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USE OF SOCIAL NETWORKING SITES BY POST GRADUATE STUDENTS OF M V MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN, DINDIGUL: A PILOT STUDY

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Abstract

Social networking sites have become everyone’s handy tools in communicating, sharing, exchanging and disseminating information in the form of words, pictures, audios and videos. The present study aimed at understanding the use of social networking sites among the post graduate students of M V Muthiah Government Arts College for Women, Dindigul. Random sampling method is used to select 70 post graduate students of various disciplines. Questionnaire method was used to collect required data. The data was analyzed using MS Excel. The results shows that : 69 (98.57%) of the PG students are aware of Whatsapp followed by 85.71 % of the students (60) who are aware of facebook and 82.86% (58) who are aware of youtube. Whatsapp (64, 91.43%) is used by maximum number of respondents followed by facebook and Youtube with 78.57% (55 each) and wikis with 42.86 % (30). most of the respondents (49, 70%) access social networking sites at hostels followed by 40 (57.14%) students accessing SNS at homes. a majority of 22 users (31.43%) use SNSs for the period ranging from 6 moths – 1 year followed by 20 respondents (28.57 %) using SNSs 1-2 years. a majority of 68.57% (48) of the respondents learn about using SNSs from their friends. a majority of 25 (35.71%) respondents have more than 100 contacts in their SNS. a majority of 37 (25.86%) respondents spend less than one hour on SNS. a majority of 65 (92.86%) respondents use SNS to interact with friends followed by 60 (85.71%) respondents using SNS to update photos and 56 (80%) respondents using SNS to exchange and share photos, files, music and videos. a majority of 55 (78.57%) respondents commented that SNS help them meeting their college friends virtually followed by 48 (68.57%) respondents appreciating SNS for helping them in asking and learning and 40 (57.14%) respondents praising SNS for helping them in preparing for seminar and assignments.

Keywords: Social Networking, Social Networking literacy, Facebook, Youtube, Use of SNS, Problems in SNS, M V Muthiah Govt. Arts College for Women

1. Introduction

The arrival of second generation web has brought in a lot of positive changes in the webosphere. The so called interactive tools, easy-to-operate mechanisms, fast learning provisions, graphical interfaces, two-way communications media, immediate posting etc has made the web into a web 2.0 platform. We have started using various threads of web



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How to make your Library Dyslexic Friendly with a Garland of Resources, Policies and Assistive Technologies?

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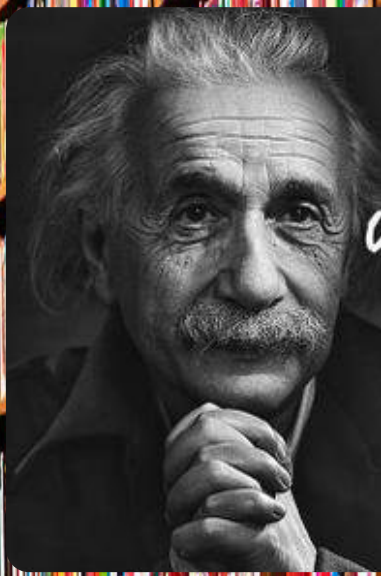
Abstract

With between 4% and 10% of the population affected by dyslexia, it is important for libraries to take into account how they can help people with dyslexia and what additional services your library can provide. "Inclusive libraries" is the concept under the pipeline these days in the arena of librarianship. The library and information centres of all levels and designations strive hard to be inclusive – possessing resources, tools and techniques, physical infrastructures, ICT products and Services, library staff – to fulfil the information requirements of all kinds of readers including the differently abled. This article throws light on the problems of dyslexic users and narrates how the libraries should be prepared enough in terms of resources, assistive devices, human resources and services to quench the information thirst of dyslexic users.

Keywords: Dyslexia, library users, daisy books, assistive technologies, speech recognition software, web accessibility, disability policy.

Introduction: Dyslexia

The word dyslexia was derived from the Greek words dys (meaning poor or inadequate) and lexis (meaning words or language). Children and adults with dyslexia have a neurological disorder that causes their brains to process and interpret information differently (NCLD, 2013).



The only thing you
absolutely have to
know is the location
of the library.
— ALBERT EINSTEIN



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ASSESSING INFORMATION LITERACY SKILLS IN DIGITAL ERA IS THE CONTEMPORARY DIMENSION OF LIBRARY SERVICE: A CASE STUDY OF POSTGRADUATE STUDENTS AT M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN, DINDIGUL, TAMILNADU

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Abstract : *Information literacy skills are important for everyone. But, it is essential and a must for the postgraduate students. This paper has studied the information literacy skills of postgraduate students of M V Muthiah Govt Arts College for Women, Dindigul, Tamilnadu. Convenience sampling method is used to select 100 respondents and data was collected using a well structured, SCONUL model based oral group interview. The findings reveal that: half of the male scholars agree that they can identify a lack of knowledge and use the background information. 66% of the respondents agree that they can identify a search topic and define it in simple terms. 32 % of the respondents strongly agree that they can identify the types of information that will best meet the needs and identify available search tools. While 42 respondents agree and 38 strongly agree that they can select the most appropriate search tools, 52 respondents agree, and 30 strongly agree that they can identify controlled vocabularies to aid in searching. 48% of the respondents agree that they can access full-text information. 52 strongly agree that they can read and download online material and data while 30 strongly agree that they can keep them up-to-date with new information. Half of the respondents agree that they can distinguish difference information sources and read critically. One-third of them strongly agree that they can assess the quality and credibility of information found and can distinguish between various information resources. 58 % of the respondents agree that they can use appropriate statistical software like SPSS and Excel to manage data. 100% need information literacy programmes and 100% vote for the introduction of Information Literacy as a paper in college Courses.*

Keywords: *Information literacy, Post graduate students, SCONUL 7 pillars, Evaluation, Synthesis, M V Muthiah Govt. Arts College*

1. Introduction

Literacy is a simple process of acquiring basic cognitive skills. Information Literacy is the set of skills and knowledge needed to be able to access technological resources and assess their accuracy, reliability, and credibility. Information Literacy is focused on content, analysis, searching, and evaluation of information.

Information literacy is a set of abilities requiring individuals to “recognize when information is needed and can locate, evaluate, and use effectively the needed information” (American Library Association, 1989).

2. SCONUL 7 Pillars Model of Information Literacy

The “seven pillars” model was developed by SCONUL, (2006). It comprises of 7 IL Skills: Identity, Scope, Plan, Gather, Evaluate, Manage and Present.

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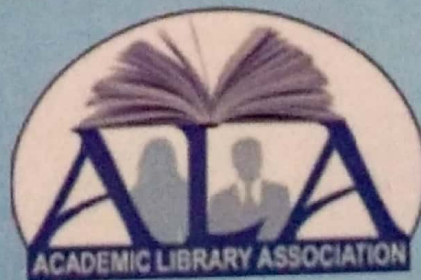


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Dr. R. Jayabal & Dr. A. Senthamil Selvi



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LIBRARIAN'S ROLE IN ADVANCING THE DIGITAL INFORMATION SERVICES

*(Proceedings of the National Conference held at Sir Isaac
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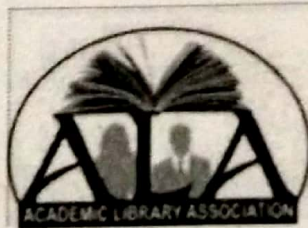
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in honour of



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LIBRARIAN, A.V.C. COLLEGE, MAYILADUTHURAI

Editors

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WEB ANALYTICS SERVICE WITH A SPECIAL REFERENCE TO GOOGLE ANALYTICS: WHAT TO DO AND HOW TO DO?

Dr. Ramasamy, K¹, Librarian & M V Muthiah
Government Arts College for Women, Dindigul, Dr. Padma, P² Assistant
Professor, D.L.I.S, Madurai Kamaraj University, Madurai.

ABSTRACT

Web analytics is the collection, reporting, and analysis of website data. The focus is on identifying measures based on your organizational and user goals and using the website data to determine the success or failure of those goals and to drive strategy and improve the user's experience. The present article presents an introduction to web analytics. It gives a glance of various web analytics services like Optimizely, KISS metrics and Crazy Egg. It offers a detailed account of Google Analytics explaining its various features, interface and metrics.

Keywords: Web Analytics, Google Analytics, Optimizely, KISSmetrics, Crazy Egg

Introduction

Web Analytics is the methodological study of online/offline patterns and trends. It is a technique that you can employ to collect, measure, report, and analyze your website data. It is normally carried out to analyze the performance of a website and optimize its web usage. We use web analytics to track key metrics and analyze visitors' activity and traffic flow. It is a tactical approach to collect data and generate reports.

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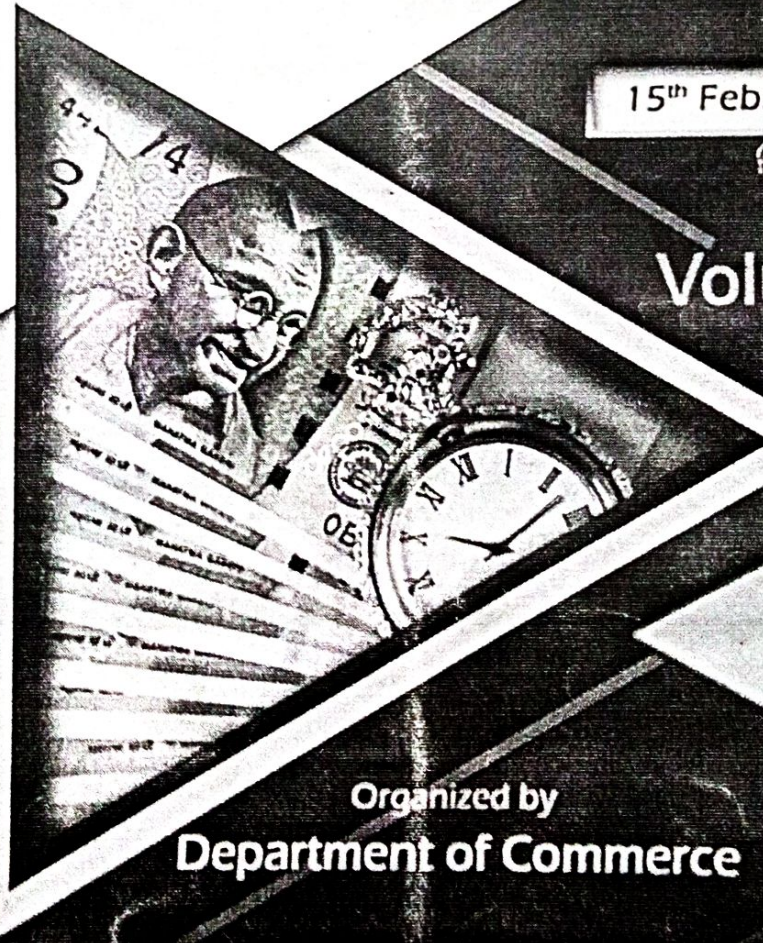
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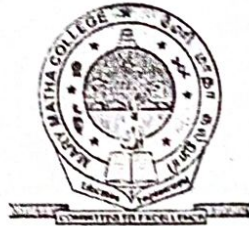
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FACTORS INFLUENCING CONSUMERS TOWARDS ONLINE SHOPPING IN THE DIGITAL WORLD OF BUSINESS : A REVIEW

M.Reni Prishka
Research scholar in Commerce
GTN Arts College
Dindigul

ABSTRACT

Online shopping has become increasingly popular and has developed a great importance in the digital world of business environment. The evolution of online shopping has opened the door of opportunity to firms in the competitive environment. The present study is a review research wherein the researcher has tried to infer the factors that influence the consumers in their process of online shopping. This is a descriptive study which takes into account the findings of various studies already conducted by other researchers on customer preference in online shopping. The researcher has collected 25 publications on the relevant topics from various sources like Journals, dissertation and online sources. These 25 publications were reviewed by the researcher using the technique by 'Content Analysis'. The reviews reveal that convenience, better price and ease of use are the major factors that influence consumers towards online shopping. The impossibility of product testing, no bargaining, security and privacy, delay in delivery of the product are the problems faced by consumers

Key words: Online shopping, consumer behavior, convenience

Introduction:

In a fast-moving digital environment, products and services are constantly evolving. If an organization is to succeed in this digital and technological age, it must plan for – and adapt to – the pace of development. Where once a business interacted with its customers face to face, now the Internet of Things allows us to connect our homes, vehicles, workplaces and technologies under one umbrella where our devices are our portals to limitless goods and services. Digital allows us to *shop online*, book holidays, access news, and control our heating at the touch of a button on an app, plus stream live sport, play interactive games, download movies, increase efficiency and productivity at work, and even use artificial intelligence to help drive our cars and operate machinery. In the digital world of business, the wide use of internet and the rapid growth of technology have created a new market for both customers and business. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from seller over the internet using a web browser. Consumers find a product of interest by visiting the website of retailer directly or by searching among alternative vendors using a shopping search engine which displays the same products availability and pricing at different e-retailers. Customer can shop online using a range of different computer and devices including desktop computers, laptops, tablet computers and smart phones.

Overview of Factors Influencing Consumers towards Online Shopping

Sudhakar.D and Swarna Deva Kumari.R (2016)¹ stated that consumers are looking for Trust, Security and Privacy of data, Timeliness, Accessibility, Convenience, Customer service, Cost and Wider choice throughout online shopping. Young customers are enjoyed in their online shopping process. In online buying to overcome the problem of lack of human interaction, interactive interface available in online shopping. Sathiya Bama M.V.and Raga

An Enhanced approach of crop selection using Fuzzy soft set Theory

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Abstract: Agriculture zone which is important livelihood for majority of people in rural areas. It drives economy in developing countries like India , China, Brazil etc., and also over 75% of economy is contributed by agriculture in these countries. Most of the people living in rural areas will depends on agriculture but they are not have any facilities in agriculture to yield good results. Decision making is very sensitive in today's fast moving world. It takes significant role in the field of selection of best fit in different alternatives. Different parameters and their values help decision makers to take right decision at right time. Soft sets have been used extensively for decision making problems. Research on softest based decision making has received much attention in recent years. The soft set theory is a general mathematical tool for dealing with uncertain, fuzzy and not clearly defined objects. In Real life we often face some problems in which the right decision making is highly essential. But in most of the cases we become confused about the right solution. To obtain the best feasible solution of these problems we have to consider various parameters relating to the solution. For this we can use the best mathematical tool called Fuzzy soft set theory. In this paper focus the problem for the Farmers and successfully propose the Weight Aggregation Analysis algorithm in decision making for selecting a suitable crop to be cultivated depending on the available features.

Key words: Fuzzy Soft set, Weight aggregation Analysis, Relative closeness

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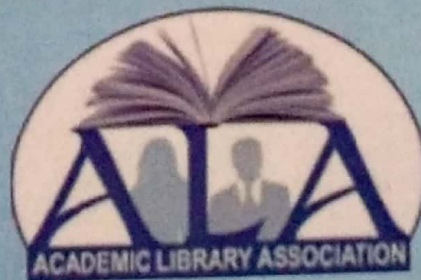


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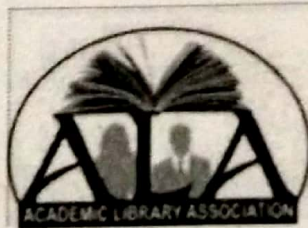
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OUTREACH SERVICES OF LIBRARIES TO REACH THE UNREACHED: A CONTENT ANALYSIS OF TEN SELECT LIBRARY WEBSITES

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ABSTRACT

Outreach services bring the library to anyone facing barriers, strengthening individuals and families, improving quality of life, creating community, and increasing understanding of library resources. The present paper is an attempt to understand what are outreach services and what outreach services are being carried out by libraries. Google Search engine is used to find out the library websites which provide information about the outreach services being undertaken. The first 10 library websites listing such outreach services were browsed and analyzed using 'content analysis'. The analysis reveals that the libraries conduct such outreach services as bookmobile, book buddies, deposit collections, talking books, homeconnect, homeless service, immigrant service, a book doctor, books on prescription, outreach on the web, one read, read to me, lobby stop service etc.

Keywords: outreach service, content analysis, library websites, bookmobiles, talking books, read to me, homeless service

INTRODUCTION

Outreach can be described as the process of engagement with the individuals and organizations by entities or individuals. The purpose of outreach is to serve underprivileged communities and disadvantaged groups.

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THROUGH SWACHH BHARAT MISSION**

Volume I

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RURAL SANITATION: A CHALLENGE IN ERIYODU PANCHAYATH OF DINDIGUL DISTRICT

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I. INTRODUCTION

"Health is Wealth". A proverb says.

Wealth is lost something is lost. If health is lost everything is lost. Health plays a very important role in development of human being. India's Human Development Index score falls 27% due to regional disparities in education, health parameters and living standard within the country. Sanitation is also an important factor to decide health and living standard of the country.

Sanitation does not confine with personal hygiene but essentially includes potable water and toilet facility. Diarrheal diseases attributed to poor water supply, sanitation and hygiene account for 1.73 million deaths each year and 90 percent are children under 5 years monthly in developing country. While nearly 40% of India still defecates in the open, in case of Tamil Nadu less than 10% and 25% of the households in urban and rural areas respectively, lack access to toilet. The state has come a long way in terms of sanitation since the inception of Swachh Bharat Abhiyan. So the sanitation is very important for the rich and poor.

Even according to the World Health Organization (WHO) sanitation refers to the provisions of facilities and services for the safe disposal of human urine and feces. The world 'sanitation' also refers to the maintenance of hygienic conditions, through services such as garbage collection and wastewater disposal. Inadequate sanitation is a major cause for diseases worldwide and improving sanitation is known to have a significant beneficial impact on health both in household and across communities. Sanitation enshrined in the millennium development goals and is a cornerstone of the fight against poverty. Lack of basic sanitation puts millions of lives at risk and is responsible for a quarter of all child death in developing countries every year. Lack of sanitation and poor hygiene also severely limit the impact of other development interventions in education, health, rural and urban development. In India, sanitation and hygiene have remained undeveloped particularly in rural India even after 66 years of independence.

Statement of the Problem

There is a strong link between poverty and health needs to improve health care, a comprehensive approach is needed which comprises individual health care, public health, sanitation, clean drinking water and knowledge of hygiene and bringing up children. Even according to the Government initiatives, sanitation is a crucial component of sustainable human development. In India several initiatives in the area of sanitation are taken by the government bodies. The responsibility of sanitation facilities in India is decentralized and primarily rests with local bodies. The state and central government have facilitating role that takes the form of framing policies, providing financial and capacity building support and monitoring progress. The planning commission through five-year plans guides - Investment on the sanitation by allocation

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- Only 32 percent rural households have access to garbage disposal arrangement but the arrangement is available to about 75.8 percent households in urban India.

Household's with access to sanitation and hygienic facilities (in %)

Indicators	Rural	Urban
Latrine	40.6	91.2
Improve latrine	38.8	89.6
Bath room	37.7	83.3
Improved drainage	31.7	82.5
Garbage disposal arrangement	32.0	75.8

Source: Secondary data

Effects of Poor Sanitation

Providing adequate sanitation will have profound implication for human health and poverty alleviation. The data of survey released by the NSSOs show as that rural India is inadequately equipped with sanitation and hygienic facilities. Due to non availability or poor availability of latrines, open the defecation is huge problem and in rural areas. Lack of priority to safe confinement and disposal of human excreta poses significant health risks. The noteworthy effects are:

- It is estimated that one in every ten deaths in villages is linked to poor sanitation.
- Poor sanitation leads to diarrhea and it is the largest killer accounting for every 200 death.
- Girls are found quitting school or even dropping out of education due to lack of sanitation facilities in the schools. Poor sanitation is resultant illness causes loss of productivity of family members. It leads to significant economic loss to the country. A study estimates the national loss at rs.24 lakh crores or rs2, 180 percapita. In other words, the loss amounting to poor sanitation could be measured as 6.4 present of G.D.P CWSP economics of sanitation initiative, (2010)

Need For N.G.Os Interventions

NON government organization (NGOS should be involved in the implementation of TSC in rural areas. As NGOS adopt people's participatory approach they would be the suitable agents to create awareness among rural people for the need of good sanitation and hygiene. They may also play an important role in ensuring that available sanitation facilities are made use to the optimum.

Table :1 Sex - Wise Population of The Respondents

Sl.no	Particulars	No. of respondents	Percentage(%)
1.	Male	40	80
2.	Female	10	20
3.	Total	50	100

Source: Primary data

According to table 1, 80 percent of the respondents are male and only 20 percent of the respondents are female.

Table :2 Availability of Toilet Facilities

Sl.no	Particulars	No. of respondents	(%)
1.	Availability of toilets	28	56
2.	Non -availability of toilets	22	44
3.	Total	50	100

Source: Primary data

funds. These paper discusses with the "Rural Sanitation: A Challenge in Eriyodu Village of Dindigul District"

Methodology

Eriyodu is a panchayath town in the administrative district of Dindigul. Out of the total population 8890 of this panchayath, male are 4454 and 4436 are females. 50 samples have been taken on a random sampling method. Thus this paper has taken both the primary and secondary data. The objective of the paper is to study the impact of sanitation through Swachh Bharat in the Eriyodu panchayath. National level programs considering the significance of sanitation and hygienic facilities, India has shown high commitment and the following programmes are implemented mainly focusing rural areas.

India launched a rural flagship programme called Total Sanitation Campaign (TSC). The national five year plan document and budgets at the national and state level allocate considerable revenue towards the achievement of vision and plans of rural sanitation a five - pronged strategy was implemented for successful implementation of sanitation programs. It includes: creation of awareness about the sanitation, transparency, secure peoples participation, accountability social audit, vigilance and monitoring at all levels.

Financing Rural Sanitation

- A considerable amount of fund has been earmarked for rural sanitation through various schemes. Increased budgetary support is provided to rural sanitation. TSC budget had increased to Rs.216.49 crores in 2010 to 11 up from annual budget of Rs.33.06 crores in 2008 09.
- A project based approach with total outlay of R.S 200 billion has been adopted clearly identifying financing requirements for achieving the project objectives.
- Further, as per the sanitation strategy 2012 to 22 an additional financial outlay of Rs. 470 billion has been identified to be utilized over a decade to achieve the objectives of cent percent rural sanitation.

Allocation of financing for rural sanitation (in crs)


Years	Allocation of finance (in crs)
2008 - 09	33.06
2010 - 11	216.49
2012 - 22	470

Source: Secondary data

Present Status of Sanitation In India

The 69th round surveys of the NSSO came out with shocking findings with reference to the status of sanitation and hygienic infrastructure in India.

- Nearly 60 percent households in rural India and about 9% households in urban India do not have latrine facilities.
- Among the households having latrine facilities, only 31.9 percent in rural India and 63.9 percent in urban India have access to its exclusive use.
- Further among the households having latrine facilities, just 38.8 percent and 89.6 percent households in rural and urban India respectively have access to ...improve... type of latrine.
- In urban India 16.7 percent households do not have any bath room facilities. Unfortunately about 62.3 percent rural households have no access to bath room.
- As many as 68.3 percent rural households and 17.5 percent urban households are depriving of improved drainage facilities.
- In urban India 75.8 percent households have some garbage disposal arrangement, where as in rural areas the corresponding figure is a meager 32 percent. In other words, 68 percent of rural households do not have garbage disposal arrangement.



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RURAL SANITATION: A CHALLENGE IN ERIYODU PANCHAYATH OF DINDIGUL DISTRICT

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I. INTRODUCTION

"Health is Wealth". A proverb says.

Wealth is lost something is lost. If health is lost everything is lost. Health plays a very important role in development of human being. India's Human Development Index score falls 27% due to regional disparities in education, health parameters and living standard within the country. Sanitation is also an important factor to decide health and living standard of the country.

Sanitation does not confine with personal hygiene but essentially includes potable water and toilet facility. Diarrheal diseases attributed to poor water supply, sanitation and hygiene account for 1.73 million deaths each year and 90 percent are children under 5 years monthly in developing country. While nearly 40% of India still defecates in the open, in case of Tamil Nadu less than 10% and 25% of the households in urban and rural areas respectively, lack access to toilet. The state has come a long way in terms of sanitation since the inception of Swachh Bharat Abhiyan. So the sanitation is very important for the rich and poor.

Even according to the World Health Organization (WHO) sanitation refers to the provisions of facilities and services for the safe disposal of human urine and feces. The world 'sanitation' also refers to the maintenance of hygienic conditions, through services such as garbage collection and wastewater disposal. Inadequate sanitation is a major cause for diseases worldwide and improving sanitation is known to have a significant beneficial impact on health both in household and across communities. Sanitation enshrined in the millennium development goals and is a cornerstone of the fight against poverty. Lack of basic sanitation puts millions of lives at risk and is responsible for a quarter of all child death in developing countries every year. Lack of sanitation and poor hygiene also severely limit the impact of other development interventions in education, health, rural and urban development. In India, sanitation and hygiene have remained undeveloped particularly in rural India even after 66 years of independence.

Statement of the Problem

There is a strong link between poverty and health needs to improve health care, a comprehensive approach is needed which comprises individual health care, public health, sanitation, clean drinking water and knowledge of hygiene and bringing up children. Even according to the Government initiatives, sanitation is a crucial component of sustainable human development. In India several initiatives in the area of sanitation are taken by the government bodies. The responsibility of sanitation facilities in India is decentralized and primarily rests with local bodies. The state and central government have facilitating role that takes the form of framing policies, providing financial and capacity building support and monitoring progress. The planning commission through five-year plans guides - Investment on the sanitation by allocation

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- Only 32 percent rural households have access to garbage disposal arrangement but the arrangement is available to about 75.8 percent households in urban India.

Household's with access to sanitation and hygienic facilities (in %)

Indicators	Rural	Urban
Latrine	40.6	91.2
Improve latrine	38.8	89.6
Bath room	37.7	83.3
Improved drainage	31.7	82.5
Garbage disposal arrangement	32.0	75.8

Source: Secondary data

Effects of Poor Sanitation

Providing adequate sanitation will have profound implication for human health and poverty alleviation. The data of survey released by the NSSOs show as that rural India is inadequately equipped with sanitation and hygienic facilities. Due to non availability or poor availability of latrines, open the defecation is huge problem and in rural areas. Lack of priority to safe confinement and disposal of human excreta poses significant health risks. The noteworthy effects are:

- It is estimated that one in every ten deaths in villages is linked to poor sanitation.
- Poor sanitation leads to diarrhea and it is the largest killer accounting for every 200 death.
- Girls are found quitting school or even dropping out of education due to lack of sanitation facilities in the schools. Poor sanitation is resultant illness causes loss of productivity of family members. It leads to significant economic loss to the country. A study estimates the national loss at rs.24 lakh crores or rs2, 180 percapita. In other words, the loss amounting to poor sanitation could be measured as 6.4 present of G.D.P CWSP economics of sanitation initiative, (2010)

Need For N.G.Os Interventions

NON government organization (NGOS should be involved in the implementation of TSC in rural areas. As NGOS adopt people's participatory approach they would be the suitable agents to create awareness among rural people for the need of good sanitation and hygiene. They may also play an important role in ensuring that available sanitation facilities are made use to the optimum.

Table :1 Sex - Wise Population of The Respondents

Sl.no	Particulars	No. of respondents	Percentage(%)
1.	Male	40	80
2.	Female	10	20
3.	Total	50	100

Source: Primary data

According to table 1, 80 percent of the respondents are male and only 20 percent of the respondents are female.

Table :2 Availability of Toilet Facilities

Sl.no	Particulars	No. of respondents	(%)
1.	Availability of toilets	28	56
2.	Non -availability of toilets	22	44
3.	Total	50	100

Source: Primary data

funds. These paper discusses with the "Rural Sanitation: A Challenge in Eriyodu Village of Dindigul District"

Methodology

Eriyodu is a panchayath town in the administrative district of Dindigul. Out of the total population 8890 of this panchayath, male are 4454 and 4436 are females. 50 samples have been taken on a random sampling method. Thus this paper has taken both the primary and secondary data. The objective of the paper is to study the impact of sanitation through Swachh Bharat in the Eriyodu panchayath. National level programs considering the significance of sanitation and hygienic facilities, India has shown high commitment and the following programmes are implemented mainly focusing rural areas.

India launched a rural flagship programme called Total Sanitation Campaign (TSC). The national five year plan document and budgets at the national and state level allocate considerable revenue towards the achievement of vision and plans of rural sanitation a five - pronged strategy was implemented for successful implementation of sanitation programs. It includes: creation of awareness about the sanitation, transparency, secure peoples participation, accountability social audit, vigilance and monitoring at all levels.

Financing Rural Sanitation

- A considerable amount of fund has been earmarked for rural sanitation through various schemes. Increased budgetary support is provided to rural sanitation. TSC budget had increased to Rs.216.49 crores in 2010 to 11 up from annual budget of Rs.33.06 crores in 2008 09.
- A project based approach with total outlay of R.S 200 billion has been adopted clearly identifying financing requirements for achieving the project objectives.
- Further, as per the sanitation strategy 2012 to 22 an additional financial outlay of Rs. 470 billion has been identified to be utilized over a decade to achieve the objectives of cent percent rural sanitation.

Allocation of financing for rural sanitation (in crs)

Years	Allocation of finance (in crs)
2008 - 09	33.06
2010 - 11	216.49
2012 - 22	470

Source: Secondary data

Present Status of Sanitation In India

The 69th round surveys of the NSSO came out with shocking findings with reference to the status of sanitation and hygienic infrastructure in India.

- Nearly 60 percent households in rural India and about 9% households in urban India do not have latrine facilities.
- Among the households having latrine facilities, only 31.9 percent in rural India and 63.9 percent in urban India have access to its exclusive use.
- Further among the households having latrine facilities, just 38.8 percent and 89.6 percent households in rural and urban India respectively have access to ...improve... type of latrine.
- In urban India 16.7 percent households do not have any bath room facilities. Unfortunately about 62.3 percent rural households have no access to bath room.
- As many as 68.3 percent rural households and 17.5 percent urban households are depriving of improved drainage facilities.
- In urban India 75.8 percent households have some garbage disposal arrangement, where as in rural areas the corresponding figure is a meager 32 percent. In other words, 68 percent of rural households do not have garbage disposal arrangement.

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WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP AND ITS CHALLENGES

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Abstract

Economic development can be fostered only when women entrepreneurs in the nation is empowered. It is clear that women are the powerful drivers of development. Developing entrepreneurial skills among women will be a good approach for women empowerment and this would elevate social status of women. Women entrepreneurs will be able to compete in all respect. Empowerment leads to self-fulfilment and women become aware of where they are going, what their position is in the society, their status; existence and rights; and women are becoming more empowered, personally and economically through business ownership. Thus, the present study is initiated on empowering women through entrepreneurship development and also the social problems faced by women entrepreneurs and endorses various schemes of women entrepreneurs.

Introduction

Women empowerment can be said as a process in which women challenge the existing norms and culture, to efficaciously improve their personality, status in the family as well as in the society. Entrepreneurship on small scale is very often to empower women especially who cannot find the jobs for many such reasons. In urban area, women from lower level of the society though educated, also find it difficult to get the jobs. The profound impact of entrepreneurship development is seen not only in raising economic status of women but for personality and social status of women. Women entrepreneur is a person who accepts challenging role as well as competing phases to meet her personal needs and become economically independent.

A large number of women are entering into entrepreneurship in some form or the other. The drive to pursue entrepreneurship is due to the immense passion and certain compulsions. Entrepreneurs play an important role in the economic development of a nation. Women's skills, knowledge, talents, abilities and desire of to do something for themselves and their children or family are some of the reasons for the women to become entrepreneurs. According to World Bank, investing more in women enterprises rather is men reduces the inequalities and poverty and thereafter ensures the economic development of a nation. The government has also offered a variety of programmes for women entrepreneurs in the recent past.

A rich number of talent women entrepreneurs are forming today, as more women ready to leave corporate world to sketch their own destinies. They are coming out of flying colors as designers, beautician, interior decorators, exporters, garment manufactures and still exploring new avenues of economic participation. The main instrument of women empowerment is the women entrepreneurship development. Women are becoming more empowered personally and economically through business ownership.

Objectives

- To identify the social problems faced by the women entrepreneurs.
- To examine the attitude of family as well as society towards women entrepreneurs.
- To suggest measures to promote women entrepreneurs.
- To familiarize the programmes endorsed by govt. of India and other institutions.

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திருக்குறளில் மழையும் வேளாண்மையும்

இந்தியா கிராமங்களில் வாழ்கிறது என்றார் மகாத்மா காந்தியடிகள். அதற்குக் காரணம் இந்தியாவின் முக்கியத் தொழிலான விவசாயம். விவசாயம் தான் ஒரு நாட்டின் உயிர்நாடி எனில் மிகையாகது. அத்தகு சிறப்புடைய விவசாயத்தின் பெருமையினை வள்ளுவர் உணர்ந்தாலோ, என்னவோ அதனை சிறப்புறத் தாம குறள்களில் சுட்டிக்காட்டியுள்ளார். மனித நாகரீகம் வளரத் தொடங்கிய காலத்தில் இருந்தே சமூகத்தில் இருந்த தொழில்களுள் உயிர்நாடியாகத் திகழ்வது வேளாண்மைத் தொழில்.

“உழவர்கள் சேற்றில் கை வைத்தால் தான்
வாழ்பவர்கள் சோற்றில் கை வைக்க முடியும்”

என்பது மறுக்க முடியாத உண்மை. எனவே தான் வள்ளுவர் ‘உழவு’ என்ற ஒரு தனி அதிகாரமே வகுத்து உழவுத்தொழிலின் பெருமையினை உலகுக்கு எடுத்துக் காட்டியுள்ளார். இன்று கிராமங்களில் நகரமயமாக்கப்படுவதால் அழிந்து வருகின்ற, அதே சமயம் காப்பாற்றப்பட வேண்டிய தொழில்களில் மிக முக்கியமானது இன்றியமையாததும் வேளாண்மை ஆகும். அதற்கு மிக அவசியமானது ‘மழை’ ஆகும். இதனை உணர்ந்தே தெய்வப்பலவர் ‘வான்சிறப்பு’ என்னும் ஓர் அதிகாரத்தை வகுத்து அதன் சிறப்பையும் எடுத்தோதியுள்ளார். மேலும் இவை இரண்டிற்கும் நெருங்கிய தொடர்புண்டு. மழையின்றேன் விவசாயமும் கிடையாது உணவும் கிடையாது. எனவே தான் மழையின் சிறப்பைக் கடவுள் வாழ்த்துகிறது. அடுத்த அதிகாரத்தில் வைத்துள்ளரோ என எண்ணுவதற்கு இடமுண்டு.

உலக உயிர்கள் உயிர்வாழ இன்றியமையாதது நீர். அதற்கு ஆதாரம் மழை. எனவே தான் மழையை உயிர் காக்கும் மருந்தான அமிழ்தத்திற்கு ஒப்பாகக் கூறுகின்றார் வள்ளுவர். அதன் சிறப்பை உணர்ந்தால் தான் வானம் பொய்த்து விட்டால் உலக உயிர்கள் பசியால் மடிந்து விடும் என்ற உண்மையை

“விண்இன்று பொய்ப்பின் விரிநீர் வியனுலகத்து
உள்நின்று உடற்றும் பசி” (குறள் - 13)

என்ற குறள் மூலம் வெளிப்படுத்தியுள்ளார். இன்று பல விவசாயிகளின் வறுமை நிலைக்கும் தற்கொலைக்கும் காரணம் மழையின்மையால் ஏற்பட்ட வறட்சியே எனில் மிகையாகாது.

மேலும் மழையின்மையால் இன்று உழவர்கள் உழவுத்தொழில் செய்யாமல் படும் வேதனையை, துயரத்தை அன்றே உணர்ந்தது போல வள்ளுவர் மழையில்லையேல் வேளாண்மைத் தொழில் மேற்கொள்ள இயலாது என்பதை,

“ஏரின் உழா அர் உழவர் புயலென்னும்
வாரி வளங்குன்றிக் கால்”

(குறள் - 14)

பேரா. ப.லிங்கம்

எம்.வி. முத்தையா அரசு மகளிர் கலைக் கல்லூரி, திண்டுக்கல்



வளர் தமிழ் ஆய்வு மன்றம்

திண்டுக்கல்

பதினைந்தாவது பன்னாட்டுக் கருத்தரங்கு

பாங்கேற்புச் சான்றிதழ்

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.....
என்னும் தலைப்பில் கட்டுரை வழங்கினார்.

சுவாமிநாதன்
முனைவர் தாயம்மாள் அறவானன்
தலைவர்

இலங்கைக் கல்வியியல்
முனைவர் சி.மெக்கேல் சீராஜினி பாய்
செயலாளர்

No. =
முனைவர் ப.பத்மநாப ரிள்வா
பொருளாளர்

வளர் தமிழ் ஆய்வு



தமிழ் ஆய்வு சங்கம்
சென்னை - 600 006
மகாத்ம காந்தி பிளாஸ்டா
சுற்றுச்சூழல்
சென்னை - 600 006

வளர் தமிழ் ஆய்வு மன்றம்
திண்டுக்கல்
2018

அற இலக்கியங்களில் பெண்

முன்னுரை

பதினெண்கீழ்க்கணக்கு நூல்கள் மனித இனம் மொத்தத்திற்கும் உரியனவான நீதிகள் பற்றி பலவாறு எடுத்துரைக்கின்றன. இவற்றி லிருந்து வேறுபட்ட சில தனிநீதிகளைப் பெண்ணினத்திற்கு உரியனவாக அற இலக்கியங்கள் எடுத்துரைக்கின்றன. அற இலக்கியங்களில் பெண் களின் நிலை பற்றிக் காண்பது இக்கட்டுரையின் நோக்கமாகிறது. . பெண்களின் நிலை

தன்னையுங் காத்துத் தன்னைக் கொண்ட கணவனையும் பேணி நன்மையமைந்த புகழ்களையும் படைத்துச் சோர்வின்மையுடையவளே பெண்ணென்று,

“தற்காத்துத் தற்கொண்டாற் பேணித் தகைசான்ற
சொற்காத்துச் சோர்விலாள் பெண்”

(குறள். 56)

என்ற குறளின் மூலம் சிறந்த பெண்ணிற்கான இலக்கணத்தை வள்ளுவர் கூறுகிறார். மேலும் கணவனைப் போற்றி கடமையைச் சிறப்பாக செய்தால் பெண்கள் சிறப்பை உடைய மேலுலக வாழ்வைப் பெறுவர் என்றும்,

“பெற்றாற் பெறின் பெறுவர் பெண்டிர் பெருஞ்சிறப்புப்
புத்தேளிர் வாழும் உலகு ”

(குறள். 58)

என்ற குறள் மூலம் விளக்குகிறார்.

“நல்விருந் தோம்பலின் நட்நானாம் வைகலும்
இல்புறஞ் செய்தலின் ஈன்றதாய் - தொல்குடியின்
மக்கள் பெறலின் மனைக்கிழத்தி இம்முன்றும்
கற்புடையாள் பூண்ட கடன்”

(திரிகடுகம், 64)

என்று நல்லாதனார் தம் திரிகடுகத்தில் குறிப்பிடுகின்றார். விருந்தினரைப் பாதுகாப்பதனால் கணவனுக்கு நட்பு உடையவளாவாள். இல்லறத்தை வழுவாது நடத்தலால் பெற்ற தாயாவாள். குடும்பம் விளங்குவதற்குரிய மக்களைப் பெறுவதனால் மனைவியாவாள். இம்முன்றும் கற்புள்ள மனைவியின் கடமையாகும்.

“வருவாய்க்குத் தக்க வழக்கறிந்து சுற்றம்
வெருவாமை வீழ்ந்துவிருந் தோம்பித் - திருவாக்குந்
தெய்வத்தையும் எஞ்ஞான்றும் தேற்ற வழிபாடு
செய்வதே பெண்டிர் சிறப்பு”

(சிறுபஞ்சமூலம், 56)

என்கிறார் சிறுபஞ்சமூலத்தில் காரியாசன். தம் கணவரது வருவாயின் அளவை அறிதல், அதற்குத் தக்கவாறு செலவு செய்தல், சுற்றத்தினர்

முனைவர். சி.இராஜலட்சுமி,

எம்.வி.முத்தையா அரசு, மகளிர் கலைக் கல்லூரி, திண்டுக்கல்.

வளர் தமிழ் ஆய்வு



பதிப்பாசிரியர்கள்

சி. மைக்கேல் சரோஜினி பாய்

ப. பத்மநாப பிள்ளை

வ. இராசரத்தினம்

வளர் தமிழ் ஆய்வு மன்றம்

திண்டுக்கல்

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பதிப்பாசிரியர்கள்	:	சி. மைக்கேல் சரோஜினி பாய் ப. பத்மநாப பிள்ளை வ. இராசரத்தினம்
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நாள்	:	18.6 மேப் வித்தோ
அளவு	:	டெம்மி
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உரிமை	:	பதிப்பாசிரியர்களுக்கு
வெளியீடு	:	வளர் தமிழ் ஆய்வு மன்றம் பூங்குன்றன் பள்ளி வளாகம் விவேகானந்தா நகர் திண்டுக்கல் - 624 001 தமிழ்நாடு தொ.பே. 0451-2427458

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முதற் பதிப்பு	:	மே 2018
தாள்	:	18.6 மேப் லித்தோ
அளவு	:	டெம்மி
அச்சுரு	:	பாமினி 10 புள்ளி
பக்கம்	:	xii + 340
விலை	:	ரூபாய் 500/-
அச்சகம்	:	சூர்யா பிரிண்ட் சொலூசன்ஸ் சிவகாசி
உரிமை	:	பதிப்பாசிரியர்களுக்கு
வெளியீடு	:	வளர் தமிழ் ஆய்வு மன்றம் பூங்குன்றன் பள்ளி வளாகம் விவேகானந்தா நகர் திண்டுக்கல் - 624 001 தமிழ்நாடு தொ.பே. 0451-2427458

நாயன்மார்களின் திருவிளக்குத் தொண்டு

முன்னுரை

திருத்தொண்டார்களின் பெருமையைச் சொல்வது பெரியபுராணம். பல புராணங்களைத் தன்னகத்தே கொண்டுள்ளமையால் இது பெரியபுராணம் ஆயிற்று. மனிதன் தொண்டு செய்து உயர வேண்டும் என்ற குறிக்கோளை வலியுறுத்துகின்றது. நாயன்மார்கள் பல்வேறு வகையான திருத்தொண்டுகளைச் செய்து முத்திப்பெற்றினை அடைந்துள்ளனர். இறைவனை வழிபடுவதில் பேரின்பம் பெற்று அன்போடு வழிபடுவது அவர்களின் நோக்கம்: வீடுபேற்றை விருமபி அல்ல என்பதை பெரியபுராணம் வழி அறிய முடிகிறது.

“கொள்ளைக் கொடுத்தல் உயர்ந்தன்று அதனெதிர்த்”

கொள்ளைகள் என்றல் அதனினும் உயர்ந்தன்று” (புறம்.204: 3-4)

என்ற புறநானூற்று அடிகளுக்கேற்ப அடியவர்கள் இறைவனிடம் வீடுபேறு வேண்டும் என்று கூட கேட்கவில்லை. இருப்பினும் இறைவன் கொடுத்ததையும் வேண்டாம் என்று கூறி இறைவனை விட உயர்ந்த நிலையைப் பெற்றுள்ளனர். இறைவனுக்குத் திருவிளக்குத் தொண்டினைச் செய்த நாயன்மார்களின் செயல்களையும் இறைவன் மீது அவர்கள் கொண்டுள்ள உண்மை அன்பினையும் பக்தி உணர்வினையும் எடுத்தியம்புவதே இக்கட்டுரையின் நோக்கமாகும்.

திருவிளக்கின் சிறப்பு

விளக்கு என்பது தானும் விளங்கி, தன் முன் உள்ள பொருள்களையும் விளக்கிக் காட்டுவது ஆகும். அப்படிப்பட்ட திருவிளக்கு ஏற்றுவதைத் தொண்டாகக் கொண்ட நமிநந்தியடிகள், கலியார், கணம்பல்லர் ஆகிய மூவரும் வாய்மையிற் சிறந்து திருநீற்றின் பனிதம் உணர்ந்து போற்றினார்கள். இவர்கள் இரவும் பகலும் சிவபிரானின் திருவடியை வணங்கித் திருவிளக்குத் தொண்டு செய்தனர். விளக்கு ஏற்றும் போது நெய் அல்லது எண்ணெய் ஊற்றி விளக்கு ஏற்றுவது மரபு. அதற்கு மாறாக தண்ணீரையும் இரத்தத்தையும் புல்லையும் பயன்படுத்தி விளக்கேற்றிய நாயன்மார்களின் பக்திச் செயலை உரை முடிகிறது.

“எண்ணிய எண்ணியாங்கு எய்துப எண்ணியார்

திண்ணியார் ஆகப் பெறின்த்”

(குறள் -666)

என்ற வள்ளுவரின் வாக்கிற்கிணங்க அடியவர்கள் எண்ணியபடியே திருவிளக்குத் தொண்டு செய்ய தன்மை அர்ப்பணம் செய்து இறைவனின் பேரருளைப் பெற்றமையைக் காணமுடிகிறது.

தண்ணீரால் விளக்கேற்றிய தகைசகாலர்

அரன்நெறி கோவிலில் திருவிளக்குத் தொண்டு செய்தவார் நமிநந்தியடிகள். அவர் அந்தண குலத்தில் பிறந்தாலும் சைவநெறி

முறைக்க சிவத்தொண்டு செய்து வந்தார். இரவும் பகலும் சிவனையே வழிபட்டு திருநீறே உண்மைப்பொருள் என்ற கொள்கையை உடைய வராய் வாழ்ந்து வந்தார். சிவபக்தியும் உறுதியான சைவ ஒழுக்கமும் கொண்டவார். சிவலிங்க வழிபாட்டில் உறுதி கொண்ட நமிநந்தியடிகள் அரன்நெறி புற்றடாள் கோவிலுக்குச் சென்று வழிபட்டார். அவ்வெளை மாலைப்பொழுது வந்ததை உணர்ந்து இறைவனுக்கு விளக்கேற்ற முயன்றார். விளக்கில் எண்ணெய் இல்லாததை அறிந்து அருகில் உள்ள இல்லத்தில் எண்ணெய் கேட்க சமணர்கள் அவரை எள்ளி நகையாடி தண்ணீரால் விளக்கேற்றச் சொன்னதும் இறைவனின் பக்தியோடு தண்ணீர் ஊற்றி திருவிளக்கு ஏற்ற அது சோதிவடிவாய் சமணர்கள் நாணும்படி பிரகாசமாய் ஒளிவிட்டு எரிந்தது.

இறைவனின் திருநாமத்தை மந்திரமாய்க் கொண்டு நாளும் தண்ணீரால் விளக்கேற்றினார் என்பதைப் பெரியபுராணம் “நாதர் அருளால் திருவிளக்கு நீரால் எரித்தார் நாடு அறிய” (1884) என்று கூறுகிறது. ஒவ்வொரு நாளும் தண்ணீரால் கோயில் முழுதும் விளக்கேற்றி மகிழ்தமையோடு, சிவபெருமானின் திருவிளையாட்டினை சமணர்களுக்கு உணர்த்திய பெருமையை அறிய முடிகிறது.

உதிர்த்தால் விளக்கேற்ற முயன்ற உத்தமர்

தொண்டுகளில் சிறந்தது திருவிளக்கு ஏற்றுவது என உணர்ந்த கலியநாயனார் தொண்டை நாட்டில் திருவொற்றியூரில் வணிகர் குலத்தில் பிறந்தவர். படம்பக்கநாதர் திருக்கோவிலில் திருவிளக்குத் தொண்டு செய்து வந்தார். கோவிலின் உள்ளும் புறமும் ஆயிரக்கணக்கான விளக்குகளை ஏற்றி மகிழ்ந்த செல்வந்தர். இறைவனின் சோதனைக்கு ஆட்பட்டு வறுமையற்ற காலத்தில் கூலி வேலை செய்து அதன் மூலம் கிடைத்த பொருளைக் கொண்டு விளக்கேற்றும் தொண்டினைக் கைவிடாது நிறைவேற்றி வந்த வேளையில், கூலி வேலையும் கிடைக்காது போகவே தன் மனைவியை விலை கூறினார். வாங்குவார் யாரும் இல்லாமையால் மனம் சோர்ந்து கோயிலை அடைந்தார்.

அகல் விளக்குகளை வரிசையாக எடுத்து வைத்தார். திரிகளை அமைத்தார். “மணி விளக்கு மாளில்யான் மாள்வன்” எனத் துணிந்து தமது கழுத்தை அறுத்து அதிலிருந்து பெருகும் உதிர்த்தை எண்ணெய்யாக ஊற்றி விளக்கு எரிக்க முற்பட்டார். கழுத்தை கத்தியினால் அரியலுற்றார். இறைவன் அவருடைய கையைப் பிடித்தார். காளை வாகனத்தில் தோன்றிக் காட்சியளித்தார். கலியாரின் இடைவிடா திருவிளக்குத் தொண்டினை சேக்கிழார்,

“என்கில் திருவிளக்கு நெடு

நாள் எல்லாம் எரித்துவரப்

புண்ணிய மெய்த தொண்டர் செயல்

புலப்படுப்பார் அருளாலே”

(பெரி. புரா. 4034)

என்று கூறுகின்றார். சிவபெருமான் கலியருக்கு சிவலோகத்தில் திருவிளக் கேற்றத் திருவருள் புரிந்தமையை அறியமுடிகிறது.

முனைவர். க.சின்னமணி,

எம்.வி.முத்தையா அரசு மகளிர் கலைக் கல்லூரி, திண்டுக்கல்.

கவிக் கோவின் கவிதைவெளி

பதிப்பாசிரியர்
முனைவர் வீரா. அழகர்சாமி

சான்லாக்ஸ் பதிப்பகம்
மதுரை

நூல் விவரப்பட்டியல்

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கம்பனின் அரசியல் அறம்

முனைவர் க.நாகநந்தினி

‘கம்பன் என்றொரு மானிடன்’ வாழும் இலக்கியம் கம்பராமாயணம். இந்தியாவின் மாபெரும் இதிகாசத்தைத் தமிழில் தந்து நிலையான இடம் வகிக்கக் கூடியவன் கம்பன் கவிக்கோவைக் கவர்ந்ததில் வியப்பில்லை. கம்பன் மதங்கடந்தவன். மானிடத்தை வென்றவன். எனவேதான் இந்து, கிறிஸ்து, இசுலாம் மதத்தவரும் தமிழினிமைக்காகக் கம்பராமாயணத்தை நாடுகின்றனர். கவிக்கோ புதிய பார்வையில் கம்பனின் அரசியல் கோட்பாட்டை அலசி ஆராய்ந்துள்ளார். இந்நூலில், கம்பனைப் பயிலும் போதெல்லாம் அவன் கவிதைத் திறன் மட்டுமின்றி அவனுடைய அரசியல் சமூகக் கருத்துக்கள் என்னை வியப்பில் ஆழ்த்துவதுண்டு. அந்தக் கருத்துக்கள் அவன் காலவுணர்வுக்குள் கட்டுபட்டுக் கிடக்காமல், அவனுக்குப் பின்னால் எத்தனையோ நூற்றாண்டு காலம் கடந்து தோன்றிய புதிய முற்போக்குக் கருத்துக்களோடு ஒத்திருந்ததே என் வியப்புக்குக் காரணம்” பக்.1 (கம்பனின் அரசியல் கோட்பாடு)

கவிக்கோ கம்பனின் கவிதைத் திறன் வழியே அவனது அரசியல் கோட்பாட்டை விளக்குவதன் முகமாக ‘புல்லரசு’ ‘நல்லரசு’ என்று இரு பகுதிகளாக நூலினைப் படைத்துள்ளார்.

‘புல்லரசு’ என்ற பகுதியில் கோசலம், கிட்கிந்தை, இலங்கை என்ற மூன்று அரசுகளில் ஏற்பட்டிருந்த அரசியல் குறைபாடுகளை கம்பன் வழியே விளக்கியுள்ளார் கவிக்கோ.

‘நல்லரசு’ எனும் இரண்டாம் பகுதியில் கம்பனின் இலட்சிய அரசு பற்றியக் கருத்துக்களை விளக்கியுள்ளார் கவிக்கோ.

‘புல்லரசு’ பகுதியில் பாலிடிக்ஸ் (Politics) என்ற சொல்லின் வரலாறு குறித்தும் அதன் வரைவிலக்கணம் குறித்தும் விளக்குகிறார்.

சமூகமும் அரசும் இன்றி ஒரு மனிதனால் அமைதியாகவும் பாதுகாப்பாகவும் வாழ முடியாது வளர்ச்சியடையவும் முடியாது” மனிதன் இயற்கையாகவே ஓர் அரசியல் உயிர்” - அரிஸ்டாட்டில்

தமிழில் அரசியல் எனப்படுவதை வடநூலார் ராஜதர்ம என்ற வழங்கினர். ராஜா என்பதற்குத் தன் குடிமக்களுக்கு மனநிறைவைத் தருபவன் என்று மகாபாரதம் கூறுகிறது. கம்பர் ‘அரசியல்’ ‘கோவியல்’ என்று குறிப்பிடுகிறார்.

வளர் தமிழ் ஆய்வு



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வளர் தமிழ் ஆய்வு மன்றம்
திண்டுக்கல்
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