

An Analysis of Consumer Satisfaction and Preference in Food Retail Outlets- A case study in Mysore City

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ABSTRACT: *The present paper is an attempt to know the factors which differentiate between the organized and unorganized food retail outlets as their shopping destination in Mysore city. The study is based on primary data of 100 samples; it has been gathered with the help of questionnaire and analyzed with suitable statistical tools such as discriminant analysis, chi-square and descriptive statistics. The result indicates that product information is the most significant discriminant factor which discriminates between the organized and unorganized food retail outlets. Followed by display, parking facilities, branded products, Ambience/ Store atmosphere, variety of product, offers, discount and so on. Further, customer service is the least significant discriminant factor. So, the retailers should focus more on the factors like product information, display, parking facilities etc., which makes the consumer to prefer the type of food retail outlets.*

KEYWORDS: *Consumer Satisfaction, Organized Retailing, Discriminant Analysis, Ambience, Offers, Discounts*

Introduction:

India is one of the fastest growing economies in the world and also in terms of purchasing power parity. It has been called a nation of shopkeepers since trading is one of the major sectors of the Indian economy. The development of organized shopping malls has literally been a revolution in India. One of the major developments that have taken place after liberalization was the entry of organized retail stores in different parts of India. This is well supported by researchers and journals that point out that the size of

organized retail in India remained at 8 percent and there is an enormous scope for improving the share of organized retail in the market. The country witnessed the entry of a number of big retail stores established by some of the leading Indian industrial houses like Reliance and Tatas though the stores like Nilgiris and Spencers which were in existence for a longer duration (much before the liberalization era).

The opening of the Indian Economy in the early 1990s brought a wide range of new household appliances, stylish apparel and other consumer goods along with plenty of

media exposure. But what the Indian consumer still lacked was a world-class shopping experience, a pleasant ambience for relaxing, air-conditioned place to compare prices, quality and styles without other customers trying to squeeze through the shop doorway or shout over one's head to proprietor.

The Entry of Modern Retailing in India and the changing lifestyle has created a revolutionary shopping preference in the minds of the consumers. The Indian population is witnessing a significant change in its demographics. Also, in today's day to day life, the consumer preferences towards the organized retail stores have changed drastically. Organized retailers actually work as a retail outlet catering to the varied needs of the customers. The purchasing pattern of the customer has changed in recent days. Customers' buying behavior is influenced by social factors such as the group to which the customer belongs and social status. In a group, several individuals may interact to influence the purchase decision.⁵

According to McKinsey Global Institute Report (MGI), over the next two decades, India will become the fifth largest consumer market from its present 12th position and overtake Germany to be behind the United States, Japan, China and

the United Kingdom. It is also estimated that the real consumption will grow from Rs. 17 trillion in 2013 to Rs. 70 trillion by 2025.⁶

So in this direction, it is necessary for the retailers to know the consumer perception towards the retail sector and the factors which affect the consumer satisfaction and their preference towards the type of retail outlets.

According to Barry and Joel, "Customer satisfaction is a business term which measures how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers or percentage of total customers whose reported experience with a firm, its products, or its services (rating) exceeds specified satisfaction goals".⁷

Consumer preference is the subjective (individual) taste and is measured by utility of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give to the consumer. The preference of the consumer is independent of income and price.

These days consumer satisfaction is a very important factor playing a major role in the buying decision of the customer in

different types of retail outlet. The demographic factors like changing consumption pattern, income, standard of living, brand consciousness, lifestyle, and modernization etc, impacts consumer choice towards unorganized and organized food retail outlets

The present paper deals with comparative analysis of consumer satisfaction and preference towards organized and unorganized retailing. The main objective is to identify and evaluate the consumer's perception. It studies the factors which impact consumer's satisfaction and preferences in both organized and unorganized food retailing in Mysore. It also examines the discriminating factors which make the consumer choose different types of retail outlet with the help of 'discriminant analysis'.

Objective

- Consumer preference towards the unorganized and organized food retailing in Mysore city.
- To analyze the discriminant factors for unorganized and organized food retailing in Mysore city.

Hypothesis:

There is no significant difference between the preference between the consumer

preference between the organized and unorganized food retailing.

Methodology: This study is based on primary data which was carried out in Mysore city. Interview was conducted by using questionnaires. Total 100 samples were considered for the study. Out of 100 50 samples from the organized sector and 50 from unorganized sectors of consumer response were taken. To analyze the data discriminant analysis has been used to know how consumer finds the difference between the organized and unorganized retail outlets as their shopping destination on the basis of critical factors like product price, quality of product, variety of product, brands, offers, discount, display, customer service etc... in Mysore.

Results and Discussion

Discriminant analysis (DA)² involves the determination of a linear equation like regression that will predict which group the case belongs to. It is shown as follows:

$$D = v_1X_1 + v_2X_2 + v_3X_3 + v_iX_i + a$$

$$D = -3.240 + 2.192 \text{ Products Information} + 1.396 \text{ Parking Facilities} + 0.863 \text{ Brands} + 0.426 \text{ Display} \\ + 0.267 \text{ Ambience (Store Atmosphere)} + 0.337 \text{ Offers} + 0.159 \text{ Variety of Product} + 0.092 \\ \text{Accessibility} + 0.995 \text{ Location of Retail outlets} + 0.079 \text{ Discount} - 0.272 \text{ Customer Service} - 0.386 \\ \text{Quality of Product} - 0.105 \text{ Price of Product} - 0.553 \text{ Size of Product (Quantities)} - 0.115 \text{ Time} \\ \text{consumption for Shopping}$$

D= discriminate function

V= the discriminant coefficient of weight for that variable

X= respondent's score for that variable

a = constant

i= the number of predictor variables

Discriminant analysis was conducted for the two groups:

- A. Group1-consumers from organized food retail outlets and
- B. Group 2- consumers from unorganized food retail outlets.

Thus, two groups discriminant analysis is performed.

The following table gives the results of discriminant analysis:

Table 1: Discriminant Analysis Results

Variables	Wilks' Lambda (λ)	Significance
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Price of Product	.998	.389
Quality of Product	.987	.031
Variety of product	.663	.000
Brands	.407	.000
Accessibility	.693	.000
Offers	.620	.000
Discount	.742	.000
Customer Service	.857	.000
Display	.434	.000
Ambience(Store Atmosphere)	.519	.000
Location of Retail outlets	.725	.000
Parking Facilities	.315	.000
Product Information	.260	.000
Time consumption for Shopping	1.000	.635
Size of a Product(Quantities)	.999	.696
	Structure Matrix (Canonical loadings)	Unstandardized canonical discriminant function coefficient
Products Information	.697	2.214
Parking Facilities	.610	1.302
Brands	.499	.794
Display	.472	.434
Ambience(Store Atmosphere)	.398	.203
Offers	.323	.383
Variety of Product	.294	.178
Accessibility	.275	.794
Location of Retail outlets	.254	.996
Discount	.241	.095
Customer Service	.169	-.302
Quality of Product	-.048	-.404
Price of Product	-.019	-.099
Time consumption for Shopping	.009	-.605
Size of Product (Quantities)	-.011	-.098
Constant		-3.227
Canonical correlation 0.924 Wilks' Lambda (λ) 0.146 Chi-square $\chi^2(15df)$ 654.372 $p < 0.000$		

The canonical correlation associated with the function is found to be 0.924. The square of this correlation is 0.8537 point out that 85.37 percent of the variation is explained by model to the selection of type of food retail outlets.

The Wilks's Lambda statistic was used to test the significance of the function. The value of Wilks's lambda 0.146 which transforms to a chi-square of 654.372 with 15 degrees of freedom, ($p < 0.000$) points out that the model is significant and explains the consumer preference to the organized and unorganized retail outlets.

The DA table indicates that product information is the most significant discriminant factor with least Wilks' Lambda of 0.260 with highest canonical loading (0.697 or 69.7 percent) discriminates between the two groups. Followed by parking facilities- 0.610 or 61 percent, branded products by 0.499 or 49.9 percent, display- 0.472 or 47.2 percent, Ambience/ Store atmosphere- 0.398 or 39.8 percent, offers- 0.323 or 32.3 percent, variety of product -0.294 or 29.4 percent, accessibility- 0.275 or 27.5 percent, location of the retail outlets- 0.254 or 25.4 percent, discount-0.241 or 24 percent, customer service-0.169 or 16.9 percent. Further, product quality is the least significant discriminant factor with least Wilks' Lambda of 0.987 and least canonical loading (-0.048 or 4.8 percent).

Following table 2 is a graphical representation of the discriminating factors in their descending order.

Variables	Wilks' Lambda (λ)
Price of Product	0.998
Quality of Product	0.987
Variety of product	0.663
Brands	0.407
Accessibility	0.693
Offers	0.62
Discount	0.742
Customer Service	0.857
Display	0.434
Ambience(Store Atmosphere)	0.519
Location of Retail outlets	0.725
Parking Facilities	0.315
Product Information	0.26

Time consumption for Shopping	1
Size of a Product(Quantities)	0.999

Source: Table 2

The cross validation is often termed a 'jack-knife' classification; it successively classifies all cases but one to develop a discriminant function and then categorizes the case that was left out. This process is repeated with each case left out in turn. This cross validation produces a more reliable function. Most researchers would accept a hit ratio that is 25% larger than that due to chance.

Table 3: Classification Results

Actual Groups	No of cases	Predicted Group	
		Unorganized	Organized
Unorganized	100	99(99)	1(1)
Organized	250	14(7)	236(93)
Percent of cases correctly classified: 95.7 percent			

The above table shows indicates that 95. 7 percent of the cases are correctly classified, higher than recommended 25 percent (Malhotra 1996); the model has satisfactory predictive powers.

Conclusion

India is one of the fastest growing economies in the world and has one of the largest purchasing power parity. The opening of the Indian Economy in the early 1990s brought a wide range of new household appliances, stylish apparel and other consumer goods along with plenty of media exposure. The Entry of Modern Retailing in India and the changing lifestyle has created a revolutionary shopping preference among the minds of the consumers. The Indian population is witnessing a significant change in its demographics. India will become the fifth largest consumer market from its present 12th position and will overtake Germany to be behind the US, Japan, China and the UK. It is

also estimated that the real consumption will grow from Rs. 17 trillion in 2013 to Rs. 70 trillion by 2025.

The consumer satisfaction is an important factor which plays a major role in the buying decision of the customer in different types of retail outlet. Demographic factors like age, gender, education level, average monthly income of family, working status, product category and critical factors like product price, quality of product, variety of product, brands, accessibility, offers discounts, customer service, display, ambience (store atmosphere) location, parking facilities and others impacts consumer choice towards unorganized and organized food retail outlets. The consumers who visit the organized retail outlets are happy with the product price, branded items, quality of products, variety of product and accessibility. Whereas consumers who visit the unorganized retailing are happy with price of product, quality of product, customer service, time consumption for shopping and size of the product. The consumer finds difference between the organized food retail outlets to unorganized retail outlets in terms of quality of product, variety of product, brands, accessibility, offers, discount, customer service, display, ambience (store atmosphere), location of retail outlets, parking facilities and product information. The Discriminate Analysis indicates that product information is the most significant discriminant factor with least Wilks' Lambda of 0.260 and with the highest canonical loading (0.697 or 69.7 percent) discriminating between the organized and unorganized food retailing. Product quality is the least significant discriminant factor with least Wilks' Lambda of 0.987 and with the least canonical loading (-0.048 or 4.8 percent) discriminating between the organized and unorganized food retailing. So, the retailers should give more importance to the ever changing needs to satisfy the consumer and retain their customer base.

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The Peasant Insurgency in “Kusumabale”.

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Abstract

The objective of this paper is to explore and portray the Peasant Insurgency in Devanoora Mahadeva’s Kusumabale (1988). It is assumed that the novel explicitly underlines the characteristics of Subaltern approach and the elements of Peasant Insurgency . Therefore the current study concentrates on a brief discussion of Ranajit Guha’s Subaltern approach and the Peasant Insurgency. It is a known fact that Devanoora Mahadeva depicts the condition of the oppressed and the Dalits in his works especially in “ Kusumabale”. This study further explores the elements of peasant insurgency like negation, ambiguity, modality, solidarity, transmission and territoriality in the novel. There is an attempt to understand the repression of the subaltern and hegemonizing the subaltern . This study aims at gaining insights into the subaltern condition and mull over on the subaltern issues.

Keywords: *Insurgency, Subaltern, Peasant, Negation , ambiguity, modality, solidarity, transmission and territoriality.*

Devanoora Mahadeva is a renowned writer in Karnataka. He was born in Chikka Kalavande village in Nanjangud taluk of Mysuru district in 1948 in Karnataka. Since 1970’s, Mahadeva emerged as a prominent Dalit writer. His glaring works are "DYAVANURU" in the year 1973, it's a collection of short stories which depicts the life of Dalits. "ODALAALA" is a 1981 novella which illustrates the concern towards the Dalit

life and it is successful in creating humour and a language which draws upon the poetic possibilities of a living dialect of an oral tradition. "Kusumabale" published in 1988, is a landmark narrative that weaves together many tales and odes which speaks of love, irony, and compassion. This

novel was originally written in Kannada and later translated into English by Susan

Daniel, who is a well-known freelance translator which became her first full-length translation. Devanoora Mahadeva was awarded the Sahitya Akademi award for Kusumabale in 1990 and he was also a recipient of the Padmashri award in 2010. He is also known for having rejecting Nrupatunga Award in 2010. Despite Kannada being the official language of state, it was not the primary language in schools and colleges.

Mahadeva's 'Kusumabale' falls under the category of Dalit literature and it overshadows the Subaltern theory in novel. This novel takes us to the depth of subaltern issues like class, economic, social, gender and political and mental conflict and also we come across the unique language of typical Nanjangudu and stories and rituals followed by people.

The critical study of Subaltern studies is the subdivision of Postcolonial theory which reflects the people who are socially, politically and economically outside the hegemonic power structure. This theory was popularized after the twentieth century. The Subaltern identity is conceptually derived from the cultural hegemonic work of the Italian Marxist and intellect Antonio Gramsci and it was popularized by the Indian Historian Ranajit Guha. Gramsci in his article,

"Notes of Italian History" which was published in the "Prison Notebooks". In 1986, awareness on the Subaltern was augmented among the readers. It had launched a unique school of research and the advocates came to be called 'Subalternists' or 'Subalterns'. Their influential essays characterized in Paperback as selected subaltern studies published by 'Oxford University Press' in New York and Oxford in 1988 and edited by Ranajit Guha and Gayatri Chakravorty Spivak with a foreword by Edward Said. By 1990's the famous contemporary American Historian Burton Stein hailed the Subaltern studies as of great interest and declared it as 'a decade of historical efflorescence' in South Asian studies. In the 1980's, a group of eminent Indian Scholars made it popular. The three predominant thinkers with whom it was essentially associated in the context of Indian Literature are Ranajit Guha, Gayatri Chakravorty Spivak and Dipesh Chakravorty.

The aim is to bring out Ranjit Guha's Peasant Insurgency in Devanoora Mahadeva's novel "*Kusumabale*".

Peasant Insurgency is a sub-division under the canopy of subaltern studies which projects the struggle not as an encounter to hegemonic power. It comes from the

long history of the peasants' subaltern positions and its efforts to end certain elements in general ideas in the insurgency consciousness which points to the structural similarity between insurgence through various movements. In the novel, we come across elements such as **Negation**

,Ambiguity, Modality, Solidarity, Transmission and Territoriality.

Negation means the characters envying the negative identity. In this novel there are three incidents where characters imply negative identity "to claim a share of the property". Akkamadevi, great grandmother of Kusuma came back to her husband's house after her husband's death to claim her share of the property but when her brother-in-law questions her position in the house she replied "it's me brother-in-law.... The dust of your feet". In this incident, the woman is depicted as the lower section of the society. Even though Akkamadevi is from the upper class, she was not permitted to claim her right because she is a woman. She admits herself as the weaker section and chose the identity of the foot dust. Then the higher caste Brahmin teacher Madhvacharya's daughter just stepped into puberty and she was asked not to be outside of the home because of the norms of the village so she felt "for these three

days, this one-here am an outcaste. That one over there is an out caste. The two beings outcastes anyway, uncleanness meeting with cleanness".

Ambiguity draws on the basic difference between crime and insurgency. The crime committed by one insurgent is considered a mass crime publicly. These two actions are the outcome of violence and they are similar in nature and a part of insurgency. In this novel, Garesiddha, the uncle of the protagonist was caught when he stole the tender coconuts from the upper class people's farm. He was brought to the Panchayat and tied to a tree and was whipped by warning that either Madigas should live in the village or Upper caste people will go out and the lower class people were made to pay one hundred and one rupees penalty. Though the lower class educated people protested against it, it all went in vain. We come across the murder of protagonist Channa in the novel, because he dared to love upper class Kusuma. Here the upper class people wanted to wipe off the Madiga community from their village. They were rebelling against them frequently and the rebellion went to the extent of killing Channa and damaging Garesiddha severely.

Modality Ranjith Guha propounded this element on the basis of 'Pubnna riot' in

1873. The Deccan Riot too brought it out by the search for alternative sources of authority through elected representatives. In the novel, there are two persons who wanted to agitate against the hegemonical power so Kishnappa from the beginning of the novel played a dominant role in building the Dalitha sangha and Channa wanted his community to show that they are equal. The character of Kuriyaiah provokes the gathering to revolt against the hegemonic power and Kuriyaiah and Kishnaappa were successful in creating the Dalit Sangha. People from Dalit area gathered in front of Mari temple, Kuriyaiha was possessed by one of the Johahammas spirits and started to frown at the higher class people. He frivolously said it's not their fault it is our ancestors who started to do all the works of higher class and by making their wives slaves and accepted works which were pointed out by the foot of the hegemonies.(Their every command was followed). Our ancestors were good but their next generation started to treat us grossly. Next morning, the Head of the Dalit Sangha presided over the meeting and they were successful in marching against the upper class. Finally they formed daily sangha under the supervision of Kishnappa. They were confident enough to fight against hegemonic power.

Solidarity the stage of separation of insurgence's own identity from that of its enemies. This element is seen only with the character of Channa in the novel. Channa is the protagonist of the novel, he was adrift without a degree. Channa changes his name as 'Chenna rasa' because the quality of class consciousness changes from the phrase of Madiga to another. Channa rasa means 'Channa the king'. He wanted to rise his mustache up, because it was the pride of higher class people so he wanted to rise his mustache like the upper class. In this novel, Solidarity arose through religion. When they gathered in front of the Mari temple, they forced Kuriyaiah to wear 'Male Madhadeswara' costume. He lay covered with tattered blanket, piles of bidi stubs and ashes as in some rite lying over and under it. Through Kuriyaiah's attire the idea of revolution ushered in the novel.

Transmission is an important element of the peasant insurgency in which insurgency spreads through iconic signs. The iconic symbol is the portrait of Dr.B.R. Ambedkar. Before they began the march against the hegemonies, Kuriyah bowed in front of the portrait of Dr.B.R .Ambedkar which symbolizes Ambedkar's victory over all the obstacles as a Dalit and it inspired them to triumph over the hegemonic exploitation.

Territoriality: In this novel a lot of incidents of territoriality can be witnessed. When Garasidda was caught and punished by the hegemonic power, Kishnappa rushes first and they all unite together and they combat for their freedom. Through religion, the territoriality was discerned in the novel. When they were celebrating the festival, Kuriaiaha who was in 'Male Madahdeswra' ignited the spirit of mutiny and all of them ceaselessly contested in front of the temple and organized the march.

Finally we come across the subaltern struggles under the hegemonic power in the

novel "Kusumabale". This novel is unlike "Untouchable" where the protagonist found content and discovered a new way to deal with discrimination. Here the protagonist is killed unknowingly by the hegemonic power and it was not brought to the light and remained a mystery. Channa's parents and Kusuma await his return, but only fisherwoman Jothama knows how his life was taken by the Hegemonies. Devanoora Mahadeva has beautifully endeavoured the portrayal of mental conflict, gender inequality and social conflict. Hence this novel is a quintessential precedent of Peasant Insurgency and Subaltern studies.

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A STUDY ON PREVALENCE OF VIOLENCE ON CHILDREN AT SCHOOLS IN MYSURU DISTRICT

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ABSTRACT :

The children are helpless, voiceless and innocents. They cannot recognise the elders as bad people who trouble them. The parents are reasons for most of the times because they always scold and beat the children. The children enjoy when elders can talk to them nicely and suffer when they are beaten up or get scolding. The teachers in schools have always portrayed themselves to be controlled, disciplined and never treat the children as friends. Though corporal punishment are not allowed under the Juvenile Justice Act 2005, teachers are giving punishments to children. This study has conducted a research by interviewing the children in their homes about the punishment given to them in private schools. 300 hundred children were interviewed after obtaining permission from the parents. A structured interview schedule was administered. The age group between 14 to 16 were interviewed who were studying in 8th, 9th, 10th standards. The children were selected at random in ward no 13,14,15,16,17 in Mysuru district. The study revealed that there exists punishments of various kinds in the schools all the private schools that children were going.

Key Words: Violence, Children, Emotional Violence, JJ Act 2015

INTRODUCTION

According to Juvenile Justice Act 2015, any person below the age of 18 is a child. The child cannot be punished by anybody be it a parent, guardian, teacher, or any adult coming into contact with the child. The children spend their prime time in a day in the schools between 9.30 am to 4.30 pm. The children are expected to study. In

the learning process, it becomes inevitable for the teachers to discipline them. They have to look after minimum 40 children a classroom. They have to monitor them, complete the syllabus, give homework, correct the notes and homework, conduct make up classes in the evening for slow learners, conduct examinations, correct examination papers and announce results.

One parameter to appraise the performance of teachers is to see how many students have passed, how many students scored good marks. The teachers have to monitor the mid day meal program too. The teachers are also expected to conduct cultural programs, sports competitions, train up the students for songs, dance, drama for school day. In olden days teachers could hold a stick in hand to control the children, but now it is not allowed and controlling children is big challenge. As per the Juvenile Justice Act 2015, giving punishment is not allowed.

Aim of the study :

The aim of this study is understand whether the children going to private schools are completely free from punishment.

Objectives of the study :

To interview the children going to private schools to understand whether they face any violence in schools

To understand the types of violence faced by the children

To understand the childrens' perception of violence

To understand the reasons for the violence

To understand the solution to stop violence in schools

Research Methodology :

Total 300 children were selected from ward number 14,15,16,17 of Mysuru district at random who were going to private schools. Each home was visited and asked for a child age between 14 to 16, studying in 8th,9th,10th standard. Before interviewing the child, requested permission of the parents. After the consent of the parents, a structured questionnaire was given to the child. Objective type questions were given and at the end open ended question was given to write solution to stop the violence. Thus collected both quantitative data and qualitative data. The quantitative data was analysed with the help of SPSS package. There are 7 private schools catering the education need of the wards. The study was conducted during March 2018

Data Analysis and Interpretation

Table No.1 : TOTLA NO. OF CHILDREN FACED VIOLENCE IN SCHOOLS:

Sl. No.	Total no. of children interviewed	Faced Violence : said YES	Faced Violence : Said NO
1	300	233	67

In %	100%	77.66	23.33
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Table No.2 TYPES OF VIOLENCE FACED BY THE CHILDREN IN SCHOOLS :

Sl. No.	Reasons for Violence	No. of children faced violence for the reasons mentioned	In Percentage
1	Coming late to the school	47	20.17
2	Not done homework	63	27.03
3	Parents did not come for PTM	31	13.03
4	Delay in Fee Payment	89	38.19
5	Uniform not clean	57	24.46
6	Talking while class is going on	14	6
7	Late submission of Project Work	27	11.58
8	Sometimes teacher scold and the reason we do not know	33	14.16
9	When absent to school without giving leave letter	41	17.59

Sl. No.	Types of violence faced	No. of children faced	In %
1	Physical violence	103	44%
2	Emotional violence	184	78%
3	Sexual Violence	nil	Nil
	Total	287	

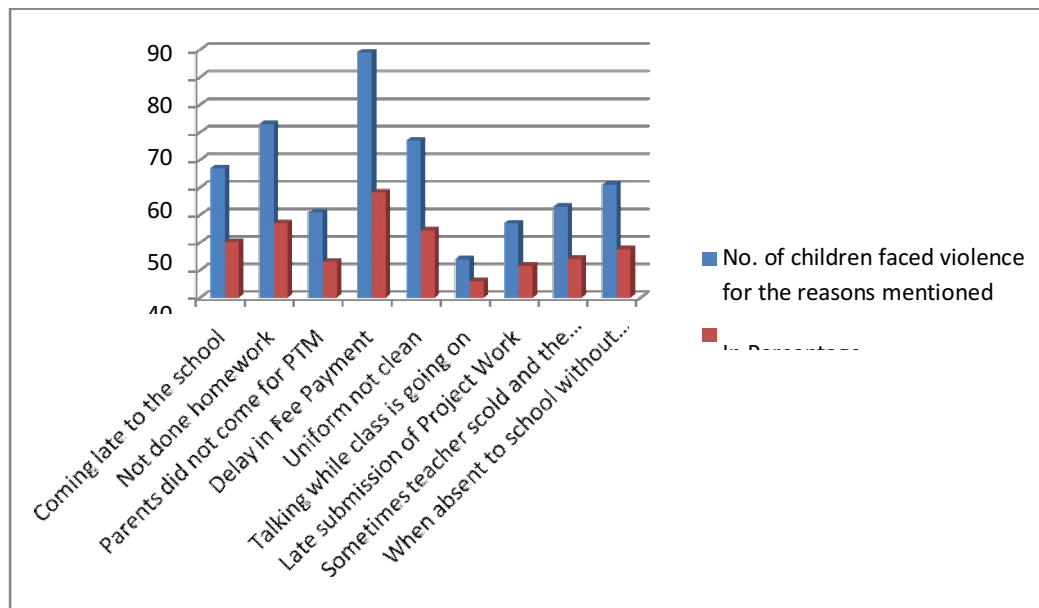
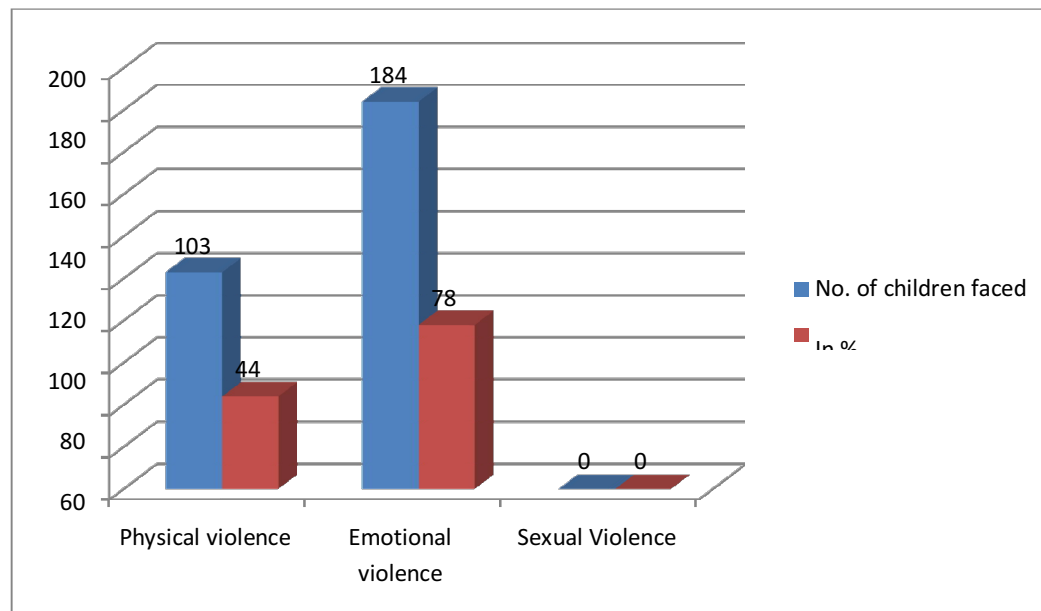
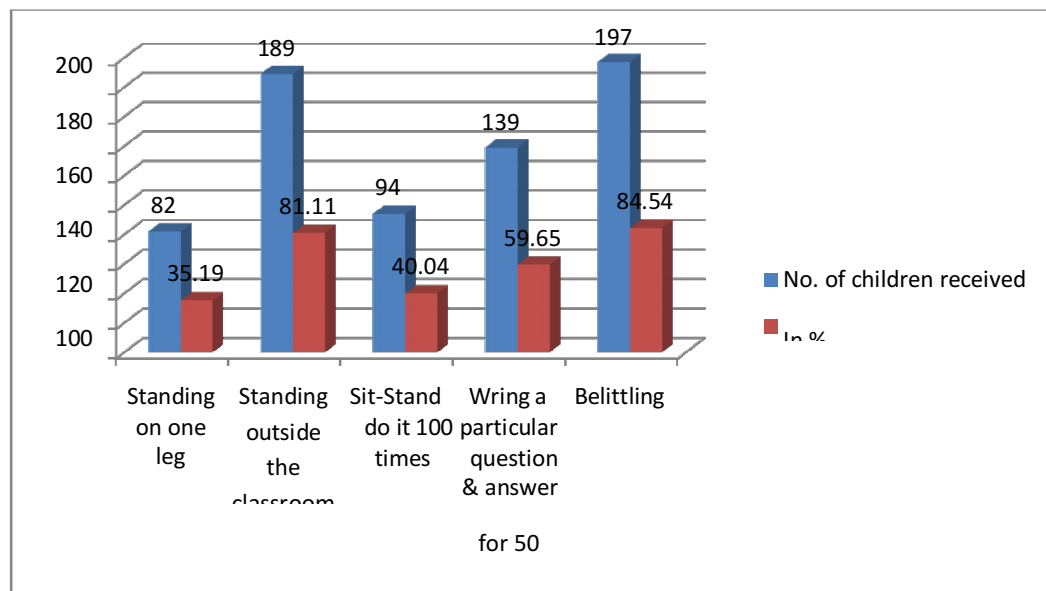


Table No. 3 : REASONS FOR VIOLENCE :

Table No.4 : TYPES OF VIOLENCE EXPERIENCED BY THE CHILDREN :

Sl. No.	Types of Violence experienced by the children	No. of children received	In %
1	Standing on one leg	82	35.19
2	Standing outside the classroom	189	81.11
3	Sit-Stand do it 100 times	94	40.04
4	Wring a particular question & answer for 50 times	139	59.65
5	Belittling	197	84.54



Recommendations: Some of the Recommendations to prevent the violence on children at school include :School counsellor must be appointed. The counsellor can get the background of the children in detail to know their present socio economic and psychological conditions. School counsellor thus play major role in giving the teachers feed about the children behaviour. Appointment of counsellor is important because teacher may not have time or skills to counsel a child. Rather they want to concentrate on the academic excellence of the children.

Teachers should be trained properly on the provisions of care and protection of children according to Juvenile Justice Act 2015

Teachers are punishing the children in various reasons as mentioned in the table 4 and such reasons should not be reasons for punishment. As such for any reasons teachers or school authority have right to punish a child. Instead the child has to be counselled continuously for appropriate behaviour expected by the School Authorities. The parents may be contacted to inform any misdeed, mistake committed by the children. Teachers using bad sentences or words when they are angry is not acceptable. The school administration can take the feed back on the teachers of using bad words, getting angry, beating, bullying

and instruct the teacher to be calm and handle the children with care and patience. According to children bullying, shouting, making children to stand on the bench, making the children to stand outside, stand on one leg are very common. Such punishments should be stopped. As such punishment lead to corporal punishment according the section 86 of JJ Act 2015.

The reasons especially delay in fee payment is purely related to the parents but children are made to stand outside, they are asked to bring parents. This is an emotional violence on the children. The school administration should call the parents directly to discuss the matter. But the school administration have the system of telling the class teacher and in turn class teacher will ask the students.

In all the schools, the teachers are beating with stick on hand and leg when children are not attentive in the class while doing lessons. The children are involved in talking. Teachers get disturbed and they beat, they make them to stand on one leg. This kinds of physical punishments are not allowed. The teachers should stop giving such punishments. They should change their mindset from old school of thought that 'children should be disciplined by beating and giving punishment, otherwise it is difficult to control them'.

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Peripheral Wiener Index of Bi-Regular Dendrimers

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Abstract:Peripheral Wiener index of a graph is equal to the sum of distances between all pairs of peripheral vertices. In this paper, a simple formula to compute peripheral Wiener index of Dendrimers is obtained.

Keywords: Distance (in Graphs), Wiener Index, Peripheral Wiener Index, dendrimer.

MSC (2010): 05C12.

1 Introduction

Let G be a connected graph on n vertices and N edges labeled by $v_1, v_2, \dots, v_n$ and $e_1, e_2, \dots, e_N$. The distance $d(v_i, v_j|G)$ between two vertices v_i and v_j of G is equal to the length of the shortest path. The eccentricity $e_G(u)$ of a vertex u in G is $\max\{d(u, v|G): v \in V(G)\}$. The radius $r(G)$ and diameter $d(G)$ are the minimum and maximum eccentricities respectively. The center $C(G)$ and periphery $P(G)$ consists of the vertices of minimum and maximum eccentricity. The degree $\deg(v)$ of a vertex v is the number of edges incident to v . The vertex u is called a Peripheral vertex of G if there exist a vertex $v \in V(G)$, such that $d_G(u, v) = \text{diam}(G)$. Motivated by the Topological Indices called Terminal Wiener Index the authors in [11, 13] introduced a new type of index called Peripheral Wiener Index because every graph may or may not have the terminal vertice but every graph has at least two peripheral vertices. Further, the Peripheral Wiener index of a graph Operations had been carried out in [2].

The Wiener index of a connected graph G is defined as [17]

$$W(G) = \sum_{1 \leq i < j \leq n} d(v_i, v_j | G) \quad (1)$$

i.e, Wiener index is the sum of distances between all pairs of vertices of the respective graph.

The graph invariant $W(G)$ was introduced in 1947 by Wiener [17], who used it for modeling the shape of organic molecules and for calculating several of their Physico-Chemical properties. Mathematical research on $W(G)$ started in 1976 [6] and since then this distance based quantity was much studied [4, 5]. The Peripheral Wiener index $PW(G)$ of a graph G as the sum of the distances between all pairs of peripheral vertices.

$PW(G) = \sum_{1 \leq i < j \leq k} d(v_i, v_j | G)$. (2) Wiener in his seminal paper [17] communicated the formula

$$W(T) = \sum_e n_1(e)n_2(e) \quad (3)$$

wherein equation (3) holds for any tree T . In equation (3) e stands for an edge, where as $n_1(e)$ and $n_2(e)$ are the number of vertices lying on two sides of e respectively and summation runs over all edges of tree T . If tree T has n vertices then $n_1(e) + n_2(e) = n$ for all edges e . Using the same idea of equation (3) Gutman et. al [8], obtained the formula to compute terminal Wiener index of a tree T of order n with k terminal vertices (pendent vertices):

$$TW(T) = \sum_e e_1(e)e_2(e) \quad (4)$$

where $e_1(e)$ and $e_2(e)$ are the number of terminal vertices lying on two sides of e respectively. And the summation is taken over all the $(n - 1)$ edges of T .

Keeping the ideas of computing Wiener index of tree T using Wiener's "first theorem", that is, equation (3) and the idea of computing terminal Wiener index of tree T of order n , with k terminal vertices, that is equation (4) authors in this paper have made an attempt to calculate peripheral Wiener index of a n – vertex tree T , with k peripheral vertices.

Theorem 1.1 [13] *Let T be a n – vertex tree, with k peripheral vertices, then*

$$PW(T) = \sum_{i=1}^{n-1} e(e_i)[k - e(e_i)] \quad (5)$$

where $e(e_i)$ is the number of peripheral vertices of T lying on one side of e_i

Dendrimers are highly branched, star-shaped macromolecules with nanometer-scale dimensions. Dendrimers are defined by three components: a central core, an interior dendritic structure (the branches), and an exterior surface with functional surface groups. The varied combination of these components yields products of different shapes and sizes with shielded interior cores that are ideal candidates for applications in both biological and materials sciences. While the attached surface groups affect the solubility and chelation ability, the varied cores impart unique properties to the cavity size, absorption capacity, and capture-release characteristics. Applications highlighted in recent literature include drug delivery, gene transfection, catalysis, energy harvesting, photo activity, molecular weight and size determination, rheology modification, and nanoscale science and technology.

Dendrimers are first discovered in the early 1980s by Donald Tomalia and co-workers [18], these hyperbranched molecules were called dendrimers. The term originates from dendron meaning a tree in Greek. At the same time, Newkomes group [19] independently reported synthesis of similar macromolecules. They called them arborols from the Latin word arbor also meaning a tree. The term cascade molecule is also used, but dendrimer is the best established one. An example of Dendrimer is given in Figure-1.

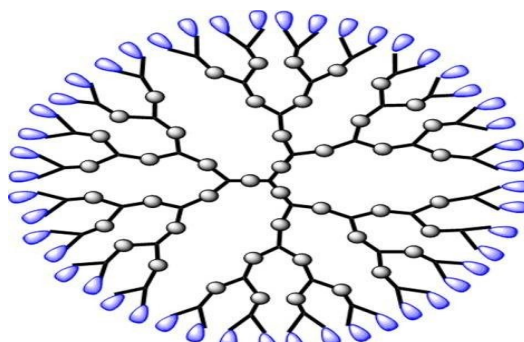


Figure 1: A denraimer

2 Peripheral Wiener index of Bi-regular Dendrimers

Let a bi-regular dendrimer of regularity r and diameter d be denoted by $D_d(1, r)$ whose peripheral vertices are of degree 1 and non-peripheral vertices are of degree r and is of diameter

d . To illustrate refer the Figure 1. Following results are based on the Bi-regular Dendrimers as shown in Figure 1.

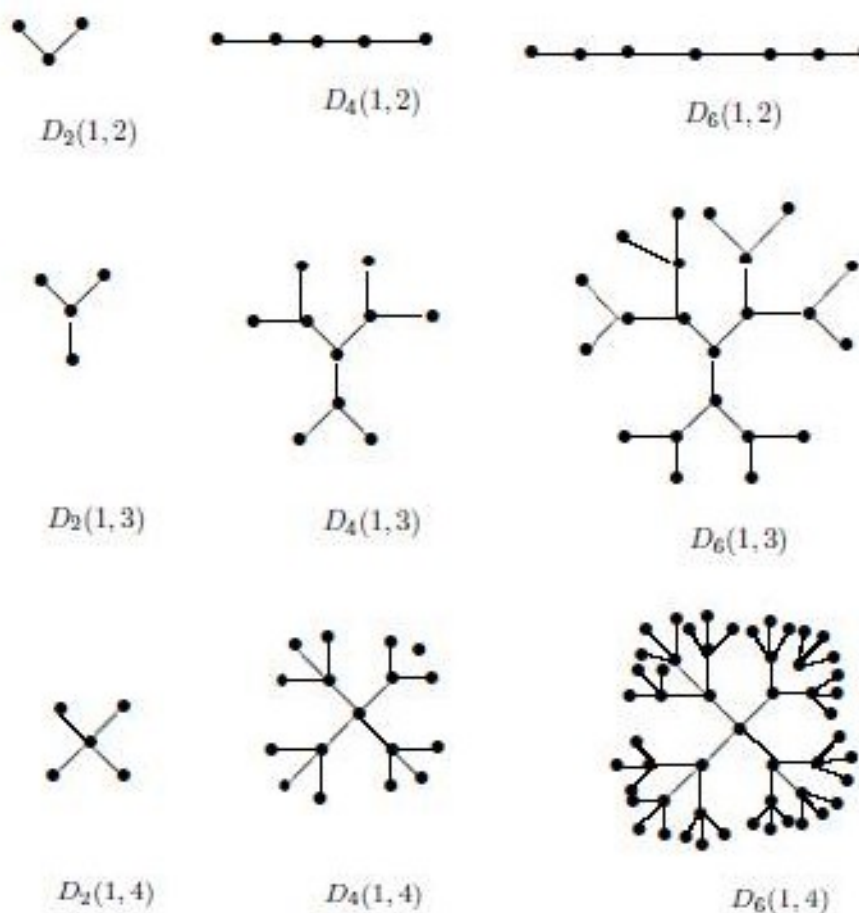


Figure 1: Bi-regular dendrimer $D_d(1, r)$ with $d = 2, 4, 6$ and $r = 2, 3, 4$ respectively

Proposition 2.1 Order of a dendrimer $D_d(1, r)$ is $1 + \sum_{i=0}^{d-1} r(r-1)^i$.

Proof. To compute the total number of vertices in $D_d(1, r)$ we consider an auxiliary concentric rings $C_0, C_1, \dots, C_{\frac{d}{2}}$ and these auxiliary concentric rings carry

$1, r, r(r-1), r(r-1)^2, \dots, r(r-1)^{\frac{d}{2}-1}$ vertices. Hence total number of vertices in $D_d(1, r)$ is

$$\sum_{i=0}^{\frac{d}{2}-1} r(r-1)^i$$

$$1 + r + r(r-1) + r(r-1)^2 + \dots + r(r-1)^{d-1} \quad \text{or } 1 + \sum_{i=0}^{d-1} r(r-1)^i$$

Now we give the formula to compute peripheral Wiener index of $D_d(1, r)$ which also holds for terminal Wiener index of $D_d(1, r)$.

Theorem 2.2 For bi-regular Dendrimer $D_d(1, r)$ of $r \geq 2$, and $d \geq 2$,

$$PW(D_d(1, r)) = r(r-1)^{d-2} \sum_{i=1}^d r(r-1)^{d/2-i} - (r-1)^i.$$

Proof. From Theorem 1.1 we have

$$PW(T) = \sum_{i=1}^{n-1} e(e_i)[k - e(e_i)] \quad (6)$$

where k is the total number of peripheral vertices of tree T and $e(e_i)$ is the number of peripheral vertices on one side of an edge e_i , here the summation runs over all the edges of tree.

Also, from Proposition(2.1) the total number of edges are, $\sum_{i=0}^{d-1} r(r-1)^i$.

If $C_0, C_1, \dots, C_{\frac{d}{2}}$ are the auxiliary concentric rings of $D_d(1, r)$ then there are $r(r-1)^2$

number of peripheral vertices lying on $C_{\frac{d}{2}}$.

Now to compute the peripheral Wiener index of $D_d(1, r)$, the summation runs over all the edges e_i ; $i = 1, 2, \dots, n-1$ of T , we need to sum the product of the numbers of peripheral

vertices which lie on either side of all the edges. Hence, clearly, $r(r-1)^2$ number of edges gives the product of $\{1 \times (k - (r-1)^0)\}$, $r(r-1)^{\frac{d}{2}-2}$ number of edges gives the product of $\{(r-1) \times (k - (r-1)^1)\}$, and so on... $r(r-1)$ number of edges gives the product of $\{(r-1)^{\frac{d}{2}-2} \times (k - (r-1)^{\frac{d}{2}-2})\}$, and k number of edges gives the product of $\{(r-1)^{\frac{d}{2}-1} \times (k - (r-1)^{\frac{d}{2}-1})\}$ respectively.

Summing up all the values we have since, $(r-1)^0 = 1$,

$$\begin{aligned} PW(D_d(1, r)) &= r(r-1)^{d-1} \{(r-1)^0 \times (k - (r-1)^0)\} \\ &+ r(r-1)^{d-2} \{(r-1)^1 \times (k - (r-1)^1)\} \\ &+ \dots \\ &+ r(r-1)^{d-i} \{(r-1)^{i-1} \times (k - (r-1)^{i-1})\} \\ &+ \dots \\ &+ r(r-1)^{d-2} \{(r-1)^{d-1} \times (k - (r-1)^{d-1})\}. \end{aligned} \quad (7)$$

But total number of peripheral vertices lying on the auxiliary concentric ring are

$k = [r(r-1)^{d-1}]$. Hence, from equation (7).

$$\begin{aligned} PW(D_d(1, r)) &= r(r-1)^{d-1} \{(r-1)^0 \times ((r(r-1)^{d-1} - (r-1)^0)\} \\ &+ r(r-1)^{d-2} \{(r-1)^1 \times ((r(r-1)^{d-1} - (r-1)^1)\} \\ &+ \dots \\ &+ r(r-1)^{d-i} \{(r-1)^{i-1} \times ((r(r-1)^{d-1} - (r-1)^{i-1})\} \\ &+ \dots \\ &+ r(r-1)^{d-2} \{(r-1)^{d-1} \times ((r(r-1)^{d-1} - (r-1)^{d-1})\}. \end{aligned}$$

Then by some manipulation yields,

$$PW(D_d(1, r)) = r(r-1)^{d-1} \sum_{i=1}^d \{r(r-1)^{d/2-i} - (r-1)^i\} \quad (8)$$

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The Land Of Nizam and Position of Nizams In Post Colonial Nation; A Marxist

Approach Over *The Last Nizam*.

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Abstract: The book The Last Nizam by John Zubrzycki gives myriad imageries of a repressed rebellion of the people of Hyderabad to remain a sovereign nation of their own. Unfortunately in the eyes of post-colonial historiographers this incident is recorded as mere trouble or strike from the part of Nizams. In a historical materialistic view, as proposed by Karl Marx and Friedrich Engels [that advocates on the structure of social classes and the relationship between them, along with the political structures and ways of thinking in society, which are reflected in contemporary economic, sociocultural activity] we could analyze the issues and problems faced by Nizam and the people of Hyderabad over a period of time before and after the Indian independence in 1947.

Key words: Nizam, Marxism, Hyderabad, Indian Sovereignty.

In an article by Mike Thomson in BBC titled *Hyderabad 1948: India's hidden massacre* on 24 September 2013 he states “when India was partitioned in 1947, about 500,000 people died in communal riots, mainly along the borders with Pakistan. But a year later another massacre occurred

in central India, which until now has remained clouded in secrecy”. The state of Hyderabad had a history that is not known to many. Hyderabad, as we know is at present a part of India. But it was not so in the past. Ruled by the Nizams, Hyderabad was one among the rich princely states in

India. As described by a French traveller Jean-Baptise Tavernier, Hyderabad is in reality a town where the King keeps his treasure and has wealth as precious as no town in the world can bestow (Zubrzycki²). It was in 1724, Nizam-ul-Mulk AsafJah had established Hyderabad defending the great Mughals. It was a state that spread over most of the Deccan plateau. Not only did it become popular, it was also prosperous as it had its own army, forts, well defined systems of transportation and communication etc. In 1798, the Royal state of Hyderabad was the first to agree to British protection under the policy of Subsidiary Alliance to remain as a princely state under British rule.

In 1947, when the British left India, they gave the princely states the choice to either join India or Pakistan or remain independent. Being a princely state that was not under the direct control of British rule, it opposed the idea of a merging with India or Pakistan after

Independence (according to the Indian Independence Act of 1947). Indian union was against this idea. In 1947, Home Minister Sardar Patel requested Osman Ali Khan AsafJah VII, the last Nizam of the princely state of Hyderabad, to join India, but he refused. Instead, he declared Hyderabad as an independent nation on August 15, 1947. It was in June 1948 that Lord Mountbatten proposed the Heads of Agreement deal which gave Hyderabad the status of an autonomous dominion nation under India. India was ready to sign the deal and did so but the Nizam refused on the grounds that he wanted complete independence and also as demanded dominion under the British Commonwealth of Nations.

The turmoil, the endless negotiations and rumours that Hyderabad was arming itself from Indian union with support from the Portuguese administration in Goa and Pakistan, made an unwarranted commotion. This news alarmed Indian Government. Sardar Vallabhai Patel, the

then home minister of India described the idea of an independent Hyderabad as “an ulcer in the heart of India which needed to be removed surgically.” Though on one side negotiations were there, India autonomously decided to annex Hyderabad. This operation was named “Operation Polo”. Though it was only a five-day war that began in September 13 and lasted till September 18, 1948, it was significant as the Indian Army took over a powerful state and Hyderabad was attached to India. We could essentially describe this as an event which had boosted up the federalism of our country but it had essentially forged the underlying principles of our country: in fact it could be seen as in the same light of suppression of the proletariat by the ruling class.

The ideas of the ruling class are in every epoch the ruling ideas in this case Indian government acted as the supreme power in the subcontinent.

The class which is the ruling material force of society is at the same time its ruling

intellectual force. The class which has the means of material production at its disposal, consequently also controls the means of mental production, so that the ideas of those who lack the means of production are on the whole subject to it. (Marx and Engels cited in Easthope and McGowan, 2004, p.39).

In a Marxist point of view, India having access to the majority of the material production and resources had a monopoly over other nations in the sub-continent. So as to exert the maximum control over the subcontinent; they don't want any smallest sort of threat inside the subcontinent. Whereas, India was struggling hard to maintain their federalism (political view point). A highly critical editorial in *The Times* denounced ‘India’s use of force against a weaker neighbour which resists its claims’. *The New York Times* said it as understandable that India viewed the existence of an ‘ancient hereditary monarchy within the limits of a new nation that is struggling hard for democracy’.

(John Zubrzycki196) Even it is for monopoly over the subcontinent or to protect the democracy , in turn it was reduced as an oppression towards proletariat or depressed group of people.

“our main efforts should now be concentrated on explaining to the proletarian masses their proletarian problems, as distinguished from the petty bourgeoisie which has succumbed to chauvinist intoxication” (Lenin, 1964, p.111).

There was a deliberate imposition of interests of Indian government over the people in Hyderabad. They promised good governance and facilities to the residents of Hyderabad;even some Hyderabadians had a good case for believing that ‘they can promote the welfare of their people more successfully outside the dominion than within it.’ (Zubrzycki196).The “shameless capitalist lie” (Lenin, p.110) propagated by the colonial, neo-imperial, capitalistic, and bourgeoisie powers(Indian government) is that their interests and the

interests of the colonized, neo-colonized and proletarians(hyderabadians) are one and the same. They promised the growth, wellbeing or development of the capitalist elites is in fact the development of the proletarians. when Operation Polo declared, a state of Emergency was declared when 36,000 Indian troops entered Hyderabad , though the Indian Government would later claim the police action had been almost bloodless, independent reports put the numbers of Muslims killed at anywhere between 20,000 and 200,000.Months after the invasion, train travellers going from Hyderabad to Aurangabad reported seeing vultures feeding on corpses scattered in the fields.(Zubrzycki197). The Ideology propagated by the Indian politicians in power, how they have maintained their hegemonic control over the interpellated subjects of other parts of the country through Ideological State Apparatuses (ISAs), particularly the use of media, history texts etc.which can be

translated as ‘domination by consent’, in Gramsci’s words. Horvat (1982) rightly asserts in this regard, “capitalist development leads to the concentration of capital, employment and power” and in its severity, it may even lead to “complete destruction of economic freedom” (Horvat11). Which had happened to Nizam and his family, they were left alone, his dreams of Independent Hyderabad shattered, his kingdom now occupied by Indian Troops, his once proud army dissolved (Zubrzycki198). The royal family and their reverence had dwindled. The people of Hyderabad also started to face similar kind of disillusionment, from being one of the richest princely state in India ,it was reduced into a mere area of obscurity. More than half a century on, it is difficult to find a member of Hyderabad’s Muslim nobility who does not feel a sense of betrayal about the police action and loss of independence (Zubrzycki198).

Many of the properties of Nizam were lost during this annexure, though it was agreed by the government earlier that ‘would have no claims on the properties’ of Nizam. The promise was not honoured in full, the bulk of the ‘immovable property’ and most of ‘movable property’ that comprised the Seventh Nizam’s private estate was intact when he died in 1967. (Zubrzycki208)

When the eighth Nizam took ascension to the throne he found the honour unattractive. “The kingdom that has his ancestors had built had been reduced to a handful of palaces. Titles bestowed on them by the Mughal Emperor could be used on letterheads but little else” (Zubrzycki218). This idea can be taken as the devastation of city as a whole. Along with the economic status of the city and the status of Nizam was diminished. Nizam, who once collected five million rupees a year as tax ended up living in selling up of gazals that were written on

scraps of papers at the rate of a dozen a day.

As Engels clarified “the history of all hitherto existing society is the history of class struggles. Freeman and slave, patrician and plebian, lord and serf, guild master and journeyman, in a word, oppressor and oppressed, stood in constant opposition to one another, carried on uninterrupted, now hidden , now open fight, a fight that each time ended, either in a revolutionary reconstitution of society at large, or in the common ruin of the contending classes”(Communist Manifesto17). Even the city of Hyderabad had a long history of troubled past that had reduced their progression, took away their prosperous cultureincluding even the

700years of great Nizamian tradition by an oppressive force of an external superseding power. Though both Indian government and Nizams belongs to the rulling class it is significant to note that because of the larger material access of essentials in the Indian subcontinent Indians were able to suppress a group of people who were weaker in their power and strength, even it resulted in the downfall of a very rich class of people the Nizams. Hence the book *The Last Nizam* by John Zubrzycki offers a great outlook over a group of people who were superseded by a larger power group.

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