

# Multidisciplinary Global Journal of Academic Research (MGJAR)

Vol. VI Issue IV Oct. 2019 Impact Factor: 2.0674 ISSN: 2394-1758



[www.academicresearchsupport.com](http://www.academicresearchsupport.com)

# Multidisciplinary Global Journal of Academic Research (MGJAR)

Vol. VI Iss. IV October 2019 Impact Factor: 2.0674 ISSN:2394-1758

## Contents

|                                                                                                                 |         |
|-----------------------------------------------------------------------------------------------------------------|---------|
| <b>India's Greatest Tax Reforms and its Impact on Logistics Sector</b><br><b>Dr. S. Sivakamasundari</b>         | 1 - 5   |
| <b>The Role of Technology in Indian Education</b><br><b>Dr. Ch. Thandava Krishna</b>                            | 6 - 10  |
| <b>The Worship of the Amman Deity in Tamil Nadu</b><br><b>Dr. K. Parimurugan</b>                                | 11 - 20 |
| <b>National Policy for the Empowerment of Women (2001)</b><br><b>Dr. P. Arunachalam &amp; Dr. V. Neelamegam</b> | 21 - 32 |
| <b>Food Inflation and its Drive on Indian Economy</b><br><b>Dr. R. Dhanasekar</b>                               | 33 - 42 |

## Publisher



**SVM Publications**

45, T.A. Koil 5<sup>th</sup> Street, Velachery,  
Chennai – 600 042, Tamil Nadu, India.

Cell: 094440 77646

Email: [svmpublication@gmail.com](mailto:svmpublication@gmail.com)

[www.academicresearchsupport.com](http://www.academicresearchsupport.com)



**SVM Publications**

[www.academicresearchsupport.com](http://www.academicresearchsupport.com)

## Multidisciplinary Global Journal of Academic Research (MGJAR)

---

### Editorial Board

---

**Dr. V. Neelamegam**

Editor in Chief (Hon)  
Assistant Professor, FS&H.,  
SRM University, Tamil Nadu, India.

**Dr. José G. Vargas-Hernández**

University Center for Economic and  
Managerial Sciences,  
University of Guadalajara,  
Universitario Los Belenes, C.P. 45100,  
Zapopan, Jalisco, México.

**Dr. Sanjay N. Tupe**

Associate Professor & Head,  
Dept. of Banking and finance,  
B.Y.K. College of Commerce  
College Road, Nashik-422005, India.

**Dr. B. Johnson**

Associate Professor  
Dept of Commerce and Management  
Studies, University of Calicut  
Kerala State 673 635, India.

**Dr. R. Ramachandran**

Assistant Professor  
Commerce DDE, Annamalai University  
Tamilnadu - 608 002, India.

**Dr. K. Kaviarasu**

Assistant Professor of English,  
Bishop Heber College (Autonomous),  
Trichirappalli - 620 017. T.N., India.

**Dr. P. Arunachalam**

Professor  
Department of Applied Economics  
Cochin University of Science and  
Technology, Kochi - 682 022, Kerala. India.

**Dr. Sonia Selwin**

Business Management Trainers,  
Commercial Studies Division,  
Bahrain Training Institute, Ministry of  
Education,  
Kingdom of Bahrain

**Dr. Pranam Dhar**

Associate Professor,  
Department of Commerce & Management,  
West Bengal State University. Barasat,  
West Bengal, Kolkata – 700126, India.

**Dr. S. R. Sheeja**

Assistant Professor of Economics  
School of Distance Education (SDE)  
University of Kerala  
Thiruvananthapuram -34, India.

**Dr. Ch. Thandava Krishna**

Assistant Professor, Dept. of Economics  
Acharya Nagarjuna University  
Ongole Campus, Ongole-523001, India

**P. Anbarasan, B.E., MSW.,**

Researcher & Social Worker,  
Daasya, Chennai  
Tamilnadu, India.



---

**India's Greatest Tax Reforms and its Impact on Logistics Sector**

**Dr. S. Sivakamasundari**  
**Assistant Professor**  
**Amity Global Business School**  
**Chennai**

---

**Abstract**

*Goods and Service Tax (GST) was introduced with the intention of integrating multi-layered indirect tax system into a single simplified system. There were multiple channels in the production as well as sales of a product, starting from purchasing of raw materials, manufacturing, keeping the finished products in the warehousing, till it reaches to the consumer. In order to reduce the multiple operation channel and make the tax system simple a detailed planning, is needed. Existing Tax system in India is similar in many ways to the system of taxation in vogue about 2300 years ago. In Artha sastra each Tax was mentioned specifically and tax collectors predetermined the payment, manner and time period for collecting tax.*

*Good and service Tax introduced by the Indian government brought 4.5 million new taxpayers into the system. Large companies transitioned well to the new indirect tax regime and the return filing system. Small units continue to grapple with challenges, like input tax credit, frequent changes in rules and steep penalties for late filing. According to large businesses new tax system is easier for filing tax structure. By implementing GST the government reduced the indirect cost in logistics and logistics sector would pass this benefit to the consumer. It would also encourage producers to produce more and export the same to the other countries resulting in an overall increase of 5-8% in Indian exports. This paper tries to analyse the impacts of GST on business.*

**Key Words:** GST, Tax Reforms and Logistics Sector.

---

**Introduction**

In a major development, Government of India introduced Goods and Service Tax (GST) in the country effective from July 1<sup>st</sup> 2017 with a sole objective of integrating the multi-layered, indirect tax system into a single simplified system in the country.

With such development, experts opined that there would a tremendous scope for India to improve its existing infrastructure and cost inefficiencies. Before the implementation of GST, logistics industry was faced with a various challenges such as 'high cost, undeveloped material handling infrastructure, fragmented warehousing, existence of multiple regulations, hindrances in the movement of goods across states, and poor implementation of information technology'. These challenges which pertained to procedural complexities and involvement of several agencies at sea ports and borders affected the country's performance in the international trade.

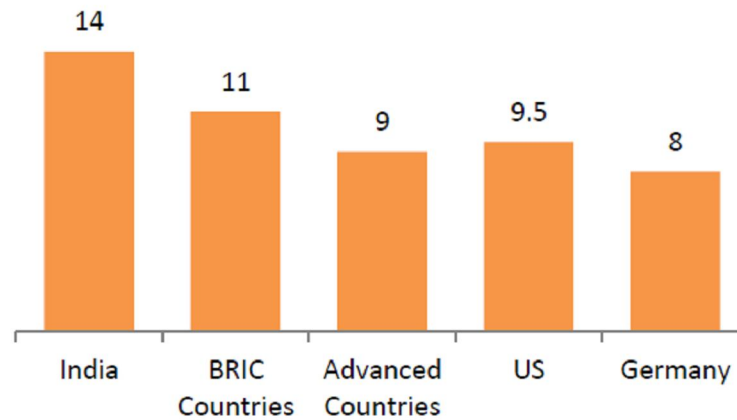
Moreover, before the implementation of GST, transportation costs in India were higher due to 'poor road infrastructure'. Apart from that, 'higher cess' and toll on the highways, made the vehicles wait for long hours. Thus vehicles found it difficult to cover the long distance within the stipulated time period. But, with the implementation of GST, indirect cost in logistics was reduced. It also encouraged producers to produce more and export the same to other countries. In India, roads and railways were the most preferred modes of transportation accounting for nearly 60% and 30% of the 'total cargo volumes' respectively. The remaining was taken care by 'inland shipping, pipelines and airways'.

In India, 60% of the warehousing with modern capacity was established in the top cities such as Ahmedabad, Chennai, Mumbai, Pune and NCR. At the same time, Hyderabad and Kolkata were the other cities where industrial activity, growth of urban population, availability of labour and quality of infrastructure were found in plenty. In the case of agriculture segment, 75% of warehousing capacity was controlled by the various government entities. Most of the warehouses had less than 10,000 square feet of area. Interestingly, 90% of the total warehousing space in the country was controlled by the unorganised sector. According to experts, the fragment warehousing resulted into higher average inventory holding, higher handling and storage costs and lower mechanisation.

In FY2017, the Indian logistics industry was valued at \$160 billion and it was expected to grow at a CAGR of 10% in coming period. According to the Ministry of Road Transport and Highways report in India, 'the logistics cost as % of India's GDP stood at 13-14%'. Compared to India, such ratio was 9.5% and 8% in the US and Germany respectively. In case of BRIC countries, the ratio was 10-11%. **(Exhibit I)**.

According to experts, India's higher ratio was attributed to non-availability of an efficient intermodal and multi-modal transportation system. Shortages of warehousing capacity and non-standardized warehousing capacity with least usage of IT had increased the expenditure in the Indian logistics industry. However, with the implementation of GST, the expenditure was expected to fall.

**Exhibit I**  
**Logistics Cost (as % of GDP)**



*Source: MadanSabnavis and et al., "Overview of India warehousing industry", <http://www.careratings.com/upload/NewsFiles/Studies/Warehousing%20Industry%20October%202018.pdf>, October 16<sup>th</sup> 2018*

However, the implementation of GST had changed the supply chain operations in the consumption space, as a result, significant activities took place in consolidation. Establishment of larger warehouses in an appropriate location to serve a larger area and setting up of warehousing operations with modern technology was possible. Inventory level requirements were reduced by combining smaller warehouses into a single larger one. A multi-story warehouse was designed to increase the available floor space in India. Interestingly, the multi-story warehouse model was successful in densely populated cities where land and construction costs were high and availability of land for commercial purpose was limited.

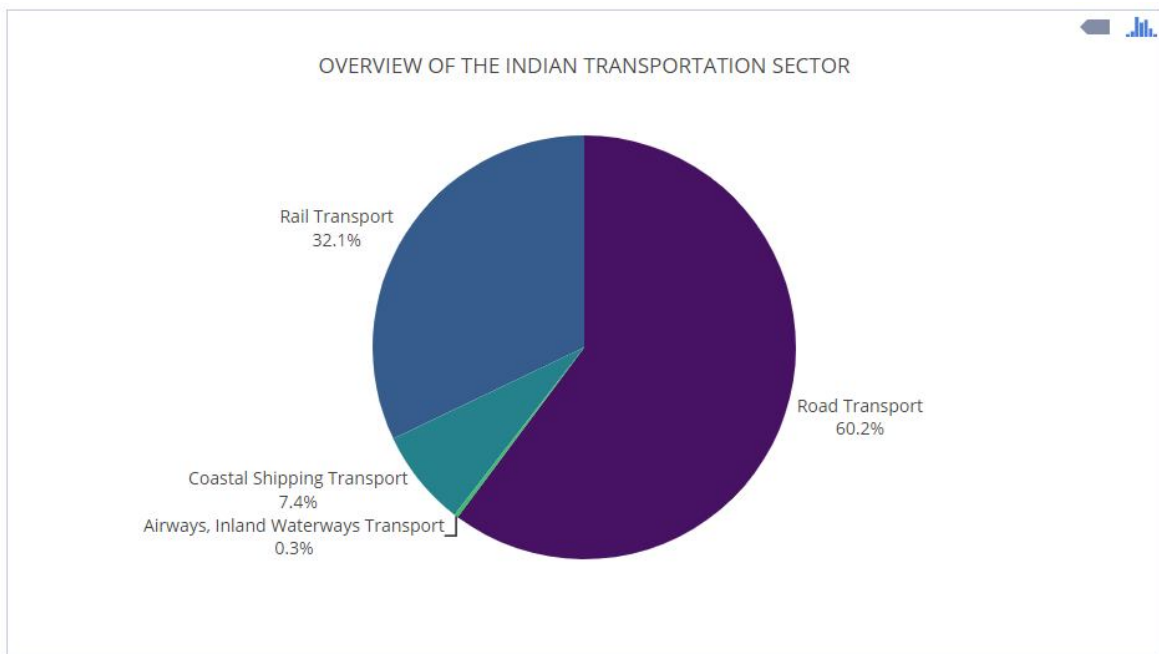
As logistics sector manages the movement of goods across country or globe, companies have to draft a plan for transportation path of their goods, before the implementation of GST average speed of freight transportation was 20-25 km per hour now it increased to 40 km per hour. Trucks are operating 400km per day, earlier they had covered only 200 km a day. Logistics costs reduced by 20%. Companies can reduce the cost by making a hub-based warehouse system instead of having warehouses in all major consumer states. The checkpoints at state borders have already been brought down in Karnataka, Andhra Pradesh and Tamil Nadu, along with these states 20 more states, have dismantled border check posts, it reduces hassles for trucks. The border check posts have been removed even as states await electronic way bills, which will make truck movement easier. The e-way bill on GSTN (Goods and Services Tax Network) is expected to be introduced soon in all the states and will aid movement of trucks. Implementation of the e-way bill on consignments of Rs 50,000 and above was gradually freeing transporters from unnecessary checking by respective state government. At the same time full benefits of GST would only be realised with seamless passage through the currently clogged

toll gates, along with an end to harassment by state transport and tax authorities. The impact was much more in Uttar Pradesh, Bihar, Madhya Pradesh and Maharashtra, where truckers found difficulty for moving from one place to the other before the implementation of GST. A survey conducted by 50 transport companies in 2018 July showed that companies found turnaround time in road transport reduced 18-20% since implementation of GST.

The Indian Logistics sector has two segments: freight and passenger transportation, second one is warehousing and cold storage. Due to infrastructural management a blend of the inbound and outbound services sourced by manufacturing and supply chains failed to deliver its potential. Uneven distribution of infrastructure leads to under utilization of key resources. According to statistics report by the India Brand Equity Foundation (IBEF) air and water ways remain underutilized, road and rail transport bearing the weight of the Industries burden. A glaring disconnection between transport networks, software and equipment and warehouse facilities further leads to preventable waste.

**Exhibit III**

**Overview of Indian Transportation Sector**



Source: "Impact of GST on Logistics Industry," <https://www.mastersindia.co/gst/impact-of-gst-on-logistics-industry/>

Differential regulations brought about by multifarious local, regional and national authorities weakens the spine of the logistics network running through the nation as a whole. Lack of adequate software/tools at various levels that ultimately results in

poor management and decision-making. GST impact is realised in this area, by reducing lengthy clearance processes and complex paperwork at numerous inter-state points .It means automatically drastic cut in travel time as well as sizeable cost-cutting in logistics by almost 30-40%, as estimated by a World Bank report.

### Conclusion

According to Industry Experts increasing the speed and reducing the expenses of goods' movement in turn means a great boost to the GDP by approximately 100-200 bps and it also opens up numerous commercial opportunities,. On this front, expansion and improvement of road connectivity seems paramount, and so does timely and hassle-free movement of trucks. Through implementation goods and service tax Logistics business and the people who depend on this sector received more benefits.

### References:

- i. "GST will lead to 100% growth in warehousing: report", <https://economictimes.indiatimes.com/industry/services/property-/-construction/gst-will-lead-to-100-growth-in-warehousing-report/articleshow/64697268.cms>, June 22<sup>nd</sup> 2018
- ii. Smith Mark, "The Benefits of Consolidating Multiple Warehouse Locations into One Facility" <https://www.osequip.com/the-benefits-of-consolidating-multiple-warehouse-locations-into-one-facility/>
- iii. "India Aiming To Reduce Logistics Cost To Less Than 10% Of GDP By 2022", <https://www.business-standard.com/article/news-cm/india-aiming-to-reduce-logistics-cost-to-less-than-10-of-gdp-by-2022-1180824003671.html>, August 24<sup>th</sup>2018
- iv. "Impact of GST on Logistics Industry,"<https://www.mastersindia.co/gst/impact-of-gst-on-logistics-industry/> April 1st, 2019
- v. Sharma Payal and Chandra Gupta Tapesh, "Role of GST in Inventory management",
- vi. [www.ijims.com/process/downloadPDF.php?id=710](http://www.ijims.com/process/downloadPDF.php?id=710), July1<sup>st</sup> 2017
- vii. "GST provided much-needed reform to the logistics sector",<https://economictimes.indiatimes.com/industry/transportation/shipping-/-transport/gst-provided-much-needed-reform-to-the-logistics-sector/articleshow>, July2<sup>nd</sup> 2018

\*\*\*\*\*





---

**The Role of Technology in Indian Education**

**Dr. Ch. Thandava Krishna**  
**Assistant Professor**  
**Department of Economics**  
**Acharya Nagarjuna University**  
**Ongole Campus, Ongole.**

---

**Abstract**

*The era of 21st century is often regarded as the era of technology. Today, technology plays an important role in our life. It is possible only through technology that distances are no more barriers and education can be brought to the student's doorstep. The impact of technology can be felt in every possible field and one such field is education. Education in its general sense is a form of learning in which the knowledge, skills and habits from a group of people are transformed from one generation to next through teaching, training and research. Today, more than ever, the role of educational technology in teaching is of great importance because of the use of information and communication technologies (ICT). Educational technology is an organized process of applying modern technology to improve the quality of education. It is a systematic way of conceptualizing the execution and evaluation of the educational process, i.e. learning and teaching and help with the application of modern educational teaching techniques. The paper is a conceptual attempt to explore the new roles of technology in education which has increasingly become more than a sole medium, as was its description in the past.*

**Key Words:** Education, Technology, Teaching, ICT.

---

**I. INTRODUCTION**

In the world that we currently live in, technology is a vital factor. With each passing day a new software or gadget is being brought into the market that serves to improve our lives in one way or another. Technology plays a major role in every field and one such field where its presence is utmost is in education sector.

With the advancement in technology, education among the people has begun to proliferate and there is continuous research and development going on in introducing advanced technologies to make education easier, joyful and accessible. Nowadays with the help of technology the education for children is no longer boring and cumbersome as the educational technologies have made it much more interesting and easy to use.

Study while playing has been made possible only by the new technology. Distance education is a great aid to students who were not able to pursue their degrees. Now due to rapid change in technology, distance is no more barrier. Educational technology usage is broadly classified as:

1. Technology as a tutor
2. Technology as a Teaching tool
3. Technology as a learning tool

## II. COMPARISON OF TRADITIONAL EDUCATION AND TODAY'S EDUCATION

Traditional and Modern education are both related to each other and also different from each other. In fact modern education is inherited from the traditional education. In the past there were no schools or institutions for children. They acquired the education or knowledge in gurukuls from their gurus who mainly focus on the rituals or customs. In contrast to this modern education focuses on reading, writing, arithmetic and religion. With the invention of new technologies the modern education was able to replace the indigenous education.

### Why there is a need of technology in the classroom?

- ∅ It will help students to prepare for their future careers, which will include the use of wireless technology.
- ∅ The integration of technology into the classroom is a great way to reach the diversity in learning styles.
- ∅ It gives students the chance to interact with their classmates more by encouraging collaboration.
- ∅ Technology helps the teachers to prepare students for the real world environment.
- ∅ Integrating technology in education helps students to take interested in learning as they are excited about being able to use technology and therefore are more apt to learn.
- ∅ Mobile technology is available in the classroom; students are able to access the most up to date information quicker and easier than ever before.
- ∅ The traditional passive learning mold is broken with technology in the classroom the teacher becomes the encourager, adviser, and the coach.
- ∅ ☑ Students can have access to digital textbooks that are constantly updated and often more vivid, helpful, creative and a lot cheaper than those old heavy books.

### III. ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

Information and communication technology (ICT) is a boom for students today as it has a significant and positive effect on student achievement. ICT basically includes television, computers, internet etc. when used appropriately it can strengthen, expand and raise quality of education. The use of computers and the internet for enhancing the quality of education by making learning more relevant to life has been seen as an ideal by educational institutions. The citizens of tomorrow who are our students now are going to live in the age of the electronic media. ICT can boost creativity and problem solving capability in students.

However, ICT also provides new tools that can be used in teaching science and technology. The whole range of conventional software is used, including databases, spreadsheets, statistical and graphical programs. In addition, modeling, visualization and the simulation of processes are important. ICT is also used for taking time series of measurements of a wide variety of parameters ('data logging').

Science and technology are likely to be key elements of strategies to develop ICT as a resource for promoting teaching and learning. It is also likely that science and technology teachers are better equipped, by virtue of their training, for this task than many of their colleagues, although they, too, are likely to need to have their skills brought up-to-date by means of suitable training programmes.

### IV. ADVANTAGES OF TECHNOLOGY IN EDUCATION

**Easily access to learning material:** - E-books, revision guides and past examination papers that are available on World Wide Web and students can take advantages of these to improve knowledge base.

**Continuous learning:** - With the help of information technology in education it is possible for students to keep on learning, irrespective of where they are even at home. This has greatly enhanced efficiency in the education sector.

**Sharing of knowledge:** - Students from all over the world can come together and can share the experiences; the geographical distances are no more barriers, it has been made possible only through technology.

**Learning aids:** - By using audio and visual materials, we can put some practical aspect to the theory taught in class, students can develop a better understanding of topics being taught.

**Distance learning:** - Now it's possible to attend a college overseas without even getting out of your home country and at your own convenience. With the help of online courses anyone can get the second degrees or additional certifications.

**Proper record keeping:** - Unlike in the past when records used to be kept manually and there were many cases of lost files, the use of information technology in education has made it possible for safe and proper record keeping.

## V. LIMITATIONS OF TECHNOLOGY IN EDUCATION

**Access to inappropriate content:** The biggest concern to the use of technology is that how easy Pornographic, violent, and other inappropriate materials can be easily accessed and viewed.

**A disconnected Youth:** The harmful effect of technology is that when people are attached to their screens almost 24/7, which is causing an entirely new set of social issues to pop up.

**Cyber bullying Trap:** Giving students access to anonymous accounts and endless contact avenues can only lead to trouble. Cyber bullying has become a problem among young people today. This harassment has no end. There is no way to monitor or discipline students who are involved in it.

**Inevitable Cheating:** Easy access to information may seem like a great thing, it can become a real problem in a test taking environment. Cell phone have made cheating easier than ever.

**A major Distraction:** Attentiveness drops drastically in the classroom when students have their cell phones or other technologies out. The focus shifts from their teacher and education, to whatever they are looking at, playing, or doing on their phones.

## VI. CONCLUSION

With technology, education has taken a whole new meaning that it leaves us with no doubt that our educational system has been transformed owing to the ever advancing technology. Now we can prepare students for their lifelong learning which requires new approaches to education that incorporate technologies increasingly as a part of students' everyday lives. It's accepted that a well-rounded education is a gateway to personal success. It sets students on a path to lifelong learning that enables them to succeed in ever changing world. Through education, individuals can expand their minds and embrace new ideas and opportunities, and at the same time, build better lives for themselves and their communities. In a world where geographic boundaries are blurring, students also need the flexibility to connect with and collaborate with people anywhere at any time—communicating information in more dynamic, engaging ways. In addition, it is necessary to consider the impact education plays in competitive economies, where once local industries now compete on a global scale.

For today's students to become tomorrow's leaders in science, technology, healthcare, the arts, and other areas, they -need to know how to use all the tools at their disposal. It is an exciting time to be teaching and we must seize this moment to challenge ourselves, our students, our administrator and policymakers throughout the country to help all teachers make the best use of the technology tools available to them.

## VII. REFERENCES

<http://www.images.adobe.com/content/dam/Adobe/en/education/pdfs/adobe-wp-techeducation-03062009.Pdf>

[http://www.educationworld.com/a\\_tech/tech /tech004.shtml](http://www.educationworld.com/a_tech/tech /tech004.shtml)

[http://www.academia.edu/335899/Impact\\_of\\_Technology\\_in\\_Education](http://www.academia.edu/335899/Impact_of_Technology_in_Education)

[https://blog.kurzweilededu.com/2015/02/12/5-positive-effects-technology-has-on-teaching learning/](https://blog.kurzweilededu.com/2015/02/12/5-positive-effects-technology-has-on-teaching-learning/)

<http://timesofindia.indiatimes.com/home/education/news/Role-of-technology-ineducation/Article show/14989508.cms>

A synthesis paper on technology in education; Lora Evanouski; Educational technology 501, professor pollard

<http://www.edweek.org/ew/issues/technology-in-education/>

[http://edtechreview.in/news/681-technologyin-education-by SAOMYA SAXENA](http://edtechreview.in/news/681-technologyin-education-by-SAOMYA-SAXENA)

\*\*\*\*\*



---

**The Worship of the Amman Deity in Tamil Nadu**

**Dr. K. Parimurugan**  
**Assistant Professor**  
**Department of Anthropology**  
**University of Madras**  
**Chennai – 600 005**

---

**Abstract**

*The principle Gods of Dravidians were found under the neem trees and the Amman (500 different names) God, Muniswaran, Kali are found in simple form. The sculptures were found nicely in Saiva, Vaishnava temples. The hill tribes were worshipping nature (Animism) sun-God worshippers. The modern Hinduism embedded with Tribal religion. The sacrificing of animals is very common and the objects of the sacrifices are buffaloes, goat, cock, and cows. But the Toda tribes never sacrifice animals as sacrificing objects*

**Key Words:** Worship of Amman and Tribal Gods

---

**Introduction**

The origin of religion still, it is a shrouded mystery. Since from Greek mythology, and Egyptian Prow's, Christianity, Hinduism, Sikhism, Judaism, Jainism are famous in the Indian continent. There were debates, who are the Aryans? Who are the Dravidians? There are many scholars **Slatter (1928)**, **Asok Parpola (1954)** are analyzed the origin of Indian culture by economic point of view and Archaeological point of view. In Sanskrit, 'Dravidian' means 'Tamil'. The village Gods/deities are still widely worshipped both South Indians and North Indians. The main cult like Vaishnavism and Saivism are still plays a very dominant role among the Indian people. In Tamil Nadu, the Vaniyars are claiming their '**kula dheivam**'. The 'Muni Eswaran' similarly, the Iyngars are claiming the Lord Perumal as their principle deity. The Saivism entered into Indian States from North to South. Similarly, the Vaishnavism spread from South to Northern India.

Dravidian deities are female because the Dravidian women were specially quarrel some, vindictive and jealous (Whitehead, 1921). The word Dravidians means the 'Tamil people'. It was reported in 1925 by **Slatter**, Professor and Head, Department of Economics, University of Madras. He was also published a book titled on 'Traces of Dravidians culture in Tamil Nadu'. Later, the Asok Parpola, a renewed Archaeologist reported. The Tamils are the Dravidians; he was interpreted with ancient inscriptions and with Archaeological evidences.

Anthropologically, the hunter gathers for search of food, they searched good hunting grounds for hunt animals for food. In the pre-historic period, all types of humans were had eaten non-vegetarian foods. For analyzing race and culture of Indians, the Negrito race and Aryan culture was presented in whole India. Before the Aryans or any other communities like 'Todas' of South India were entered into Indian soil were considered as Alien people. But before the Aryans came to India there were a people, lived in Indian sub-continent for understanding the Hinduism, the Aryan race were created Saivism cult, and the Brahmins also sanskritic language speaking people were created Vaishnavite cult, further, they divided into Vadakalai, 'Thangai'. Among the four varmas were created in 'Manu' sarithiram. The Sudras are only the Dravidians. Based on dietary pattern, the social status (the non-vegetarian) of the human groups were categorized BC/MBC, SC/ST by modern occupation.

But the Aryans were grouping into four types of Indian people they are Brahminas, Vaisyas, Kshatriyas, and the Sudras. The indigenous people were not listed among these four categories. Because, before the four categories were came to India, the tribes are inhabited in the Indian soil. The Riveda/Vedic cultures (or) Indus Valley civilizations were originated just 4500 B.C. years ago. Before that, the tribal Gods were worshipped. Who are they? The indigenous people (Hill Tribes), there are 462 communities were found and living in India. In Tamil Nadu, there are **36 Scheduled tribes** are found. Except 'Irular' (Yanadis), 'Kuravas' are not originated inhabitants of Tamil Nadu. All other communities are migrated from other states. Even the Kuravas are not belongs to Tamil Nadu. They are the natives of Kalinga region in Orissa, they were entered into Tamil Nadu 500 years ago. The 'Lord Muruga', God of principle God of Kuravars. The worship of the Lord Muruga first started from Kalinga region. Even, the Thiruchentur Murugan temple was built just 800 years ago.

The 36 tribes who inhabited in Tamil soil were tracing their origin from Andhra Pradesh or outside of Tamil Nadu. The six primitive tribes who inhabited in Nilgiris (Blue Mountain) were migrants from other States except Toda they migrated from Meditarrien region. We try to understand, who are the pre-historic people? Who are the Aryans? Who are the four types of caste groups? Finally, who are indigenous people of India the so called, Tribes, Aborigines, the hill tribes. Based on the (Physical Anthropology) racial classification of Indian Tribes, we can classify in State wise tribals. In Tamil Nadu, the Irula (Yanadis), Kurava, Kallars and all 75 Scheduled Caste is only found to be natives. The Amman considered being a principle deity of Adi-Dravidians. They worship in different forms.

Since from Sangam period, only we should claim superior/interior castes before Aryans came under the only category was the 'tribes'. The origin of States, modern state formation, origin of language, worship of Hindu Gods are recent events (i.e.) 5000 B.C. years old. Even, the temples of South India were built 2000 B.C. years ago. Why the native people of soils were ill-treated or not come up in socially or economically who are the Scheduled Castes and Scheduled Tribes of India. Why do they get less dominant in behaviour? The Aryans worship Gods, like Vainavite, Saiva deities are found in temples, and the government protecting them. They were all maintaining well.

The principle Gods of Dravidians were found under the neem trees and the Amman (500 different names) God, Muniswaran, Kali are found in simple form. The sculptures were found nicely in Saiva, Vaishnava temples. The hill tribes were worshipping nature (Animism) sun-God worshippers. The modern Hinduism embedded with Tribal religion. The sacrificing of animals are very common, and the object of the sacrifices are buffaloes, goat, cock, and cows. But the Toda tribes never sacrifice animals as sacrificing objects.

The Khonds, a hill tribe are still worshipping their aboriginal God (the Poleramma) in Andhra. The Lord Siva, and Parvati (wife of Siva) and Lord, Vinayaga, Lord Muruga and later Aiyappan are widely worshipping Gods. The Kali (South India) or Durga (North India) are blood thirsty Goddess, and also the Hanuman (the monkey God) are said to be the son's of Siva. There are two types of worshipping deities in India. One is the Brahmanic deities (the Hindu Panthiyan). The other is Aboriginal deities (Elmore, W.T., 1913).

1. **The Brahmanic deities** are Siva, Vishnu, Kali, durga, Parvathi, Meenatchi Amman, Lord Muruga, Pillaiyar, Aiyappan, and other forms.
2. **Aboriginal Gods** are Muni (Eswaran), Amman (500 types) worship of sun, nature, and five pancha buthams. Each caste/tribe has got their 'Kula dheivams'. Once in a year, they go to their Kula Deiva temples and offering flowers, and making variety food items offering to the God.

In all parts of South India, the seven sisters are the most prominent among Dravidian deities. The seven sisters' names are varying from place to place. I observed in Siva temple at **Valayathur in North Arcot** and the names are as follows:

The seven deities are:

1. Praambu
2. Maheswari
3. Gowmaari
4. Narayani
5. Varaagi
6. Indirani
7. Chaamundi

Similarly, the Irulas of Chengalpet when they meet in Annual festival (June) at Mahabalipuram, they also made seven steps in beech sand. It indicates their **Kula deivams**. There is another incident in which I got experienced in tribal areas in



Nilgiris district. The Kotas were showed seven steps which are made in a cement steps across forest streams. The water flows through seven steps. In Andhra Pradesh they call as

1. Poleramma
2. Ankamma
3. Muthyalamma
4. Dillpolasi
5. Bangaramma
6. Mathamma
7. Renuka

### **Poleramma**

The shrine of **Poleramma** is found outside the village. Poleramma is the Goddess of smallpox in the Telugu country. When smallpox disease came into village, it is an indication of the God has come into the village. All kind of cattle disease, drought, and sickness has come to villages by this God. Due to this reason, the people started annual festivals to elaborate the God. In connection with worship of Amman in Tamil Nadu, I observed the events in two Amman temples one is in Thirupannakadu in Thiruvanamalai. The other one is Srimuthu Mariamman temple at Attur in Salem District.

### **The Location**

The temple is located in South Udaiyar Palayam in Attur taluk in Salem District in Tamil Nadu. This temple was built 38 years ago. In Attur, there are considerable number of Udaiyar community people is living. The temple was built by 'Pacha muthu Udaiyar' who is a Educationist and owner of SRM Education Trust in Tamil Nadu.

### **Festivals**

In Tamil nadu, the worship of Amman deity is very common among the Tamil speaking people. Generally, people of all caste's worship this deity. During the month of '**Adi**' (Tamil Calender) the special Poojas, and celebrations to be performed for the various types of Amman in Tamil Nadu.

The following are the special activities to be held for a week in the Amman temples.

1. Rising the flag in the temple (or) '**Kappu Kattal**'
2. Bringing the 'Sami' from the nearest river (or) water bodies. Doing some poojas and decorate the deity in various flowers (Sami Arathanai eduthal).
3. **Palkudam eduthal.**
4. Preparation pongal in the front of the temple and offering to the Amman.
5. Free meals provided in a special day.
6. Folk dance by woman, music parties to be conducted.
7. Free dhoties, sarees to be (yellow colour) distributed the devotees who have tying 'kappu' on that day/ take milk pot in their heads to reach temple.

**8. Alagu Kuthudhal**

- a. Fixing alagu in the face
- b. Fixing small size art and pulling from hooks.
- c. Hanging from ropes (human body was hooked and hanging in a moving cranes.
- d. Take a 'fire' pot in hands.
- e. **Walking on the fire.**

The fire walk and alagu kutthal was done by both men and women.

The Amman festival was also observed in **Kottai Mariamman'** temple which is located in '**Thirupannankadu'** in Venbakkam Taluk in Thiruvanamalai district. There is an ancient Siva temple found in this village. It was one of the "Padal Petru Dhalam". It is located just 15 k.m. away from Kanchepuram (on the way to Kalavai village). The Kottai Mariamman temple is located in front of the Siva temple. The Kottai Mariamman temple is belong to Adi Dravidars. It is their Kula dheivam. During that day (Adi), the villagers particularly, the Dalit woman making a "Padaiyal" to offering to the Amman deity. One person from the community woman was making a dance according to **Udugai music**. Both were play dance more than 15 minutes, the village people asking questions related to rain, drought, and other events. The girl will say answer for the questions. This activity was called as "**Kurikaettal**".

**Expenditures of the Festival**

It was noted down atleast 10 lakhs of rupees minimum needed for one week celebrations. The money will meet out by local donors. The business community and public will donate the money. The first day of the festival, the banana trees, coconuts and arakku leaves and fruit decorations were made in front of the temple.

| <b>S.No.</b> | <b>Particulars</b>                         | <b>Amount (Rs.)</b> |
|--------------|--------------------------------------------|---------------------|
| 1.           | Erecting Pandal                            | 50,000.00           |
| 2.           | Flower, Banana, coconuts arrangements      | 50,000.00           |
| 3.           | Clothes, other decorations                 | 25,000.00           |
| 4.           | Free food (Anna Dhaanam)                   | 25,000.00           |
| 5.           | Flowers, banana Pooja materials            | 25,000.00           |
| 6.           | Drum beaters of various types (for 7 days) | 1,00,000.00         |
| 7.           | Vehicles to carry devotees                 | 10,000.00           |
| 8.           | Generator                                  | 10,000.00           |
| 9.           | Free yellow Dhoti and Saree                | 50,000.00           |
| 10.          | Music Party                                | 50,000.00           |

|              |                                                                                                        |                    |
|--------------|--------------------------------------------------------------------------------------------------------|--------------------|
| 11.          | Gift, Prizes, Garlands                                                                                 | 50,000.00          |
| 12.          | VIP – welcome Garlands etc.                                                                            | 20,000.00          |
| 13.          | Crackers                                                                                               | 50,000.00          |
| 14.          | Ornaments, decorative items                                                                            | 10,000.00          |
| 15.          | Pombai Neyyandi Molam                                                                                  | 10,000.00          |
| 16.          | Pooja materials                                                                                        | 10,000.00          |
| 17.          | Alagu materials                                                                                        | 10,000.00          |
| 18.          | E.B and other labour electrical arrangements                                                           | 50,000.00          |
| 19.          | Clearing after festival wastages                                                                       | 5,000.00           |
| 20.          | Pallakku arrangements and decorations                                                                  | 10,000.00          |
| 21.          | Street lights and Photography                                                                          | 50,000.00          |
| 22.          | VIP-welcome Transport, gifts, free gifts                                                               | 50,000.00          |
| 23.          | Posters, Banners, Advertisements, Auto, etc                                                            | 50,000.00          |
| 24.          | Amman Shakthi calling from river side, crackers/light arrangements, mike, drums and security           | 50,000.00          |
| 25.          | Pouring water when vehicles are coming and water supply to festival time, Lorry and water arrangements | 25,000.00          |
| 26.          | Prasatha items, Kalkundu, turmeric, kungumam, mangaliyam and prasatha packets                          | 25,000.00          |
| 27.          | Kitchen utensils, payment for cook (rent)                                                              | 25,000.00          |
| 28.          | Natheswaram, Naiyandi, Molam, Udugai Vithuvaan services                                                | 25,000.00          |
| <b>Total</b> |                                                                                                        | <b>8,10,000.00</b> |

## Conclusion

In South India, people worship Amman deity in various forms. Even in Madras city. The present towns were previously found as villages. Particularly, **the Tiruporur, Sholinganallur, Thiruverkadu, Mangadu, Ambattur, Navallur, Kelambakkam, Thiruvanniyur, Panaiyur, and Mahabalipuram** etc. on those days the people were engaged in farming. In 20<sup>th</sup> centuries only the people learned modern occupations. But worship of Dravidian deities is still perfectly followed by all types of caste people. Amman festivals are integrating various caste groups. Each of them taking one responsibility to undertake the work. The village/town people all of them participate in the festival and offering Pongal to the God. The Muthumariamman and Kottai

Amman are few examples; people still have a faith on the deity and fear about the punishments by the Amman. There are no animal sacrifices in this Amman temple.

### **Bibliography**

Whitehead . Henry., 1921. The Village Gods of South India. Chennai. Asian Educational Services.

Elmore. W.T. 1913. Dravidian Gods in Modern Hinduism. Chennai, Asian Educational Services.

### **Photographs**

**People standing in front of Amman Temple**



**A devotee hanging in a hook**

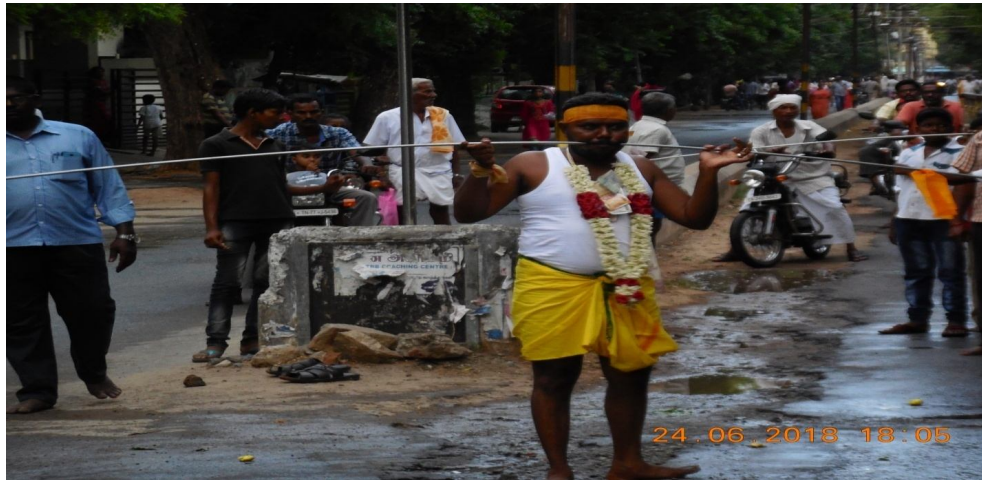


**A woman piercing a 'Vel' in her face (10 feet length)**





**A man piercing a Vel in his face**



**Amman at Kallanattam village in Attur TK**



**Pachai Amman at Kallanattam village in Attur TK**



**Anthropomorphic Figure; Mottur Village at Tanibadi T.V Malai**



\*\*\*\*\*



**SVM Publications**

# Multidisciplinary Global Journal of Academic Research (MGJAR)

Impact Factor: 2.0674

Vol. VI Iss. IV Oct. 2019 ISSN:2394-1758

---

## National Policy for the Empowerment of Women (2001)

**Dr. P. Arunachalam**

**Professor and Head**

**Department of Applied Economics**

**Cochin University of Science and Technology**

**Kochi - 682 022, Kerala.**

**Dr. V. Neelamegam**

**Editor in Chief (Hon)**

**MGJAR International Journal**

---

### Abstract

*The National Policy on Empowerment of Women adopted in 2001 states that "All forms of violence against women, physical and mental, whether at domestic or societal levels, including those arising from customs, traditions or accepted practices shall be dealt with effectively with a view to eliminate its incidence. Institutions and mechanisms/schemes for assistance will be created and strengthened for prevention of such violence, including sexual harassment at work place and customs like dowry; for the rehabilitation of the victims of violence and for taking effective action against the perpetrators of such violence. A special emphasis will also be laid on programmes and measures to deal with trafficking in women and girls.". Under the Operational Strategies, the Policy provides: (a) Strict enforcement of relevant legal provisions and speedy redressal of grievances with special focus on violence and gender related atrocities; (b) Measures to prevent and punish sexual harassment at work place and protection of women workers in the organised/unorganized sector (c) Women's Cells in Police Stations, Women Police Stations, Family Courts, Mahila Courts, Family Counselling Centres, Legal Aid and Nyaya Panchayats to be strengthened and expanded to eliminate VAW and atrocities against women. The Policy also provides that "Women's Cells in Police Stations, Women Police Stations, Family Courts, Mahila Courts, Counselling Centres, Legal Aid Centres and Nyaya Panchayats will be strengthened and expanded to eliminate violence and atrocities against women" .*

**Key Words:** Women Empowerment, National Policy, Government of India.

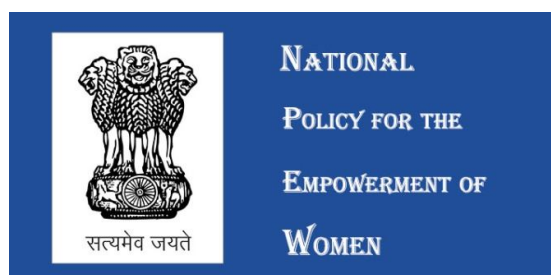
---



## Introduction

The principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles. The Constitution not only grants equality to women, but also empowers the State to adopt measures of positive discrimination in favour of women.

Within the framework of a democratic polity, our laws, development policies, Plans and programmes have aimed at women's advancement in different spheres. From the Fifth Five Year Plan (1974-78) onwards has been a marked shift in the approach to women's issues from welfare to development. In recent years, the empowerment of women has been recognized as the central issue in determining the status of women. The National Commission for Women was set up by an Act of Parliament in 1990 to safeguard the rights and legal entitlements of women. The 73rd and 74th Amendments (1993) to the Constitution of India have provided for reservation of seats in the local bodies of Panchayats and Municipalities for women, laying a strong foundation for their participation in decision making at the local levels.



1.3 India has also ratified various international conventions and human rights instruments committing to secure equal rights of women. Key among them is the ratification of the Convention on Elimination of All Forms of Discrimination Against Women (CEDAW) in 1993.

1.4 The Mexico Plan of Action (1975), the Nairobi Forward Looking Strategies (1985), the Beijing Declaration as well as the Platform for Action (1995) and the Outcome Document adopted by the UNGA Session on Gender Equality and Development & Peace for the 21st century, titled "Further actions and initiatives to implement the Beijing Declaration and the Platform for Action" have been unreservedly endorsed by India for appropriate follow up.

1.5 The Policy also takes note of the commitments of the Ninth Five Year Plan and the other Sectoral Policies relating to empowerment of Women.

1.6 The women's movement and a wide-spread network of non-Government Organisations which have strong grass-roots presence and deep insight into women's concerns have contributed in inspiring initiatives for the empowerment of women.

1.7 However, there still exists a wide gap between the goals enunciated in the Constitution, legislation, policies, plans, programmes, and related mechanisms on the one hand and the situational reality of the status of women in India, on the other. This has been analyzed extensively in the Report of the Committee on the Status of Women in India, "Towards Equality", 1974 and highlighted in the National

Perspective Plan for Women, 1988-2000, the Shramshakti Report, 1988 and the Platform for Action, Five Years After- An assessment"

1.8 Gender disparity manifests itself in various forms, the most obvious being the trend of continuously declining female ratio in the population in the last few decades. Social stereotyping and violence at the domestic and societal levels are some of the other manifestations. Discrimination against girl children, adolescent girls and women persists in parts of the country.

1.9 The underlying causes of gender inequality are related to social and economic structure, which is based on informal and formal norms, and practices.

1.10 Consequently, the access of women particularly those belonging to weaker sections including Scheduled Castes/Scheduled Tribes/ Other backward Classes and minorities, majority of whom are in the rural areas and in the informal, unorganized sector – to education, health and productive resources, among others, is inadequate. Therefore, they remain largely marginalized, poor and socially excluded.

### **Goal and Objectives**

1.11 The goal of this Policy is to bring about the advancement, development and empowerment of women. The Policy will be widely disseminated so as to encourage active participation of all stakeholders for achieving its goals. Specifically, the objectives of this Policy include

- (i) Creating an environment through positive economic and social policies for full development of women to enable them to realize their full potential
- (ii) The de-jure and de-facto enjoyment of all human rights and fundamental freedom by women on equal basis with men in all spheres – political, economic, social, cultural and civil
- (iii) Equal access to participation and decision making of women in social, political and economic life of the nation
- (iv) Equal access to women to health care, quality education at all levels, career and vocational guidance, employment, equal remuneration, occupational health and safety, social security and public office etc.
- (v) Strengthening legal systems aimed at elimination of all forms of discrimination against women
- (vi) Changing societal attitudes and community practices by active participation and involvement of both men and women.
- (vii) Mainstreaming a gender perspective in the development process.
- (viii) Elimination of discrimination and all forms of violence against women and the girl child; and
- (ix) Building and strengthening partnerships with civil society, particularly women's organizations.

### **Policy Prescriptions**

#### **Judicial Legal Systems**

Legal-judicial system will be made more responsive and gender sensitive to women's needs, especially in cases of domestic violence and personal assault. New laws will be enacted and existing laws reviewed to ensure that justice is quick and the punishment meted out to the culprits is commensurate with the severity of the offence.

2.2 At the initiative of and with the full participation of all stakeholders including community and religious leaders, the Policy would aim to encourage changes in personal laws such as those related to marriage, divorce, maintenance and guardianship so as to eliminate discrimination against women.

2.3 The evolution of property rights in a patriarchal system has contributed to the subordinate status of women. The Policy would aim to encourage changes in laws relating to ownership of property and inheritance by evolving consensus in order to make them gender just.

### Decision Making

3.1 Women’s equality in power sharing and active participation in decision making, including decision making in political process at all levels will be ensured for the achievement of the goals of empowerment. All measures will be taken to guarantee women equal access to and full participation in decision making bodies at every level, including the legislative, executive, judicial, corporate, statutory bodies, as also the advisory Commissions, Committees, Boards, Trusts etc. Affirmative action such as reservations/quotas, including in higher legislative bodies, will be considered whenever necessary on a time bound basis. Women–friendly personnel policies will also be drawn up to encourage women to participate effectively in the developmental process.

### Mainstreaming a Gender Perspective in the Development Process

4.1 Policies, programmes and systems will be established to ensure mainstreaming of women’s perspectives in all developmental processes, as catalysts, participants and recipients. Wherever there are gaps in policies and programmes, women specific interventions would be undertaken to bridge these. Coordinating and monitoring mechanisms will also be devised to assess from time to time the progress of such mainstreaming mechanisms. Women’s issues and concerns as a result will specially be addressed and reflected in all concerned laws, sectoral policies, plans and programmes of action.



## **Economic Empowerment of women**

### **Poverty Eradication**

5.1 Since women comprise the majority of the population below the poverty line and are very often in situations of extreme poverty, given the harsh realities of intra-household and social discrimination, macro economic policies and poverty eradication programmes will specifically address the needs and problems of such women. There will be improved implementation of programmes which are already women oriented with special targets for women. Steps will be taken for mobilization of poor women and convergence of services, by offering them a range of economic and social options, along with necessary support measures to enhance their capabilities

### **Micro Credit**

5.2 In order to enhance women's access to credit for consumption and production, the establishment of new, and strengthening of existing micro-credit mechanisms and micro-finance institution will be undertaken so that the outreach of credit is enhanced. Other supportive measures would be taken to ensure adequate flow of credit through extant financial institutions and banks, so that all women below poverty line have easy access to credit.

### **Women and Economy**

5.3 Women's perspectives will be included in designing and implementing macro-economic and social policies by institutionalizing their participation in such processes. Their contribution to socio-economic development as producers and workers will be recognized in the formal and informal sectors (including home based workers) and appropriate policies relating to employment and to her working conditions will be drawn up. Such measures could include:

Reinterpretation and redefinition of conventional concepts of work wherever necessary e.g. in the Census records, to reflect women's contribution as producers and workers.

### **Globalization**

Globalization has presented new challenges for the realization of the goal of women's equality, the gender impact of which has not been systematically evaluated fully. However, from the micro-level studies that were commissioned by the Department of Women & Child Development, it is evident that there is a need for re-framing policies for access to employment and quality of employment. Benefits of the growing global economy have been unevenly distributed leading to wider economic disparities, the feminization of poverty, increased gender inequality through often deteriorating working conditions and unsafe working environment especially in the informal economy and rural areas. Strategies will be designed to enhance the capacity of women and empower them to meet the negative social and economic impacts, which may flow from the globalization process.

### **Women and Agriculture**

5.5 In view of the critical role of women in the agriculture and allied sectors, as producers, concentrated efforts will be made to ensure that benefits of training, extension and various programmes will reach them in proportion to their numbers. The programmes for training women in soil conservation, social forestry, dairy development and other occupations allied to agriculture like horticulture, livestock

including small animal husbandry, poultry, fisheries etc. will be expanded to benefit women workers in the agriculture sector.

### **Women and Industry**

5.6 The important role played by women in electronics, information technology and food processing and agro industry and textiles has been crucial to the development of these sectors. They would be given comprehensive support in terms of labour legislation, social security and other support services to participate in various industrial sectors.

5.7 Women at present cannot work in night shift in factories even if they wish to. Suitable measures will be taken to enable women to work on the night shift in factories. This will be accompanied with support services for security, transportation etc.

### **Support Services**

5.8 The provision of support services for women, like child care facilities, including crèches at work places and educational institutions, homes for the aged and the disabled will be expanded and improved to create an enabling environment and to ensure their full cooperation in social, political and economic life. Women-friendly personnel policies will also be drawn up to encourage women to participate effectively in the developmental process.

## **Social Empowerment of Women**

### **Education**

6.1 Equal access to education for women and girls will be ensured. Special measures will be taken to eliminate discrimination, universalize education, eradicate illiteracy, create a gender-sensitive educational system, increase enrolment and retention rates of girls and improve the quality of education to facilitate life-long learning as well as development of occupation/vocation/technical skills by women. Reducing the gender gap in secondary and higher education would be a focus area. Sectoral time targets in existing policies will be achieved, with a special focus on girls and women, particularly those belonging to weaker sections including the Scheduled Castes/Scheduled Tribes/Other Backward Classes/Minorities. Gender sensitive curricula would be developed at all levels of educational system in order to address sex stereotyping as one of the causes of gender discrimination.

### **Health**

6.2 A holistic approach to women's health which includes both nutrition and health services will be adopted and special attention will be given to the needs of women and the girl at all stages of the life cycle. The reduction of infant mortality and maternal mortality, which are sensitive indicators of human development, is a priority concern. This policy reiterates the national demographic goals for Infant Mortality Rate (IMR), Maternal Mortality Rate (MMR) set out in the National Population Policy 2000. Women should have access to comprehensive, affordable and quality health care. Measures will be adopted that take into account the reproductive rights of women to enable them to exercise informed choices, their vulnerability to sexual and health problems together with endemic, infectious and communicable diseases such as malaria, TB, and water borne diseases as well as hypertension and cardio-pulmonary diseases. The social, developmental and health consequences of HIV/AIDS and other sexually transmitted diseases will be tackled from a gender perspective.

6.3 To effectively meet problems of infant and maternal mortality, and early marriage the availability of good and accurate data at micro level on deaths, birth and marriages is required. Strict implementation of registration of births and deaths would be ensured and registration of marriages would be made compulsory.

6.4 In accordance with the commitment of the National Population Policy (2000) to population stabilization, this Policy recognizes the critical need of men and women to have access to safe, effective and affordable methods of family planning of their choice and the need to suitably address the issues of early marriages and spacing of children. Interventions such as spread of education, compulsory registration of marriage and special programmes like BSY should impact on delaying the age of marriage so that by 2010 child marriages are eliminated.

6.5 Women's traditional knowledge about health care and nutrition will be recognized through proper documentation and its use will be encouraged. The use of Indian and alternative systems of medicine will be enhanced within the framework of overall health infrastructure available for women.

#### **Nutrition**

6.6 In view of the high risk of malnutrition and disease that women face at all the three critical stages viz., infancy and childhood, adolescent and reproductive phase, focussed attention would be paid to meeting the nutritional needs of women at all stages of the life cycle. This is also important in view of the critical link between the health of adolescent girls, pregnant and lactating women with the health of infant and young children. Special efforts will be made to tackle the problem of macro and micro nutrient deficiencies especially amongst pregnant and lactating women as it leads to various diseases and disabilities.

6.7 Intra-household discrimination in nutritional matters vis-à-vis girls and women will be sought to be ended through appropriate strategies. Widespread use of nutrition education would be made to address the issues of intra-household imbalances in nutrition and the special needs of pregnant and lactating women. Women's participation will also be ensured in the planning, superintendence and delivery of the system.

#### **Drinking Water and Sanitation**

6.8 Special attention will be given to the needs of women in the provision of safe drinking water, sewage disposal, toilet facilities and sanitation within accessible reach of households, especially in rural areas and urban slums. Women's participation will be ensured in the planning, delivery and maintenance of such services.

#### **Housing and Shelter**

6.9 Women's perspectives will be included in housing policies, planning of housing colonies and provision of shelter both in rural and urban areas. Special attention will be given for providing adequate and safe housing and accommodation for women including single women, heads of households, working women, students, apprentices and trainees.

#### **Environment**

6.10 Women will be involved and their perspectives reflected in the policies and programmes for environment, conservation and restoration. Considering the impact of environmental factors on their livelihoods, women's participation will be ensured in the conservation of the environment and control of environmental degradation. The vast majority of rural women still depend on the locally available non-

commercial sources of energy such as animal dung, crop waste and fuel wood. In order to ensure the efficient use of these energy resources in an environmental friendly manner, the Policy will aim at promoting the programmes of non-conventional energy resources. Women will be involved in spreading the use of solar energy, biogas, smokeless chulahs and other rural application so as to have a visible impact of these measures in influencing eco system and in changing the life styles of rural women.

### **Science and Technology**

6.11 Programmes will be strengthened to bring about a greater involvement of women in science and technology. These will include measures to motivate girls to take up science and technology for higher education and also ensure that development projects with scientific and technical inputs involve women fully. Efforts to develop a scientific temper and awareness will also be stepped up. Special measures would be taken for their training in areas where they have special skills like communication and information technology. Efforts to develop appropriate technologies suited to women's needs as well as to reduce their drudgery will be given a special focus too.

### **Women in Difficult Circumstances**

6.12 In recognition of the diversity of women's situations and in acknowledgement of the needs of specially disadvantaged groups, measures and programmes will be undertaken to provide them with special assistance. These groups include women in extreme poverty, destitute women, women in conflict situations, women affected by natural calamities, women in less developed regions, the disabled widows, elderly women, single women in difficult circumstances, women heading households, those displaced from employment, migrants, women who are victims of marital violence, deserted women and prostitutes etc.

### **Violence against women**

7.1 All forms of violence against women, physical and mental, whether at domestic or societal levels, including those arising from customs, traditions or accepted practices shall be dealt with effectively with a view to eliminate its incidence. Institutions and mechanisms/schemes for assistance will be created and strengthened for prevention of such violence, including sexual harassment at work place and customs like dowry; for the rehabilitation of the victims of violence and for taking effective action against the perpetrators of such violence. A special emphasis will also be laid on programmes and measures to deal with trafficking in women and girls.

### **Rights of the Girl Child**

8.1 All forms of discrimination against the girl child and violation of her rights shall be eliminated by undertaking strong measures both preventive and punitive within and outside the family. These would relate specifically to strict enforcement of laws against prenatal sex selection and the practices of female foeticide, female infanticide, child marriage, child abuse and child prostitution etc. Removal of discrimination in the treatment of the girl child within the family and outside and projection of a positive image of the girl child will be actively fostered. There will be special emphasis on the needs of the girl child and earmarking of substantial investments in the areas relating to food and nutrition, health and education, and in vocational education. In implementing programmes for eliminating child labour, there will be a special focus on girl children.

**Mass Media**

9.1 Media will be used to portray images consistent with human dignity of girls and women. The Policy will specifically strive to remove demeaning, degrading and negative conventional stereotypical images of women and violence against women. Private sector partners and media networks will be involved at all levels to ensure equal access for women particularly in the area of information and communication technologies. The media would be encouraged to develop codes of conduct, professional guidelines and other self regulatory mechanisms to remove gender stereotypes and promote balanced portrayals of women and men.

**Operational Strategies****Action Plans**

10.1 All Central and State Ministries will draw up time bound Action Plans for translating the Policy into a set of concrete actions, through a participatory process of consultation with Centre/State Departments of Women and Child Development and National /State Commissions for Women. The Plans will specifically including the following: -

- i) Measurable goals to be achieved by 2010.
- ii) Identification and commitment of resources.
- iii) Responsibilities for implementation of action points.
- iv) Structures and mechanisms to ensure efficient monitoring, review and gender impact assessment of action points and policies.
- v) Introduction of a gender perspective in the budgeting process.

10.2 In order to support better planning and programme formulation and adequate allocation of resources, Gender Development Indices (GDI) will be developed by networking with specialized agencies. These could be analyzed and studied in depth. Gender auditing and development of evaluation mechanisms will also be undertaken along side.

10.3 Collection of gender disaggregated data by all primary data collecting agencies of the Central and State Governments as well as Research and Academic Institutions in the Public and Private Sectors will be undertaken. Data and information gaps in vital areas reflecting the status of women will be sought to be filled in by these immediately. All Ministries/Corporations/Banks and financial institutions etc will be advised to collect, collate, disseminate and maintain/publish data related to programmes and benefits on a gender disaggregated basis. This will help in meaningful planning and evaluation of policies.

**Institutional Mechanisms**

11.1 Institutional mechanisms, to promote the advancement of women, which exist at the Central and State levels, will be strengthened. These will be through interventions as may be appropriate and will relate to, among others, provision of adequate resources, training and advocacy skills to effectively influence macro-policies, legislation, programmes etc. to achieve the empowerment of women.

11.2 National and State Councils will be formed to oversee the operationalisation of the Policy on a regular basis. The National Council will be headed by the Prime Minister and the State Councils by the Chief Ministers and be broad in composition having representatives from the concerned Departments/Ministries, National and State Commissions for Women, Social Welfare Boards, representatives of Non-Government Organizations, Women's Organisations, Corporate Sector, Trade Unions,



financing institutions, academics, experts and social activists etc. These bodies will review the progress made in implementing the Policy twice a year. The National Development Council will also be informed of the progress of the programme undertaken under the policy from time to time for advice and comments.

11.3 National and State Resource Centres on women will be established with mandates for collection and dissemination of information, undertaking research work, conducting surveys, implementing training and awareness generation programmes, etc. These Centers will link up with Women's Studies Centres and other research and academic institutions through suitable information networking systems.

11.4 While institutions at the district level will be strengthened, at the grass-roots, women will be helped by Government through its programmes to organize and strengthen into Self-Help Groups (SHGs) at the Anganwadi/Village/Town level. The women's groups will be helped to institutionalize themselves into registered societies and to federate at the Panchyat/Municipal level. These societies will bring about synergistic implementation of all the social and economic development programmes by drawing resources made available through Government and Non-Government channels, including banks and financial institutions and by establishing a close Interface with the Panchayats/ Municipalities.

#### **Resource Management**

12.1 Availability of adequate financial, human and market resources to implement the Policy will be managed by concerned Departments, financial credit institutions and banks, private sector, civil society and other connected institutions. This process will include:

- (a) Assessment of benefits flowing to women and resource allocation to the programmes relating to them through an exercise of gender budgeting. Appropriate changes in policies will be made to optimize benefits to women under these schemes;
- (b) Adequate resource allocation to develop and promote the policy outlined earlier based on (a) above by concerned Departments.
- (c) Developing synergy between personnel of Health, Rural Development, Education and Women & Child Development Department at field level and other village level functionaries'
- (d) Meeting credit needs by banks and financial credit institutions through suitable policy initiatives and development of new institutions in coordination with the Department of Women & Child Development.

12.2 The strategy of Women's Component Plan adopted in the Ninth Plan of ensuring that not less than 30% of benefits/funds flow to women from all Ministries and Departments will be implemented effectively so that the needs and interests of women and girls are addressed by all concerned sectors. The Department of Women and Child Development being the nodal Ministry will monitor and review the progress of the implementation of the Component Plan from time to time, in terms of both quality and quantity in collaboration with the Planning Commission.

12.3 Efforts will be made to channelize private sector investments too, to support programmes and projects for advancement of women

#### **Legislation**

13.1 The existing legislative structure will be reviewed and additional legislative measures taken by identified departments to implement the Policy. This will also involve a review of all existing laws including personal, customary and tribal laws,

subordinate legislation, related rules as well as executive and administrative regulations to eliminate all gender discriminatory references. The process will be planned over a time period 2000-2003. The specific measures required would be evolved through a consultation process involving civil society, National Commission for Women and Department of Women and Child Development. In appropriate cases the consultation process would be widened to include other stakeholders too.

13.2 Effective implementation of legislation would be promoted by involving civil society and community. Appropriate changes in legislation will be undertaken, if necessary.

13.3 In addition, following other specific measures will be taken to implement the legislation effectively.

(a) Strict enforcement of all relevant legal provisions and speedy redressal of grievances will be ensured, with a special focus on violence and gender related atrocities.

(b) Measures to prevent and punish sexual harassment at the place of work, protection for women workers in the organized/ unorganized sector and strict enforcement of relevant laws such as Equal Remuneration Act and Minimum Wages Act will be undertaken,

(c) Crimes against women, their incidence, prevention, investigation, detection and prosecution will be regularly reviewed at all Crime Review fora and Conferences at the Central, State and District levels. Recognised, local, voluntary organizations will be authorized to lodge Complaints and facilitate registration, investigations and legal proceedings related to violence and atrocities against girls and women.

(d) Women's Cells in Police Stations, Encourage Women Police Stations Family Courts, Mahila Courts, Counselling Centers, Legal Aid Centers and Nyaya Panchayats will be strengthened and expanded to eliminate violence and atrocities against women.

(e) Widespread dissemination of information on all aspects of legal rights, human rights and other entitlements of women, through specially designed legal literacy programmes and rights information programmes will be done.

#### **Gender Sensitization**

14.1 Training of personnel of executive, legislative and judicial wings of the State, with a special focus on policy and programme framers, implementation and development agencies, law enforcement machinery and the judiciary, as well as non-governmental organizations will be undertaken. Other measures will include:

(a) Promoting societal awareness to gender issues and women's human rights.

(b) Review of curriculum and educational materials to include gender education and human rights issues

(c) Removal of all references derogatory to the dignity of women from all public documents and legal instruments.

(d) Use of different forms of mass media to communicate social messages relating to women's equality and empowerment.

#### **Panchayati Raj Institutions**

15.1 The 73<sup>rd</sup> and 74<sup>th</sup> Amendments (1993) to the Indian Constitution have served as a breakthrough towards ensuring equal access and increased participation in political power structure for women. The PRIs will play a central role in the process of enhancing women's participation in public life. The PRIs and the local self

Governments will be actively involved in the implementation and execution of the National Policy for Women at the grassroots level.

**Partnership with the voluntary sector organizations**

16.1 The involvement of voluntary organizations, associations, federations, trade unions, non-governmental organizations, women's organizations, as well as institutions dealing with education, training and research will be ensured in the formulation, implementation, monitoring and review of all policies and programmes affecting women. Towards this end, they will be provided with appropriate support related to resources and capacity building and facilitated to participate actively in the process of the empowerment of women.

**International Cooperation**

17.1 The Policy will aim at implementation of international obligations/ commitments in all sectors on empowerment of women such as the Convention on All Forms of Discrimination Against Women (CEDAW), Convention on the Rights of the Child (CRC), International Conference on Population and Development (ICPD+5) and other such instruments. International, regional and sub-regional cooperation towards the empowerment of women will continue to be encouraged through sharing of experiences, exchange of ideas and technology, networking with institutions and organizations and through bilateral and multi-lateral partnerships.

**Reference**

Ministry of Women & Child Development, Govt. of India.

<https://wcd.nic.in/womendevlopment/national-policy-women-empowerment>

\*\*\*\*\*



---

**Food Inflation and its Drive on Indian Economy****Dr. R. Dhanasekar****Principal****K.S Raja Arts and Science College for Women,  
Ginge, Villupuram Dist.,  
Tamil Nadu, India**

---

**Abstract**

*This study attempts to outline the trends of food inflation and its impact on the general price level in the Indian economy. The purpose of this paper is to study the magnitude and various causes of the food inflation. India has high inflation rate of around 9 per cent and consumer price Index (CPI) is currently flashing at more than 10 per cent. Prices of onions, vegetables and other staples are rising even faster food price index shows they jumped almost 17% last financial year. In the past two years, wholesale prices of food have risen by nearly 40 per cent, and retail prices have gone up even faster. In spite of robust monsoons and bumper crop, prices of food items are artificially high. Hemmed in from all sides, an average middle class person is pained by the inexplicable market prices. Vegetables cost 30% more than last year. The immediate reason for the spurt in the prices of specific food items is hoarding, the growing penetration of big corporate in the food economy. Further, the paper aims to suggest measures towards the solution of problems of food inflation in India*

**Key Words:** Inflation, Wholesale Price Index, Commodity Price Index, Food Inflation.

---

**Introduction**

When food prices rise in the developed world it is an inconvenience, something to grumble about. But, when food prices rise in the developing world it can make difference between going hungry and getting enough to eat. Food inflation is volatile. Agricultural prices tend to fluctuate because demand and supply are both inelastic and supply can vary due to the weather. However, despite the usual volatility, food prices seem to be showing a strong upward movement, reaching record highs in recent years. For example, in India a booming economy has Gross Domestic Product (GDP) expanding at 9% a year. Official inflation is around 7%, but, headline food

inflation is more than double at 17.8%. The Food and Agricultural Organisation said its food price index rose to 214.7 points in Jan 2001, above the peak of 213.5 set in June 2008.

### **Food Inflation**

The All India annual average rate of food price inflation is nearing 20 percent and is likely to deal a blow to United Progressive Alliance's (UPA) earnest efforts to usher in inclusive growth through various employment, health and education schemes. While these government schemes have enhanced the real incomes of the poor, the spectre of inflation threatens to nullify these gains as the poor spend a significant portion of their income on food. So while the growth rate of gross domestic product (GDP) has recovered in the past 12 months, this recovery has not been inclusive because of the phenomenon of food price inflation, which by virtue of the nature of food as an essential consumable affects different sectors and income classes unequally.

Over the last year, the price of pulses such as arhar dal, a staple source of protein for the aam aadmi, have doubled. The same goes for vegetables and sugar. This phenomenon can be attributed to enhancement of the purchasing power of low-income consumers through various development schemes such as the National Rural Employment Guarantee Scheme (NREGS) and the lack of an adequate supply response. Multi-pronged intervention to take the inflationary bull by the horns is required. Several instruments can assist in checking price rise.

Reforms in marketing arrangements such as formation of farmer cooperatives reaching directly to consumers constitute a necessary solution, which, however, cannot have an immediate impact. For pulses, in which India is the world's leading producer as well as consumer, direct producer subsidies to pulse farmers and procurement on a larger scale are medium and long term supply measures which need to be planned immediately. In the interim, given the absence of a possible recourse to increase in imports in a thin international market, the government should issue advisories to low income consumers to substitute traditional sources of protein such as dal with cheaper substitutes milk, eggs and soya to the extent possible.

To conclude, the government also needs to recognise the multidimensionality of food inflation. While storable items such as dal have seen a steady increase in prices, others such as potatoes have been subjected to episodes of seasonal inflation price trebling and then falling back to their original level. Such episodes also play havoc with the consumer's purchasing power and dietary intake . a big push to necessary infrastructure such as cold storages and their easy availability to farmers is required.

### **Food Inflation in India**

Even as food prices continue to rise inexorably at over 16 percent, the government has finally taken steps to curb the spiralling price inflation that has been hurting all sections of society, especially the poorest of the poor and Agriculture Minister Sharad Pawar is in the eye of a storm over remarks that milk prices may go up as shortages are being reported by several states. He has also announced measures

to reduce prices of basic food articles like wheat, rice and sugar. He has even assured that prices will begin to climb down in 10 days. The question is why the government took so long to take these measures when it had been clear for the last few weeks that food prices were rising uncontrollably?

As expected, the issue has assumed much wider political ramifications with Pawar having criticised the Uttar Pradesh government for its curbs on processing of imported sugar and Chief Minister Mayawati, in turn, retaliating against the centre for what she described as misguided economic policies. But the war of words will not help the common man who is having to cope with double-digit inflation for essential food items. As a result of the soaring prices at the wholesale level on which the main inflation index is based, the prices at the retail level have risen exponentially.

Sugar, for instance, is available at Rs.50 per kg to consumers in the open market, while pulses continue to rule at around Rs.60-Rs.80 per kg. Wheat and rice prices, too, are much higher than ever before, creating acute hardship for the economically weaker sections of society. Prices of vegetables like potatoes have risen nearly 50 percent over the past year. Accordingly, the consumer price index has reflected the reality on the ground by recording inflation at around 13 percent, against 7.3 percent in the wholesale price index.

The agriculture minister has now announced that three million tones of wheat and rice will be released in the open market to ensure that easier availability brings down prices. But this is a measure that could have been taken weeks ago. It appears as if there has been a collective paralysis on the part of the United Progressive Alliance (UPA) government on curbing price rise. Planning Commission Deputy Chairman Montek Singh Ahluwalia said earlier this month that food inflation would decline this year as the impact of drought would gradually recede a statement indicating that nothing was needed to be done on the supply side for bringing down food prices.

In sharp contrast, Finance Minister Pranab Mukherjee has now stressed that supply side measures would be needed to bring down food prices. This includes measures to improve grain distribution by ensuring that state governments lift their full allocation of wheat and rice meant for the public distribution system. Data released by the finance ministry indicates that states have not been lifting their full quotas from the centre. It is clear, therefore, that states also need to assume responsibility for the issue of foodgrains distribution rather than merely accusing the central government.

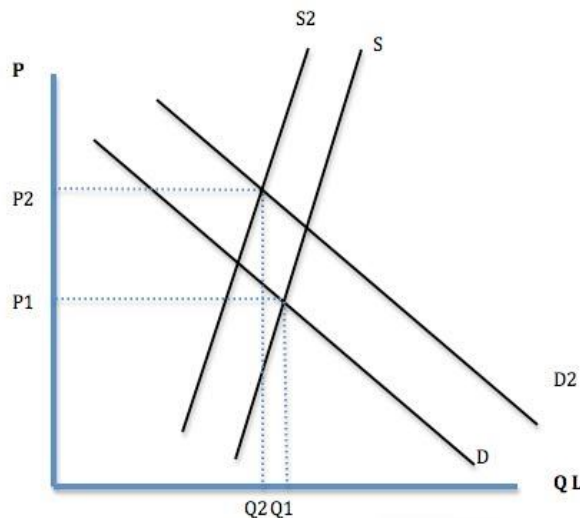
In the case of sugar, the role of the states in pushing up prices has been highlighted as stocks of imported raw sugar are languishing at the ports since the Uttar Pradesh government is not allowing processing by sugar mills in the state. According to the chief minister, this is meant to protect cane farmers by ensuring that only domestic production is processed at the mills. The restrictions have however, created severe hardship for consumers since sugar prices have shot up to astronomical levels. Besides, the decision to allow duty free import of sugar will not help unless states simultaneously reduce their own taxation on this basic food article.

But the good news is that wheat and rice stocks are more than adequate to meet demand. Wheat stocks are expected to reach 14.7 million tonnes on April 1, 2010, while that of rice are expected to be around 11.5 million tonnes on October 1, 2010. This is higher than the targets of four million tonnes and 7.2 million tonnes, respectively. The spectre of rice imports has thus receded for the time being. Food inflation could ultimately have a cascading effect on manufacturing, though factory output grew at a robust 11.7 percent in November. The Reserve Bank of India is reported to have taken note of the high growth in the industrial sector and is likely to begin the withdrawal of fiscal stimulus measures quite soon. It is clear, however, that food prices will have to be tackled by supply side measures rather than monetary policy.

Even as the government has begun to tackle high food inflation, the issue of raising fuel prices has arisen yet again. With global crude prices ruling at \$80 per barrel, the domestic oil companies are once again incurring losses, having to sell fuel at below cost -- called under-recoveries. A decision on this issue seems to have been deferred for the time being, but it may have to be reviewed again in the coming weeks. This will be one more factor creating inflationary pressures on the economy. For the time being, the steps being taken to improve supplies of wheat and rice while extending duty-free status to sugar imports may ease the situation to some extent. One can only hope prices start to ease in 10 days as has been projected by Pawar. Otherwise, it will continue to be a long and hard winter for the common man in India .

**What is Causing Food Inflation?**

**Diagram showing rising food prices:**



[www.economicshelp.org](http://www.economicshelp.org)

- There have been short term supply constraints such as bad weather. However, there is also evidence of increasing long term supply constraints such as loss of farming land due to global warming.

- Increased use of bio-fuels. Growing crops for energy rather than food production.
- Rising Demand. Rapid economic growth in China and India is increasing demand for more resource intensive foods. As incomes rise, people tend to spend a higher percentage of income on meat and dairy products. These require more intensive land cultivation. e.g. crops are used to feed cattle, therefore the supply of crops for food has decreased.

### **Implications of Food Inflation**

It is important to bear in mind food price spikes tend to be temporary and often the result of local bottleneck shortages. Whilst rising food prices tend to make headlines, later falls in prices tend to make less news. However, even temporary periods of rising prices can cause widespread hardship to those on the breadline. Agriculture is a market when relying on free market forces can cause much hardship. Though often difficult to implement, there is a necessity for guaranteeing supply and minimum prices of at least the basic food stuffs such as rice and wheat.

Also, the rise in food prices cannot just be put down to short term factors. A growing population and growing affluence will inevitably place greater demand on agriculture. If environmental pressures continue to grow the pressures on both supply and demand could lead to food prices becoming more common. It is true that we gloomy Malthusian prophecies have often proved false. But, that doesn't mean we can always count on increasing food supply to meet demand. There are diminishing returns to green technology, especially when the weather erodes away our fertile land. Whilst we worry about Space travel, quantitative easing and marvel at the growth of electronic technology, it is rather humbling that the greatest problem of mankind still seems to revolve around food and water.

### **Expert Comments on Food Inflation**

**VK Vijayakumar, investment Strategist, Geojit BNP Paribas, Cochin**, describes "An area of concern is food inflation which has inched up, and more importantly there are concern on the monsoon front. More that one-third of the monsoon is over and there is very severe deficiency".

**Rupa Rege Nitsure, Chief economist, Bank of Baroda, Mumbai** denotes; "Even though inflation number has come below the consensus expectation, sizeable revisions in the past numbers have reduced the credibility of provisional data. With food inflation at 10.81 percent, and core inflation at 4.85 percent, nothing has changed materially on the inflation front. The RBI will now see what happens from the fiscal side post the presidential elections before giving any signal".

**Shubhada Rao, Chief economist, Yes Bank, Mumbai** said that, "I do not expect this number to prompt the RBI to immediately cut rates. The inflation expectation still remains elevated, and the outlook is cautious because of the performance of monsoon, and its impact on food prices, as well as the impending and much awaited hike in fuel prices".



**Abheek Barua, Chief economist, HDFC Bank, New Delhi**, describes "At this stage, the data does not give the RBI enough room. We saw the April number being revised up. We have just seen one data point showing a decline, whether it is sustainable or will it perk up again, is an open question. The RBI would wait to see a clear pattern emerge ahead. Food inflation is still high and will have a pass-through effect on the consumer price inflation. And, the RBI wants some action on the fiscal side. For the July policy, it will sort of hold on rates. There are some administrative hikes due, and food prices could move up, we could see inflation averaging around 7.5-8.0 percent for the year".

### **Social Unrest and Revolts**

Inflation can lead to massive demonstrations and revolutions. For example, inflation and in particular food inflation is considered as one of the main reasons that caused the 2010–2011 Tunisian revolution and the 2011 Egyptian revolution, according to many observers including Robert Zoellick, president of the World Bank. Tunisian president Zine El Abidine Ben Ali was ousted, Egyptian President Hosni Mubarak was also ousted after only 18 days of demonstrations, and protests soon spread in many countries of North Africa and Middle East.

### **Manage the Food Inflation**

Food inflation is a sad reality that isn't going away soon and you need to learn to cope with it as soon as you can. Whatever may be the reason, natural or man-made, food inflation is making even basic food items costlier. In just a few years the costs of basic foods have increased by 300% to 400% even in stable economies.

### **Cope with Food Inflation**

It depends a lot on what you mean by "coping". Food is something you cannot compromise on. Whether you're arranging food for yourself, for your family or for your children, you have to bring nutritional food to the table every day, no matter how worse the food inflation gets. The problem with today's situation is that our food supplies depend on different market conditions as well as international situations. This was not the case a few decades ago when local economies, even town-based and village-based economies, controlled the food supplies. One didn't have to go very far in order to obtain nutritious food.

As population increases and more and more people move towards cities in search of better opportunities providing food locally logistically becomes impossible. Coping with food inflation basically means taking care of your family's nutritional requirements. On a daily basis your body requires carbohydrates, proteins, fat, minerals and vitamins. Various foods provide these nutrients in a balanced manner but it doesn't mean you have to go for expensive food purchases in order to keep and maintain a healthy body and mind.

**(a) Stop eating junk food**

Junk food not only unnecessarily increases your food costs it also makes you unhealthy and hence less equipped for long-term health issues. Instead have fruits and vegetables for snacks and that too local fruits and vegetables because they are less expensive and easily available.

**(b) Buy local food**

As already mentioned above local food is easily available and it is less expensive and normally it is not affected by food inflation. No money has to be spent on transportation, long-term refrigeration and maintenance. Besides getting it cheaper you also help local farmers and food producers and this further brings down the food inflation rate.

**(c) Store dried vegetables and fruits**

Old grannies used to do that. This way you can have seasonal fruits and vegetables even when they are out of season. Simply cut them in small pieces and let them dry under the sun. Once all the moisture is gone you can store them in air-tight bags and containers. Then whenever you have to cook them, simply take them out and cook them as regular freshly cut vegetables.

**(d) Keep close watch on the low-cost days**

There are certain days on which food items are sold at a lower price whether to clean up the inventory or some other accounting related affair. Every food outlet or mall has such days.

**(e) Avoid visiting food outlets**

Food in restaurants and hotels is anyway expensive whether there is food inflation or not but during inflatory times the prices are further increased. It is simple waste of money. The amount of money that you may spend on a particular dinner outing may sustain you for a couple of weeks at home providing a much healthier meals.

**(f) Create a food fund**

Just as you may have health fund or education fund while creating your domestic budget you must also introduce a food fund to save cash for long-term food availability. This way even if the cost of food skyrockets you will not be in crisis. But it doesn't mean you don't look for alternatives. Food inflation occurs because we all suffer from this herd mentality and try to eat whatever everybody else is eating.

**(g) Make coping with food inflation a family affair**

You don't need to alarm your kids but get them involved in planning and execution. Tell them how important it is to keep healthy food on the table and also tell them how expensive it is becoming. Involve them in the decision-making and ask for solutions. Sometimes kids can come up with exceptionally brilliant solutions. It will also keep everything synchronised because everybody in the family will be in the loop.

**(h) Grow your own food**

It may seem like a drastic measure in the beginning but actually it can be a fun activity that can also bring your family closer. If you have a garden instead of keeping it just as a showpiece you can grow vegetables on it. Many people also grow vegetables in pots and buckets over the rooftops or on the terraces; some even grow food items in their balconies. You just need to be creative. It may not help you much but if you make a beginning who knows where it will end?

**(i) Stuff yourself with healthy food whenever you can**

You may also call this the “starvation mode”. When animals and humans are faced with starvation they don’t wait for hunger to strike or tasty food to come by. They eat whatever is healthy and edible and tolerably tasty.

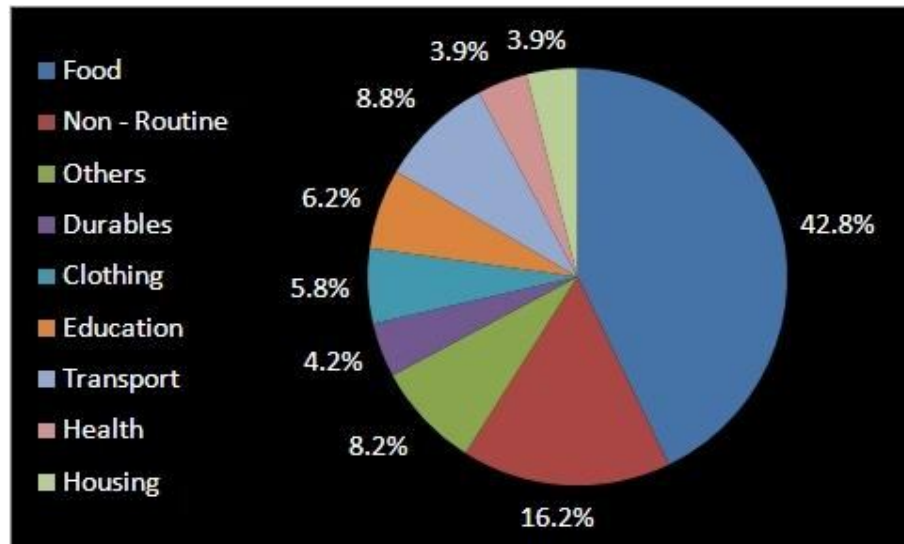
**(j) Don’t waste food**

Tragically (especially in the first world countries) between 60-70% food is thrown away. This is a criminal waste especially when in other parts of the world people are dying of hunger. If you don’t want to eat your food why waste it? Even if you can afford it you’re still using the precious and limited resources the world has to offer. Food inflation is many times caused due to shortage of food and this shortage can be real and artificial.

Artificial food inflation is caused when food is unnecessarily wasted. Fill your plate carefully. Cook your food in such a manner that you don’t have to throw it away. There are circumstances sometimes that are beyond our control and there might be situations when you are not able to cope with food inflation as it has happened many times in the past to people from different countries, the more self-reliant you are the better you will be equipped to deal with the situation. The key is, be prepared when there is no emergency.

**Impact of Food Inflation on Indian Consumers**

The high food price inflation is having a significant impact on the Indian consumer in general and the Indian middle class in particular. The chart below gives the way the Indians spend.



As evident from the chart above, nearly 43% of the personal disposable income goes into food products. Unfortunately, this is the segment which is experiencing highest inflation. A high food inflation ensures that consumers have to cut back on their spending (on non-necessary items). This in turn will impact the consumption part of the Gross Domestic Product (GDP) growth.

Another important point to note is that a majority of Indians still don't invest in equity markets. They prefer going for fixed deposits which are currently yielding only around 8-10% annually. On the other hand, inflation for an average household is easily around 12-15% (even education, health and housing cost are going up). Thus, a large section of the population are losing out on their purchasing power without realizing about it. For those who realize this, there is only one option to speculate in the stock markets and try to get returns which beat the annual inflation rate. In this also, most of us know how many retail investors actually make money in the markets.

Considering these factors, it is very important for the Government to try and control the inflation or at least try and ensure that these circumstances do not arise again in the future. As mentioned above, there are several ways of curbing food inflation. It is only that the Government needs to be more proactive rather than being reactive.

## Conclusion

India's consumer food and beverage inflation was at 8.22% on-year in March, a comprehensive consumer price index (CPI) data released by the government showed Wednesday, against the 6.62% annual rise recorded in February. The price rise for food and beverage group in rural areas was 7.72% for the month, against 9.15% in urban areas, the Ministry of Statistics and Programme Implementation said in a statement.

Consumer price-based vegetables inflation rose 9.55% on-year in March, while fruits inflation grew 6.65%, it said. Fuel and light inflation was 11.8% in March, while clothing, bedding and footwear inflation was 12.5%.

India has been releasing the new CPI data since January 2011 with 2010 as the index base. However, the comparative figure for the previous year for computing inflation was not available in 2011. CPI covers the retail prices in five main food groups, fuel, clothing, housing and education across rural and urban India collected from 310 towns and 1,181 villages. India's wholesale food prices accelerated to 9.94% on-year in March, as compared to 6.07% in February, as per the government report.

## REFERENCES

- LammMcFall, R. (1979), "Dynamics of Food Price Inflation", Western Journal of Agricultural Economics, Vol. 4, No. 2 (December 1979), pp. 119-132.

- Domaç, Ilker; YücelEray, M. (2005), "What Triggers Inflation in Emerging Market Economies?", Review of World Economics / WeltwirtschaftlichesArchiv Vol. 141, No. 1 (Apr.,2005), pp. 141-164.
- " Rising Food Prices-Causes and Consequences"- OECD, 2008 report
- Singh, Sumanjeet. (2009), "Global food crisis: magnitude, causes and policy measures", International Journal of Social Economics ,Vol. 36 Nos 1/2, 2009, pp. 23-36
- Economy Mirror, Corporate Planning and Economic Studies Dept., Issue No. 17 of 2010, 31st December 2010.

\*\*\*\*\*