and physical infrastructure in Punjab.

Data and Methodology

Data on different variables used in the study have been obtained from various issues of Statistical Abstract of Punjab for 21 years i.e. from the period 1995-96 to 2015-16. For the purpose of the analysis the following variables have been included in the study:

- Per Capita Income at constant prices (Y)
- Net irrigated area to net area sown (X1)
- Number of motor vehicles registered (X2)
- Number of electricity consumers (X3)
- Roads length maintained by PWD (X4)
- Number of banking offices (X5)

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- Number of post offices (X6)

Compound Growth Rate

Compound Growth Rate of these indicators for different districts of Punjab have been calculated by fitting the the exponential function of the type

$$Y_t = AB^t e^u$$

Where,

Growth rate =

Y= value of dependent variables

t=time variable

A & B = constants

Durbin –Watson Test

The Durbin-Watson test is a test statistic used to detect the presence of autocorrelation in the residuals from a regression analysis. The Durbin- Watson statistic is always between 0 and 4. The values toward 0 indicate +ve autocorrelation and value towards 4 indicate –ve autocorrelation.

$$DW= \sum^{n}_{t=2} (P_t - P_{t-1})^2{}_{t=1}/\sum^{n} Pt^2$$

Coefficient of Determination (R^2)

Coefficient of determination which is ratio of explained variation to total variation in Y (Per capita income) i.e. dependent variable has also been computed. R^2 indicates the percent of variation. The formula for this is:

$$R= b\sum XY/\sum Y^2$$

Where, $b\sum XY$ is explained variations in Y

ΣY^2 is total variations in Y

R^2 shows the goodness of fit. This means the value of R^2, better the fit.

t-test

To check whether the estimated parameters of regression equations and growth rates of different variables are significant or not, t-test of significance has been used. All parameters are tested at 5% or 0.05 level of significance with (n-k) degree of freedom.

Stepwise Regression Analysis

To study the impact of infrastructural indicators on per capita income, stepwise regression analysis has been used. Regression equations were fitted by regressing dependent variables on the independent variables. The regression equation is of following form:

$$Y_t = a + b X_t + U_t$$

Where, Y_t - Per Capita income at current prices in period t

a – intercept term

X_{t-}Independent variable

b- Regression Coefficient

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U_t – Disturbance Term

The Status of Physical Infrastructure in Punjab

It is observed from table 1 that Net Irrigated area to net area sown (X1) was 3844 hectares in 1995-96, which increased to 4068 hectares in 2007-08 and in 2015-16, the Net Irrigated area to net area sown increased to 4137 hectares. During the study period the figures relating to irrigation facilities are showing increasing trend, which shows that irrigation is improving in Punjab and ultimately it is boon to agricultural produce at a large scale.

Source : Various Issues of Statistical Abstract of Punjab

In Power sector, it is clear from the table that number of electricity consumers in 1995-96 was 4508643, in the year 2007-08 there were 6231240 number of electric consumers and in 2015-16,

Table 1 Pattern of Various Infrastructural Indicators in Punjab (1995-96 to 2015-16)

Year	Net irrigated area to net area sown (hectares)-X1	No. of motor vehicles registered-X2	No. of electricity consumers-X3	Road length by PWD (Kms)-X4	No. of banking offices-X5	No. of post offices-X6
1995-1996	3844	1915059	4508643	39950	2345	3892
1996-1997	4022	2095619	4668348	39950	2409	3915
1997-1998	4004	2295917	4778805	39950	2478	3931
1998-1999	3950	2506519	4919458	42757	2523	3941
1999-2000	4001	2716650	5029990	44063	2564	3941
2000-2001	4021	2910233	5210917	45931	2582	3956
2001-2002	4057	3087207	5372863	50389	2613	3964
2002-2003	4035	3307604	5372863	51321	2657	3970
2003-2004	4028	3529100	5543462	51321	2686	3957
2004-2005	4035	3776106	5705745	51321	2757	3960
2005-2006	4019	4035164	5897583	51321	2815	3952
2006-2007	4072	4298962	6033653	55658	2940	3952
2007-2008	4068	4572579	6231240	57571	3051	3911
2008-2009	4064	4831531	6373890	59847	3320	3904
2009-2010	4071	5274254	6631407	61634	3580	3877
2010-2011	4070	5711715	6918145	63384	3823	3804
2011-2012	4086	6256808	7320637	67258	4231	3849
2012-2013	4115	6783614	7604645	68879	4726	3850
2013-2014	4141	7517683	7885077	68605	5413	3853
2014-2015	4118	8287500	8112285	70165	5887	3856
2015-2016	4137	9064476	8340358	70961	6210	3861

the number of electric consumers rose to 8340358. However in Transport sector, it is recorded that in Punjab road length maintained by PWD in 1995-96 was 39950 Kilometers, in 2007-08 it increased to 57571 Kilometers and which in 2015-16 was recorded 70961 Kilometers. The number of motor vehicles registered in Punjab was 1915059, which increased to 4572579 and number of registered motor vehicles was noted 9064476 in 2015-16. On the other hand in Banking sector, it is noticed that In Punjab the number of banking offices were 2345 in 1995-96, which rose to 3051 in 2007-08 and the number of banking offices was recorded 6210 in 2015-16. It is depicted from the table 1 that the number of banking offices is increasing, which indicates the good and strong sign of financial market.

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In case of Post Offices in Punjab it is recorded that in 1995-96, the number of post offices in Punjab was 3892 and in 2007-08, the number of post offices increased to 3911; whereas the number of post offices declined to 3861 in 2015-16. The reason behind declining the number of post offices is that with the new emerging techniques such as internet facilities; of telecommunication the use Post Offices reduced.

Growth of Various Infrastructural Facilities in Punjab

Table 2 shows that growth rate of various indicators of physical infrastructure. It is clear from table 2 that the growth rate of net irrigated is highest in Rupnagar (1.607%), followed by Hoshiarpur (1.51%) and Gurdaspur (1.479%); while lowest growth rate is recorded in Ludhiana (0.002%), Fatehgarh Sahib (0.006%) and Kapurthala (0.021%). In number of motor vehicles registered the highest rank is bagged by Muktsar (27.24%), followed by SBS Nagar (26.42%), Moga (13.91%) and Fatehgarh Sahib (11.85); whereas Faridkot (1.19%), Firozpur (1.99%) and Sangrur (4.12%) were at the bottom. The highest rank in roads maintained by PWD, is bagged by Bathinda (15.53%), Mansa (14.34%) and SBS Nagar (12.94%); whereas Amritsar (-0.28%), Ludhiana (-0.77%) and Faridkot (-0.44%) recorded negative growth. In banking offices, Fatehgarh Sahib (5.02%) was at the top, followed by Moga (4.47%), Kapurthala (4.47%) and Muktsar (4.45%); on the other hand, Rupnagar (-0.64%), Firozpur (-0.97%) and Sangrur (-0.93%) showed the negative growth. In sale of electricity per consumer, Bathinda (3.71%) was at the top, followed by Moga (3.04%) and Muktsar (2.00%), while Gurdaspur (-0.47%) and Rupnagar (-1.06%) recorded negative growth.

Figures in parenthesis are respective t-values.Author's calculation

Interrelationship between economic growth and physical infrastructure in Punjab

For calculating the results of interrelationship between economic growth and physical

Table 2

Growth of Various Infrastructural Facilities in Punjab (1995-96 to 2015-16)

Districts	Net irrigated area to net area sown (hectares)	No. of motor vehicles registered	Sale of Electricity per consumer	Road length by PWD (Kms)	No. of banking offices
Gurdaspur	1.48 (7.09)	4.86 (1.93)	-0.47 (1.98)	2.06 (4.43)	1.98 (7.77)
Amritsar	0.041 (2.22)	4.70 (1.97)	0.88 (0.94)	-0.28 (-0.62)	1.69 (2.56)
Kapurthala	0.021 (2.07)	4.19 (1.72)	0.47 (0.36)	2.73 (13.22)	4.47 (17.98)
Jalandhar	0.057 (0.44)	4.71 (2.01)	1.74 (0.15)	2.41 (8.7)	3.84 (10.95)
SBS Nagar	0.566 (2.63)	26.42 (3.03)	1.97 (0.22)	12.94 (1.52)	3.24 (11.59)
Hoshiarpur	1.51 (6.31)	5.27 (2.15)	0.42 (0.45)	2.87 (10.83)	3.62 (8.95)
Rupnagar	1.607 (6.21)	5.25 (2.58)	-1.06 (0.84)	-0.77 (-1.58)	-0.64 (-0.83)
Ludhiana	0.002 (1.34)	5.06 (2.29)	1.78 (-0.17)	2.52 (15.58)	4.69 (15.66)
Firozpur	0.114 (2.02)	1.99 (0.83)	0.97 (0.82)	-0.44 (-0.69)	-0.97 (-2.2)
Faridkot	0.246 (2.54)	1.19 (0.42)	1.13 (-0.23)	1.04 (0.98)	2.54 (2.62)

Muktsar	0.159 (2.22)	27.24 (3.31)	2.00 (0.65)	15.53 (2.58)	4.45 (10.17)
Moga	0.145 (1.85)	13.91 (3.81)	3.04 (0.19)	14.34 (2.45)	4.47 (16.24)
Bathinda	0.181 (7.24)	4.81 (1.71)	3.71 (-0.71)	2.89 (18.86)	4.13 (9.79)
Mansa	0.189 (4.47)	9.49 (3.81)	2.26 (-0.32)	3.43 (0.55)	3.93 (11.64)
Sangrur	0.055 (0.92)	4.12 (1.63)	2.46 (-0.038)	1.48 (4.01)	-0.93 (-0.51)
Patiala	0.268 (6.15)	4.53 (1.81)	1.57 (0.43)	1.90 (9.57)	3.07 (8.84)
Fatehgarh Sahib	0.006 (1.48)	11.85 (4.53)	0.93 (-0.175)	2.23 (9.85)	5.02 (10.17)

infrastructure in Punjab, Stepwise regression has been carried out. Per capita income has been considered as a variable of economic growth and above discussed six variables is taken under physical infrastructure. Table 3 shows the results show that the most significant variable of physical infrastructure affecting economic growth is number of banking offices (X5). It has found that number of banking offices has a significant positive effect on per capita income at constant prices. The regression coefficient (24.24) indicates that 1% increase in number of banking offices leads to 24.24 % increase in per capita income. The next to enter into model is number of motor vehicles registered (X2). It is observed that the value of R^2 has increased to 93.6% from 93.3%. Its regression coefficient (.003) is positive, indicates that one percent increase in X2 leads to 0.003 percent increase in per capita income. The third variable to enter into the model is number of electric consumers (X3), it results increase in the value of R^2 to 96.3%. The regression coefficient (0.48) indicates that one percent increase in X3 leads to 0.48 percent increase in per capita income. The other remaining variables have not been considered because of their non- significant effect on per capita income.

Where, Y= Per Capita Income at constant prices

X5= Number of banking offices

X2= Number of motor vehicles registered

Table 3

Sr. No.	Equation	Constant	X5	X2	X3	R^2	DW
1.	Y= P(X5)	-40430.055	24.248 (16.25)			.933	1.198
2.	Y=P(X5, X2)	-36.207.99	18.61 (2.80)	.003 (.870)		.936	1.229
3.	Y= P(X5, X2, X3)	-220632.583 (-4.25)	32.043 (5.019)	-0.32 (-3.097)	.048 (3.575)	.963	1.719

X3= Number of electricity consumers

Conclusion

It is observed from this study that the physical infrastructure variables improved during the study period. However, inter district disparities have been recorded which depicts that some

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districts are having better infrastructural facilities as compare to the others.

From table 3 it is clear that the banking sector plays a vital role in economic development of the country, followed by number of motor vehicles registered and number of electric consumers.

Policy Implications

- The government should carry out various new infrastructure projects in order to increase the level of economic development
- Proper allocation of funds should be made in infrastructural sector in Five Years Plans.
- Policies and projects should be undertaken to encourage the infrastructural investment.
- The Government should promote PPP (Pubic Private Partnership) for infrastructural development in order to encourage and enhance the quality and quantum of infrastructural services.

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THE STRUCTURE AND IDENTITIES OF SELF IN THE *BHAGWAD GITA* AND WALT WHITMAN'S *LEAVES OF GRASS*

Dr. Jaideep Chauhan

ABSTRACT

Self enjoys a prestigious place in the field of mysticism. It is an organised whole. Self is a unity of diverse parts with an enduring structure. It is neither mere body nor simply consciousness. Self is the most integrated and the highest product. It is a searcher *par excellence* and possesses a rare power of penetration. Self is known for its superb organic vision which is all-inclusive. It is an ever-present reality in experience.

Whitman's exact involvement in the *Bhagvad-Gita* has always been a subject of literary debate. Emerson enthusiastically hailed Whitman's *Leaves of Grass* as a "remarkable mixture of the *Bhagvad-Gita* and the New York Herald".[1] H.D. Thoreau found it "wonderfully like the Orientals"[2] T.R. Rajasekharaiah admits that Indian classics do not "throw any direct light on our problem of tracing Whitman's knowledge of Indian ideas prior to 1855".[3] V.K. Chari has over-emphasised the analogies between Whitman's *Leaves of Grass* and Indian Vedanta.[4] K. Srinivasá Sastry's exploration of self is limited to Whitman's "Song of Myself", which constitutes a section of *Leaves of Grass* only.[5] Som P. Ranchan's 'adventures with self' does not provide any vital information about the role of self in the *Gita* and *Leaves of Grass*.[6] V.N. Dhavale does not believe that Whitman "belongs to any particular tradition, Eastern or Western".[7] The present study is not an attempt to Indianise Walt Whitman or to prove that *Leaves of Grass* is wholly or partly inspired or influenced by the *Gita*. The seeming similarities between the *Gita* and *Leaves of Grass* are not deliberate but coincidental. The present investigation proposes to deal with the controversial structure of the self and its constituents in the two epics. It will further investigate self's identification with Nature, the ephemeral and spiritual worlds, death, God, etc., and the consequences of such inter-actions of selves on its spiritual growth.

Self's paradoxical nature has never been fully explained to the readers' satisfaction even by its most committed exponents. None can claim to have unearthed its 'real' reality. The Budhists equate intellect with self and call it consciousness. Bhatta feels that the consciousness associated with ignorance is the real self; it is material. The Sankhya system shows that the *purusha* is the empirical self and is related to the supreme Imperishable. Self's ambiguous nature is explicitly presented in the *Gita*: "Some look upon the self as marvellous. Others speak of It as wonderful. Others again hear of It as a wonder. And still others, though hearing, do not understand it at all".[8] The *Gita* recognises the true self as the *atman* which is "indestructible"[9] and the Supreme *Purusha* as "the Highest Self".[10] Like the *Gita*, Whitman's *Leaves of Gross* is never specific about Self's true nature or *akara*. Whitman finds Self "fatherless"[11] and confesses that it is "never measured and never will be measured".[12]

Self has no one specific identity in this world. Self in the *Gita*, is *purusha* and has roughly three manifestations in it. First, it stands for an ordinary human being: it is the smaller self. Second, it may stand for the true self, the eternal yet individual that symbolises purity. Third, it refers to the divine person Krisna who is the highest person, *purasa uttama*, or the supreme divine person, *parama purusa divya*. He is distinguished from other selves for His "Boldness, forgiveness, fortitude, purity,

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absence of hatred, absence of pride".[13] It is bonded but still "deemed to make for liberation".[14] *Purusas* can be "perishable"[15] or "imperishable".[16] All beings are perishable, but the *kutasha* is imperishable. The demonical self (*Asurika*) is inferior and knows "neither activity nor right abstinence, nor purity, nor even properiety, nor truth is in them".[17] It symbolises "hypocrisy, pride and arrogance".[18] Unlike the *Gita* Whitman's *Leaves of Grass* dramatises Self in its most generic sense. Whitman believes in the basic parity of all selves. Self, in *Leaves of Grass*, is known for its divinity and is quite independent: "I exist as I am" (40). Its range of observation is all-inclusive: "I have the idea of all, and am all and believe in all (193). Self's divinity is a two-way process: "Divine am I inside and out, and make holy whatever I touch or touch'd from" (44).

Self's intriguing structure can be tentatively explained vis-a-vis body and soul. Sell, in the *Gita*, is least dependent on the body which is its "agent"[19] only. Soul, the "indweller"[20] in the body, is "Absolute".[21] Body is, in reality, the temple of the soul. Soul, though resides in the body, is not bound by its limitations. The self presented in the *Gita* is "eternal"[22] and indestructible. Self, in *Leaves of Grass*, fully recognises the claims of the body and gives due weightage to it. Whitman is the "Chanter of Personality" (3) and glorifies the "body electric" (78). He declares that if "anything is sacred the human body is sacred" (83) and "superb and divine is your body, or any part of it" (20). Whitman has always equated the body with the soul: "I have said that the soul is not greater than the body,/And I have said the body is not more than the soul" (72). For him, the body 'includes and is the soul" (20) and ironically asks "if the body were not the soul, what is the soul?"(78)

Self is a searcher *par excellence* and noted for its agility-cum-mobility. It can likely be bound by the limitations of time or space. Self, in the *Gita*, is always seen "in action".[23] The *Gita* has always glorified the life of action.[24] "Action is superior to the renunciation of action".[25] It cautions us that the cessation of action is not a way to "perfection".[26] None should "test for even an instant, without performing action."[27] The *Gita* desires every person to "engage in all work"[28] for self-realisation. A man remains a searcher till he attains God-consciousness. "He who knoweth Me thus is not fettered by action".[29] Self, in *Leaves of Grass*, is voyager clairvoyant and is involved in a never-ending spiritual quest: "I tramp a perpetual journey" (69). It has opted for the "roving Life" (108) and is determined to overcome the "vast realms of space and time" (427). Self has deliberately "abandoned myself to flights, broad circles" (9) and is "afoot with my vision" (51). It is to remain involved and has "no time to lose" (191) in this heroic mission. Self has to face a "path ahead endlessly" (23) and never plans its moves in advance: "I am going away, I know nowhere" (429).

Self is keen to identify itself with all forms of being, sentient or inanimate. It can easily project into the consciousness of others. It sees the kindred relationship of things, for they are made of the same material. Self, in *Leaves of Grass*, cannot alienate itself from others and is ever-ready to "adhere" (22) to them. Self is never selective in its identifications: "I am of old and young, of the foolish as much as the wise" (37). It can have no life apart from others: "Why should I exile myself from my companions?" (91). Self goes ecstatic in such mergers and looks pretty contented: "I do not ask any more delight, I swim it as in a sea" (80). It wants to temporarily, identify, but never nourishes the idea dissolving itself in others. Self ought to retain its identity or individuality in its spiritual explorations. Self in the *Gita*, is equally keen to be identified with others. It is finally to merge in Brahman and be united with Him for ever. The entire effort of the self is to work out its relationships with others.

Self's field of exploration is the objective world or *Prakriti*. The world depicted in the *Gita* is both real and unreal. Self at the phenomenal level "perceives the universe of diversity and is aware of one's own individual ego".[30] Nature is the power of God or spirit in the *Gita*. "The spirit", observes Aurobindo, "is the upholder of Nature and her action and the giver of the sanction by which alone her law becomes imperative and its ways operatives".[31] The *Gita* conceives that the Absolute manifests himself in the cosmos: "All this world is pervaded by Me in My unmanifested form".[32] The lower (*apara*) aspect of Absolute represents the world of Nature. As S. Radhakrishanan puts it: "The world is not essentially being like Brahman; not is it mere non-being".[33] *Prakriti* is the play of the Infinite on the finite. The world of existence has a meaning. The *Gita* preaches a dynamic social ethic and "insists on the performance of the social duty".[34] In the *Gita*, the spiritual and transcendental point of view regards the world as unreal or *Maya*. The *Maya* is the sum total of space, time, and causation. It is the power which enables Brahman to produce mutable nature.

Self, in *Leaves of Grass*, is earth-bound and finds nothing illusory or unreal about this world. *Leaves of Grass* dramatises this modern "superb humanity" (190) in all its authenticity. According to J.J. Chapman the World of *Leaves of Grass* gives us "life in the throb".[35] Self is mad after the "most copious and closer companionship of men" (105). It accepts all, loves all, and elevates all. Self finds its "soul reflected in Nature" (81). Self can readily identify with the selves of animals, birds, and insects. It can "stand and look at them long and long" (50) because they are placid and self-contained. Self finds Nature "full of perfume" (24) and is enthralled in her presence. It is "enamour'd of growing out-door" (34). Self finds Nature indispensable to its self-development: "The air tastes good to my palate" (45). It has an abiding faith in it: "The earth good and stars good, and their adjuncts all good" (39). Self emerges as a great democrat and stands for absolute EQUALITY: By God: I will accept nothing which all cannot have their counterpart on the same terms" (43). It is anti-exploitation. "Whoever degrades another degrades me" (43). Whitman's self is the mouthpiece of every individual or class: "I am not the poet of goodness only, I do not decline to be the poet of wickedness also" (42). Self finds the Absolute as the substance and reality of all things. God dwells in sense-objects but is distinct from them. "Whitman", observes N.K. Sharma, "always seeks the spiritual through the material."[36] The devotion to God must accompany living service to humanity.

Self's involvement in sex or love is a controversial matter in the field of mysticism. The *Gita* recommends the outright renunciation of "*Kamya* action"[37], because it is man's "unseizable fee".[38] It demands that all the sensual desires must be curbed "at the outset".[39] The *Gita* points out that passions (*rajas*) originate from "Craving and attachment"[40] and must be suitably channelised. He who consciously opts for this passional life "lives in sin".[41] It is no life. It can never let a person to be identified with Brahman. Unlike the *Gita*, Whitman's *Leaves of Grass*, is love-centered. Whitman believes that the "kelson of creation is love" (27) and is not unaware of "the flesh and the appetites" (44). Self, in *Leaves of Grass*, is mad after "robust love" (107) and feels "tremulous aching" (77) for "amorous love" (91). It is always seen briming with love: "O my breast aches with love for all" (185). In *Leaves of Grass*, the sacredness of the body is fully recognised: "If anything is sacred, the human body is sacred" (83). None can corrupt or exploit this divine body. D.H. Lawrence finds "flesh is spirit"[42] in *Leaves of Grass*. Love is a great ordination of the universe. it is an "act divine" (78) and the subject is "Carried eternally" (96) in its process. Love serves "the soul well" (80) and can bring about the "resurrection" (76) of the love-thirsty person. The ecstasy of physical love becomes a vehicle of the divine in *Leaves of Grass*.

Self can also identify with death in the *Gita* and *Leaves of Grass*. Self is non-decaying in the *Gita*: "This self cannot be cut, nor burnt, nor wetted, nor dried".[43] It is invulnerable and immutable: "None has the power to destroy this Immutable".[44] Self cannot be "slain"[45] and "is not killed when the

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body is killed".[46] It is eternal and is "unborn, eternal, changeless, ever-Itself".[47] It can never cease "to exist iii the future".[48] Birth and death are related to each other in the *Gita*: "Of that which is born, death is certain, of that which is dead, birth is certain".[49] Death can identify self with Brahman: "Dying thou gainest heaven".[50] An embodied self is self-controlled: "The wise grieve neither for the living nor for the dead".[51] Like the *Gita*, Self in *Leaves of Grass* is in constant dialogue with death. Self knows that death "draws sometimes close to me as face to face" (428). It has almost overcome the fear of death: "And as to you Death, and you bitter hug of mortality, it is idle to try to alarm me" (73). Death is a "real reality" (94). Self is always conscious of its immortality and never feels nervous or shocked in the presence of death: "I know I am deathless" (40) and jeers at "What you call dissolution" (40). It has no doubts about the continuity of life: "The smallest sprout shows, there is really no death" (102), And "All goes onward and outward, nothing collapses and to dies is different from what any one supposed, and luckier" (29). Self finds death delicious and is convinced that "nothing can happen more beautiful than death" (19). Nothing is permanently lost in this universe: "Nothing is ever really lost, or can be lost. No birth, identity, form—no object of the world" (404). Life, in *Leaves of Grass*, continually renews itself.

Self tries to identify with God in the *Gita* and *Leaves of Grass*. The hankering after God is the very back-none of spiritual experience. Yoga relates self to Brahman vis-a-vis soul in the *Gita*. A *Yogi* having a "supersensuous sight"[52] can attain God-consciousness. A person "With mind and intellect absorbed in Me, thou shalt doubtless come to Me".[53] He can also identify with God by "the renunciation of *Kamya* action".[54] Renunciation can ensure eternal peace: "Peace immediately follows renunciation".[55] Self can also bridge the gap between itself and God by "Yajna, gift, and austerity".[56] A person who has realised "Supreme perfection"[57] is absorbed in God-consciousness. A "Strong and content" (118). Self in *Leaves of Grass* can come closer to God. It can realise God by remaining "firm" (132) in its spiritual quest. It is to overcome "the teeming spiritual darkness" (323) and "trackless seas" before having the glimpse of God.

Self's identification with Brahman can lead to *jivamukti* in the *Gita*. The *Jivatma* is eternally merged in God-consciousness and forgoes its individuality. It is "no more subject to rebirth—which is the home of pain, and ephemeral".[58] The yogi "attains the bliss of contact with Brahman"[59] and enjoys "undecaying happiness".[60] Self's merger with God can ensure "peace"[61] and "eternal abode".[62] Self gets rid of the problem of "rebirth".[63] The absorption of self in God gives birth to *Sattvika* happiness which appears "Poison at first, but nector at the end".[64] This happiness is difficult to realise in one' life. As Swami Nikilananda rightly observes: "Worldly happiness is but an infinitesimal part of the bliss of Brahman".[65] A "deluded"[66] or "unrefined"[67] Self will remain isolated from God. A

non-believer is bound to be "deluded in the path of Brahman".[68]

Self, in Whitman's *Leaves of Grass*, is eager to meet but reluctant to be identified with God: "Bathe me O God in thee, mounting to thee, I and my soul to range in range of thee" (327). It continues to seek "Something yet unfound though I have diligently sought many a long year" (76). Self calls God a "comrade perfect" (327) or simply an "Ideal Man" (216). Self is no less than God: "And nothing, not God, is greater to one than one's self is" (72). Like God, he too becomes "an acme of things accomplished, and I am encloser of things to be" (67). Self refuses to be "encaged" (141) in Him: "O confine me not!" (88). Unlike the *Gita*, there is no end to the spiritual quest in *Leaves of Grass*: "O daring joy, but safe! are they not all the seas of God? O farther, farther father sail" (328). The identification of self with God is a grand delusion and cannot last long: "All hold spiritual joy and afterwards loosen it" (20). Self keeps itself "Tumbling on steadily, nothing dreading" (178), as it has

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"no time to lose" (191) in this spiritual quest.

Self is the chief motivating force both in the *Gita* and Whitman's *Leaves of Grass*. Self, in the *Gita*, is divine but its divinity is mainly due to the presence of the divine *Atman* in it. Body, though important, is decidedly inferior to the soul. Self, in *Leaves of Grass*, is no less divine but its divinity includes the divinity of the body also. For Whitman, there is no difference between the body and the soul. Self's identification with Brahman leads to its salvation in the *Gita*, and this marks the end of the spiritual quest. Self's material-cum-spiritual quest is not to be terminated in God in *Leaves of Grass*. Self has never intended to seek salvation by merging in God-consciousness. In *Leaves of Grass*, Self experiences the Divine Spirit in its identification with Nature. Self is almost hypnotised in its presence. Self is equally keen to identify itself with Brahman vis-a-vis Nature in the *Gita*. The phenomenal world presented in the *Gita* is Maya or pure delusion and Self shows no urgency to communicate with it. The world depicted in *Leaves of Grass* is substantial and thrillingly alive. Self's identification with Brahman is the ultimate aim of the Self in the *Gita*. Self can forgo anything to be absorbed in God-consciousness. Self, in *Leaves of Grass*, is not to lose or dissolve itself in God fore ever. The duality between the self and God is eternal. Sex can hinder or aid the spiritual process. The *Gita* calls for the total renunciation of *Kamya* actions for self-realization. Sex, in *Leaves of Grass*, is a divine act and there is nothing shameful or repulsive about it. Self's involvement in death has no traditional fear attached to it. Self is a constant companion of death in the *Gita* and *Leaves of Grass*. In the *Gita*, it seeks death to be identified with Brahman. But in *Leaves of Grass*, Self accepts death because it is a part of the progressive universe. It welcomes death because it finally leads to life. Life continually renews itself in *Leaves of Grass*. The message of the *Gita* is not other-worldly but has a definite relevance to society. It preaches the doctrine of social activism for the socio-moral rejuvenation of the sick society. The leading motif of *Leaves of Grass* is the glorification of the Self and the spiritual transformation of the corrupt and fast crumbling life.

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INDO-US STRAINED RELATIONSHIP DURING COLD WAR

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Abstract:

The present study is to a *certain extent important because of the Cold War era, Indo-US relationship has been marked by so many ups and downs. Significantly, there has been steady improvement in Indo-US relations in the post-Cold War era. The paper deals historical perspective of Indo-US relations. It also explains the Indo-US bilateral relations vis-à-vis to strategic implications. It further explains the strategic reasons of Indo-US rivalry during the Cold War environment. The study tries to explore the causes of bitter relationship between India and the US during Cold War years.*

***Key Words- Cold War, Strained, Relat*ionship, Differences.**

Backdrop

India and the US have had historical contacts and longstanding relationship, but the formal relationship between the two countries was started during the Second World War. During this time, the US was encountered several security challenges from Japan. The US stressed Britain to sort-out India's independence issue as early as possible. Consequently, the then US President Churchill approached India because US perceived India's importance to counter Japan influence in Asia. Because of this, Indian leader Mahatma Gandhi supported US-UK axis during the Second World War-torn situation. But this conditional relationship between India and the US was not continued long times. With the end of Second World War, the US did not consider India's security and economic concerns.

Indo-US relations have many ups and downs especially in the Cold War era (1945-1990). During Indo-Sino war (1962), the then US President Kennedy had supported India while in Indo-Pak wars of 1965 and 1971, the US had criticized India's role and openly supported Pakistan. When India conducted a nuclear explosion in 1974, the US with their counterpart (western European countries) imposed strong economic and nuclear sanctions against India. Pakistan-US security relations and India-USSR strategic partnership had further deteriorated the Indo-US bilateral relations. Moreover, India's Non-alignment policy was not liked by the US. Thus, the US was strategically in opposite camp to India throughout the ideological clashes of two superpowers (US and USSR) in the Cold War.

Why Indo-US Strained Relationship during Cold War

Yet, both India and the US are the same democratic profile, India is the largest democracy and the US is the oldest democracy in the world. But it is not necessary that the only democracy had proved to get-better relationship among two nations. India and the US have had a slow-moving relationship ever since India's Independence. For the duration of the Cold War period, the relationship between the two countries has witnessed several ups and downs. But in fact, there were more downs

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than ups. Because, Americans had an indistinguishable attraction with India's political culture and on the other hand, Indian potential establishment had little practical experience of American political and strategic work culture. As well as, America did not support India's stance of Non-Alignment. It is widely considered that the US intellectuals, academicians and Washington based policy makers were not positive towards India's adherence with Non-Alignment Movement. Moreover, American policy-makers openly criticized India's soft stand towards socialism. India did not support US containment strategy and therefore Washington adopted anti-India line on Kashmir and other issues**.** In this segment there was a short period when Washington was supported India during Indo-Sino war in 1962 due to growing Chinese military aggression on India. At that time, the Kennedy administration provided limited aid to India. It was because that, the Kennedy administration considered India as a tool to contain communism.

Due to the unfriendly relations between President Nixon and PM Indira, Indo-US relations could not be healthy. As a result, the Nixon administration had adopted a pro-Pakistan approach and openly supported Pakistan in Indo-Pak war in 1971. The Johnson administration adopted an anti-Indian stance on the issue of nuclear non-proliferation and imposed an embargo to sell arms to India in 1979. The Regan administration also sidelined India's security concerns in South Asia and marked Pakistan as a front-line state to contain communism in this region.

Despite being one of the founding members of the Non-alignment Movement, India wanted to develop balanced relationship with both super powers during the Cold War period. But this was not endorsed by the United States policy-makers. The United States closeness with Pakistan was the main hindrance of Indo-US amicable bilateral relations. The strained relationship was primarily due to their conflicting perspectives and divergent approach towards various issues, such as the United States attitude towards Communism, increasing India-Soviet Union strategic relations and the US support to Pakistan in Indo-Pak wars during the Cold War. During the Cold War period US's policy of intervention; the US support to Pakistan on Kashmir issue; India-Soviet Union treaty of friendship (1971) had negatively affected Indo-US relationship. Moreover, the US-Pakistan-North Atlantic Treaty Organisation (NATO) collaborations and the US warm relationship with Pakistan had further affected Indo-US bilateral relations. After 1974 Pokhran-I nuclear test, the US imposed sanctions against India and India stand on NPT had further worsened the relations with the US.

The United States interference in South Asian strategic environment and Soviet Union's intervention in Afghanistan in 1979 and United States military aid to Pakistan had changed the regional security. The United States stand on Pakistan sponsored terrorism was posed a security threats for South Asia in general and India in particular. During this period, the US ignored India's view on Kashmir issue and neglected infiltration policy of Pakistan in Indian administered Kashmir. So, Indo-US bilateral relations remained resentful during much the Cold War period.

With the end of Cold War in 1990, the bipolar military alliance based system was collapsed. After the disintegration of the Soviet Union, India began to revise its foreign policy in accordance to new world order and took positive initiative to develop close relationship with the US. During the Cold War, Pakistan was the centre-point of the American South Asia policy. In the post Cold War era, due to change international environment, India has much more important for the US in South Asia. On the other hand, the United States supported India's efforts to privatize economy in this changed environment. In this changing scenario, the adoption of liberalization, privatization and globalization

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by India create a new environment in their relationship to take off on a more robust note. This step was proved a remarkable progress in Indian economy extension and India's opening-up of the economy attracted the Americans and whole western world. So, due to India's economic rise, its emergence as an important market as well as a source of capital, United States realized that crossing the nuclear hump is key to access these.

The dissolution of Soviet Union brought about many changes in the global politics. It opened the new doors of cooperation between India and the US. Consequently, there was a major shift in the United States policy towards India. But, things changed tremendously after the disintegration of the Soviet Union and on the other hand, when Bill Clinton assumed office. Consequently, Pakistan lost its importance in the new political situation. The Soviet Union and Communism were no longer a threat to the America and its allies. So, Pakistan was wiped-out from the United States of America's strategic thinking, instead India came-up.

Besides this, Indo-US defence relations had touched new heights following the disintegration of the Soviet Union. India was adopted liberalize policy in 1991 to provoke the US for more investment in Indian defence modernization programme. In the post Cold War, India and the US started steady progress in defence sphere too. In this changed uni-polar international system, India needs a super-power country for strategic and economic support. Thus, India was compelled to develop strategic relations with the US. Therefore, India shifted its responsiveness towards Russia and started tilt towards the US. It is relying fact that India and the US relations have undergoing a strategic shift in uni-polar global architecture. Due to changing international environment, the US adopted a refined foreign policy towards South Asia. The US adopted equally-balance policy towards India and Pakistan. It was showed American shifting stand on Kashmir. In this changed scenario, the US recognized Kashmir as a bilateral problem between India and Pakistan and started abstained from the dialogue on Kashmir issue. India-China strained relations and the US-China strained relations were another reason of growing Indo-US strategic partnership.

Conclusion

The study has provided an overview of complex Indo-US relationship during the Cold War. It is the fact that Indo-US had different strategic interests during Cold War years and it was caused the strain into the bilateral relationship. Thus, it can be said that the Cold War politics had badly affected Indo-US relationship.

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PERFORMANCE BASED SCHEMES AS A TOOL FOR MOTIVATION OF EMPLOYEES

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Dr. Neelam Kaushal

ABSTRACT

Performance Related Incentives Systems (PRIS) is characterized as an alterable constituent of pay which is granted ex-post, after individual/bunch execution is considered close by foreordained and generally settled on objectives for concurred time of assessment. It is non-added substance and non-cumulative. It is not mechanical default pay which is specific for the idea of obligations and duties or levels of multifaceted nature (working conditions) for a specific rank/post. It covers differing levels of workforce, whose association at the individual, gathering, and authoritative levels are estimated, in light of which the entertainers are distinguished and compensated. This study is an attempt to discuss employee's perception regarding pay for performance practices and various factors affecting pay for performance.

Keywords: Performance related incentive systems; Employees perception; pay for performance

INTRODUCTION

The history of education in our country is very old starting with the Vedas and then the establishment of *Gurukul* system in the country but the modern educational history of the country can be traced to the wood's dispatch of 1854 when the funds were allocated to the East India Company to establish the English education system in the country with the help of establishment of Universities and then the different Universities were established in the Indian Presidencies i.e. Bombay (University of Bombay), Madras (University of Madras) and Calcutta (University of Calcutta). In the times to come, they became the source of knowledge and an inspirational platform for the freedom struggle. India is having one of the very vast and elaborative education structures with 833 universities, 42047 colleges. India is also one of the countries having highest enrolment ratio among the school going children. The gross enrolment ratio in higher education reached 25.2 percent in the year 2016-17. The private education sector in India is valued at an estimated US$96 billion and is estimated to reach US$ 133 billion by 2020. The education sector attracted the FDI to the tune of US$ 1.64 billion up to September 2017. India has established the various institutions which have become the symbol of excellence in the entire world i.e. IIT's (Indian Institute of Technology), NIT's (National Institute of Technology), IIM's (Indian Institute of Management), IISs (Indian Institute of Sciences), IIITs (Indian Institute of Information technology) etc. The selection in these institutes require high amount of expertise in clearing the examination and for that the Indian private coaching industry has boomed a lot where lakhs of students take coaching to clear the exams of these institutes to take admission.

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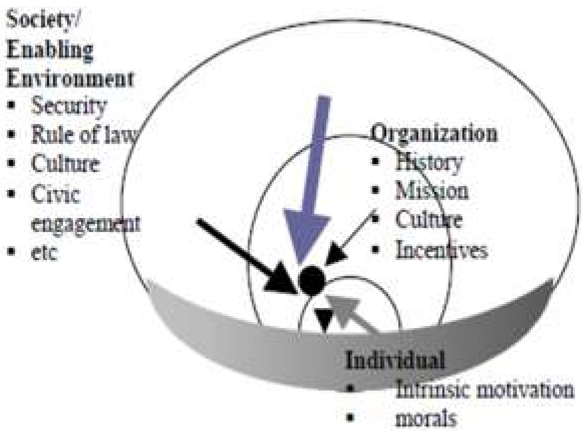
The basic and fundamental problem which is coming up is the commercialization of education into a business and eradication of pure intent of delivering knowledge to the students. It is very important to protect the real essence of education and to stop it's commercialization so that it should be affordable by each and every citizen of the country despite of his/her financial and social background and then only we will be able to fulfil the vision of our freedom fighters and the constitution makers that society should be inclusive and should be based on the fundamental principles of scientific and rational knowledge.

To fulfil the vision of our forefathers, Government made many fundamental changes to the constitution by amending the constitution and making primary education as a fundamental right. Under the cultural and educational rights in the fundamental right section of the constitution through the 86th amendment of the Constitution in the year 2002, now it became mandatory on the part of the Government to provide free fundamental primary education under the amended Constitution. Execution administration incorporates activities that verify that desires are over and over being met in a viable and skilled way. Execution administration can focus on the execution of business, a unit, individual from staff, or even the techniques to develop an item or administration, and also numerous different regions.

At any of these levels, there are constantly interior motivational variables. In any case, it ought to be perceived that helpers for enhancing execution may likewise originate from outer sources. For instance, for associations, inspirations may dwell remotely in different associations and the more extensive empowering condition. Besides, there are cooperation of inspirations among these three levels – e.g. singular inspirations may improve inspiration of an association, yet associations likewise affect on individuals, for example, their staff or customers. They impact different associations, for example, contending organizations or subordinate workplaces in people in



general organization. Given beneath chart demonstrates the different factors under various levels i.e. individual, authoritative and societal.

Organizations must adapt pay for performance systems to their mission and surroundings. Organizations have many alternatives when designing a pay for performance system. These options comprise the coverage of a pay for performance system, the kinds of performance to be rewarded,

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how performance will be considered, the form that pay for performance will take and the delegation and evaluation of pay choices.

REVIEW OF LITERATURE

Robert (2005) reported that it is the relationship and linking agent in programs that directed rewards to true performance. He mentioned that not only motivation could influence performance, but performance could also influence motivation, if followed by rewards. To summarize from the above facts, it was absolutely cleared that organizations could benefit from implementing total reward programs that focused on formal rewards.

Neil A. G. Mc Phie (2006) arranged this answer to address subjects, for example, who ought to be secured, what ought to be remunerated, how to compensate representatives, and proposals for safeguarding the respectability of the compensation framework. In this report constrained dispersion strategy has been utilized for investigation of execution rating in light of prizes.

Perry (2009) evaluated of the impacts of legitimacy pay changes as appraisal of unexpected pay for open administrators. The extent of his survey was restricted to inquire about on singular unforeseen pay frameworks that additional execution augmentations to base pay. In his survey, Perry couldn't recognize any investigation that discovered beneficial outcomes. Despite the fact that the proof was constrained, he inferred that legitimacy pay in the general population division was tormented by invalid contracts, data asymmetries where the boss needed precise data about subordinate execution, and decreased ability to arrange association.

Kalim Ullah Khan et al. (2010) in their paper "The Relationship amongst Rewards and Employee Motivation in Commercial Banks of Pakistan" examined the pretended by rewards during the time spent persuading representatives. The investigation investigated factors deciding prizes and their effect on representative inspiration and tries to impact the business banks for a thought of a more methodical and organized way to deal with recognize workers' endeavours which would thusly thrive superior culture in business banks of Pakistan.

Murthy (2007) has given his perspectives for different elements that influence the associations preparation for execution related pay which are existing protracted methodology, delays in basic leadership, over-controlled instruments and poor execution of the advancement designs. Because of every one of these components, there is absence of excitement in representatives to perform, which prompts lack of concern. What's more, deficiency of proper measures for assessing execution and subjectivity prompts ingratiation.

Prentice (2007) watched that one vital method of reasoning behind advancing pay for execution in people in general part is that, with pay connected to execution, representatives are relied upon to use more exertion and lift the quality or potentially amount of their yield, in this way enhancing the interior execution of the association and conveying an unrivalled open administration. Moreover, presenting pay for execution may inspire open part representatives to seek after expert advancement openings that already offered little in the method for extra advantages. Hence, with a

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compensation for execution framework, efficiency is probably going to enhance both in the short and long run, since representatives will work harder in the short run and expert improvement will create additionally picks up in profitability over the long haul.

RESEARCH METHODOLOGY

Model Related to the Study

Research Design

Statement of the Problem: - Here the study on the "**Performance Based Schemes as a Tool for Employees' Motivation**" has remained the major concern of my study.

Objective of the Study

1. To know the employee perception regarding pay for performance scheme as a motivation tool
2. To determine the various factors affecting pay for performance scheme as a motivation tool
3. To know the most important factor affecting employees' motivation for pay for performance schemes

Sample Design

To achieve the objectives of the study employees' survey has been conducted for the Private Institution/Colleges in the region of Haryana. For the collection of the data, use of Google doc questionnaire and hard copy has been done.

Type of Study

The data has been collected from two sources i.e. Primary and Secondary Sources.

Population and Sampling Unit

The Population is finite as data has been collected from the various Private Institution/Colleges of Kurukshetra, Karnal, Ambala, and Shahabaad. The sampling unit of this study was the teachers of the Private institution/Colleges in the above discussed State of Haryana.

Sample Size

Reliability Statistics

Cronbach's Alpha	No of Items
.921	22

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Out of the total population, the sample taken for the current study was 122, who are the employees (Teachers) of different Private Institutions/colleges.

Reliability Statistics

DATA ANALYSIS AND INTERPRETATION

Statements	Mean	Std. Deviation
1.The Principle of relating pay to performance is essentially a good one	3.60	1.073
2. A performance based scheme is a good idea for staff	3.96	.922
3. The idea of performance based scheme is essentially unfair	2.41	1.148
4. The most important thing about a job is pay	2.85	1.148
5. A performance based scheme makes me focus on what I am meant to achieve	3.83	.959
6. A performance based scheme promotes improvement in organizational performance	3.81	1.023
7. A performance based scheme helps staff to focus on certain objectives	3.85	.915
8. Feedback are most important aspect of a performance measurement scheme in organization	3.75	1.116
9. The task of measuring staff performance is a difficult one	3.01	1.139
10. The process of linking pay to performance is ambiguous and very subjective	3.17	1.096
11. In practice, there is over-emphasis on short-term work objectives as a common difficulty with performance-based schemes	3.32	.884
12. Producing high quality work is rewarded with more pay	3.73	1.029
13. Performance-based scheme has a effect on my work performance	2.82	1.182
14. Performance-based contribute to more effective team work	3.15	1.050
15. Performance-based negatively affect team work, and co-operation can suffer	3.07	1.018
16. With performance-based scheme my individual effort and achievements are recognized	3.57	1.060
17. With performance-based scheme I can see how my work contributes to the organization as a whole	3.48	1.085
18. With performance-based scheme I have a clear idea about how the organization is performing overall.	3.35	.978
19. Performance-based scheme has yet to overcome some difficulties in this organization	3.30	.995
20. Increased communications with seniors as a result of performance-based scheme	3.35	1.090
21. Performance-based scheme makes me show more initiative	3.66	1.027
22. I have a clear idea of the organizations goals and plans for the future	3.77	1.082

Objective 1:- To know the employees' perception regarding pay for performance scheme as a motivation tool.

Descriptive Statistics

Interpretation

In the above table, most of the Mean value is above three for the responses of employees. So, it has been concluded that the Pay for performance schemes are providing motivation to most of the employee in the organization. The Standard Deviation of the entire variable found to be very less for the aspirations of respondents regarding pay for performance in the educational institutions of Haryana which indicates that employee's opinions will remain stable for future also.

Objective 2:- To determine the various factor affecting pay for performance scheme as a motivation tool.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.792
Bartlett's Test of Sphericity	Approx. Chi-Square	2189.715
	Df	231
	Sig.	.000

Source: - Field Survey

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Interpretation

The Value of the KMO is 0.792 shows the adequacy of the Sample data. In addition the overall significance of the correlation matrices was tested with Bartlett Test (App. Chi-

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.321	42.366	42.366	9.321	42.366	42.366	5.218	23.720	23.720
2	2.620	11.911	54.277	2.620	11.911	54.277	4.122	18.735	42.456
3	1.698	7.718	61.995	1.698	7.718	61.995	2.427	11.033	53.488
4	1.225	5.568	67.563	1.225	5.568	67.563	2.351	10.687	64.175
5	1.077	4.895	72.458	1.077	4.895	72.458	1.822	8.282	72.458
6	.898	4.083	76.540						
7	.815	3.707	80.247						
8	.685	3.114	83.361						
9	.567	2.579	85.941						
10	.559	2.539	88.480						
11	.469	2.131	90.611						
12	.434	1.974	92.585						
13	.370	1.683	94.267						
14	.293	1.331	95.598						
15	.239	1.088	96.687						
16	.168	.762	97.448						
17	.133	.604	98.052						
18	.124	.563	98.615						
19	.106	.484	99.099						
20	.079	.360	99.458						
21	.067	.304	99.762						
22	.052	.238	100.000						

Square=2189.715 and significant at 0.00) at 231 DOF (Degree of Freedom). Moreover the overall significance of the correlation matrices tested with Bartlett Test was 0.000 which is less than 0.05 and hence showing the adequacy of data.

Source:- Field Survey

Interpretation:-

It has been observed from the above table that only 5 factors have eigen value more than 1.

Rotated Component Matrix

Statements	Component				
	1	2	3	4	5
1. The Principle of relating pay to performance is essentially a good one		.637			
2. A performance based scheme is a good idea for staff			.746		
3. The idea of performance based scheme is essentially unfair				.677	
4. The most important thing about a job is pay					.833
5. A performance based scheme makes me focus on what I am meant to achieve	.680				
6. A performance based scheme promotes improvement in organizational performance		.817			

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7. A performance based scheme helps staff to focus on certain objectives		.688			
8. Feedback are most important aspect of a performance measurement scheme in organization	.613				
9. The task of measuring staff performance is a difficult one		.544			
10. The process of linking pay to performance is ambiguous and very subjective		.665			
11. In practice, there is over-emphasis on short-term work objectives as a common difficulty with performance-based schemes		.635			
12. Producing high quality work is rewarded with more pay	.687				
13. Performance-based scheme has no effect on my work performance				.762	
14. Performance-based contribute to more effective team work					.502
15. Performance-based negatively affect team work, and co-operation can suffer				.878	
16. With performance-based scheme my individual effort and achievements are recognized			.584		
17. With performance-based scheme I can see how my work contributes to the organization as a whole			.570		

Source:- Field Survey

The total variance explained by the Factors (1, 2, 3, 4 and 5) was 23.720%, 18.735%, 11.033%, 10.687%, 8.2825 respectively. Out of 5 factor, first factor mentioned in the above table is proved to be more important than the other 4 factors extracted from the study.

Interpretation:-

It shows each statement corresponding to the highlighted factor loading which is correlated with the factors corresponding to that loading. Higher the factor loading, stronger is the correlation

Loading and Percentage of Variance

Factors	% of Variance	Loading
F1 Goal setting		
A performance based scheme makes me focus on what I am meant to achieve	23.720	.680
Feedback are most important aspect of a performance measurement scheme in organization		.613
Producing high quality work is rewarded with more pay		.687
Performance-based scheme has yet to overcome some difficulties in this organization		.758
Increased communications with seniors as a result of performance-based scheme		.759
Performance-based scheme makes me show more initiative		.855
I have a clear idea of the organizations goals and plans for the future		.755
F2 performance pay effectiveness		

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The Principle of relating pay to performance is essentially a good one	18.735	.637
A performance based scheme promotes improvement in organizational performance		.817
A performance based scheme helps staff to focus on certain objectives		.688
The task of measuring staff performance is a difficult one		.544
The process of linking pay to performance is ambiguous and very subjective		.665
In practice, there is over-emphasis on short-term work objectives as a common difficulty with performance-based schemes		.635
F3 Goal achievement	11.033	
A performance based scheme is a good idea for staff		.746
With performance-based scheme my individual effort and achievements are recognized		.584
With performance-based scheme I can see how my work contributes to the organization as a whole		.570
With performance-based scheme I have a clear idea about how the organization is performing overall		.474
F4 Fairness PRP	10.687	
The idea of performance based scheme is essentially unfair		.677
Performance-based scheme has no effect on my work performance		762
Performance-based negatively affect team work, and co-operation can suffer		878
F5 PRP Designing		
The most important thing about a job is pay	8.282	.833
Performance-based contribute to more effective team work		.502

Source: - Field Survey

between the factors and statement. On the basis of rotated component matrix, the factor extraction table has been prepared which is as given in table. In this, only that factor is shown which is high and it shows the stronger correlation between factor and statements. It contains estimates of the variables and the estimated components

Interpretation:-

The above factors are in the order of degree of importance i.e. Factor1 (Goal Setting) is more important than the other one which is Factor 2 (Performance Pay Effectiveness). Then Factor 2 (F2) is more importance than Factor 3 (Goal Achievement) and so on. In this, 5 Factors have been used i.e. F1, F2, F3, F4 and F5. The F1 (Goal Setting) has 23.720 of variance and F2 (Performance pay

Employees view point for Performance Related Factors

S. No.	Statements	Std. Deviation	Mean	Rank
1.	Reward good performance	2.152	2.52	1
2.	Remove the bargaining process away from trade unions	2.071	3.25	2
3.	Reinforce existing culture, values and performance expectations		3.68	3
4.	Promote organizational change	1.864	4.31	4
5.	Motivate employees		4.56	5
6.	Increase commitment to the organization	1.373	4.98	6
7.	Improve recruitment and retention of staff	1.868	6.07	7
8	Improve Performance of the organization	1.510	6.62	8

Source: - Field Survey

effectiveness) has 18.735 of Variance, F3 (Goal Achievement) has 11.033 of variance, F4 (Fairness PRP) has 10.687 of variance and F5 (PRP Designing) has 8.282 of Variance.

Objective 3:- To know the most important factor affecting employee's motivation for pay for performance schemes

Interpretation:-

The above table shows the Mean and Standard deviation for ranking the statements and results have been analyzed. The 1st Statement has been given the rank 1 because mean value was satisfactory according to study which is 2.52 and Standard Deviation for this statement is 2.152. As SD for this is high, more chances of variations for responses in this concern is over there. The factor which has been assigned the highest ranking is named as "Reward good performance". The lowest ranking has been given to the factor "Improve Performance of the organization" on the basis of its mean value.

CONCLUSION

Since the current topic has given the better understanding to the respondents and provided five factors. These factors play a very vital role for using pay for performance as motivation tool. The most important factor is Goal Setting which can be used as a motivational tool for PRP. This study will provide the mindset of the Private institutions/Colleges employees regarding the pay for performance scheme as a motivation. Analysis of perception of the employees regarding the pay for performance scheme as a motivational tool. Therefore, organizations should bear in mind that pay for performance can no longer be considered a simple means to improve the motivation of employees and the current payment structure, it is a far more dynamic and demanding approach to the effective management of employees.

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SOCIAL SWARAJ: A GANDHIAN PERSPECTIVE

Dr. Chiman Lal

ABSTRACT

The emergence of Gandhi on the political scene of India gave a knew turn in the generation of political awaking amidst millions of masses in our country. The concept of Swaraj enunciated by him was a ray of hope for people who offered their service to him as a spontaneous gesture. So far so many of them had to leave their hearths and homes and suffered in jails for several years. Their property, land and other belongings were either confiscated or auctioned. They loose all these vicissitudes without any kind of anger or rancor on their faces. Gandhi's political career in the long drawn struggle was a romantic saga tinged with endless responsibility to the numerous problems of the country.

Swaraj in one year was Gandhi's promise to the nation. He was sure that if his countrymen disciplined, united and non-violent and launch a movement against the British Raj, India would attain Swaraj in a year. Consequently, he put forward a massive programme to be carried out by his satyagrahis at different levels. But he realize that several weakness had crept in to the Congress organization and the satyagrahis did not carry out his programme in a disciplined way. This greatly pricked his conscience but did not deter him from the path of great struggle which he has initiated with the help and cooperation of millions of his countrymen.

The term Swaraj appeared in Gandhi's writing for the first time on November3, 1906, while Gandhiji was writing about Shyamji Krishna Verma, an Indian patriot, scholar, administrator and humanist who has abandoned his lucrative profession in india, gone over to England, donned the life of an ascetic and had accepted an educative mission to convert Indian students to the doctrine of Swaraj. Speaking about him and Swaraj writes “His message his service to this country. The various leaders and writers have used the term Swaraj in different ways. But Gandhiji used the term Swaraj with a definite meaning and significance. By Swaraj I mean the government of India by the consent of the people as ascertained by the largest number of the adult population, male or female, native born or domiciled, who have contributed by manual labour to the service of the State and who have taken the trouble of having their registered as voters. I hope to demonstrate that real Swaraj will come not by the acquisition of authority by a few but by the acquisition of the capacity by all to resist authority when abused. In other words, Swaraj is to be attained by educating the masses to a sense of their capacity to regulate and control authority[1]. He used the term Swaraj for both the individual and the nation. BY personal Swaraj it is meant rule over one's self. The first condition which he laid down for personal Swaraj was control over lust. Man cannot rule over himself without conquering the lust within him. Rule over all without rule over oneself is deceptive and disappointing. The great mission in life cannot be fulfilled without the rule over the self [2].

Rule over oneself implies that there should be minimum rule of the Government and the Society, but it means that the individual will rule over himself in such a way that he will not come in the

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way of others. He will be guided by self restraint. He shall develop his personality in such a way that his activities will not be hindrance to other and on the other hand he shall serve to the best of his abilities. Gandhiji desired an ideal state in which all the individual would achieve maximum degree of self rule and self-restraint which would be guided by certain ideals and principles.

Gandhiji used the term national Swaraj in wider sense. According to him, national Swaraj means national self-rule and self-restraint in political, social and economic fields. His concept of Swaraj has multidimensional aspects:

The social content of Swaraj means the removal of social suppression of one community by another. It also implies that the various social groups and communities will follow the ideal of peaceful co-existence. There will be no evil passions in the hearts of the Hindu and the Muslims. There should be real Hindu-Muslim unity based on mutual love and affection. Another social evil like untouchability will be completely, abolished and social equality will be ensured. And women who represent half of the society will be equal to the men. There shall be no domination of women by men. She will be respected as mother and sister in the society. Social Swaraj will not be complete without due place and honorable role for the women in the society. Social Swaraj should be based on human dignity, equality and social justice.

According to Gandhian Swaraj in India cannot be achieved without social unity between the Hindu and Muslim as they are the two major communities in the country. He wanted both the communities to focus on the areas of oneness rather than on their differences. He repeatedly said that there is only one God and different religions are only different means to realize the same God called by different names. Hence, humanity is one and God resides in every person irrespective of his religion. He wanted the leaders of each community to respect each other, their customs and traditions and not to hurt the sentiments of each other. If the leaders are united, the ordinary masses of these two communities are also united. Division among these leaders will lead to a division between the masses of these communities [3]. The objective of Hindu-Muslim unity is to consolidate corporate strength for better purpose in India. Social stability cannot be achieved without the social unity between these two large communities. The Hindu-Muslim unity is like a daily growing plant which require special care and attention by the two communities. The Hindu and the Muslim must develop a charitable disposition towards each other and must cultivate the spirit of compromise and accommodation.

Gandhi claimed to be a Hindu not because he was born to Hindu parents because it was consistent with his spiritual and moral growth, its freedom from dogma as it gives the votary the largest scope for self-expression and enable him to "to admire and assimilate whatever may be good in the other faiths [4]. He was proud to call himself, a Sanatani Hindu for his belief in the Vedas, Upanishads, the Purans, Hindu scriptures, avtars, rebirths, varnashrama dharma, protection of cow and disbelief in idol worship. To him nothing elated him so much as the music of the Gita or the Ramanaya of Tulsidas. But Hinduism, in his view, has one distinct feature as it has been ever evolving. It has no scripture like the Koran of the Bible and its several scriptures are also evolving and suffering additions [5]. Gandhiji said that "my religion is Hinduism which, for me, is the religion of humanity and includes the best of all the religions known to me."[6]

But Gandhiji was non-dogmatic, catholic and secular in thought, ward and deed. He respected all religion and all religious leaders. The essential unity of all religions was an article of faith with him. He studied the Bible, the Quran, Judaism and Zoroastrainism. So Gandhiji as a secularist. Gandihi ji emphasized in a vast country like India inhabited by people following a variety of

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religions, speaking various language and observing different cultures, customs and traditions, communal harmony is absolutely necessary for national Integration, peace and prosperity. After Hindu-Muslim unity Gandhi was much conscious about untouchability. Gandhiji criticized untouchability and caste system of Indian society. "untouchability as it is practiced in Hinduism today is, in my opinion, a sin against God and man, therefore, like a poison slowly eating in to the very vitals of Hinduism. In my opinion, it has no sanction whatsoever in the Hindu shastras taken as a whole. Untouchability of a healthy kind is undoubtedly to be found in the shastras and it is universally in all religions. It is the rule of sanitation that will exist infinitely. But untouchabilty as we are observing today in Indian is a hideous thing and wears various forms in various provinces, even in districts, It is degraded both the untouchables and touchable. It has stunted the growth of nearly 40 million human beings. They are denied even the ordinary amenities of life. The sooner, therefore, it is ended, the better for Hinduism, the better for India and perhaps better for mankind in general [7].

Gandhi Stressed that untouchability is a blot on humanity which must be removed. When all men are equal there is no question of degrading a set of individuals and untouchables. "In battling against untouchability and in dedicating my-self to that battle I have no less an ambition than to see a complete regeneration of humanity"[8]. Gandhi criticized caste system of Indian society but he supported the Varna Vyaavastha. According to Gandhi Varna Vyastha is not necessarily is a system of social stratification. In This system the son was to adopt the occupation of the fathers profession by a son, is in consonance with the heredity calling. Gandhi's ideal Varna Vyavastha is different from caste system. Firstly, in the sense that with different castes a social out look of higher on lower prestige is associated, while men of the four Gandhian Varnas must enjoy equal social honour. Secondly, Secondly, while for the time being if the Varna system is established, according to Gandhi, men belonging to them may get unequal remuneration for their work but in the future when Ram Raj of Gandhi's ideal society, comes into existence, for all men all the four Varnas, there should be provision of equal remuneration whatever might be their vocation.[9]

The present caste system is the very negative of Varnashram. Varna is Said to besed on one's profession, caste is based on birth. Varna is only fourfold while castes are four thousand. Hence there is no system of Varna, it has reached complete anarchy. What lies is its distortion, which has done immerse harm to the Indian society, spiritually as well as materially. Hence, Gandhi who was so much enamored by the beauty of Varnashram, had to give up the idea and advocate, "inter dinning and inter caste marriages" in Hindu society to liquidate the system of caste.

Gandhi tried to fight out untouchability and casteism on for fronts: social, moral, political, economic and educational. On social plane Gandhi started a crusade against untouchability and caste system by attacking the very system, much against the Will of Hindu orthodoxy and conservation. He tried not to abuse but to invoke the good sense of the people that it is no part of Hinduism. He said clearly that "untouchability is not only a part and parcel of Hinduism, but plague which is the bounded duty of every Hindu to combat." He openly said in the face of the then opposition of an orthodox hindu society dominated by Brahmin superiority that "restriction on inter-caste dinning and inter-caste marriage is no part of Hindu religion. It is a social custom which crept into Hinduism when perhaps it was in its decline at best like a temporary defence measure against conversion of Hindu society. To him "to removal of untouchability means love for and service of, the whole world and it thus merges into ahimsa. According to Gandhi "the caste Hindus owed a sacred duty to the so-called untouchables. He must become a Bangi in name and action" [10]. He laid emphasis upon human equality.

On the political level, Gandhi was the first to grasp the gravity of the problem of untouchability and its significance from the point of view of the national movement. Gandhi had fought against social discrimination and apartheid in South Africa with moral and spiritual force. But he had understood that any moral talk would be hypocrisy in India, if we continue to practice untouchability in social life. So in his view, both the social and political questions were but the two aspects of one and the same problem to sides of the same coin. Gandhiji, therefore, introduced the removal of untouchability an important programme of freedom movement.

Besides, social, moral and political levels Gandhi also tried to raise the economic and educational status of the Harijans, For the upliftment of Harijans, Gandhiji wanted a non-political association, Harijan Sevak Sangh. He had blessed such association after his fast in 1932. It should be national organization with its branches in state capitals, district headquarters and taluk places. All these national, provincial, district and taluk boards of the Harijan Sevak Sangh are expected to be self supporting and self reliant and should actively seek the support of the savarns and change their heart [11]. If the heart of Savarnas is changed, it becomes easy to remove the malignant practice of untouchablity. Gandhiji divided the functions of the Harijan Sevak Sangh broadly into two categories. Firstly, the SanghShould raise the religious, social and economic status of the Harijans by undertaking a number of reforms and projects. Secondly, it should create an awakening among the Harijans masses so that they may come to know that they are entitled to the same rights which are enjoyed by other section of the society. They are to be encouraged to undertake measures for self-improvement.

Gandhiji believed that the same soul resides in both men and womwn. When they have the same soul, both are equal and one con not claim any superiority over the other. The two live the same life, have the same feelings. Each is a complement of the other. The one cannot live without the other's active help [12]

Though men and women have equal in status and have equal opportunities to develop their abilities, they are not identical. They are complementary to develop their abilities and one helps the other, They are an inseparable pair and one cannot live without the other. Gandhiji said that if the status of one of them is affected, the other will not function properly and it spells ruin for both. In the Constructive Programme, Gandhiji envisaged a great part to be played by women especially i.e. communal unity, production of intoxicants, removal of untouchability, village sanitation, health and hygiene, women's emancipation, new education (Nai Talim), Khadi and village Industries and Krishi and Go-Seva [13]

Gandhiji was of the opinion that women can play an active role in a non- vaiolent political movement. He appreciated the role played by them in the non-violent struggle for independence of India. They must also participate in all the nation building activities. He was not in faviout of reservation of seats for women in administration an political parties. According to him merti should be athe only test. Women or any other group should disdain patronage, they should seek justice but not favours. [14]

Gandhi did not merely harp the rights of women. But it does not mean that he was less of an advocate of the rights of women. He knew that for every right to be exercised there has to be a corresponding duty or responsibility cast upon somebody to respect the right and allow it to be exercised. Similarly, he thought that women would be better able to tend for themselves if they become self-reliant and self-confident. If women understand their duties and if they stand firm on their freedom, they would compel respect from men [15]. Gandhi claimed, when women realize

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their capacities and strength latent in them, they will able to resent the glaring inequalities to which they are subjected. He stated, no doubt, the religious and cultural customs and the lust of man is responsible for the pitiable condition of women themselves. Gandhi said it was not physical weakness of women which kept them crippled for ages but it was psychological fear and helplessness culturally implied upon women by the society. In an ideal swaraj women will be free from exploitation and domination of men. She will be respected as mother and sister in society. She will have a unique and highly respectable role to play in the society. Social Swaraj will not be complete without due place and honorable role for the women in the society.

Thus Gandhiji defined Swaraj in terms of individual and the national. According to him, Swaraj of a people means the sum total of Swaraj (self-rule) of the individuals. Such Swaraj can come into existence when the citizens discharge their duties in proper manner. Swaraj means Raj of the whole country. When one's country is not dominated by the government of another country it is Swaraj. It is Swaraj when there is Swaraj in each and every village. And Ram Raj when people become wise and there is no need to exercise any authority or anybody.

Gandhi recommended two moral weapons for reconstructing the Swaraj State. These two weapons which are based on truth and non-violence are Satyagraha and constructive programme. Satyagraha which has certain techniques like non-cooperation, civil disobedience, hartal, no tax campaign etc. is to be used to convert the existing society into the ideal society (Swaraj State) through slow process of dismantling.. Although the fight against the civil practices and institutions, New constructive programme like village industries, khadi, Hindu-Muslim unity, Removal of Untouchability and other constructive programmes are to be taken up to build the swaraj state.

Now the question arises whether the new and modern India has any relevance of Gandhian philosophy especially when India is moving towards the new and uncharted territory of progress where the chains and bondages of caste system and practices of untouchability is loosening its clutches. Without a shadow of doubt all these above said things are true but the present picture of real India is dismal and bleak more so in the isolated and rural parts of India. The relevance of Gandhi's concept of social swaraj is very much alive.

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Globalization and Politics of Identity in India: An Overview

Dr. Kiran Bala

Abstract

In a certain sense, the present human world is more tightly integrated than at any earlier point in history. In the age of the jet plane and satellite dish, the age of global capitalism, the age of ubiquitous markets and global mass media, various commentators have claimed that the world is rapidly becoming a single place. Although this slightly exaggerated description has an important point to make, a perhaps even more striking aspect of the post-cold war world is the emergence -- seemingly everywhere -- of identity politics whose explicit aim is the restoration of rooted tradition, religious fervour and/or commitment to ethnic or national identities. The paper is a modest attempt to find the impact of globalization on identity politics in India. Have religious and caste identity politics been influenced by globalization?

Introduction

Globalization refers to the process by which different economies and societies become more closely integrated.[1] Covering a wide range of distinct political, economic, and cultural trends, the term ―globalization has quickly become one of the most fashionable buzzwords of contemporary political and academic debate. In popular discourse, globalization often functions as little more than a synonym for one or more of the following phenomena: the pursuit of classical liberal policies in the world economy, the growing dominance of western forms of political, economic, and cultural life, the proliferation of new information technologies, as well as the notion that humanity stands at the threshold of realizing one single unified community in which major sources of social conflict have vanished.

In the present age of globalization the world is called a global village. From the time immemorial, humans have either inherited identity or are bound to adopt one. Language and religion based ethnic identities are the dominant issues in the history and evolution of multi-ethnic countries like India.[2] In recent decades two parallel processes have coexisted at a world level: globalization, on the one hand, and the reaffirmation of different cultural identities, on the other. Both processes are interrelated, as the cultural homogenization which is usually linked to globalization involves a threat to local cultures, to specific identities. Thus the fear emerges of losing the cultural references that define people and hence the conflicts and demands around local or regional identities.[3]

In many countries, the last century has seen determined efforts to make inscriptive identities politically salient, even when those identities were previously unimportant. In much of the post-colonial world, the decades before independence saw a rapid increase in the political importance of inscriptive identities among nascent political elites, with groups' large and small forming organizations, petitioning government bodies and distributing propaganda, all in an attempt to improve the political and social position of the groups they represented.[4] Even more interesting than the general rise in ethnic consciousness was its uneven distribution across groups, with many elite

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members disdaining narrow ethnic appeals in favor of the broader rhetoric of class, religion or nation.

Identity Politics in India

India is multiethnic, multicultural and multilingual society like most of the developing countries in South Asia.[5] The Indian society is a plural society in terms of caste, class, religion, region, etc. In a country like India where there are vast diversities based on caste, religion, language, race and community and a range of social oppressions, identity politics finds fertile ground. India is among the most diverse societies in the world. The people of India are said to have had a continuous civilization since 2500 B.C.E. It has people from all the major religion in the world – Hindus, Muslims, Christians, Sikhs, Buddhist, Jains and Parsis. Hindus constitute about 82 percent of the populations, but India also has the second largest population of Muslims in the world, an estimated 149 million. Religious diversity is coupled with enormous linguistic and cultural diversity. India is one of the most linguistically diverse countries in the world. According to the 2001 Indian Census, There are total of 122 languages and 234 mother tongues. There are many ethnic groups and communities living here. The main ethnic groups are Indo- Aryan (72%), Dravidian (25%), Mongoloid and others (3%). The people from northern India belong to the Indo-Aryan groups, who were descendants of the Aryans who first entered the subcontinent around 1500 B.C.[6]

Those from the northeast of the country are usually from the Mongoloid groups and the south Indians, especially people from the southern Indian State of Tamil Nadu, are generally of Dravidian origin, probably among the oldest inhabitants of the land. There are also many tribal communities in India known as the Adivasis –the original inhabitants of this ancient country. They fall under the category of Scheduled Tribes. Numerous tribal communities can be found in different regions of India. In the northeast, there are tribes like the Khasis, the Mizos, the Nagas and the Tripuries. Central India has the largest number of tribal groups. The island off the mainland such as Andaman and Nicobar and Lakshadweep have their own tribal groups as well. While the national Census does not recognize racial or ethnic groups, it is estimated that there are more than 2,000 ethnic groups in India.[7] The Hindus, the religious community in majority, follow a caste system that is a four-fold classification into *Varnas*, viz. *Brahmins*, *Kshatriyas*, *Vaishyas* and *Shudras*. The Varnas are further sub divided into numerous Castes many of which are often found only in specific areas. Caste is one identity on the basis of which identity politics flourishes in India. As there is caste oppression and discrimination in society, those belonging to such communities and castes who suffer the oppression are sought to be mobilised on the basis of their identity and perceived oppression. Dalit groups, OBC movements which sprang up on the question of reservations etc indulge in competitive politics for reservation, allocation of resources, against discrimination and so on. However, such groups do not take forward the struggle to change the basic social structure and class exploitation nor are they interested in combining with other oppressed groups to build a united movement.

In India we find a large number of NGOs and voluntary organizations whose outlook is based on identity politics who are working among dalits, adivasis, women and minority groups. The spread of identity politics and its influence is seen in various political parties and formations. A striking example is that of the Bahujan Samaj Party. The other example is of the many parties which are based on the appeal to the OBC community. This type of identity politics is also not confined to dalit and backward class organisations alone. Other dominant caste and upper caste groups also resort to identity politics. Parties are adept at utilising identity politics to mobilize support and enhance their electoral strength. In UP for instance, all the parties like the BJP, SP and Congress hold caste and sub-

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caste conferences to garner support. They pander to identity politics and strengthen the process of caste fragmentation. The fragmentation process which takes place can be seen in the competition and conflicts which develops within the sub-categories of the scheduled castes. Like the Mala-Madiga conflict in Andhra Pradesh. The rise of new identities also can be seen as in the case ofthe Dalit Christians and Dalit Muslims.Now that we have outlined our understanding of identity politics in India. Let us return to the question of how it is being impacted by the globalization.[8]

Impact of Globalization

Globalization has wider impact on its economy and consumption patterns, but the basic determinants of changes in India's identity, politics largely remain domestic.[9] It is quite clear that during the present century, identity politics is influenced by international developments. It is quite apt to discuss on how to understand identity politics in a plural or multicultural society and what the enduring features of India's identity politics are during the 21st century. At the macro-level identity politics in India remains largely a debate internal to India with a limited influence of the non-resident Indian community (NRIs). Identity politics in India is not moving ahead similar with that of identity politics charted elsewhere in the globe. It is quite different with Islamic fundamentalism in northern Nigeria and Christian fundamentalism in Latin America or the Philippines. The religiously motivated politics in India (both Hindu and Muslim) have focused on micro issues alike gender roles, marriage, divorce, etc. India's popular politics has concentrated on the issues of group identity and not with the question of economic development.

Another way to understand the impact of globalization in identity politics us to analyses the implication of the withdrawal of the developmental state in India. In the globalized era, two kind of unitary nationalism competed for the political mind space in India. One the one hand, there were the 'Cultural Nationalism' who had always wanted the Hindu world view to core of India's national political culture. It was argued that the unity of India is derived from the cementing force of Hinduism. They have pushed aggressively for a uniform civil code and abolition of special status to Jammu and Kashmir in the Indian Union. In India, globalization has played an important role in the emergence of Hindi Cultural Nationalism propagated by right wing nationalists. The aim is to create a unified and homogenized Hindu political entity. Hindu nationalists maintain that the word of the majority community should prevail over the others in a modern democratic state. To elaborate, further, colonial thinkers like Savarkar and members of the right wing organizations like the RSS maintain that Hinduism is a religion of tolerance and allows minority groups to flourish and hence, constitutes an integral part of Indian national culture. In fact, the country's right wing political party, The BJP, in its election manifesto, refers to India's 'unique cultural and social diversity' which it believes is necessary to weave into a larger fabric by thousands of years of common living .[10]

According to Gurpreet Mahajan , Hindu majoritarianism rests on two basic assumptions: (i)They work on the belief that nation-states can be built successfully only if there is a shared cultural identity. (ii) Hinduism is not just a religion but also a way of life.[11] Thus, by secularising Hinduism, nationalists claim that it is the shared identity of the entire population, no matter which religion one belongs to. Not surprisingly, the rise of a radical form of Hindu nationalism directly coincided with India's integration into global systems of production and consumption. The demolition of the famous Babri Masjid led to the erasare of an important symbol of cultural diversity in India. For Hindu Nationalists, this diversity is a huge obstacle for India to emerge as a strong nation the modern world. The idea of modernity to most people around the world today is linked to the notions of power, economic prosperities and not to forget, “full an unequivocal cultural and national identities”.[12]

Economic liberalization in India led to the simultaneous existence of extreme wealth and poverty. This undoubtedly had an important role in creating communal tensions as it reinforced the religious divide. Although Hindus are an overwhelming majority in India, the country also has one of the largest Muslim populations in the world.

In the discourse of Hindu Nationalism, Muslims are perceived to be foreign invaders even though historically, a vast majority of Muslims are converts from lower-caste Hindu backgrounds. Even after five decades of state sponsored secularism, minority communities continue to be underrepresented in both, the political and social sector. For example, in the National Parliamentary Elections of 2014, only 22 Muslims were elected in the lower house. In fact, they represent a large section of the population in terms of illiteracy, unemployment and poverty. Although one has to agree that disproportionate wealth has always been a source of concern in India, the problem did not improve as it was hoped post economic liberalization. Although the increase in the GDP of the country did reflect employment generation, especially in the IT sector, it did not prove to be an adequate representation in terms of uplifting the population from poverty. This can be proven by the fact that a very small section of the Indian population was contributing to the total revenue. According to NDTV profit (2013), a popular business channel, only 3 per cent (about 36 million) of the country pays tax. Hence, the feeling of discontent among the general population began to rise. The Hindutva ideology played on these emotions to encourage a uni-cultural society in India.[14] However, these cultural nationalist were vastly outnumbered by the economic nationalists of Nehruvian mould, who preferred a secularized cultural environment but nonetheless sought to build a 'well integrated' India as the pre-condition of its economic and technological development. Cultural nationalists were hostile to the assertion of minority identities, whereas the economic nationalists were simply insensitive to their need for self-expression. Globalization and Hindutva are both exclusionary, but they create different kind of exclusions.[15]

Conclusion

Globalization therefore has both direct and indirect bearings for the identities of religion and cultural minorities. However, it is also creating new sections of marginalized economic groups. A market-driven economy is bound to eat into the domains earlier left untouched, like the customary community rights of the tribals. The future of identity in India will depend on how the excluded define themselves vis-à-vis both globalization and Hindutva. In turn, such definitions will determine whether the two kinds of excluded and marginalized sections see one another as allies or competitors for the same shrinking space.

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