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bjuthomas@basilius.ac.in

3.3.3 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years

Consolidated number of Books/edited volumes/conference proceedings from 2016-21

Sl.No.	Year	Total number of Books/edited volumes/conference
1	2016-17	07
2	2017-18	12
3	2018-19	29
4	2019-20	19
5	2020-21	24



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3.3.3

LIST OF BOOKS AND CHAPTERS IN EDITED VOLUMES/BOOKS
PUBLISHED AND PAPERS PUBLISHED IN NATIONAL/
INTERNATIONAL CONFERENCE PROCEEDINGS PER TEACHER
DURING 2018-19



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List of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings during 2018-19

Sl. No.	Name of the teacher	Title of the Book/chapter/papers in proceedings of the conference	Name of the conference/Publishers	ISBN/ISSN number of the proceeding
1	Dr.Krishnaraj M.V.	Complementary Chemistry for first year students	Brandmithra Publications	ISBN- 9785232619572
2	Dr.Krishnaraj M.V.	Complementary Chemistry for Life Science Students	Brandmithra Publications	ISBN- 9782123465812
3	Dr.Krishnaraj M.V.	Physical Chemistry- for Physics and Geology students	Brandmithra Publications	ISBN- 9782523165923
4	Dr.Krishnaraj M.V.	Physical Chemistry- for Physics and Geology students	Brandmithra Publications	ISBN 9782776456885
5	Dr. Priya Tambi T	Doctoral thesis Organisation	Himalaya Publications	978-81-935740-2-7
6	Dr.Manoj Narayanan K S	Entrepreneurship Development and Project Management	Himalaya Publishing House	978-93-5273-665-2
7	Dr.Manoj Narayanan K S	Corporate Accounts II	Kalyani Publications	978-93-5273-396-5
8	Dr.Manoj Narayanan K S	Quantitative Techniques for Business – II	Himalaya Publishing House	978-93-5273-396-5
9	Dr.Manoj Narayanan K S	Marketing Management	Kalyani Publications	978-93-5299-138-9
10	Dr.Manoj Narayanan K S	Quantitative techniques for Business – I	Kalyani Publications	978-93-272-9102-5
11	Dr.Manoj Narayanan K S	Quantitative methods for management	Himalaya Publishing House	978-93-272-8356-3
12	Dr.Manoj Narayanan K S	Service Marketing	UGC-HRD Calicut	978-93-5299-549-3
13	Dr.Resmi Annie Thomas	Gandhian Thoughts: Different Perspectives	Learners' Book house	ISBN: 9788194070405
	Dr. Vidya Merlin Varghese	"Shifting Contours/Marring Boundaries: A Cultural Reading of Amitav Ghosh's Sea	Atlantic Publishers and Distributors	ISBN:978-81-269-2943-6



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		of Poppies”		
15	Dr.Kavitha Gopalakrishnan	“At the Limits of Critique – Reading Popular Fiction by Reacquiring the Pleasures of Criticism”	Albertian Knowledge Summit – An International Conference on Multidisciplinary Research	978-93-5351-066-4
16	Dr.Viju Kurian	Church History and its Other	Albertian journal of Multidisciplinary Research	978-93-5351-066-4
17	Dr. Selvy Xavier	Mysticism : Kazchapadukal Anveshanangal	Christava Sahithya Samithy, Thiruvalla	978-81-7821-810-6
18	Dr. Selvy Xavier	Novel Sahithyam	Turn Books, Pala	978-93-87709-01-0
19	Dr. Nibu A George	Physics in Daily Life	Lilly Publishers,	ISBN:9788193 560129
20	Dr. Nibu A George	Environmental Physics and Human Rights	Lilly Publishers,	ISBN: 9788193 560136
21	Dr. Aparna Thankappan	Perovskite Photovoltaics: Basic to Advanced Concepts and Implementation	Elsevier Science	ISBN: 0128129158
22	Dr. Aparna Thankappan	Polymeric and Nanostructured Materials: Synthesis, Properties, and Advanced Applications	Apple Academic Press	ISBN 9781771886444
23	Dr Shaju MJ	Innovation in the life insurance product and distribution channels in the context of liberalisation of the life insurance sector in India	Learners book house	ISBN:9781234567897
24	Jeejamo PM	Growth of tourism in Kerala; recent trends	Learners book house	ISBN:9781234567897



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25	Vijeesh Vijayan	Key Challenges of future Path of globalisation in global economy	Learners book house	ISBN:9781234567897
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Supporting documents of the books/chapters in edited volumes/ papers in conference proceedings during 2018-19




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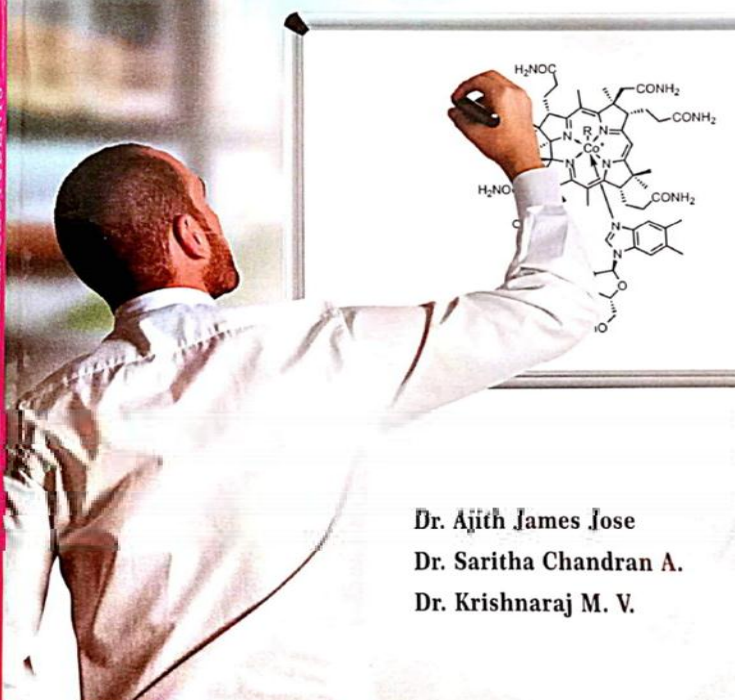
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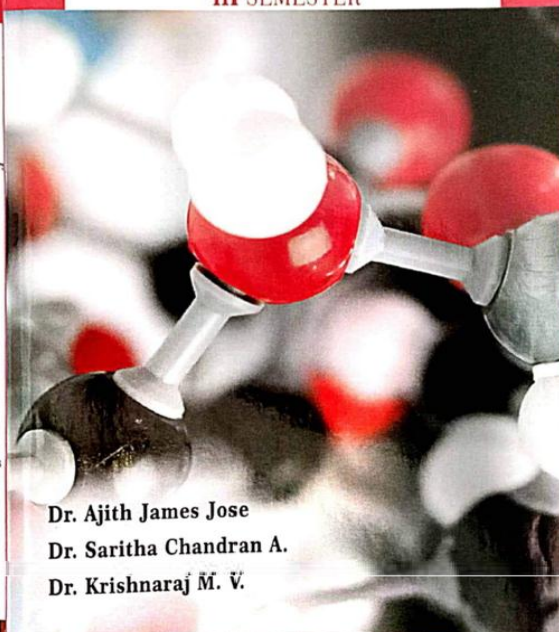


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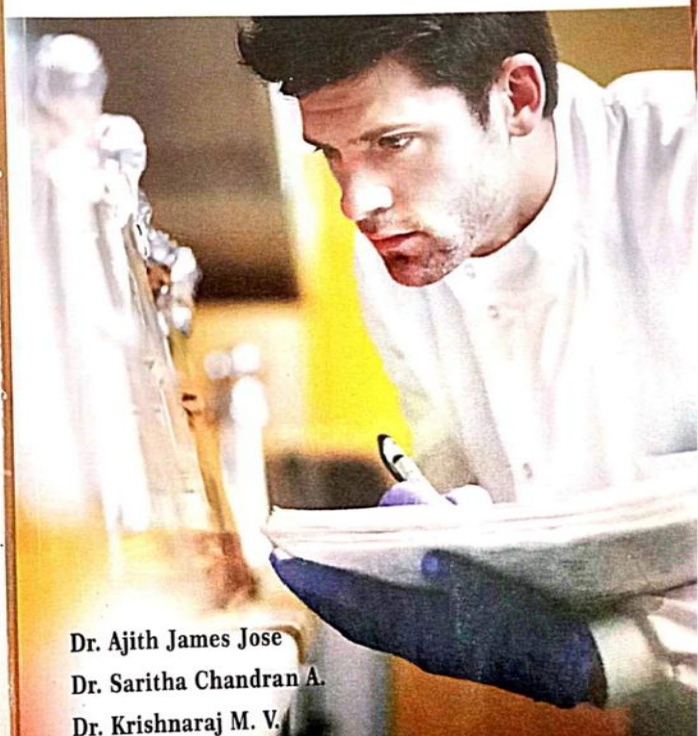
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PUBLISHER	Centre for Education Growth and Research
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BINDING	Paper Back
LENGTH	488 Page
LANGUAGE	English
RELEASE DATE	18th April, 2018
PRICE: 775	Discounted Price :700
VIEW DETAILS	PURCHASE



TITLE	SKILLS FOR EFFECTIVE RESEARCH
PUBLISHER	Centre for Education Growth and Research




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2018

May 2018

25. CHAPTER

DOCTORAL THESIS ORGANISATION

Dr. Sabu MC¹

Dr. Priya Thambi T²

¹Principal, Mookambika College of Pharmaceutical Sciences and Research,
Muvattupuzha, Kerala

²Assistant Professor, Baselius College, Kottayam, Kerala

Structure

- 25.1 Learning Outcomes
- 25.2 Introduction
- 25.3 Organization of Doctoral Thesis
- 25.4 Editing the Thesis
- 25.5 Summary
- 25.6 Key Terms With Definition
- 25.7 Review Questions
- 25.8 Applicative Questions
- 25.9 Case Study

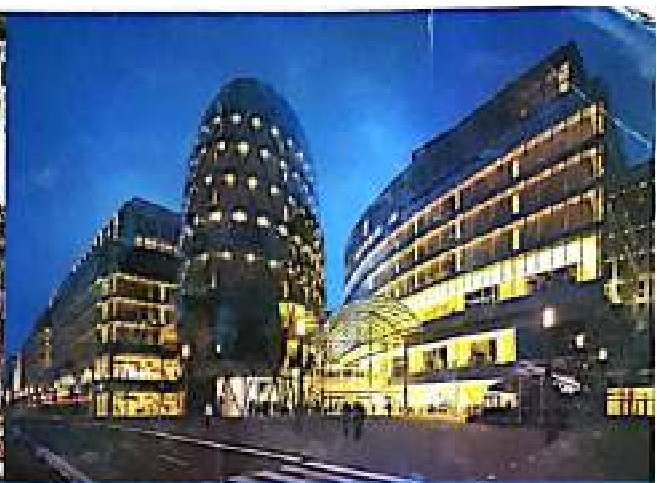
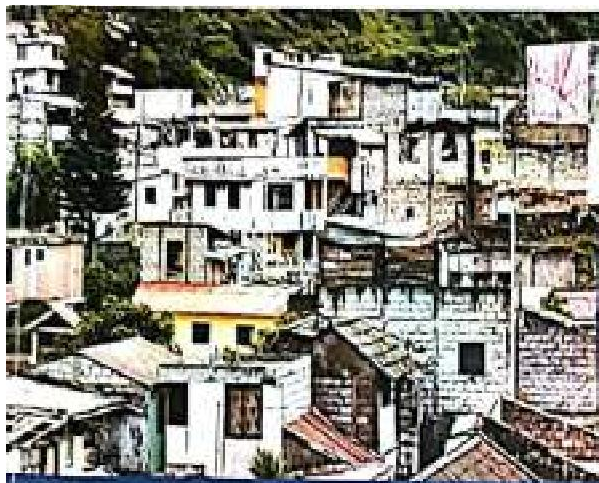
25.1 Learning Outcomes

A thesis as an independent project is a *self-directed* process. You cannot expect that your academic advisor will give you assignments to complete, plan the project for you or give you a neat cookbook solution that you can just follow. You are on your own now - and you are writing a thesis that is longer than anything that you have ever written.

- The purpose of this thesis guide is to give you some good and practical advice on how to start, write, and complete your thesis.
- Thesis work is a great learning experience, and when you overcome the minor obstacles you are likely to confront before and during thesis writing, you are in for a lifetime experience that you will treasure for many years ahead.

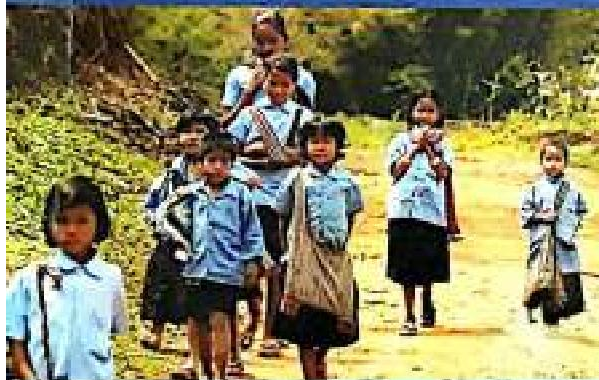


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B.A. Economics - Core Paper
Semester III



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Roots of the Modern World
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Understanding Early India :
From Hunting Gatherers To
Land Grants (Core)

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Cultural Trends In Pre-Colonial
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Semester IV

Making of Modern Kerala

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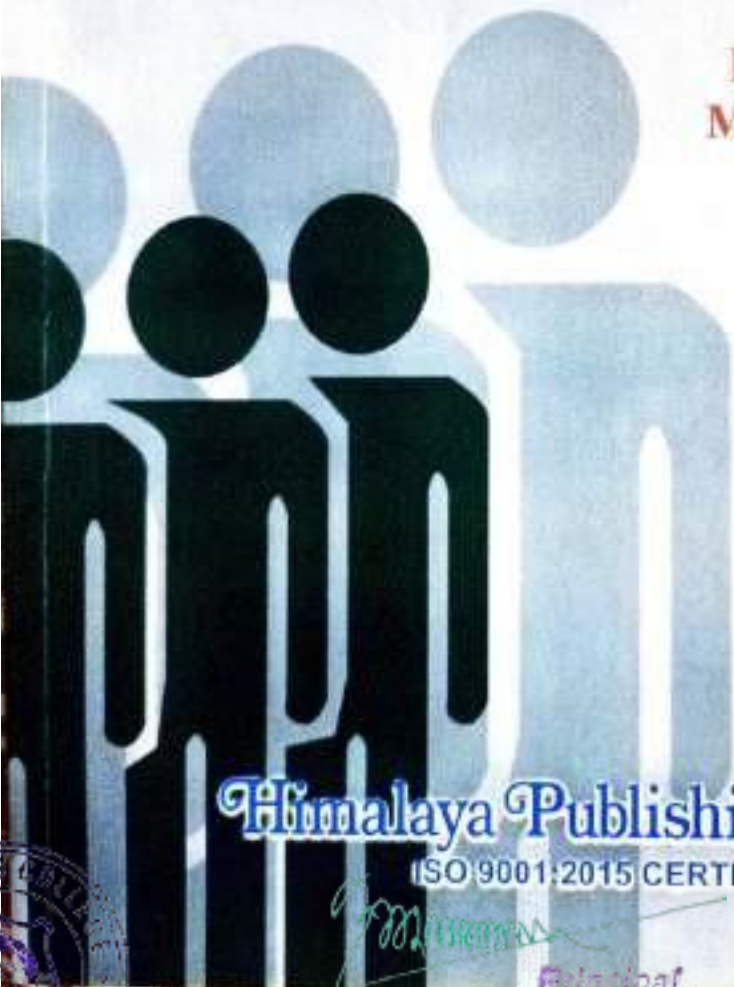



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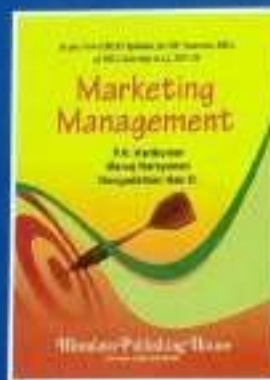
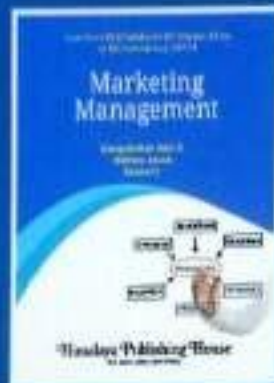
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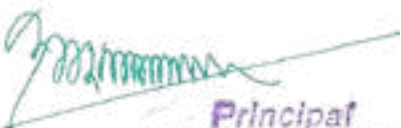
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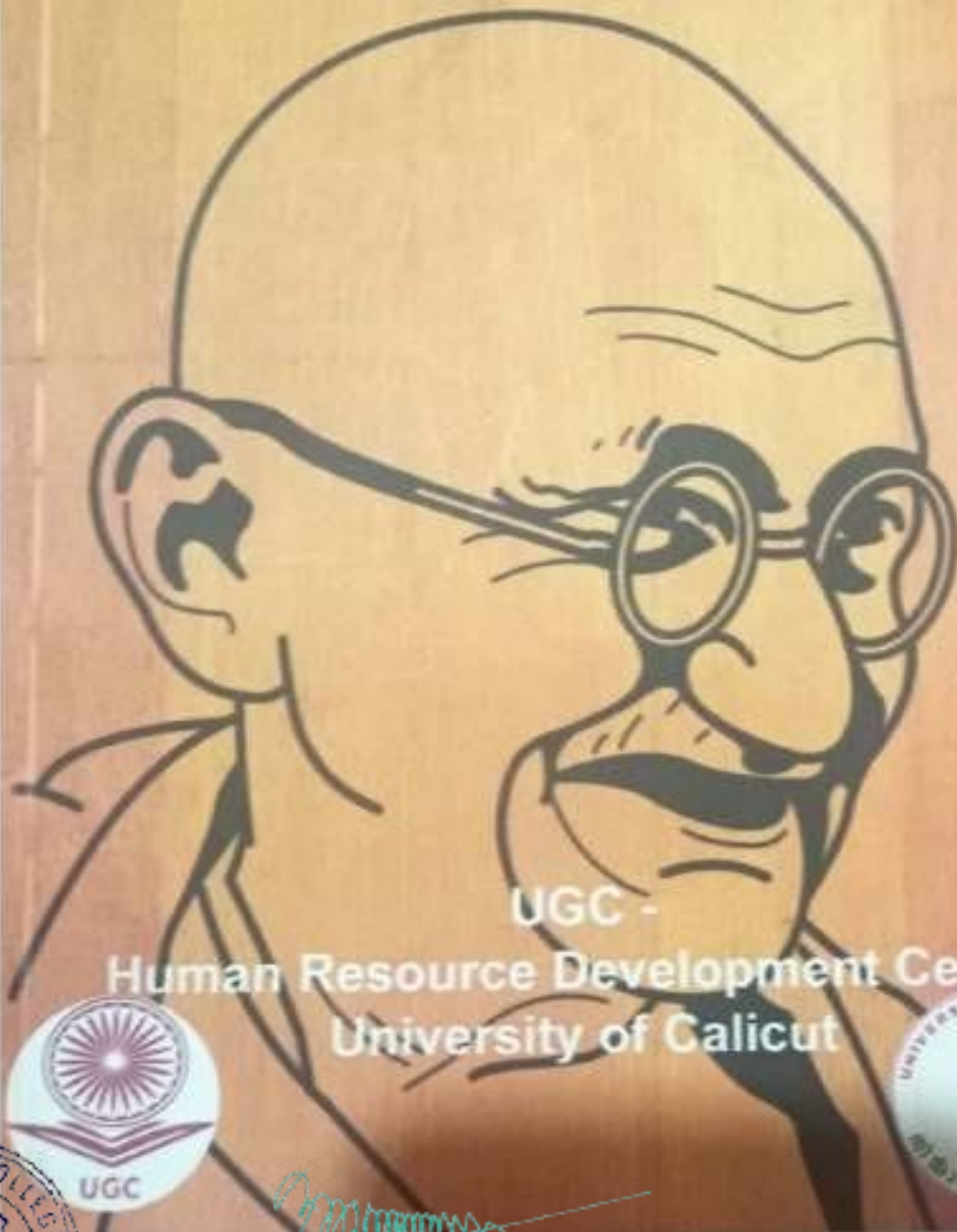
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Corporate Social Responsibility in the Context of Gandhian Trusteeship

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Introduction:

The common man of the 21st century is very aware of the products and services he receives through any business enterprises. A business is not merely valued by their services but the social acceptance of the enterprise as well as the ability of the business to contribute towards the society is taken due importance by the public. Mahatma Gandhi who advocated the cause of trusteeship wanted the well-being of the society. Trusteeship was to spread the idea of equality in the sense that everyone born in this earth are born with equal rights hence all must have opportunity in equity. Gandhian trusteeship is based on the philosophy that the wealth should be distributed or used for the underprivileged. Gandhian trusteeship explains that, wealth can be acquired by one's own effort or by mere legacy and one should keep in mind that all the wealth does not belong to him and only that belongs to him is the right to a decent living and the rest belongs to others and must be used for the welfare of the society. Business cannot survive without moral, cultural, social, economic, method and justice. All the four M's together with culture and religion can be the ideal model for trusteeship and the word of all these will be the aim for value creation. Gandhi always believed that society can be benefited by the use of surplus wealth and this can be through the business trusts. Poverty still persists in our country hence the concept of trusteeship through corporates is believed by the value to business. We are in the path of novel thinking and our national corporates have started to take up business issues in the society. The conduct of the people has brought a rethink in the

strategies to be adopted by the business for bringing the nation in the path of development.

India is the first country in the world to introduce trustee Corporate Social Responsibility (CSR) through the new Companies Act, 2013. Prior to the enactment, CSR was not a mere concept in India and can be traced with notable acts of substantiation. Corporate Social Responsibility is not merely a concept to the society. It is becoming more significant in our society as evidenced by lengthening regulations between the principal and the supranational. CSR is a way of doing business, by which corporates involve themselves towards to the social good. The regulations now a days are very conscious about the customer relations and are very much keen on keeping their image and hence they keep their strategies in such a way that they do not limit themselves to profit making and rather they prefer to do something very beneficial in the society in which they exist. When corporates take the resources of the society, they have some impact responsibility to give back something good to the society in which they exist. This is very much necessary to promote growth with equity and to have an inclusive society.

Corporate social responsibility (CSR) being a business approach contributes to the sustainable development by following economic, social and environmental benefits for all the stakeholders. CSR is a concept with many definitions and practices. Many companies are taking active interest in the well-being of the families of the employees and the society from their necessities like drinking water, primary education, health facilities, to the development of environment friendly technologies or regeneration of non-renewable fuels, they are working in various spheres. Some of them are involved in the charity work like provision of mid-day meals to school children, many of them have their own NGOs operating at ground level and in other cases they are involving the civil society in their activities.

Literature Review

The following are the important issues taken for the study. Jaleel Sirajudeen & Apoorva Chandra (2014) reported and found the relevance of CSR practices through various studies and stated that implementing CSR activities will lead to development. CSR from management perspective both gives the understanding of how the past performance can be strengthening supported by discussing sustainable issues in greater details but without affecting the quality. Sharma, Kalya Kumar and Pooja Pooja (2016) in their study titled Corporate Social Responsibility in India highlighted the following



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The Writings of
Amitav Ghosh

Exploration of Multiple Worlds

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Dr. P.V. Laxmiprasad, M.A., Ph.D. (English) is an eminent academician, an erudite scholar, a literary critic, and a senior editor. A teacher with two decades of experience, he is working in the Department of English, Satavahana University, Karimnagar, Telangana. With a scholarly output of 30 books in English Literature, he has served the cause of Indian writing in English. His publications speak of his outstanding credentials and long-standing contribution to literature. All his publications have been internationally acclaimed by critics and authors. Overall, he has 300 publications to his credit.



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Shifting Contours/Marring Boundaries: A Cultural Reading of Amitav Ghosh's *Sea of Poppies*

Vidya Merlin Varghese

Abstract

Cultural differences or cultural divides have augmented the disparity among mankind. Cultural diversity is the salient feature of the Indian subcontinent. Regions are divided or differentiated by the variant cultural patterns. Pre-independent India was known for its distinct cultural divide. Amitav Ghosh's *Sea of Poppies* narrates the historical events of the nineteenth century Calcutta, in the form of an entertaining story mixed with ample ingredients of love, intrigue, colonialism, violence, murder and adventure. The bulk of events occur upon the ship Ibis that is en route to Mauritius. The novel is the first amongst the Ibis trilogy penned by the author. What makes the novel enthralling is that the writer has artfully charted out the cultural divide and differences of the inmates aboard the ship. The Opium trade of the late nineteenth century also provides the backdrop of the tale. The paper "Shifting Contours/Marring Boundaries: A Cultural Reading of Amitav Ghosh's *Sea of Poppies*" proposes to chalk out the cultural elements within the text. The cultural reading is an attempt to portray, in the light of Cultural Studies, how boundaries that lead to cultural distinction and distances on land tend to be marred or shifted while on sea.

Cultural differences or cultural divides have augmented the disparity among mankind. Cultural diversity is the salient feature of the Indian subcontinent. Regions are divided or differentiated by their variant cultural patterns. Pre-independent



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At the Limits of Critique: Reading Popular Fiction by Reacquiring the Pleasures of Criticism

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ABSTRACT

The paper shows how theory understands its strengths and pleasures by exploring its limits. Exploring the limits of critique encourages to think about new possibilities for surprising encounters with literature.

Key Words: Chetan Bhagat, Felski, heterotopias

It is a fact that unless we wear critical lenses regularly, we may not be able to realize the play of power that we encounter on a daily basis. However, as Rita Felski argues in *The Limits of Critique*, suspicion has become so habitual in literary interpretation that we have forgotten to search for alternative methods of rigorous thought. Text is more often than not looked upon as an object to be scrutinized and the critics excavate and dissect it to unearth latent meanings. However, in the limits of critique one would find how theory itself has reified and that we are led to a plane of ideological surrender where such solidified theoretical concepts define our thoughts and evaluation. The use and overuse of theory, its labels and concepts lead to reduction and reification on account which literary theory began to be conceived as a "sausage machine, pouring texts in one end, producing 'new' readings at the other" (McQuillan et. al. 8).

This is suggestive of its limit and its consequence. For Felski, the problem with critique is that it has become the "default option" in literary studies (5), thus narrowing the "affective styles and modes of argument" with which one can engage (3) and turning reading into "single-minded digging for buried truths" (33). The only way to entangle oneself from the web of interpretation is to understand that a critical gaze needs to be directed against what seems natural and therefore taken for granted. Felski argues that "opposing critique to common sense fails to acknowledge the commonsensical aspects of critique" (). Felski encourages others to resist the default option by pointing out that the ubiquity of critique is not a reflection of its rigour or superiority; rather it is a manifestation of the ways scholars have been "school'd" to "approach texts" (18).

The paper shows how theory understands its strengths and pleasures by exploring its limits. Exploring the limits of critique encourages to think about new possibilities for surprising encounters with literature. The literary theory's claims of revolutionariness were on one hand felt to be exaggerated and on the other the revolutionary effects of theory were felt to be undervalued. A keen awareness of these issues in theory demanded a reflection and introspection of the Theory itself. The need of the hour was to rethink the epistemological purity of Theory in favour of epistemological plurality so as to justify its own self-

prescription as critical and to do away with the conventional that set into it. This turning inward through the rigorous discipline of thought from within Theory can be discussed as an essential part of post-theoretical tendency – a tendency that propels "the deconstruction of hegemonic systems and entails a convergence of theories emanating from diverse fields and disciplines" (Geyer 108-109).

This has prompted me to select as my object of analysis a specimen of 'popular' fiction – Chetan Bhagat's bestseller *One Night at the Call Center* has been chosen. Despite its lack of appeal in the academia, Chetan Bhagat is a writer who has seven novels which were bestsellers to his credit but is constantly slighted by the academia and critics primarily because of a thinking rooted in the dichotomy between elite forms of literature that is considered complex and non-representational and forms of popular literature which are considered to be simple, linear and representational. The labels of 'elite' and 'popular' are so concrete that by default 'popular' fiction is seen as insignificant, uninspired expressions put forth in shoddy language. My interest in popular fiction in general thus takes off from an initial refusal to dismiss it as 'throwaways' that doesn't seek to ask bigger questions and to take on such supercilious convictions by taking an unprejudiced look.

Post-theoretical critique embraces an instinct to resist totalising textual interpretations and holds up other ways of encountering a text. Popular fiction is assumed to bear field intent on dispelling stereotypes tied to a range of social constructs. This paper offers a rethinking of this assumption, and shows how such popular texts mine out latent structures and representations in societies in an entertaining manner. The study has been limited to the study of space.

Everyday activities of people make space into place that is socially constructed through our relations. While presenting these everyday lives in these popular fictions, the texts also make efforts to unravel the politics of space. In order to 'read' space, one has look into the several dimensions of space – physical, symbolic, metaphoric, sentimental, professional (author-reader-text) and political – used in the portrayal of significant social issues. Such a reading would show how popular fiction in a seemingly effortless manner uncovers the performance and cultural politics of space. The Foucauldian concept of heterotopias would help to elaborate on this argument. Taken from the Greek, 'hetero' means 'other' or 'different' and 'topia' means place. Thus, heterotopias literally translate as 'places of difference'.

Foucault himself described heterotopias as "something like counter sites, a kind of effectively enacted utopia, in which the real sites, all the other real sites that can be found within the culture, are simultaneously



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Church History and its Other

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ABSTRACT

The paper is a study of the various Church histories in Kerala.

Keywords: Church, history, research

Histories of Christianity in India are multitudinous and as there is as much variety in their treatment of the subject as in their numbers. There are three major categories. First, the histories of Christianity as general historians have written. They are larger in scope, written by historians with academic institutional affiliation and in this arena, westerners outnumber Indians. A second category is the mission histories, written by missionaries as histories or in the form of letters detailing the state of Christianity in India with an European audience in mind. The third category which is also the focus of this paper is that of institutional Church histories, which are written either by the priests or laymen of a particular denomination of church in order to establish their presence in the land of their existence.

Outside of institutional Church Histories, history of Christianity appears in mission histories of the eighteenth and nineteenth centuries which included letters written by missionaries on the state of Christianity in India as well as a few general history of Christianity written by Western authors who have attempted to understand Christianity in India apropos Western forms of Catholicism and Protestantism.

History of Christianity written by Western historians, "[...] were not history of the Indian Church but Western attempts to create one. Only in the struggles of Syrian Christians against the Portuguese hierarchy does one get a glimpse of an Indian Church." (Webster 31)

How is Church history different from general history of Christianity? When church histories are decidedly partial to the institutions to which they are affiliated to, what possible benefit can one derive from their study? Church Histories contains much that is the stuff of legends than of history and the history in their title is merely lip service, if so, then, how we can understand them as history at all?

Our knowledge is based mainly on binary relationships which we take to be the essence of nature, and our societal relationship evolves out of it. It is also the bane of our hierarchical society and any social progress seems to be a way of moving out of it. One way to understand church history, the so-called designation for one way in which churches establishes their existence and essence, is to know its other: secular history. But within religious studies, or even social sciences, secularism is not a neutral word. In fact it carries within itself an entire baggage of

denotations and connotations which effectuate and polemicize its usage even in present-day public debates. The sociological notions, we must say, have percolated to the masses too. Hence the common usage of words like pseudo-secular or pseudo-secular liberal, words which seem to garner much attention in the media these days.

The benefit of studying church histories does not lie in the historicity of the subject that studies. The attempt in this paper is not to verify the claims made by different denominations, but rather, how their claims of truth on their version of Christianity contributes to the delimiting of their existence as Christians and as occupying a contingent position in the state of India. The contested position of Indian Christians is complicated further in the state of Kerala with the prominence of Syrian Christians and their position vis-à-vis other Christians.

K.M. George in his preface to Orthodox Christianity in India defines Church History as the "story of how the resurrected Christ leads the Church to the fullness of truth by the Holy Spirit in the holy presence of God the Father by dwelling in it." (xiii). The definition tries to unite the process of history writing to its divine purpose by bringing the trinity into picture ('Christ', 'Holy Spirit' and 'God the Father'). The purpose is to differentiate secular histories from church histories and to provide the divine muse as its inspiration. This serves two purposes: firstly, the philosophy of church histories are not governed by the quotidian rules of human life and logic, rather it is the spiritual determination that charts its course; secondly, the elements of divine intervention highlights the higher purpose of historiography to which alludes, namely, the influence of church in human history. A more workable definition would be church histories are those that containing the evolution of churches from apostolic times to its current situation, through important spiritual heads. In this manner, it more or less follows conventional historiography of linear time lines, omniscient viewpoint, key figures who shaped history through their personalities and sheer willpower and inevitability of fate and luck. Its counterpart 'secular histories' does not indicate the secular nature of such histories, but only it is a general history and in line with the historiographic methods of the modern discipline of history.

The importance of church histories and its appeal to truth can be explained by an example from a classic of western literary criticism, Eric Auerbach's *Mimesis*. In the first chapter of *Mimesis*, Auerbach attempts to compare and contrasts two epics of the western world, the Old Testament of the Bible and Homer's *Odyssey*. While *Odyssey* has a great importance as an epic, it is from an entirely different tradition to that of Old Testament. The



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latter is considered as a holy book of all semitic religions. It also means that Bible is also claiming universal history as opposed to Odyssey. We have to concede the truth of Bible as exclusionary and universal, while Odyssey can only be local and particular. This is because Bible's depiction is of the birth of the universe and of the beginning of human civilization till the end of it. If we accept that as the truth, then any contesting claims of such dimensions becomes immediately null and void, be that may other religions or even scientific theories.

If we take this as a metaphor to understanding church histories, in the case of Syrian Christian histories, we see an interesting parallel. If one church history, claims itself to be true, as it will definitely do, then other contesting claims of the same time will have to be discredited. So, other church histories will be doing similar claims to truth and will appear contradictory to what we read in a third one. There is a further difficulty here. The events might even be similar in the case of these church histories. The difference is not even in the conclusion, but how the various events string together in a new plot that arrives at the truth in a different place. This is how each church history differs from the other. If one is accepted to be truth, the others will not be.

Syrian Church History has three key historical milestones in its understanding of church in India. They represent the three major splits in the Indian church which are spaced out in time that cuts across centuries. These are the arrival of St. Thomas in India in AD 52, the KoonanKurishu (Coonan Cross) Oath in 1653 and the 1912 establishment of the Catholicate in India. They also represent key factors in understanding the factions among Syrian Christians.

The myth/legend/history of St. Thomas is burdened by the multiple significations it has come to bear over the years. First, it establishes the apostolic origins of Syrian Christians, tracing it to the times of Jesus Christ. Second, it delinks Kerala Christianity from European Christianity thereby not being subservient to Catholic or Protestant Christianity (as some kind of Pentecostalism) or being a reductive or watered down version of popular and prominent Christian traditions in Europe. Third, most important, the first conversions being purportedly done on prominent high caste groups in Kerala, Brahmins and Jews, it seeks to establish that Syrian Christians of the present are direct descendants of these high caste groups and thus to be equated in social status to them.

When we imagine church histories we seem them as the complete opposite of so called secular histories. But just as church histories are as much part of the societies that creates it, secularism and its debates are also the resultant experience of contemporary politics. So, to answer the question at the beginning of this article, the other of church histories then is not secular history or general history, but anagrammatically, other church histories.

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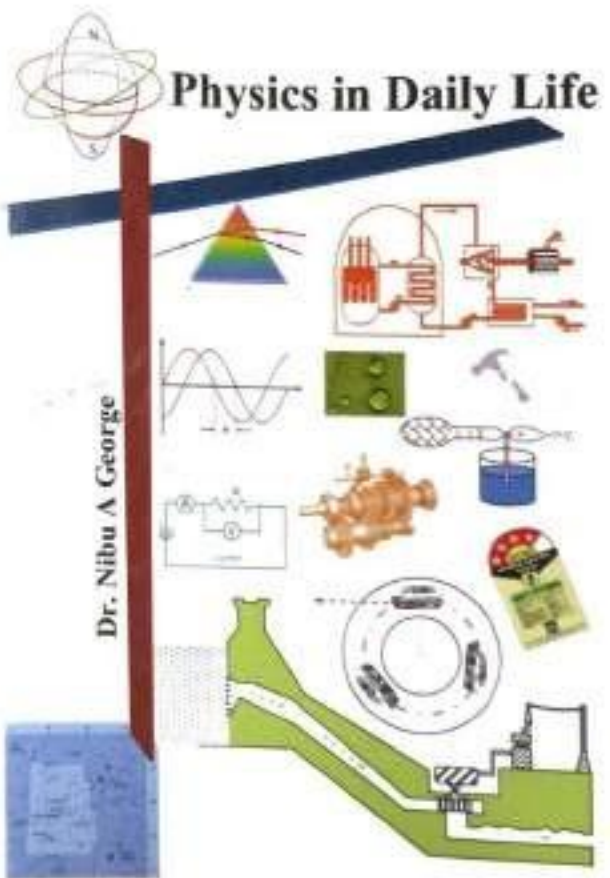
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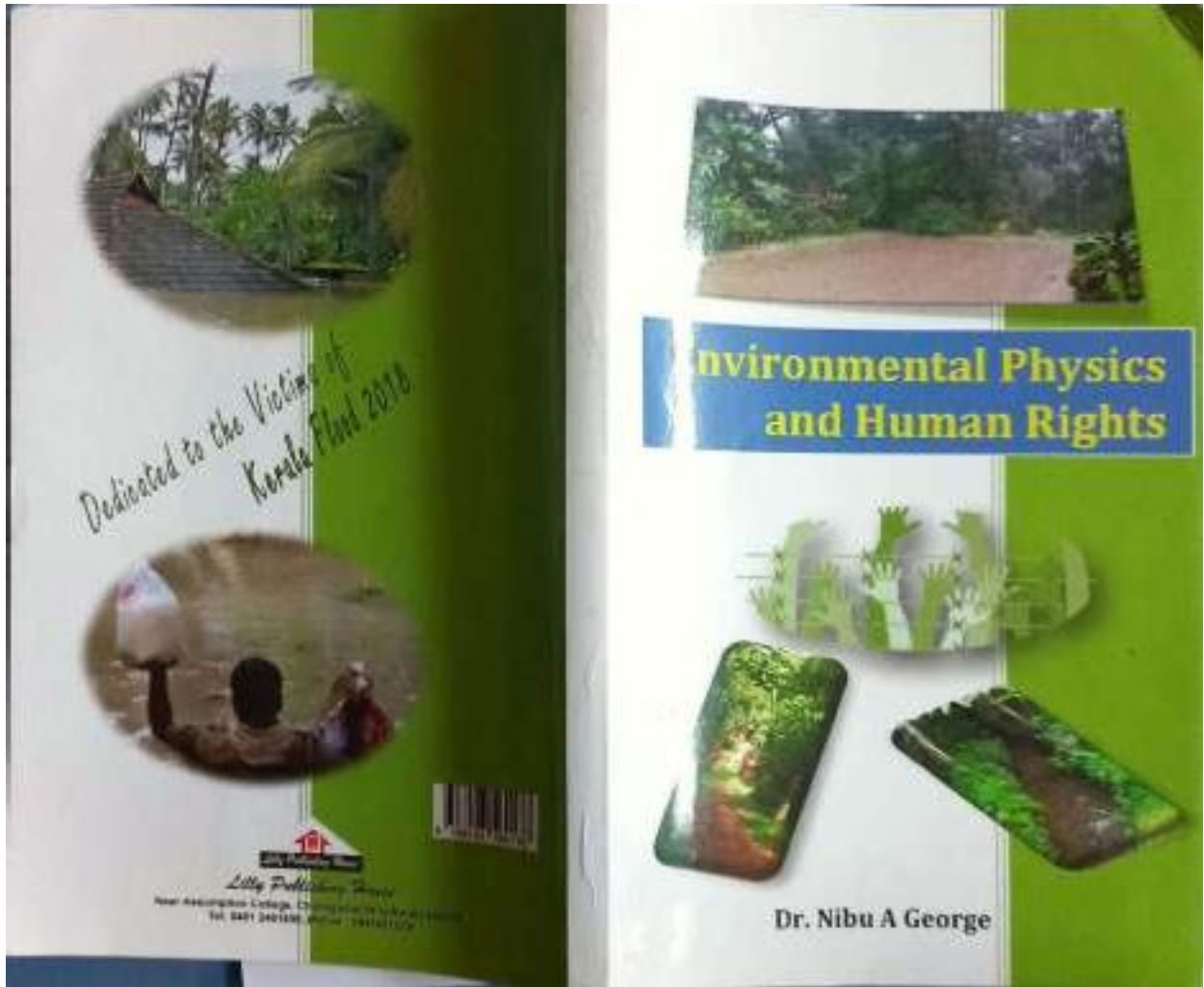


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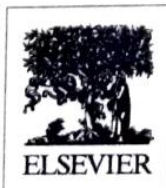
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Basic to Advanced Concepts and Implementation

Perovskite Photovoltaics: Basic to Advanced Concepts and Implementation examines the emergence of perovskite photovoltaics, the associated challenges and opportunities, and how to achieve broader development in this cornerstone technology. Consolidating developments in perovskite photovoltaics, including recent progress solar cells, the book goes beyond basics to advances and subsequently the research necessary for sustaining energy.

The book addresses different photovoltaic fields with tailored content for what makes perovskite solar cells suitable; provides commercialization examples of large-scale perovskite solar technology; analyzes in detail on the implementation and economic viability of perovskite solar cells; and highlights what photovoltaic devices need to be generated by using low cost, nontoxic, earth abundant materials using environmentally scalable processes. This book is a valuable resource for engineers, scientists and researchers, and all those who wish to broaden their knowledge in flexible perovskite solar cells.

KEY FEATURES

- Includes contributions by leading solar cell academics, industrialists, researchers, and institutions across the globe
- Addresses different photovoltaic fields for what makes perovskite solar cells different; whereas engineers and researchers can leverage specialized chapters on device working mechanisms.
- Provides commercialization examples of large-scale perovskite solar technology, giving users detailed analyses on the implementation, technical challenges, and economic viability of perovskite solar cells.

ABOUT THE EDITORS

Prof. Sabu Thomas is currently the Pro-Vice Chancellor of Mahatma Gandhi University and the Founder Director and Professor of the International and Interuniversity Centre for Nanoscience and Nanotechnology. He is a prolific researcher; has published over 800 peer-reviewed research papers, reviews and book chapters as well as coedited 80 books; and holds of 6 invention patents. As an outstanding leader with sustained international acclaims for his work, he has received a number of national and international awards which include Dr. APJ Abdul Kalam Award for Scientific Excellence in 2016, the Mahatma Gandhi University Award for Outstanding Contribution in 2016, and the Lifetime Achievement Award of the Malaysian Polymer Group, Indian Nano Biologists award.

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ABOUT THE EDITORS

Aparna Thankappan, PhD, is a Postdoctoral Research Fellow at the International and Inter University Center for Nanoscience and Nanotechnology, Mahatma Gandhi University, Kottayam, India. She has published over a dozen articles in professional journals and has presented at several conferences as well. She has co-authored several book chapters. She received her PhD in photonics from Cochin University of Science and Technology, India. Her research interests include nonlinear optics, photonics, synthesis of nanomaterials, solar cells, and metal organic frameworks.

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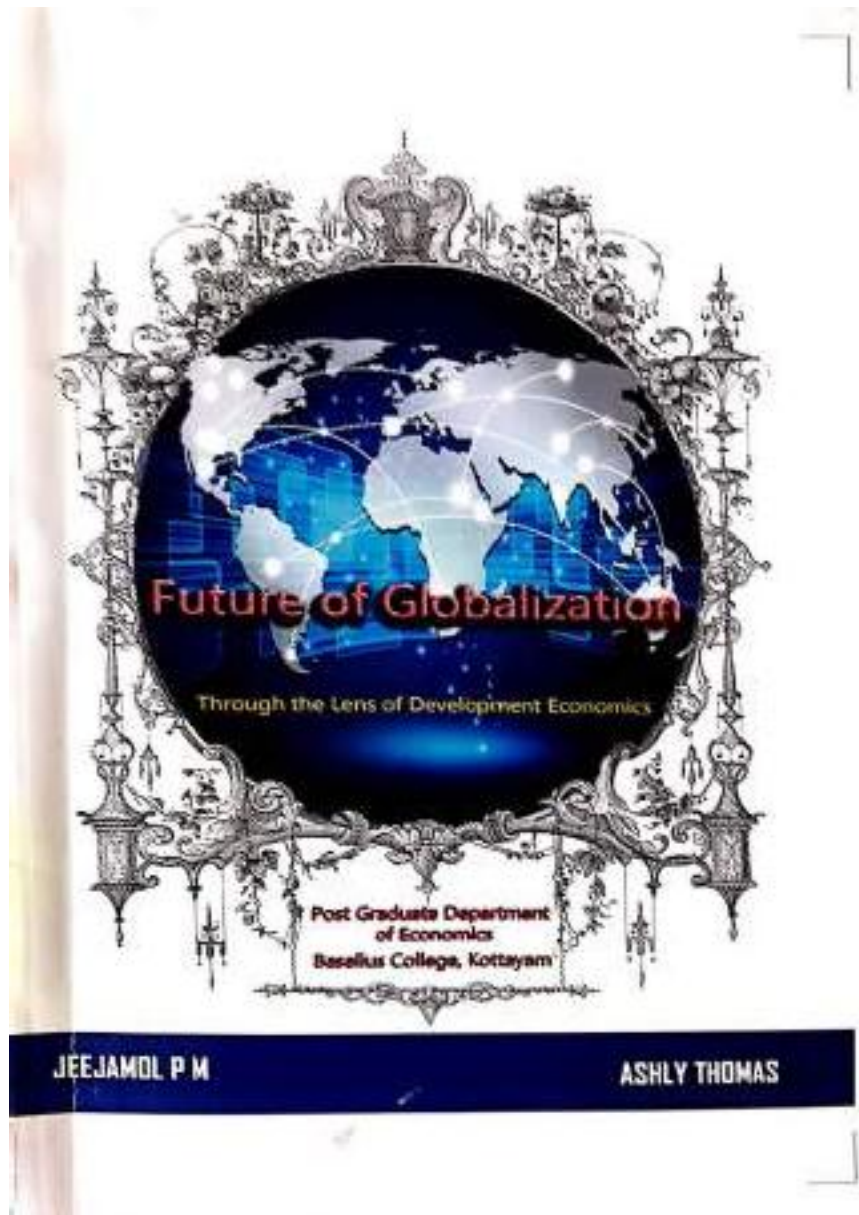
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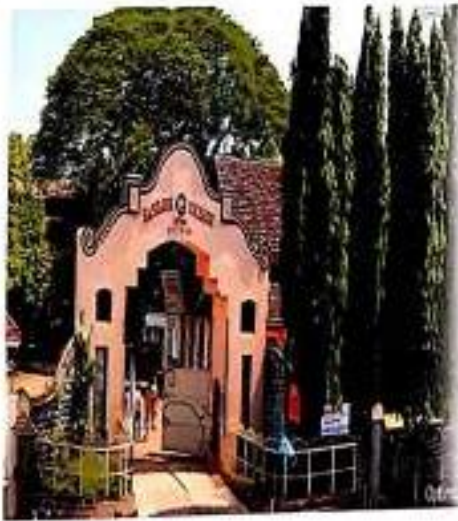
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INNOVATION IN THE LIFE INSURANCE PRODUCT AND DISTRIBUTION CHANNELS IN THE CONTEXT OF LIBERALIZATION OF THE LIFE INSURANCE SECTOR IN INDIA

Abstract

Liberalisation of the life insurance sector in India led to rapid growth the industry. The number of life insurance firms increased to twenty four including the Life Insurance Corporation of India the state owned life insurer. Twenty three of them have collaboration leading foreign life insurance companies. The performance of the industry in terms of life insurance penetration and life insurance density was remarkable. The rate of growth of the industry was influenced by the innovation in product and the marketing.

Key words: Life insurance Penetration, Life insurance density, Corporate agents, Unit Linked Policies, Corporate Agents.

Background of the Study

The life insurance sector in India went through a full circle of phases from being unregulated to completely regulated and then currently being partly deregulated. The Insurance Act of 1938 was the first legislation governing all forms of insurance to provide strict state control over insurance business. Life insurance in India was completely nationalized on 19 January 1956, through the Life Insurance Corporation Act. All 245 life insurance companies operating then in the country were merged into one entity, the Life Insurance Corporation of India. The life insurance Corporation of India remained the state monopoly for life insurance since 1956. There was very high pre-emption of insurance industry's funds through government – mandated investments. This affected the financial results of insurance companies and had implications for rates of insurance premium and returns on savings invested in life insurance. The question then arose was why the consumers of insurance services should not be provided a wider choice so that they can get the benefits of competition in terms of range of insurance products, lower price of insurance covers, and better customer service?




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GROWTH OF TOURISM IN KERALA: RECENT TRENDS

Growth of tourism in kerala: Recent trends

Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation. With increasing globalization and disposable income, tourism has over the last few decades become one of the largest and fastest growing industries. International and regional tourism contributes to economic growth, job creation and development in nations all around the world. Tourism is a potent engine for economic growth due to its forward and backward linkages in the economy strong linkages create a multiplier effect that generates broad based economic benefits including generation of employment and poverty reduction.

This paper is an attempt to analyze the growth of tourism sector in Kerala for the last 10 years and to understand the economic impact of the growth of tourism on the domestic economy.

Tourism and Kerala Economy

Tourism is the ball mark of Kerala's economic development and a principal contributor to the State's economy. The sectors plays a pivotal role in economic growth of the state and contributed to the generation of large scale employment. The sector earns foreign exchange to the State and promotes traditional industries. A blend of experiences of various tourism products in the State has made the State one of the most acclaimed destinations in the world.

Growth of Tourism

The growth of tourism is generally assessed using trends in tourist arrivals and foreign exchange earnings.

Concepts

Foreign Tourist

A foreign tourist is a person visiting India on a foreign passport staying at least 24 hrs in the Country and the purpose of whose visit can be classified as:




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KEY CHALLENGES OF FUTURE PATH OF GLOBALISATION IN GLOBAL ECONOMY

Indrouction

With regard to globalisation, we can simply say that today globalisation is everything, and everything is globalisation. The current issue of our times is so controversial, and everything about it becomes a subject of great polarisation and conflict of rival views. However, most authors agree that globalisation is nothing new, that it refers to an old process that began more than 100 years ago (Hirst and Thompson, 1999). The beginning of these processes can be related to the second half of the nineteenth century, when thanks to technical and technological innovation, industrial revolution, the importance of transportation, costs were drastically reduced and when it came to the first major trade liberalisation. If we compare this period to the present day, we can find much similarity. In the period from 1800 to 1913 international trade doubled and rose from 3% to 33%. And characteristic for this period of globalisation was the reduction of barriers in trade relations and sharp decline in transportation costs (due to the development of railways and steamships). The first phase of globalisation continued until the beginning of World War II. Between the two world wars, which marked a major economic crisis, the globalisation process was terminated; international flow of goods and capital were reduced due to the strengthening of protectionism.

The economic reforms taken place during 1980 and 90's have to considered to be second phase of globalization, initiated with the trade liberalization measures of WTO and structural adjustment programme of IMF and world Bank. The new globalization measures allowed the free flow of labour, goods and services, technology and also finance capital among nations. This will led to the emergence of so-called weightless economy, or "economy of knowledge" dominates (Giddens, Haton, 2003), in which information and knowledge have become the main production resources. Whenever we interpret globalisation, even following the attitude of its supporters claiming that it is a process that helps to reduce poverty, increase living standards, or its inclined opponents claiming that globalisation reduces the number of jobs, contributes to the widening gap between rich and poor and the 'Development gaps' among nations.




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GLOBALISATION AND ITS IMPACT ON THE RURAL ECONOMY WITH SPECIAL REFERENCE TO RURAL INFRASTRUCTURE IN INDIA

Abstract

Globalisation has been brought about a sea change in the rural economy of India. Faster connectivity and technological spreading upgraded the rural society. Globalisation process involves both benefits and risks. Development of an economy is closely linked with infrastructural development. Infrastructural facilities requires for economic development and economic development in turn quickens the pace of infrastructural development. This paper examines the impact of globalisation on the rural economy with special reference to rural infrastructural development in India.

Keywords: Globalisation, infrastructural development, digital India, rural-urban disparity, social health insurance

Introduction

Globalisation is a process through which the free flow of ideas, people, goods and services and capital would lead to the integration of economies and societies. Globalization has both positive and negative consequences and implications to all nations. As a result of globalisation the culture of universalisation is rapidly spreading all around us. Through globalisation, the importance of national borders is replaced and accelerated the mobility of labour, capital and information across borders. World Bank Report (2010) on world development indicators from 1960 to date summarizes that technological advances have led a cumulative causation in the global economy linked to economic growth, improved standards of living and poverty reduction in developing countries. The aggressive advancement of globalization coupled with market economy has been persistently changing the old concepts, practices and systems of rural development, especially in the developing countries.

Globalisation is seen as offering both opportunities and threats to developing countries. On the one hand, it has enabled rapid economic growth in some regions, such as East Asia,



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GLOBALIZATION AND THE CHANGING CONSUMPTION PATTERN OF KERALITES : A STUDY WITH REFERENCE TO KOTTAYAM DISTRICT

Abstract

Globalization refers to the *integration* of markets in the global economy, leading to the increased *interconnectiveness* of national economies. With increased global interactions comes the growth of international trade, ideas, and culture. Globalization makes consumption patterns similar across countries by homogenizing markets. In India, the change in consumption patterns is mainly evident in food, mobiles, dressing style and education. The study is based on both primary and secondary data. The household of Kottayam Districts forms the population of the study. And analyse the new trends in consumption in Kerala and the impact of globalisation on the consumption pattern of Kerala.

Key words : consumption, dressing style, education, food, globalization, mobiles etc.

1. Introduction

World Economy has witnessed phenomenal changes with the introduction of foreign goods and services affecting various spheres of lives including food habits, dressing style, education and health sector. Traditional practices and common ways of life are replaced by higher standard of living. International products flooded the market altering the consumption pattern of common man. India welcomed this new wave of revolution with slight hesitation since the memories of foreign trade in the past had led to the one ninety years of colonization. It was a dauntless move from the part of then Finance minister, Dr. Manmohan Singh. The impact of the gained momentum in the coming years has integrated people across the globe with the free movement of goods and services promoting advancement in transportation, telecommunication, infrastructure etc. Moreover it transformed the pattern of consumption across our country. The changes in the pattern are evident in Kerala since they seem to be spending a lot of money on consumer durables and luxuries. It has changed the food culture by encouraging preferences for junk food as well as the decorative ambience with the introduction of many




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PRESENT SCENARIO OF AGRICULTURE IN KERALA

Abstract

Agriculture sector contributes 15.8% in total GDP of India. Agriculture sector shows a growth rate of 16.67% in 2013-14 over the previous year. Thus this sector plays an important role in Indian economy. The agriculture scenario of Kerala indicates a heavy concentration of non-food crops.

Key Words:- Food Grains, Non- food Grains, Agricultural Economy, Cash crops

Introduction

The agriculture scenario of Kerala indicates a heavy concentration of non-food crops. Against the national average of over three-quarters of land under food grains, in Kerala only about one-fifth of the land is under food grains. The two main characteristics of the cropping pattern of agriculture in Kerala are the predominance of crops, which are dependent on world market conditions, and the dominance of perennial crops as against seasonal or annual crops. The most notable feature of Kerala's agricultural development is the emergence of cash crops as a dominant sector over the last four decades. The change in cropping pattern is noted, which reflects decline in area under traditional crops and commercial presence of new cash crops. Since spices, plantation crops and coconut together account for three-fifth of the cropped area and approximately four-fifth of the agricultural output in the State, the vagaries in international market conditions affect the prospects of Kerala farmers.

The ever-widening supply gap in food grains has grown to alarming proportion of 90 per cent. This not only created irreversible threat on Kerala's food security, but also aggravated the adverse ecological consequences due to increasing conversion of low-lying paddy lands for non-agricultural purposes after filling the land. The filling of paddy lands and over exploitation of irrigation facilities have affected water conservation very adversely and a growing tendency.

The State is the first in the country in human development index, literacy rate and sex ratio. In recent years, the State is going ahead as a potential destination for ecotourism, information technology etc. However the predominantly agro based rural economy drags back the State




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