

**KERALA ASSOCIATION FOR NON-FORMAL EDUCATION: DEVELOPMENT, ISSUES AND CHALLENGES- AN IDEATIONAL FRAMEWORK****Shinith Chandran. K<sup>1</sup> & Jisha D Nair<sup>2</sup>, Ph.D.**<sup>1</sup>Research Scholar Kannur University<sup>2</sup>Research Guide**Abstract**

*Education is an instrument which helps individual to develop his personality regardless of sex, race, and stage of development. It is through education that individuals can attain different kinds of knowledge and skills which can help them to appreciate their environment and to respond positively. Kerala Association for Non-Formal Education and Development was documented under the Travancore-Cochin Charitable Societies Act No 12 of 1955, encompassing the members of the Literacy Expert Committee aiming to eliminate illiteracy and strengthening developmental activities with non-formal education. P. N. Panicker was the founder of Kerala Association for Non formal Education and Development and this association was registered on 30 June 1977. This research paper carries an in-depth analysis of role played by Kerala Association for Non formal Education and Development (KANFED) as a voluntary organization in providing opportunities for continuing education for all people in need through its literacy activities and further investigates the reason for the emergence of Kerala as the first totally literate state in India.*

**Key words:** Non formal Education, human resource, development, Adult education, KANFED, challenges etc.

**Introduction:** Education is not only the acquisition of textual knowledge, but also continuous process of achieving a complete personality and culture. Non-formal education can be described as a lifelong learning process in which each individual acquires knowledge, skills, and attitudes through everyday interactions at home, at work, and in the community. Literacy is an important factor in human resource development. Education provides educated and skilled people with a wide range of jobs and income-earning opportunities. The connection between a person's education and their earnings is positive. Education is an important opportunity for the poor and vulnerable to increase their income potential and improve their quality of life. Education is a tool for social advancement. The persistence of social disparity is primarily due to illiteracy; but, as education levels increase, biases based on social attitudes and values diminish.

The literacy activities were held in Kerala even before the formation of the state of Kerala. The kings of Travancore and Cochin carried out cultural activities for the welfare of the people. Rani Gouri Parvathibhai initiated the school centred education in Travancore. In 1818, formal schools were established in Cochin. Soon after Swathi Thirunaal came to power, the public library was established at Thiruvananthapuram. Subsequently a number of libraries were established under the patronage of monarchy. Since then, the Grandhashala Sangham which has grown in the democratic system has worked for the literacy of Kerala. The Christian missionaries, CMS, and

# Archives for All: Revisiting Archival Description

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## Abstract

Archives are crucial pivot of knowledge due to the fact that they represent treasured and unprecedented assets and have to be controlled in a way that it motivates their widest viable use and re-use for the dissemination of archival facts and their function to get right of entry to information. Archivists can use the power of archives to promote accountability, open government, diversity, and social justice. In doing so, it is essential to distinguish objectivity from neutrality. This article serves the purpose to raise perception in the subject of Archival studies as a way to foster a generative discussion about effective dissemination of archival descriptive software to establish it's physical, administrative and intellectual manage over archival materials. The basic objective of the paper is to identify the methodologies associated with archival description and how it can gain its users and society. Ultimately the paper identifies and describes the factors that together incorporate a comprehensive program me for attaining financial system and efficiency in control of cutting-edge facts for systematically figuring out keeping and encouraging the use of information.

## Introduction

An authentic record is one that can be proven to be what it claims to be and that has not been altered or corrupted in essential respects. The authenticity of a record is assessed in relation to its identity i.e. was it written by the person. Archive collections are constantly unique, which is for that cause it is so consistent to take proper care of them. The keeping of records and archives was therefore not a luxury but a necessity on which depended one's ability to continue to rule and to have rights and privileges. They need to be carefully stored and managed to retrieve and preserve them for current and future use. Archives and archivists are essential to preservation, continuity, and persistence of memory, but they are agents of transformation and change too. Long-term authentic preservation also needs to be a primary concern, because generations of digital material have already been lost due to changing technology and inadequate preservation practices, and the authenticity of digital materials that have survived is currently difficult, if not impossible, to prove.

## Archives and Records

Archives are non-current records that have been formally appraised, and found to have continuing or permanent values as evidence or for research purposes. The word "archives" which is of Greek inception has been defined as "a place in which public records or other historic documents are kept". Archives probably

## E-TOURISM AND INDIAN HERITAGE: A BOOST TO FLAGGING ECONOMY

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### Abstract

*This Paper examines an in-depth analysis of the present and future prospects of Indian tourism industry, heritage, hospitality, e-tourism, innovation, growth, future and how they are linked. Tourism is a relevant opportunity for the economic development for creating the employment opportunities and social well being. Heritage has always been one of the most inherent aspects of Indian tourism. This paper analyzes the use of emerging trends of Technology in tourism marketing and focuses on some of the initiatives taken by India to promote heritage tourism and fills in some of the gaps in the literature by researching a variety of different heritage sites in India. Heritage tourism has contributed to increase awareness about conservation of the environment and the cultural heritage. The paper also deals with how e-tourism increasingly determines the competitiveness of the organization. The arrival of the Internet has increased the opportunities to boost the hospitality industry. This paper also highlights the troubles and challenges confronted by the tourism industry. There are many challenges that bar the growth of this sector but the good news is that these challenges can be converted into opportunities.*

*Keywords: ICT, internet, e-tourism, hospitality, Heritage tourism.*



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### INTRODUCTION

A civilization that is over 5000 years old, India, a land of geographical diversity, blessed with a long history of rich civilization and culture. It is a possible business paradise with a good form of attractions starting from stunning beaches, hill stations, scenery, forts, monuments, fairs, festivals, art, crafts, culture, forest, wildlife, and non secular centers etc. India's cultural heritage is various, wealthy and distinctive. What's uncommon is that it has absorbed, followed, tailored, and yet maintained its precise identity. Through the years, each have left behind their particular traditions which are meditated in each element of Indian lifestyle, be it art, dance, drama, tune, structure, language, cuisine or religion. The country's made history, cultural heritage, diversity of faith, kind of landscapes and medication fascinate each, budget and luxury travelers. Lonely Planet (travel guide) has rated India among the top five travel destinations in the world.

As the world's seventh largest country, India has a lot to offer potential visitors, including the mountain ranges of the Himalayas, the backwaters of Kerala, the Thar Desert and endless historical and cultural attractions. Developing country like India, tourism enterprise has

## INDIAN FOLK CULTURE: A CONCEPTUAL FRAMEWORK

**Dr. JISHA D NAIR**

### **Abstract**

The role of culture lies not just in empowering self-articulations and investigation with respect to people and groups, yet additionally in creating innovativeness as a social power. The solidarity of India reflects a diversity of religions, societies, traditions and dialects. Culture has some part as condition in offering sustenance to the human nearness. Folk tradition in India clearly has an awesome potential in the universal market as a result of its customary stylish sensibility and legitimacy. Additionally, Culture is subsequently indispensable to all advancement and it is felt that we should give sufficient thoughtfulness regarding this segment in the Five Year Plans and not regard it as a negligible segment. So as to help build up a national information base of all traditional folk items and ancient pieces accessible with the exhibition halls at different levels, and to give upgraded availability to researchers, specialists and educated guests, another Plan was presented amid the twelfth Plan time frame. This paper identifies the music and painting and drama as an importance source of information for the study of history and helps in filling research gaps in extent literature, concisely describes the objectives of the study by identifying research questions, develops the conceptual framework and proposes.

**Keywords:** Culture, Unity, Folk arts, Conceptual Planning, Heritage Tourism, Preservation.

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## 14. Role of Banks in Shaping the Future of Rural India: A Framework

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### Abstract

The vast majority of the population in India lives in rural areas and development of the nation depends upon overall progress of the rural India. India continues to be an agrarian economy, which contributes less than one fourth of the Gross Domestic Product, but employs more than 72% of the rural work force. In spite of the significant role of the rural sector in the country's economy, it continues to be neglected. A high rate of population growth and a low dimension of proficiency are other essential components which have adversely affected the developmental process. In such a circumstance, it was necessary for the Government to initiate development of rural areas through various types of interventions to suite different types of regions, different social and economic classes of people with unreliable economic base as well as those without any economic material goods. The rural population is away from the banking services. Creation of new economic institutions is an integral part of the development process. Development mainly depends upon the banking system. For ensuring capital formation, the financial resources of the country should be mobilized in such a way that they are put in productive channels. The resources of the individual savers are meager and scattered. Banks play an important role in mobilizing the savings of economically surplus units which are widely scattered. Banking sector for decades is contributing immeasurably in determining the future of India with a visualization to make the country thrive by ensuring the socio-economic prosperity of the mass. It has been banks venture to remove all obstacles like discriminations, incongruity, and disparity of opportunities contributing in strengthening the nation at its roots. The main objective behind this article is to throw light on the possible role that bank can play along with the professional services in different sectors for rural development and to discuss its, opportunities and challenges.

**Key Words:** *Rural Banking, Growth, Development.*

### 3. Higher Education in India: Need for Strategic Planning A Scoping Study

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#### Abstract

Progress of any nation exclusively depends on the quality of human resources; and good human resource is produced through eminence education. The motivation behind this article is an endeavor to open a debate on some of current patterns and significant issues confronting higher education frameworks in India. These general patterns and issues of Education were created because of rising innovations and Global Information. Indian higher education system is third biggest in the world. Higher education system performs a crucial role for the country's overall development which includes industrial, social, and economic and so forth. As Globalization and Liberalization has its impact in all circles of life, education is not an exemption to this. *The Indian system of higher education is both huge and multifaceted.* Several factors were acknowledged from previous studies and empirical findings. Higher Education now occupies a focal and increasingly important position in most, countries of the world. One of the global challenges of higher education is to achieve the twin goals of scholastic perfection alongside expansion of opportunity for work under the mounting burden of monetary stringency and constrained assets. *The Indian system of higher education has experienced an enormous growth over the past two decades, but this has happened in a rather chaotic and unplanned manner.* There is a need to there's a need to implement progressive and transformational method form primary to higher education stage to make Indian instructional machine globally greater relevant and highly competitive. This paper examines the need to improve quality, reputation and establish credibility through student exchange, faculty exchange programs, and other collaborations with high- quality national and international higher educational institutes.

**Keywords:** Higher Education, Globalization, Culture, Universities, Infrastructure, Technology, Innovation etc.

#### Introduction

Education provides nation with a prospect to replicate on the social, cultural, moral, economic, and spiritual issues and contributes towards the development through dissemination of specialized knowledge and skills. The term education derived from the Latin word is a very

## 5. Empowering Women: The Key to Socio-Economic Development

Jisha D. Nair

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### Abstract

Women play a key role in initiating the progression and expansion of any society, in countries across the world. India is not an exemption to this rule. Women empowerment has a great prospective in leading the country to impressive advancement. This paper attempts to analyze the status of Women Empowerment in India and highlights that without the vigorous involvement of women; setting up of a new societal order may not be a successful one, because women constitute more than half of the population. The study reveals that women of India are comparatively disempowered and they enjoy somewhat lower status than that of men in spite of many efforts undertaken by government. The disadvantages facing women are diverse. Strategies must be adopted that make sure a longer term and transformative perception on empowerment. Hence, this paper discusses that refined large scale association of women helps to bring about positive changes. A strong support at the grass-roots would play a vital role in organizing women for their collective empowerment. Further this study is an attempt to provide rational and perhaps comprehensive information that collective struggles that have a far-reaching vigor on their lives and it thus, become a key approach to accomplish empowerment.

**Key words:** Empowerment, health, education, employment, self-help-group, participation, legislations.

### Introduction

Empowerment is a multi-dimensional social progression that helps people gain control over their own lives. The term empowerment has been hackneyed since 1980s. Empowerment is a positive and self-motivated concept. It requires realistic knowledge, concrete information, real skill, genuine opportunities and substantial results. It is a process that promotes power in people for use in their own lives, their communities and in their society, by acting on issues they define as important. Empowerment is necessary for the accomplishment of sustainable development. Empowerment is a process aim at changing the personality and track of organized forces, which

## 5. Disaster Management Preparedness: Role of Civil Communities A Conceptual Study

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### Abstract

Nature is an abundant resource but unsystematic and unbridled exploitation creates perils of destruction. The efficacy of disaster management determines the concluding result of the shock of the event on the environment and people impacted. This leads to the issue of sustainable growth since study and research in the area of disaster management is progressively illuminating human causatives behind disaster phenomena. Enhanced pace of development brings with it the perils of unsafe living, the frequency of catastrophes including earthquakes, floods, cyclones, landslides, droughts, and fires has long gone up. People are susceptible because they are politically, socially or economically excluded, with little access to resources, influence, information or decision making. Disaster management and preparation needs to be placed in a holistic setting, and new projects must be developed in order to ensure that a disaster is viewed as a shared. Rehearsals are absolutely necessary for effective preparedness. This paper examines very briefly not only the character of disasters, but more importantly the impact and consequences of such disasters on people and the environment. Community preparedness assumes that there is a consciousness of the possibility of a disaster in an area and readiness of the members to have a say to the efforts in preparing to face it. This study further investigates the fact that if mitigation strategies are to be effectively implemented, then the disaster management process must slot in public participation at the local supervisory level.

**Key words:** Environmental Stresses, Hazards, Disaster, management, vulnerability, mitigation, sustainability, response, development etc.

### Introduction

India has been conventionally susceptible to the natural disasters on the account of its exceptional geo-climatic environment. Ever-increasing demographic pressures coupled with developmental activities are causing tremendous pressure in the consumption of these resources, leading to various kinds of ecological disasters. The year 1990 was declared the decade of the International Disaster Reduction by the UN. The aim behind such a move was to gather together



## ENVIRONMENTAL DEGRADATION: AN INTERPLAY OF SOCIO-ECONOMIC ACTIVITIES A CONCEPTUAL STUDY

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### ABSTRACT

The depleting of natural resources has no doubt resulted in unparalleled rains, cyclones, flooding, earthquakes, droughts and different such climatic changes that abate the country's economic progress. This model has been determined since the last few many years. Environmental degradation is a give up end result of the dynamic inters play of socio-economic activities of man. Environmental degradation may be attributed to several human activities, further to some natural strategies, with the later having a trifling percent. Most of the belongings on this planet are liable to depletion, and the costs at which we're exploiting them have already introduced some of them to the threshold of exhaustion. Exploitation of the fossil fuels is the fine instance of this phenomenon, big scale exploitation has depleted the fossil fuel reserves the world over, therefore leaving us without a alternative however to find an alternate source of energy. Other human activities that have been contributing to environmental degradation consist of urbanization, overpopulation, deforestation, pollutants etc. A lot of works had been done in respect of environment degradation but to boost the research gap this study has been undertaken. This paper examines an analysis of environmental degradation, and the troubles of overcoming socio-economic structures of environmental troubles over huge time and area. Environmental degradation that leads to the destruction of these ecosystems must therefore be viewed as a serious threat.

*Key Words:* Development, deterioration, pollution, overpopulation, urbanization, sustainability etc.

### INTRODUCTION

Environmental degradation refers to the deterioration of physical components of the environment brought in by means of human activities to such an extent that it can't be set proper with the aid of self regulatory mechanism of surroundings. It's far the end result of developmental processes of economic and technological activities of man. Depletion of natural resources and the environment on a global scale is primarily the result of unplanned development; the distorted production and consumption patterns of the industrialized countries and the consequent pressure on the natural resources led to the encroachment of the ecosystems. The environmental crisis is ascribed to exponential growth in human population, fast expanding industries and philosophical religious outlook of society. Man's cruel behavior with environments accelerated the pace of scientific and technological advancement. The economic development has been fast during the past few decades but in real sense it is not a sustainable development.

Economic expansion seems to be the focal driver of environmental degradation. The Economic development has been speedy in the course of last few decades. Based on the discussion so far, environmental degradation goes on unabated. We are being warned from time to time just about the deterioration inside the environment and its results like global warming, changing climatic situations, drawing close water crisis, decreasing fertility of agricultural land and increasing health problems. There is a pressing want to take all feasible steps to test environmental degradation. The degradation of surroundings is accordingly a totally extreme challenge and its taking place primarily because of immoderate and reckless exploitation and unscientific control of natural resources. In reality, it has emerged as an international endeavor for all the countries. As stated above, the pollutants of air, water and soil because of emission of dangerous gases, release of commercial effluents, urban wastes and radio-energetic wastes and reckless use of fertilizers and pesticides is threatening the very survival of cutting-edge civilization. Many global corporations understand environmental degradation as one of the main threats facing the planet, given that humans have most effectively been given one earth to work with, and if the surroundings will become irreparably compromised, it may imply the cease of



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# DISSEMINATING THE IDEALS OF EMPOWERMENT: A Comparative Study of Early and Present-day Women Magazines of Kerala

Tesli James, Research Scholar, IRISH, Kannur University and Dr. Jisha D Nair

### Abstract

Women magazines are considered as a crucial apparatus in spreading the ideals of women empowerment. Malayalam woman magazines since the late 19<sup>th</sup> century attempt to communicate the significance of the creation of self-worth among women through mediums of education and economic independence, which would enable them to make decisions and choices on things that, affect their lives. On the other hand neither these women magazines nor the women writers were completely free from the clutches of patriarchal preoccupations. The present study is a comparative analysis of early and contemporary women magazines in Malayalam shows a shift their focus from being a space for healthy debates and spreading the ideals of modernity and empowerment to glossy pages filled with attempts to fit the modern, educated Malayalee women into the frameworks of gender stereotypes, but wrapped in the image of a successful modern Malayalee woman.

**Keywords:** Women empowerment, Kerala, Women Magazines

### INTRODUCTION

Females constitute half of the world population. Yet they are considered as a weaker, subordinate session in the society and face inequalities almost everywhere they go. Creating an egalitarian society by empowering the women is a major concern these days. Governments incorporate various policies and action plans to ensure the active participation of women at various levels and there are attempts from individuals and organizations to make the women aware about their actual inferior condition and to improve their situation. Empowerment of women is a concept that has wide popularity, and many scholars attempted to define the term. Naila Kabeer says that, "women empowerment is about the process by which those who have been denied the ability to make strategic life choices acquire such ability" (Kabeer, 1999). In other words, it is when the woman has the right to make decisions on her own. Empowerment in this sense is a gradual process and it has various aspects.

United Nations Development Program points out the components of women empowerment. They include having a sense of self-worth, right to make choices, access to opportunities and control over their own lives. (UNDP, 2008). To make these ideals practical, it is crucial to make women aware about their self-worth, their abilities and about what they can do improve their own lives by grabbing opportunities that are available to them and to create new opportunities. Creating an awareness or consciousness among the women can be done

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Women play a key role in initiating the progression and expansion of any society, in countries across the world. India is not an exemption to this rule. Women empowerment has a great prospective in leading the country to impressive advancement. This paper attempts to analyze the status of Women Empowerment in India and highlights that without the vigorous involvement of women; setting up of a new societal order may not be a successful one, because women constitute more than half of the population. The study reveals that women of India are comparatively disempowered and they enjoy somewhat lower status than that of men in spite of many efforts undertaken by government. The disadvantages facing women are diverse. Strategies must be adopted that make sure a longer term and transformative perception on empowerment. Hence, this paper discusses that refined large scale association of women helps to bring about positive changes. A strong support at the grass-roots would play a vital role in organizing women for their collective empowerment. Further this study is an attempt to provide rational and perhaps comprehensive information that collective struggles that have a far-reaching vigor on their lives and it thus, become a key approach to accomplish empowerment.

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## **RITUALS AND REALITIES: VALLIYURKKAVU A HISTORICAL ENQUIRY**

**Prasanth P\***

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### Abstract

Rituals are the reflections of human thought. In every society we can observe some rituals that determine the basic structure of a society. Kerala society believed in rituals, oracles and myths. In Kerala religious institutions are the nerve centre of social discourse. In Wayanad valliyurkkavu became a key centre through which the whole social interactions took place. The largest tribal population of Kerala is in Wayanad. Tribes of Wayanad blindly believed in rituals and customs of valliyurkkavu. To them rituals and beliefs are their life breaths. The rituals practiced in valliyurkkavu were utilized by the upper caste to establish their social domination. Rituals that followed in Valliyurkkavu like Nilpupanam, Valliyurkkavu oath and Dhaivam paadi created a power structure in which the tribes became acquiescent. Through discourse analysis this paper is an attempt to interpret realities behind the origin of rituals that practiced in Valliyurkkavu.

Key words: Tribe, Bonded labour, Rituals, Migration, Power structure

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## CHATTOO CHETTY: THE PRINCIPAL MERCHANT OF THE ENGLISH FACTORY AT TELLICHERRY

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## **CHATTOO CHETTY: THE PRINCIPAL MERCHANT OF THE ENGLISH FACTORY AT TELLICHERRY**

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After a long search for a suitable trade centre on Malabar Coast in the late 17th century, the English East India Company selected Tellicherry as their trade centre. With the establishment of the English factory, it became one of the important centres of European settlements in India. It was well known for the production of good quality and an enormous quantity of pepper that had been in great demand in world markets from the early time onwards. The advent of European companies led to the growth of mercantile communities in the coastal areas of India were the features of the commercial history of the region. The important feature of European settlements in India was the presence of one 'principal merchant', who helped the Company with the purchase of commodities from that settlement. These indigenous merchants engaged in trade between the Company and producers. These merchant booms were shown in major port cities like Surat, Bombay, Tellicherry, Calicut, Cochin, Madras, and Bengal. For example, in the 1660s and 1670s, the records of the English Company contain numerous references to the great South Indian merchant, Cassa Verona, who was one of the Indian partners of the Company.<sup>1</sup> In the same period, Abdull Gaffur was referred to as the Company's greatest commercial enemy in Surat. Later, his descendants, as well as the Chellabies, Parrachs, Nizamis, and the family of Rustumji Monackji, became the most powerful merchants in the region. In the eighteenth century, one of the most influential merchants of Madras was Sunca Venkatachillum, generally known as Sunca Rama Chetti.<sup>2</sup>