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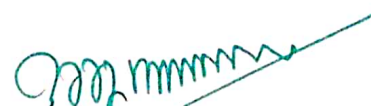
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3.3.2 Number of research papers per teachers in the Journals notified on UGC website /Scopus Indexed/ Web of Science/Others during the last five years

Consolidated number of Research Papers from 2016-21

Sl.No.	Year	Total number of Research papers
1	2016-17	26
2	2017-18	24
3	2018-19	22
4	2019-20	30
5	2020-21	26




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Consolidated List of Research Papers

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2020-21

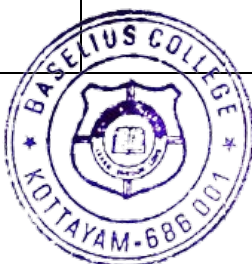


A handwritten signature in blue ink, appearing to read "Biju Thomas", is written over a horizontal line.

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List of Research Papers during 2020-21

Sl. No.	Title of the Paper	Name of the authors	Department	Name of the journal	Link to the paper
1	Distribution and enzyme production of litter bacteria from Ayiramthengu mangrove ecosystem, south west coast of India	Dr. Anit M Thomas	Zoology	Journal of Marine Biological Association of India	http://mbai.org.in/php/journaldownload.php?id=2546&bkid=124
2	Synthesis structural and luminescence characterization of single phased Tm ³⁺ / Dy ³⁺ co-doped NA ₃ Y(VO ₄) ₂ nanocrystals	Dr. Linju Ann Jacob	Physics	Journal of crystal growth	https://www.sciencedirect.com/science/article/pii/S0022024820304802?via%3Dihub
3	Cause related marketing: a study on the perception of college students	Dr. Manoj Narayanan K S	Commerce	Tathapi	https://www.academia.edu/44981820/Cause-Related-Marketing-A-Study-on-The-Perception-of-College-Students
4	Notes on the status of two recently described legumes from India	Dr. Krishnaraj M.V.	Botany	NeBio	http://nebio.in/wp-content/uploads/2020/09/nebio_113_Krishnaraj_Kottaimuthu.pdf
5	Lectotypification of <i>Vigna wightii</i> (Leguminosae: Papilionoideae)	Dr. Krishnaraj M.V.	Botany	Webbia	https://oaj.fupress.net/index.php/webbia/article/view/9419/8806
6	A new variety of <i>Abelmoschuspungens</i> (Malvaceae) from Indo-Burma Biodiversity	Dr. Krishnaraj M.V.	Botany	Rheedeia	http://rheedeia.in/journal/4SCr8pXv



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	Hotspot				
7	A New subspecies of <i>Momordica sahya drica</i> (Cucurbitaceae) from southern Western Ghats of Kerala, India	Dr. Krishnaraj M.V.	Botany	Indian Journal of Plant Genetic Resources	https://www.indianjournals.com/ijor.aspx?target=ijor:ijpgr&volume=33&issue=3&article=001
8	Humboldtia Vahl (Fabaceae): A review on ethnobotany, phytochemistry and pharmacology	Dr. Krishnaraj M.V.	Botany	Phytomedicine Plus	https://www.sciencedirect.com/science/article/pii/S2667031321000622
9	Tamil Migrants and their linguistic rights in Kerala	Dr. Sheeja Kuriyakose	Political Science	Rajagiri Journal of Social Development	Link to the article is not available
10	Growth trend of black pepper: A comparative analysis	Dr. Thara Thomas	Economics	Shodhsamhita: Journal of fundamental and comparative research	Link to the article is not available
11	Locating the colonial spaces in post colonialism: reading "Biryani" problematizing the lives of the migrant labourers in Kerala	Dr. Jyothimol P	English	NIU international Journal of Human rights	Link to the article is not available
12	A graphic encounter with the panics of Kashmir: a critical comparison of Kashmir pending and munnu: a boy from Kashmir	Meera Elizabeth James, Dr. Jyothimol P	English	LangLit	Link to the article is not available



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13	B/ ordering space: spaces of power , everyday tactics and forms of resistance as portrayed in Chetan Bhagat's Three Mistakes of my life	Dr. Kavitha Gopalakrishnan	English	Writers editors critics	Link to the article is not available
14	Fabrication and characterization of cost effective Fabry-Perot Etalon	Dr. Aparna Thankappan	Physics	Journal of Research in Physics and Applied Sciences	Link to the article is not available
15	<i>Pandemics and the Colonial State in India: Politics of Contagionism</i>	Lijo Sebastian	Political Science	<i>Bhavaveena</i>	UGC CARE Listed- Link to the article is not available
16	<i>Thonnuriliethiya charithra shauryam</i>	Lijo Sebastian	Political Science	Vinjanakairali	UGC CARE Listed- Link to the article is not available
17	Consumer perception and acceptance of green marketing initiatives	Dr. Manoj Narayanan K S	Commerce	International journal of creative research thoughts	Link to the article is not available
18	The quality of the services and awareness level among the customers of public and private sector banks in Kerala	Dr. Sheeba Joseph	Commerce	Journal of emerging technologies and innovative research	Link to the article is not available
19	Responsible tourism in kerala: a study on tourist satisfaction and revisit intention	Parvathy Mohan	Commerce	Alochana Chakra Journal	Link to the article is not available
20	<i>Namukkoru padathinu pokam</i>	Lijo Sebastian	Political Science	Madhyamam	Link to the article is not available
21	A survey on the consumer attitude towards single use plastic ban in kerala - 2020	Uma Surendran	Zoology	Baselius Researcher	Link to the article is not available



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22	Vegetarian state and political body: A study of Han King's vegetarian and human acts	Dr. Viju Kurian	English	Baselius Researcher	Link to the article is not available
23	Problematizing familial spaces in Kumbalangi nights	Jithin John	English	Baselius Researcher	Link to the article is not available
24	Monstrous feminine and female abject: A reflection on caste, class and gender transgressions in select Malayalam horror films	Dr. Kavitha Gopalakrishnan	English	Baselius Researcher	Link to the article is not available
25	<i>Charithra syllabusile plastic surgery</i>	Lijo Sebastian	Political Science	Madhyamam	Link to the article is not available
26	<i>The corporeal traveller: an analysis of the tourist gaze in the travels of raveendran</i>	Dr. Jyothimol P	English	Kala: The Journal of Indian history congress	UGC CARE LISTED- Link to the article is not available



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Supporting documents of the Research Papers without hyperlink to Journals



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Tamil Migrants and their Linguistic Rights in Kerala

Sheeja Kuriyakose*

Abstract

Of all the States evaluated, Kerala has taken more effective measures towards internal migrants and their needs than other States. According to the 2019 Interstate Migration Policy Index and Index compiled by Indian Migration (Aggarwal et al., 2019), Kerala is ranked first out of seven for migrant friendly policies. This article details Tamil minorities in Kerala, including a significant number of migrants who came here as labourers, plantation workers and traders. The article is not about Tamil migrants' common problems or challenges in different spheres but about the rights they share in public with the dominant majority, based on their language. Since they are also included in the category of minority Tamils, and are eligible for all the language rights granted by the government in accordance with those granted by national and international instruments, this article argues that immigrants have rights as a minority according to international legal frame frameworks. Therefore, in consonance with their international obligations, States are expected to enact policies that safeguard their rights and thus promote their integration into the host society.

Keywords

Tamil migrants, linguistic rights, beneficiaries, implementation

Introduction

India is the world's second-most populous country with a multitude of ethnic groups and languages. Each State in India has reservations for residents of the State in areas like the government sector, employment, tertiary education and social welfare schemes such as the public food grain supply system. Nearly all States are apathetic to migrants' needs, which

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GROWTH TREND OF BLACK PEPPER: A COMPARATIVE ANALYSIS

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INTRODUCTION

In the total geographical area of India, about 66 percent is used for the production of food crops and the remaining is for non-food crops. The plantation crops like tea, coffee, coconut, rubber, and spices like pepper, cardamom, etc. Among these, pepper is one of the very ancient spices cultivated especially in the southern region of India like Kerala, Karnataka and Tamil Nadu. However, it is alarming to note that the area of cultivation under pepper in Kerala is shrinking (Dr.Padmasani, Un dated).

Until the late 1980s, India (and within it Kerala) was a big player in the world pepper market. But gradually, within a decade of first venturing into pepper cultivation, Vietnam (the largest producer in the world) (IPC Data source 2018) became a huge player in the global market. Vietnam today generates nearly 1.5 lakh tonnes a year, very little of which is used for its domestic consumption. Similarly, pepper produced by comparatively late entrants such as Sri Lanka, and also traditional producers such as Indonesia and Brazil, is giving strong competition to Indian pepper on the world stage. Indian pepper production has come down from nearly 80,000 tonnes to about 40,000 tonnes during the same period.

The realisation that Vietnam is the new pepper factory is yet to sink in among growers in Kerala. Perhaps, more galling for Kerala pepper growers is the fact that just across the State border, in the neighbouring regions of Karnataka, pepper cultivation is flourishing, while they face disastrous circumstances (Krishnakumar, Front Line, 2012). The reasons for better production in Vietnam, pepper is grown in fresh soil, unlike in the degraded, disease-prone farms in Kerala; disease-tolerant varieties are used for planting, and there is a lot of stress on achieving economies of scale through plantation-type cultivation.

Nearly 75 percent of the pepper cultivation in Kerala is in small and medium-sized holdings that are less than a hectare, whereas in Karnataka (the largest pepper producing state now) (Economic survey 2018) pepper is grown by large corporate houses, in huge coffee plantations and arecanut gardens. Similarly, in Vietnam, pepper is raised as a mono-crop, in vast areas, and gets more care and attention from the growers, as against the small-holder, careless, multi-crop pattern in Kerala.

BLACK PEPPER AREA AND PRODUCTION CONTEXT: A GLOBAL COMPARISON

India was the most important producer of pepper accounting for about 14 percent of the World production (Pepper year book 2017). Black pepper has remained the most precious and valuable form of spices in the world (Yogesh M. S., 2013). It is also called as “Black gold” due to its durability and value. Black pepper is native to India and is extensively cultivated in tropical regions. Currently, Vietnam is the world’s largest producer and exporter of pepper producing 44 percent of the world’s pepper production (Pepper year book 2017).

It can be observed that during the year 2001 India was the leading producer of pepper with 79,000Mt. India had a monopoly in world production of pepper. During 2015, Vietnam topped the list with a crop of 1,05,000 tons, 38.6 percent share of global production. But in the year 2017 India is the third largest producer of pepper (55,500 Mt), followed by Brazil (62,000 Mt) and Vietnam (1,75,000 Mt) (Pepper Year Book 2017).

All through the preceding decade, world pepper industry has shown certain changes mainly with respect to area, production, and export. The most prominent feature is the behavior of prices as it was keeping a trend of climbing after the year 2010 (Vijayakumar), beyond the predictions and expectations of producers and exporters throughout the world.



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**LOCATING THE COLONIAL SPACES IN POSTCOLONIALISM: READING “BIRIYANI”
PROBLEMATIZING THE LIVES OF THE MIGRANT LABOURERS IN KERALA**

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Abstract

This paper titled “Locating the Colonial Spaces in Postcolonialism: Reading “Biriyaani” Problematizing the Lives of the Migrant Labourers in Kerala” is an attempt to delve into the lives of the North Indian migrant labourers in Kerala, generally referred to and identified as the ‘Bengali’ irrespective of their land of origin. The paper addresses various issues including those thrown open by the short story of Santhosh Echikkanam “Biriyaani” which would serve as a point of literary reference to discuss the social contexts existing beneath the textual expression. Through the pathetic plight of Gopal Yadav, a migrant labourer, Echikkanam critiques the reality of the Other, on whose displaced selves, a re-formation of Malayali identity is achieved. The paper critiques the voiceless, faceless existence to which the migrant labourers are reduced. It exposes and explores a number of paradoxes inherent in migration in the Kerala Context. The paper seeks to problematize the nomenclature Bengali and the plurisignification it entails in the selves of the migrant labourers. The issues of cultural adaptation in the host state and the subaltern otherness to which the labourers are subjected is also touched upon. The politics of exclusion the migrant labourers are subjected to and the structures of exploitation in a space of marginality where the migrants exist in a no man’s land where they remain on the peripheries of existence without a “habitation and a name” are also probed. It would touch upon cultural impact of migration on the state and people of Kerala where the visibility of the Bengali is no claim for their voice.

Key words: Colonial Spaces, Postcolonialism, structures of exploitation ,plurisignification

Locating the Colonial Spaces in Postcolonialism: Reading “Biriyaani” Problematizing the Lives of the Migrant Labourers in Kerala

Dr. Jyothimol

Dominant constructs have always been agents of othering, creating in its subjective wake, the selves marginalized and kept invisible and voiceless. colonialism, capitalism and patriarchy have all been instrumental in being active agents of this reductionist practice. The discourse of nationalism and nationhood have been generally conceived to be equalizing democratic principles that destabilize notions of the other by the inclusiveness offered by the national space where all citizens are deemed to be equal before the law and hence are supposed to enjoy equitable social opportunities.

But in a country like India intra national migrations have been the engendering spaces of multifarious colonial vices in which the discourses of power have been known to create spaces of postcolonial colonialism. This is coined from an inverted application of Attwell’s concept of “colonial post colonialism”(Attwell) by which the interim position of the writers like Coetzee is marked in postcolonial literary realm. They occupy a median position with their postcolonial affiliations intact, caught between the home space of colonial practices and the desired location of postcolonial ethos. It denotes and deals with a position of ambivalence in such writers, an ambiguous space of non-position.

The inverted use of the term is done in an entirely different context. Here the term is put to use to speak about the powerlessness that engulfs the lives of the migrant labourers in Kerala. In spite of the postcolonial ties shared by various states in India, colonial premises and hegemony can be found in the nomenclature and existence of the migrant labourers. There has been a tremendous inflow of unskilled labour force from various parts of North India to Kerala since the first half of the twenty first century in the wake of the unavailability of labourers from Tamil Nadu. Though there were people from many states in the North, they were singularly categorized as ‘the bengali’ negating their individuality and alternate and separate identities. Studies and personal interviews have revealed that the general categorization is a misnomer. It has been understood that they emerge from different northern states in India like Uttar Pradesh, Madhya Pradesh, Bihar, Odisha and West Bengal. But to the people of Kerala, the identity of



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A GRAPHIC ENCOUNTER WITH THE PANICS OF KASHMIR: A
CRITICAL COMPARISON OF *KASHMIR PENDING* AND *MUNNU: A
BOY FROM KASHMIR*

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ABSTRACT

Kashmir, the golden crown of India, has been a land of bloodshed and insurgency for more than a century. The plebiscite which has been offered to the Kashmiri people after the intervention of the UN in the issue, still remain as an unfulfilled dream. Struggling between the occupations of India and Pakistan, the Kashmiris are living in perennial crisis and threat on their lives. Bollywood movies find Kashmir and its issues as a commodity to sell in their commercial big budget movies. But works written by the native Kashmiri writers like Naseer Ahmed and Malik Sajad present their versions of Kashmiri life and issues with which they have first-hand experience. Kashmir Pending published in 2007 and Munnu: A Boy from Kashmir published in 2015 present a grim slice of Kashmiri life in graphic medium. The present study analyses the Kashmiri version 'reality' and its effective portrayal in graphic medium.

Key Words: Representation- Narrative Pattern- Graphic Narratives- Symbolism- Kashmir Issue- The Reality

Representing 'the reality' of Kashmir is problematic. 'The reality' shifts from person to person. An Indian soldier presenting his views on Kashmir is definitely different from that of Kashmiri militant. It also assumes varied dimensions from the focal point of view of a Kashmiri, a Pakistani, a European or a Hindu Pundit. So each account on Kashmir is but just stories from different angles. A different approach has been taken in the graphic narratives written by Naseer Ahmed and Malik Sajad. When words become sterile pictures assumes power. So the system of graphic narratives is different but powerful. Fusing the logos and pictures, these graphic narratives have initiated a new attempt in representing the Kashmir issue.

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**B/ordering Space: Spaces of Power, Everyday Tactics and
Forms of Resistance as Portrayed in Chetan Bhagat's
*Three Mistakes of My Life***

KAVITHA GOPALAKRISHNAN



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ABSTRACT

As a text, the popular fiction has a number of textual cues and patterns, which help in the potential interpretation of the text in the reading process. However, such cues and patterns are brushed aside as we approach the text with a preconceived notion that they are devices for stock responses. By utilising de Certeau's characterization of "tactics" as the purview of the non-powerful, this paper suggests that it would be very useful in the understanding of everyday as portrayed in popular fiction to better appreciate it critically.

Keywords: Michel de Certeau, strategies and tactics, space/place, spatial identity

Popular fiction is a distinctive literary field which mirrors the now time and Bhagat seems to encapsulate everything that gives that field definition. Nevertheless, his works are not favoured by the academia—as they have written them off for their lack of depth, one-dimensional storytelling, flat characterization, ungrammatical language etc., just to speak of a few. The academia brushes it aside stating it as formulaic, cheap reads but these features touch only one dimension of it. What is not given due attention while brushing aside these commodity literatures is that they bring out "the philosophy of the age" (Gramsci qtd. in Kamble 161). Popular fiction, more often than not, is known more for what it allegedly is rather than for itself.




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Fabrication and Characterization of Cost Effective Fabry-Perot Etalon

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Abstract

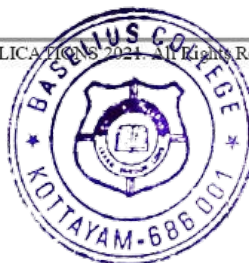
The present study focuses on the fabrication and characterization of cost-effective Fabry- Perot etalon. The etalon was fabricated using window glass and was characterized using sodium lamp, mercury lamp and He-Ne laser. The variation of bandwidth, order and free spectral range (FSR) by varying the thickness of glass plate between etalon plates is studied.

Keywords: *Fabry- Perot etalon, Reflecting mirrors, Free spectral range (FSR)*

INTRODUCTION

A Fabry-Perot Etalon or simply an Etalon is a valuable tool in high-resolution spectroscopy and is the simplest form of Fabry-Perot Interferometer in which the distance between the two mirrors is kept fixed. It represents a significant improvement over the Michelson interferometer. If the gap between Etalon mirrors is varied mechanically by moving one of the mirrors, the instrument is called an Interferometer. If the mirrors are held fixed and adjustment screws are provided for parallelism, then it is called Etalon.

The multiple reflections of light rays inside the partially reflecting mirrors strengthen the constructive and destructive interferences of the transmitted light resulting in much sharper rings compared to the Michelson interferometer. A lot of research has been carried out using Etalon [1, 2]. The coupling of a microtoroid resonator with Etalon has been studied by Wei Liang et al. [3]. The present study focuses on the fabrication and characterization of cost-effective Fabry-Perot etalon.



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Pandemics and the Colonial State in India : Politics of Contagionism

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Abstract :

Occurrence and spread of epidemics in India like cholera, small pox, influenza and plague have been a much-debated medical historical issue. The native understanding of these epidemics in the pre-colonial times is after that comes outside the preview of modern medicine due to the unsophisticated and refined treatment codes and strategies it offered for the cure. Colonial administration of India, well aware of the deadly implications of the epidemics followed a political policy rather than a medical one in the containment of epidemics. Pre supposed on the unhygienic culture of the people in the tropics, colonial government stressed on the concept of sanitation neglecting the need for effective vaccination. This had contributed to sever casualties and sometimes instances of selective vaccination for the supporting classes of the colonial administration demonstrated imperial agendas. Significantly, the knowledge about Indian climatic conditions too have helped the colonial scientists in locating the temporal spatial dimensions of epidemics.

Key Words : Pandemics, Colonial Medical Policy, Containment, Surveillance, Morbidity, Contagionism

Deadly scourges ravaged the Indian sub-continent in the past two centuries more than any other parts of the world. Out of the total

estimated pandemic death of 70 million lives globally between 1817 and 1920, the most rampant phase of epidemics, about 40 million to the death toll was the contribution of the sub-continent. Our eventful textbooks and regional and national writings filled with anti-colonial struggles, socio-religious reforms, battles, partition and nation building hardly speak anything about the human tussle with pandemics that took away the lives of millions. Even in the popular memories, an abode of genres that hardly found space in grand narratives, pandemics are used to remain conspicuously in off the field dugout. Apart from colonial medico-administrative reports epidemics confined their presence to certain literary references and unnoticed tombstones alone. The historical amnesia of the people about lives taking contagions make contemporary techno-medical terminologies alien to them and the memory loss barred from making a sense about the surveillance and regulatory strategies of the governments to control their body and movements. Thoughts about the pandemics are usually tended to restrict in the medicinal curing of the diseases and mortality levels, role of certain more important factors like geography, community perception about disease and collective mentalities of the age were often neglected in

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എൻ.വി. കൃഷ്ണവാര്യർ
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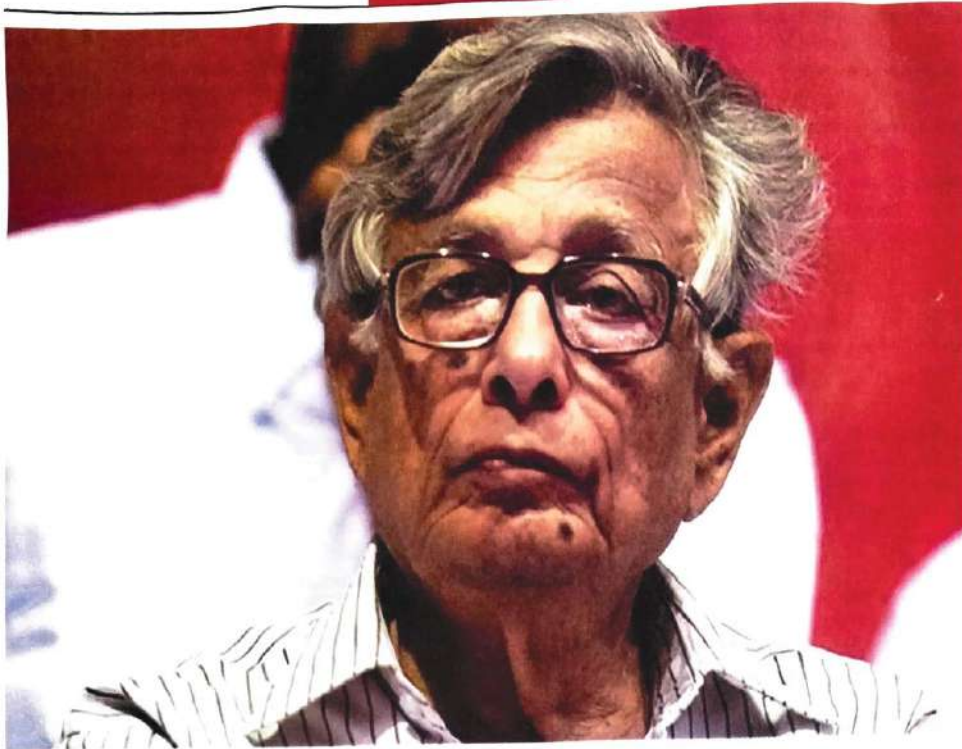
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ഇർഫാൻ ഹബീബ്

തൊണ്ണറിലെത്തിയ ചരിത്ര ശാസ്ത്രം

ഡോ. സെബാസ്റ്റ്യൻ ജോസഫ്
ലിജോ സെബാസ്റ്റ്യൻ

കിഴിഞ്ഞ ഏഴ് പതിറ്റാണ്ട് കാലമായി ഇന്ത്യൻ ഡൈഷണറി രംഗത്തെ അഗമണിക്കുന്നയാൾ ആ ഇടപെടൽ ശേഷി പ്രകടിപ്പിക്കുന്ന ചരിത്രകാരനും സാമൂഹിക ശാസ്ത്രജ്ഞനുമായ പ്രൊഫ. ഇർഫാൻ ഹബീബിന് തൊണ്ണൂറ് വയസ് തികഞ്ഞിരിക്കുന്നു. ചരിത്രകാരൻ, അധ്യാപകൻ, മാർക്സിസ്റ്റ് ചിന്തകൻ, സാമൂഹിക വിമർശകൻ, സംഘാടകൻ എന്നിങ്ങനെ ഇടപെട്ട മേഖലകളിൽ ഒക്കെയും തനതായ വ്യക്തിമുദ്ര പതിപ്പിച്ചയാളാണ് അദ്ദേഹം. ഇർഫാൻ ഹബീബ് എന്ന ചരിത്രകാരന് തൊണ്ണൂറ് വയസ് തികയുന്നു എന്നുള്ളതല്ല പ്രാധാന്യം.

തൊണ്ണൂറു വർഷത്തെ ഈ ലോകജീവിതത്തിൽ ഇർഫാൻ ഹബീബ് എന്തു ചരിത്രം രചിച്ചുവെന്നുള്ളതിലാണ് പ്രാധാന്യം. ചരിത്ര രചനയെന്നോ ചരിത്രാധ്യാപനത്തെയോ മഹനീയമാക്കുക എന്നുള്ള മാത്രമായിരുന്നില്ല ഈ 'ഇർഫാൻ തൊണ്ണൂറിന്റെ' പ്രസക്തി. ഇതു രണ്ടുമായിരിക്കൊന്നെന്ന ഭരണകൂടങ്ങളുടെ വർഗീയ രാഷ്ട്രീയ നീക്കങ്ങളെ ചരിത്രപരമായി എതിർക്കുന്ന എതിർപക്ഷത്തിന്റെ ചരിത്രകാരനായിരുന്നു ഇർഫാൻ എല്ലാ കാലത്തും അദ്ദേഹത്തിന്റെ രാഷ്ട്രീയം നിരന്തരമായ ചരിത്ര സ്രോതസ്സുകളുടെ ശാസ്ത്രീയ വിമർശനങ്ങളിലൂടെ



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CONSUMER PERCEPTION AND ACCEPTANCE OF GREEN MARKETING INITIATIVES

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Abstract

Climatic changes and their consequences are one among the major threats the world is now dealing with and Go Green measures are the major weapon used. Marketing is the most considerable field where these green initiatives can be found at a core level. Green Marketing focuses on the production, marketing and consumption of eco-friendly products in an eco-friendly manner and thereby protect the environment without compromising the needs of the market. The societal attitude of preserving nature adds fuel to the growth and acceptance of green marketing. In this context, the present study measures the awareness and acceptance among the consumers. In addition, the inhibiting factors of its success is considered under the purview of study.

Keywords: Green Marketing, Perception, Green Products, Eco-friendly

Introduction

Global warming, ozone layer depletion, climatic changes, pollution etc have become the common terms of today, which reflect the consciousness, society hold for the environment. Along with these issues, the limited and scarce means and the unlimited human wants is forcing the business houses to utilize what they have to the fullest, judiciously without harming the environment. All these led to the path of go green. The green initiatives reflect the attitude of business houses and the stake holders towards the environment.

In the recent years, there is a rise for this concern which is reflected in the emergence of various ecological marketing strategies, later termed as green marketing strategies in the market. Through green marketing companies are focused on achieving a reduction in wastage and increase in energy efficiency and of course through eco-friendly marketing, attract much consumer interest. Green Marketing has been defined by AMA as "the development and marketing of products that are presumed to be environmentally safe (i.e., designed to minimize negative effects on the physical environment or to improve its quality)". LG India are the pioneers in offering green products and following green marketing strategies in India. HCL, Haier, TCL, ONGC and so on also succeeded in the adoption of green marketing here.

Statement of the Problem

Environmental issues and concern for the same among public has guide to the emergence of green initiatives. The societal attitude is now changing with a focus on preserving for the coming generations. To match with this societal attitude many green initiatives has emerged in each corner, the success and sustainability of these green initiative depends on how the society perceive and adopt the same. Keeping this in mind, the present study is making an attempt to find the awareness, perception and adoption of various green marketing strategies among the public.



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The quality of the services and awareness level Among the customers of Public and Private Sector Banks in Kerala

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Abstract

The study focused on the quality of services offered by the different banks as well as the level of awareness among the customers. For the purpose of the study, three districts from the state of Kerala was selected at random. 850 customers representing the three categories of banks; Public sector, Old Private sector and New Private sector banks respectively were selected for the study. The customers prefer to operate accounts with the banks that are closer to them. the customers were not aware about all the services offered by them. Therefore, the customers need to be educated regarding the services that were not commonly used.

Key Words

Service Quality, Public sector banks, Old Private sector banks, New Private sector banks, Awareness level.

Introduction

Delivery of quality services is necessary for every type of organisation. Service quality is recognised as the most competitive weapon especially in the banking sector. The post liberalisation era and the implementation though partially of the Narasimham Committee report, the nationalised and scheduled banks have to compete with the new generation banks and international banking standards. Moreover, the digitalisation and technological advancement in rendering services enables the customers to choose from different service providers which compel banks to deliver quality services. The quality of services rendered by banks is evaluated by customers based on their experience while interacting with the bank. Customer perception of service quality is strengthened by the positive experiences while the negative experiences bring dissatisfaction to the customers (Rachmad Hidayat, Sabarudin Ak, 2010). The customer satisfaction is influenced exclusively by the quality of services delivered (Olafeke 2010).

Review of Literature

The service is unique than product because of its salient features of intangibility, heterogeneity and inseparability. As such the measurement of service quality is also quite difficult. In 1988 Parasuraman, Zeithaml and Berry developed a new measurement scale namely SERVQUAL with five different dimensions - tangibility, reliability, responsiveness, assurance and empathy (Parasuraman et al. 1988). Service quality is the result of the comparison of customer expectation with that of actual service performance (Gronroos, 1982, Lewis and Booms, 1983). An expanded study by Parasuraman et al. (1985) states the gap model of service quality. Three qualities were found by Lehtinen (1982) such as the physical quality (associated with physical aspects like equipment and building), corporate quality (associated with firm's image and reputation) and interactive quality (associated



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RESPONSIBLE TOURISM IN KERALA: A STUDY ON TOURIST SATISFACTION AND REVISIT INTENTION

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Abstract

The study focused on the Responsible Tourism service satisfaction of tourists in a popular RT destination of Kerala, Kovalam. Non- probability sampling technique was adopted to collect data from a sample of 103 respondents in the selected destination. The analysis of data revealed the presence of two factors that are dependent on Overall Tourist Satisfaction (OTS) and they are Behavioral Traits (BT) and Contentment (C) in association with the destination. Also this Overall Tourist Satisfaction (OTS) influences the intention of tourists to visit the destination again, ie, their Revisit Intention (RI). Thus we got a clear relationship between Behavioral Traits, Contentment, Tourist Satisfaction and their Revisit Intention.

Key words

Responsible Tourism (RT), Behavioral Traits (BT), Overall Tourist Satisfaction (OTS), Contentment (C), Revisit Intention (RI).

Introduction

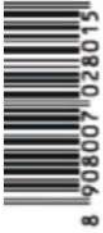
Responsible Tourism became one of the established areas of tourism research and practice. Even though this concept overlaps significantly with concepts of sustainable tourism, ethical tourism, integrated tourism and pro-poor tourism, the label of RT is by far the most favored industry term. Responsible Tourism got its prominence in the year 2002, in the World Summit on Sustainable Development in Cape Town in South Africa.

Responsible Tourism can be called as a tourism management strategy where the tourism sector and the tourists take responsibility to protect and conserve the natural environment and local cultures and also contribute to the local economies by providing better



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ചരിത്രനിരസത്തിൽ 'മാലിക്'ന്റെ ദാത്യം - രാജേഷ് കെ. എരുമേലി



മാധ്യമം

ആഴ്ചപ്പതിപ്പ്



സാദാന്റെ
വിഷ്ണുഭാവം

കഥ
വൈക്കം മുരളി
മൊഴിമാറ്റുന്നു

ആഫ്രിക്കയുടെ
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കഥ
ജേക്കബ് ഏബ്രഹാം

കവിത
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പ്രിൻസ് ഓവേലിൽ
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ജോസിൽ സെബാസ്റ്റ്യൻ
സുബിൻ അമ്പിത്തറയിൽ

നമുക്ക് ഒരു പടത്തിന് പോകേണ്ടേ?
ഡോ. സെബാസ്റ്റ്യൻ ജോസഫ് • ലിജോ സെബാസ്റ്റ്യൻ

ഇടുകിക്ക് കേരളം എന്ത് നൽകി?

അമ്പതാണ്ടിലെത്തുന്ന ജില്ല എങ്ങനെ അപരദേശമായി ജീവിതത്തിലും സിനിമയിലും മാറി?
കെ.പി. ജയകുമാർ • പി.പി. കബീർ • അനിറ്റു ഷാജി



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നമുക്കൊരു പടത്തിന് പോകാം

കോവിഡ് വ്യാപനം സമസ്ത മേഖലകളെയും സ്തംഭിപ്പിച്ചതുപോലെ സിനിമക്കും തിയറ്ററിനും പ്രതിസന്ധി തീർത്തിരിക്കുകയാണ്. നമ്മുടെ കാഴ്ചാനുഭവങ്ങൾ മാറിയോ? തിയറ്റർ എന്ന പൊതു ഇടത്തിന്റെ പ്രസക്തി എന്താണ്? സിനിമാ കൊട്ടക ഇല്ലാതാകുമ്പോൾ എന്തുതരം സാംസ്കാരിക ശൂന്യതയാണ് നിറക്കുക? -വിശകലനം.

ഡോ. സെബാസ്റ്റ്യൻ ജോസഫ്, ലിജോ സെബാസ്റ്റ്യൻ

"If you are in a movie theatre, you can look two people down and they are laughing while you are laughing, or you can look three people down and they love that song that you love. It is living proof that you are not alone."

Stephen Chbosky-
American writer and film maker

ബഹുവിധ ആഘാതങ്ങൾ സമൂഹത്തിൽ ഏൽപ്പിച്ച മഹാമാരിക്കാലം ഏറ്റവുമധികം സ്തംഭിപ്പിച്ചത് പൊതു ഇടങ്ങളെയായിരിക്കും. ലോകമെങ്ങും പ്രാദേശികതലം മുതൽ അന്തർദ്ദേശീയതലംവരെ അതിർത്തികൾ അടയ്ക്കപ്പെടുകയും പുറത്തിറങ്ങിയവരെ അകത്തേക്ക് വലിച്ചുകയറ്റുകയും, വൈദ്യശാസ്ത്ര പദാവലികൾ ചലനത്തെ നിയന്ത്രിക്കുകയും ചെയ്തു. മുൻപത്തെപോലെയൊരു കൂട്ടജീവിതം സാധ്യമാവുമോ എന്ന ആശങ്കക്കുമേൽ മനുഷ്യർ വർത്തമാനകാല നിയന്ത്രണങ്ങളെ പുതുസാമാന്യ കാലമായി കണ്ട് (new normal) സ്വയം ആശ്വസിക്കാൻ ആരംഭിച്ചിട്ടുണ്ട്. സാമൂഹിക ഒത്തുചേരലുകളുടെ അരങ്ങും സാമൂഹികബന്ധങ്ങളുടെ ഈടും പാവവും നെയ്യുന്ന തറിയുമായ പൊതുമണ്ഡലത്തിലും അവിടങ്ങളിലെ യുക്തിവ്യവഹാരങ്ങളിലും കഴിഞ്ഞ ഒന്നേകാൽ വർഷമായി നടക്കുന്ന പിൻവലിയലുകൾ ഒട്ടും ആശാവഹമല്ല. ഒരു ജീവവർഗ്ഗമെന്നനിലയിൽ നുറ്റാണ്ടുകളായി ആർജിച്ച കൂട്ടജീവിതത്തിന്റെ സംഘാടന ബലത്തിലാണ് മനുഷ്യൻ ജീവിക്കുന്നത്. അക്കം(ഫം) വിട്ട് പുറത്തേക്ക് ഇറങ്ങിയ മനുഷ്യന്റെ നുറ്റാണ്ടു കാലങ്ങളുടെ ഇടപെടലാണ് ആധുനിക ലോകത്തെ നിർമ്മിച്ചത്. ബൗദ്ധികബോധങ്ങളും ശാസ്ത്ര സാങ്കേതിക വിദ്യയും ചേർന്ന് നിർമ്മിച്ചെടുത്തതെന്ന് പൊതുവിൽ നിർവചിക്കുന്ന ആധുനിക കാലത്തെ സൃഷ്ടിച്ചതിലും, കൂടുതൽ ജനാധിപത്യവത്കരിക്കുന്നതിലും ഇപ്പോൾ പ്രവേശനംതന്നെ നിയന്ത്രിക്കപ്പെട്ടിരിക്കുന്ന തെരുവുകൾ, കലാവേദികൾ, കളിക്കളങ്ങൾ എന്നിവകൊല്ലാം നിസ്തുലമായ പങ്കാണുള്ളത്.

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ആഴ്ചപ്പതിപ്പ്



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A Survey on the Consumer Attitude towards Single use Plastic Ban in Kerala-2020

Meenu Parthan, Reshma Karthikeyan, Anjana Koshy and Uma Surendran

ABSTRACT

The survey was done to estimate the consumer attitude to the SINGLE USE PLASTIC BAN IN KERALA-2020 in the two places- Kottayam Municipality, Thanneermukkom Grama Panchayat. The sample population were the residents and shopkeepers in these areas. A close-ended questionnaire was used to collect data from 75 respondents each in the urban and rural areas. The survey was done in an interview method. The result indicated that the larger proportion (urban-100%, rural-100%) of the respondents used plastic bags regardless of their age, occupation, economic and educational status than any other products before the ban. Low price(urban-42%, rural-47%), availability (urban-44%, rural-43%) were the main reasons for the increasing trend of plastic before the ban. There is a decreasing trend in the usage of single-use plastic bags in these areas post the ban. The majority of the respondents were aware about the ban and started using alternatives for plastics. The dumping and disposal were the major problems for them. Among the practices used for the disposal, open dumping (urban- 48%, rural-52%) was the widely used practice. They have considerable knowledge about many of the environmental hazards caused by these plastics and information on human health effects is growing, but many concerns and uncertainties remain. There are solutions, but these can only be achieved through combined actions of the people and the concerned authorities such as organising awareness classes, providing regular plastic collection service and providing alternatives for plastic products. This survey helped us in identifying whether there was a change in perception of the people after the plastic ban.

Keywords- Single use plastic ban, plastic pollution, plastic alternatives



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Vegetarian State and Political Body: A Study of Han King's *The Vegetarian and Human Acts*

Dr. Viju Kurian

ABSTRACT

South Korea is visible to us through various interfaces. One, with constant comparisons and conflict-ridden relationships with its namesake North Korea, an epitome of dictatorial communist regime and seen as a regressive and oppressive place not easily accessible to people. We also see South Korea as a technologically advanced country which houses big tech giants like Samsung and LG. For example, the nation came into news recently as having the fastest domestic internet in the world. The technology also comes with its challenges, there are institutes in South Korea which serve as deaddiction centres for children and teenagers and even adults who are addicted to technological devices and has no social life. The competition-driven environment also pushes students and young men and women into suicides. On a more positive side, we have the savoury and meat-rich Korean cuisine made famous through Korean dramas which gain popularity even among Indian youth, more so in the North Eastern states where large scale piracy of these DVDs happen and Bollywood entertainment is less popular.

INTRODUCTION

The technological supremacy of the Korean nation and its capitalist economy sits on a marshy land of historical turmoil. The first half of the twentieth century in Korean history is marked by two grave and painful experiences: the Japanese occupation between 1910 and 1945 and the Korean War of 1950–53. These events dominate the collective national psyche for generations. The legacy of the colonial period is complex and fraught with emotion. The Japanese colonialists' push toward modernization brings tremendous technological, and



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Problematizing Familial Spaces in Kumbalangi Nights

Jithin John

ABSTRACT

This article titled “Problematizing Familial Spaces in *Kumbalangi Nights*” tries to interrogate the fallacious family pictures discussed in the film text. The film depicts two contrasting families belonging to two completely different categories. While one is shown as following the norms of the grand narratives of the family, the other is shown as the one which interrogates this. The argument of the paper is that such fluid depiction of the family structure is fallacious. Rather than interrogating Jean Francois Lyotard’s Grand Narratives, the two families follow the same power pattern and reassert the power structure of families.

INTRODUCTION

Film Studies is a happening branch of academics which is debated and discussed currently. The politics and polemics of film texts interrupt and redesign the trends and vibes of popular mass cultures. It makes, deconstructs and restate statements related to intellect, attire, tendencies, trends and academia. The paper studies the implicit, subtle but powerful interrogation of the narratives on family and spaces made by the much-discussed recent film text, *Kumbalangi Nights*.

The theoretical framework used is that of Grand narratives put forth by the Jean Franco’s Lyotard in the *Postmodern Condition: Report on Knowledge* (1979). Knowledge is narrated, explained and even legitimized through narratives. Tracing back to history, the power and social relations were legitimized using narrative power through deliberately created myth and stories in tribal groups gradually turned as the laws and truth of the specific community. The metanarratives give explanations to various events in the history and deduce a universal language of universal legitimation. It was observed even in the tribal groups that the execution of power was normalized and idealized by narratives.

Lyotard also formulates the concept of “emancipation narrative”, which tells that a narration do not end in itself but talks about the connection between the events and the design of the social conditions in society. It makes deliberate attempt to create a sense of



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Monstrous Feminine and Female Abject: A Reflection on Caste, Class and Gender Transgressions in Select Malayalam Horror Films

Dr. Kavitha Gopalakrishnan

ABSTRACT

Horror is a genre designed solely to upset viewers and it undermines commonly accepted notion of reality. The appeal and depiction of female monsters in horror films is interesting and this paper aims to examine the depiction of the monstrous feminine in two horror films, *Akashaganga* and *Yakshium Njanum* by investigating how horror films confront transgression through the construction of woman as a monstrous figure in the story. The theory of abjection proposed by Julia Kristeva and of the monstrous feminine by Barbara Creed are used in the analysis.

INTRODUCTION

Most Malayalam horror films construct woman as the monstrous feminine. Such a portrayal raises concerns over its reversal of the stereotypes associated with women. The horror emerges from the fact that the woman has broken with her assigned feminine role such as that of a mother, a benevolent being, a care giver and so on. Barbara Creed focusing on film's portrayal of "woman as a monster" by adapting Kristeva's abjection says:

Kristeva's theory of abjection provides us with an important theoretical framework for analysing, in the horror film, the representation of the monstrous feminine, in relation to woman's reproductive and mothering function. However, abjection by its very nature is ambiguous; it both repels and attracts. (Creed, 14)



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ചരിത്ര സിലബസിനെ പ്ലാസ്റ്റിക് സർജറി

ചരിത്രത്തെ വലതുപക്ഷ അടിസ്ഥാനത്തിൽ തിരുത്തിയെഴുതാനാണ് സംഘപരിവാറും ഹിന്ദുത്വവാദികളും തുടക്കംമുതലേ ശ്രമിച്ചിട്ടുള്ളത്. ഇപ്പോഴിതാ യുജി.സി.യുടെ 'ചരിത്ര സിലബസിൻ' ഇടപെട്ടുകൊണ്ട് ഹിന്ദുരാഷ്ട്രവാദക്കാർ കൂടുതൽ മുന്നോട്ടുനീങ്ങുകയാണ്. എന്താണ് ഈ ചരിത്ര സിലബസിന്റെ കൗഴലമെന്ന് വ്യക്തമാക്കുന്നതിനൊപ്പം ചരിത്രപഠനത്തിലും രചനയിലും വലതുപക്ഷം നടത്തിയ ഇടപെടലുകളെ തുറന്നുകാട്ടുകയും ചെയ്യുന്നു.

ഡോ. സെബാസ്റ്റ്യൻ ജോസഫ്, ലിജോ സെബാസ്റ്റ്യൻ

സങ്കുചിത മതരാഷ്ട്രവാദത്തിലേക്ക് സകല സാമൂഹിക സ്ഥാപനങ്ങളെയും ഇടങ്ങളെയും ചുരുക്കുന്ന നയപരിപാടി അജണ്ടയാക്കി മാറ്റിയിരിക്കുകയാണ് വർത്തമാനകാല ഇന്ത്യൻ ഭരണകൂടം. ഏകാത്മക ഹിന്ദുത്വത്തെ വിവിധ സങ്കേതങ്ങളിലൂടെ ജനമനസ്സുകളിൽ രൂപമുദ്രമാക്കുക എന്നതാണ് ഇതിനവർ സ്വീകരിക്കുന്ന പൊതു മാർഗ്ഗം. സാംസ്കാരികവും സാമൂഹികവുമായ സ്ഥാപനങ്ങളും ചിഹ്നങ്ങളും ബിംബങ്ങളും കാര്യമായി തന്നെ ഭരണകൂടവും തീവ്ര വലത് ഗ്രൂപ്പുകളും ഇതിനായി ഉപയോഗിക്കുന്നുമുണ്ട്. ഭാവനാസൃഷ്ടിയായ ദേശരാഷ്ട്ര വിചാരത്തിലേക്കും വൈവിധ്യങ്ങളെ നിഷേധിച്ച് ഏല്പാറ്റിനെയും ഏകഗീലാരുപത്തിലേക്കും മാറ്റിയെടുക്കാൻ നടത്തിയ കഴിഞ്ഞകാല ശ്രമങ്ങളിൽ നേടിയ വിജയമാണ് വലതുപക്ഷത്തെ അടുത്ത ഘട്ടത്തിലേക്ക് കൂടുതൽ തീവ്രതയോടെ നീങ്ങാൻ ഉത്തേജിപ്പിക്കുന്നത്. ദേശരാഷ്ട്ര ബിംബത്തെ രൂപപ്പെടുത്തുകയും പുനർനിർമ്മിക്കുകയും ചെയ്യുന്ന പ്രധാന സ്ഥാപനമായ വിദ്യാഭ്യാസത്തിൽ ഇടപെടാൻ ആർ.എസ്.എസ് അടക്കമുള്ള സംഘടനകളെ പ്രേരിപ്പിക്കുന്നതും ഇതാണ്. ഹിന്ദു രാഷ്ട്ര നിർമ്മാണത്തിൽ ഒഴിവാക്കാനാവാത്ത ഘടകം ആയിട്ടാണ് ചരിത്രത്തിന്റെ തിരുത്തി എഴുത്തിനെ ഇവർ കാണുന്നത്. ഇങ്ങനെയൊരാൾ ഹിന്ദുവെന്നും ഹിന്ദുവെന്നാൽ ഹിന്ദുത്വമെന്നും, ചരിത്രവും മത മിത്തുകളും തമ്മിൽ വ്യത്യാസം ഉണ്ടാകരുതെന്നുമുള്ള ധാരണയാണ് ഇക്കൂട്ടർ വെച്ചുപുലർത്തുന്നത്. ഇപ്പോൾ കൈക്കൊള്ളുന്ന മുതിർപ്പക്ഷമത രാഷ്ട്രീയത്തെ ഹിന്ദുത്വ രാഷ്ട്രത്തിന്റെ അടിസ്ഥാനമായി മാറ്റാനുള്ള കൃത്യമായ അജണ്ടയുടെ ഭാഗമാണിത്.

ഏഴ് പതിറ്റാണ്ട് മുമ്പേ സ്കൂൾ വിദ്യാഭ്യാസത്തിൽ ഇടപെട്ടിരുന്ന സംഘപരിവാർ സംഘടനകൾ കേന്ദ്ര അധികാരത്തിന്റെ പിന്തുണയിൽ രാജ്യമാകെ ഉന്നത വിദ്യാഭ്യാസ മേഖലയിൽ ഒരു ചരിത്ര സിലബസ് എന്ന നയമാണ് ഏറ്റവും പുതുതായി മുന്നോട്ട് വെച്ചിരിക്കുന്നത്. ഇതിനായി യൂനിവേഴ്സിറ്റി ഗ്രാന്റർസ് കമ്മീഷൻ (യു.ജി.സി) രാജ്യത്തെ മുഴുവൻ ചരിത്ര ബിരുദ വിദ്യാർത്ഥികൾക്കുമായി

ഒരു ചരിത്ര സിലബസ് തയ്യാറാക്കിയിട്ടുണ്ട്. സ്വാതന്ത്ര്യലബ്ധിയുടെ കാലം മുതൽ തീവ്ര വലതുപക്ഷം നടത്തുന്ന ഇടപെടലിന്റെ ഉൽപ്പന്നമാണിത്. ഫെഡറൽ ഘടനയും, വ്യത്യസ്ത സാമുദായിക കൂട്ടങ്ങളും, ഭാഷ പ്രാദേശിക സ്വത്വങ്ങളും ചേർന്ന് രൂപപ്പെട്ട ഇന്ത്യയിൽ ഏക സാംസ്കാരിക രൂപിയായ ഒരു സമൂഹം സൃഷ്ടിച്ചെടുക്കുക പ്രയാസമുള്ള കാര്യമാണ്. അതേസമയം, ഫാഷിസ്റ്റ് പ്രത്യയശാസ്ത്രത്തിന് സമാനമായ ആശയം കൈമുതലാക്കിയവർക്ക് അത് ദീർഘകാല അജണ്ടയുടെ ഭാഗവും വിദ്യാഭ്യാസം പൊതുവിലും ചരിത്രം പ്രത്യേകിച്ചും അതിനുവേണ്ടിയുള്ള ഏറ്റവും മികച്ച ഉപകരണവുമാണ്. ചരിത്രപഠനത്തിലും രചനയിലും ഇന്ത്യൻ വലതുപക്ഷം കഴിഞ്ഞ നാളുകളിൽ നടത്തിയ ഇടപെടലുകളെയും ഇപ്പോൾ ഭരണകൂടത്തിന്റെ ഭാഗത്തുനിന്നുതന്നെയുണ്ടാവുന്ന ചരിത്ര നിരസത്തെയും വിശകലനം ചെയ്യാൻ ശ്രമിക്കുകയാണ് ഈ ലേഖനത്തിൽ.

കൊളോണിയൽ - ദേശീയ ചിത്രരചന

കാല ദേശ വ്യത്യാസമില്ലാതെ അതീവ പ്രശ്നവൽക്കരിക്കപ്പെട്ട ബൗദ്ധിക സാംസ്കാരിക പ്രക്രിയയാണ് ചരിത്രരചന. ബഹുസ്വരതകൊണ്ടും വൈവിധ്യങ്ങൾകൊണ്ടും ഇന്ത്യയെപ്പോലെയുള്ള ഒരു ദേശ രാഷ്ട്രത്തിൽ ഈ പ്രക്രിയ എഴുതുന്നതാണെന്നും, ഗവേഷണങ്ങൾ പുരോഗമിക്കുന്നതാണെന്നും സങ്കീർണ്ണമാക്കപ്പെടുന്ന ഒരു ജ്ഞാനോൽപാദന മേഖലയാണ്. ഇന്ത്യയുടെ ചരിത്രത്തിൽ കൃത്യമായ ഇടപെടലുകൾ തുടങ്ങിയ കാലഘട്ടമായിരുന്നു 18ാം നൂറ്റാണ്ടിന്റെ അവസാന ഭാഗവും 19ാം നൂറ്റാണ്ടിന്റെ തുടക്കവും. വീരനായകരെ സൃഷ്ടിക്കുന്ന ആത്മകഥാശാപരമായ സാമ്രാജ്യത്വ ചരിത്രരചന പാരമ്പര്യവും അതിനോട് ഒരേ സമയം വൈരുദ്ധ്യമായും ഒട്ടുമുക്കാലും ഒത്തുചേർന്നും രൂപപ്പെട്ട ദേശീയ ചരിത്ര രചനാ പ്രതീകരായവും ചേർന്നാണ് ആധുനിക ഇന്ത്യൻ ചരിത്ര രചനയെ സൃഷ്ടിച്ചത്. ആദ്യകാല ആംഗലേയ പൗരസ്ത്യവാദികൾ മുതലാ



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THE CORPOREAL TRAVELLER: AN ANALYSIS OF THE TOURIST GAZE IN THE TRAVELS OF RAVEENDRAN

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Abstract

This paper titled “The Corporeal Traveller: An Analysis of the Tourist Gaze in the travels of Raveendran” is an attempt to map the travels of Raveendran, a Left Intellectual and journalist of Kerala who was the former editor of Chintha magazine. His narrations of the travels across the world have been manifestations of the “corporeal traveller” (Urry John), who celebrates the senses in his travelogues. A corporeal traveller looks at the physical world and other attributes of the place in a plurisensual perspective and also subjects it to the multiple categories of tourist gaze as put forth by John Urry. In this paper the five categories of Gaze as suggested by Urry is applied in the travelogues of Raveendran to reveal the travails and travels of the quintessentially corporeal traveller.

Key Words: The corporeal traveller, tourist gaze, plurisensual.

This paper titled “The Corporeal Traveller: An Analysis of the travels of Raveendran” is an attempt to map the travels of Raveendran, a Left Intellectual and journalist of Kerala who was the former editor of Chintha magazine. His narrations of the travels across the world have been a manifestation of the “corporeal traveller” (Urry John), who celebrates the senses in his travelogues. A corporeal traveller looks at the physical world and other attributes of the place in a plurisensual perspective and also subjects it to the multiple categories of tourist gaze as put forth by John Urry. In this paper the five categories of Gaze as suggested by Urry is applied in the travelogues of Raveendran to reveal the travails and travels of the quintessentially corporeal traveller. The gaze ceases to be a visual element both in the conceptual frame work of Urry and also in the real world of Ravi as it becomes the point for departure to a world of the senses. The enquiry into the tourist gaze becomes a springboard to map and locate the travels of Raveendran not only as a physical entity, but as a historical record and cultural text too. Ravi’s travels and the narration unearth the sense of a place not only as a locale but as an identity too. For this study his three books are chosen that closely manifest the diverse nuances in his oeuvre and exhibit the multiple perspectives embedded in it. *Swiss Sketches*, *Ente Keralam* and *Mediterranean Venal* are the selected texts.

“Much travel results from a powerful compulsion to proximity that makes it seem absolutely necessary” (Boden and Molotch, 1994). John Urry, the famous cultural theorist and sociologist has referred to the idea of the corporeal travel and traveller positing travel as an embodied existence. It is a site in which the multi sensual notion of the physical world and its experience do inform the traveller. Travel in spite of the mobility and the fluidity of the digital paradigm is not disconnected from the body. It exists very much in the body both in the way the body perceives the world and the directions and the perceptions to which it is submitted. “Bodies are not fixed and given but involves performances especially to fold notions of movement, nature, taste and desire, into and through the body” (Urry, “Globalising the Tourist Gaze”, 2). It is the performativity of the travelling self that is communicated by the term corporeal traveller. It signifies the encounter of an embodied persona with other bodies in the plurality of sense perceptions which does render it more than a merely physical encounter and locates it in a site of language and discourse. Thus the corporeality becomes more political and cultural force renders it as an ideological tool for experiencing the self and the other in all its plurisignifications.

Travel in a corporeal sense locates us in the world of what the eyes can see, the ears can hear, the nose can smell, “the mechanics of space” (Lewis) of touch and also of the sensations of the taste of the “flora and the country green” (Keats). There are several ways in which travel becomes an embodied experience both in its subjectivity and its objective stance as there is no escape for the



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