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May 2023

Volume : 12 Issue : 5

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LOYOLA COLLEGE OF SOCIAL SCIENCE

Sreekariyam , Trivandrum

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# TABLE OF CONTENTS

MAY 2023

DOWN TO EARTH	1-2
ECONOMIC AND POLITICAL WEEKLY	3-6
THE INDIAN JOURNAL OF INDUSTRIAL RELATIONS	7-8
THE INDIAN JOURNAL OF SOCIAL WORK	9
ISDA JOURNAL	10
JOURNAL OF THE INDIAN ACADEMY OF APPLIED PSYCHOLOGY	11-12
PERSPECTIVES IN SOCIAL WORK	13
SEMINAR	14
SOCIAL ACTION	15
VIKALPA	16-17
YOJANA	18

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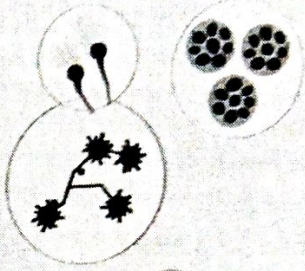
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COVER STORY

# 30

Fungal infections are spreading rapidly in humans and becoming resistant to drugs



- 11 **Digest**  
Vaccines may not help fight India's latest COVID-19 wave
- 16 **MGNREGS**  
Is the Centre diluting India's flagship rural employment scheme
- 22 **Tribal health**  
Diabetes on the rise in Chhattisgarh's rural areas
- 40 **Counting waterbodies**  
India's first waterbody census is unclear on methodology

- 44 **Patently Absurd**  
Generic drug firms accuse going the Big Pharma way
- 58 **Civil Lines**  
Rise in India's population the threat it is perceived to be

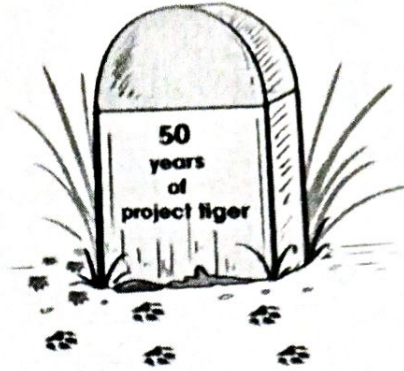
I

# Contents



Determining termites' contribution to global methane emissions is an exercise fraught with uncertainties

27



54

As Project Tiger completes 50 years, forest-dwelling communities have little to celebrate



Aviation sector trials a mixed bag of technologies as it moves towards a green future

50



48

Societal acceptance critical for legalising same-sex marriage in India

Bitter but nutritious babool is good for human health and biodiversity

56



2

**Caste, Consumption, and Dalit Resistance**

10 Dalits are mistreated in (and excluded from) Indian dominant dining spaces, and their food preparation and eating habits are stigmatised by upper-caste groups. — *Abdullah Al Mozahid*

**Ladakhi Politics and Its Union Territory Status**

13 In just three and a half years after the formation of the union territory, the political class of Ladakh has given a new direction to its identity politics. — *Rekha Chowdhary*

**Karnataka in Election Mode**

17 Karnataka is the only state in South India where the Bharatiya Janata Party is in power. It is now battling anti-incumbency and the after-effects of its recent interventions with regard to reservations. — *V K Natraj, G S Ganesh Prasad*

**India's Toy Industry**

20 India has turned into a net toy exporter lately—claimed as an evidence of the success of "Make in India" and related promotional policies. — *Abhishek Anand, R Nagaraj & Naveen Thomas*

**Critiquing 'Component C'**

26 The comprehensive environmental pollution index has been applied in this article to identify and monitor industrially polluted clusters in India. — *Adithya Pradyumna*

**Jharkhand's New Sthaniyata Policy**

34 It is problematic to think in terms of binaries, when considering *sthaniyata* in Jharkhand, such as *Adivasis* versus *Dikus*, original settlers versus more recent in-migrants, and cities built by industries versus Fifth Schedule Areas and legal safeguards. — *Dayamani Barla, Varsha Bhagat-Ganguly, Rashmi Katyayan, Antony Puthumattathil & Lotika Singha*

**Private Equity Investment in the NBFC Sector**

41 Private equity investment in non-banking financial companies has increased considerably. Analysing the investment and deal patterns for the investments made between 1999 and 2020, it is evident that most of the target companies are unlisted and most of the investments are un-exited. Foreign private equity investors largely dominate in the Indian NBFC space. — *Sanchita Dhingra, Abha Shukla*

**A Review of Life Insurance Distribution in India**

50 Large gaps exist in life insurance coverage in India. The Insurance Regulatory and Development Authority of India has sought to address the issue of mis-selling of insurance through the product disclosure and suitability guidelines. However, these measures are inadequate and might not be effective. — *Sowmini G Prasad, Deepti George*

**The Story of Land Acquisition in Bhargar, West Bengal**

58 One crucial factor that led to the victory of Trinamool Congress in the West Bengal elections in 2011 was the violence associated with land acquisitions in the period when the Left Front was in power. An attempt is made in this paper to see if any lessons were learnt out of the Nandigram-Singur episodes. — *Dhanmanjiri Sathe*

**EDITORIAL**

Demography Is Not a Destiny ..... 7

**COMMENT**

Planned Incoherence ..... 8

**FROM THE EDITOR'S DESK**

Making Classrooms Critical and Ethical ..... 9

**FROM 50 YEARS AGO** ..... 9

**ALTERNATIVE STANDPOINT**

Caste, Consumption, and Dalit Resistance — *Abdullah Al Mozahid* ..... 10

**COMMENTARY**

Ladakhi Politics since the Formation of Union Territory — *Rekha Chowdhary* ..... 13

Karnataka in Election Mode — *V K Natraj, G S Ganesh Prasad* ..... 17

India's Toy Industry: Production and Trade since 2000 — *Abhishek Anand, R Nagaraj, Naveen Thomas* ..... 20

Critiquing 'Component C': The Health Parameter of the Comprehensive Environmental Pollution Index — *Adithya Pradyumna* ..... 26

**BOOK REVIEWS**

*Hungry Translations: Relearning the World through Radical Vulnerability*—Politics, Poetics and Pedagogy of Hope: Translation, Learning and Refusal — *Sneha Gole* ..... 30

*Development, Neoliberalism, and Islamism in South Asia: The Case of Bangladesh*—Quest for Development and Challenges in Bangladesh — *Sujay Ghosh* ..... 32

**INSIGHT**

Jharkhand's New Sthaniyata (Local Resident) Policy: The 1932 Khatiyari, Sociocultural Fabric, and Land Rights — *Dayamani Barla, Varsha Bhagat-Ganguly, Rashmi Katyayan, Antony Puthumattathil, Lotika Singha* ..... 34

**SPECIAL ARTICLES**

Growing Private Equity Investment in the Indian NBFC Sector: Analysing Risks — *Sanchita Dhingra, Abha Shukla* ..... 41

A Review of Life Insurance Distribution in India: Regulatory Design of Distribution Channels and Incentive Structures — *Sowmini G Prasad, Deepti George* ..... 50

The Story of Land Acquisition in Bhargar, West Bengal: Are Things Changing? — *Dhanmanjiri Sathe* ..... 58

**CURRENT STATISTICS** ..... 61

**LETTERS** ..... 61

COMMENTS

Unfolding the Manipur Riots .....	7
Teaching and Learning Indian Knowledge Systems .....	10

FROM THE EDITOR'S DESK

The Politics of Categorisation .....	10
--------------------------------------	----

FROM 50 YEARS AGO

HT PAREKH FINANCE COLUMN

IMP—Doubling the Dose of Austerity —C P Chandrasekhar, Charles Abugre .....	10
--	----

COMMENTARY

A Right Act for Health —Abhay Shukla .....	13
The Making of an Economic Crisis in Pakistan —Tooba Syed .....	17
Cuba's COVID-19 Crisis: A Revolution in Motion Facing Its Worst Test Ever? —Joseph Tharamangalam .....	20
FHEIs Draft Regulations, 2023: Concerns and Contradictions —Sudhanshu Bhushan .....	23
Deras, Dalits, and Caste Politics in Punjab: Decoding the Channi Experiment —Santosh K Singh .....	26

BOOK REVIEWS

<i>The Secular Imaginary: Gandhi, Nehru and the Idea(s) of India—Reconstructing the Secular Imagination of Gandhi and Nehru</i> —Max Kramer .....	30
<i>Patching Development: Information Politics and Social Change in India—The Democratic Dilemma of Transparency</i> —Manohar Kumar .....	32

SPECIAL ARTICLES

Why Do Poorer Kids Not Move Ahead Faster? Considering the Poverty of Opportunity in Bihar and Delhi —Anirudh Krishna, Sujeet Kumar .....	35
Equality versus Empowerment: Women in Indian Legislature —Soumya Bhowmick .....	41
Are Spectacular Growth and High Inequality Two Sides of the Same Coin? An Interstate Analysis of Post-economic Reformed India —Manjisha Sinha, Sendhil Ramadas, P Ramasundaram .....	49

CURRENT STATISTICS .....

POSTSCRIPT

On Crows, Bees, and Home Remedies —Devashish Makhija (62), Homosexuality as a Dominant Narrative in Class —Namitha Dev, Neerej Dev (63), <i>The Broken News: Television Ratings, War and Truth—Aditya Kumar Shukla (65),</i> Last Lines (66)	4
---	---

LETTERS .....

**Doubling the Dose of Austerity**

10 The International Monetary Fund has introduced a new condition into its adjustment toolkit for countries facing external debt stress.  
—C P Chandrasekhar, Charles Abugre

**A Right Act for Health**

13 Rajasthan's pioneering Right to Health Act must be operationalised keeping in view the wider political economy of healthcare. —Abhay Shukla

**The Making of an Economic Crisis in Pakistan**

17 In order to break away from the neo-liberal debt servitude, Pakistan needs a strong political will to make structural changes to its political economy.  
—Tooba Syed

**Cuba's COVID-19 Crisis**

20 Personal and admittedly subjective observations and reflections on the multidimensional health crisis in Cuba are presented in this article.  
—Joseph Tharamangalam

**FHEIs Draft Regulations, 2023**

23 Opening foreign universities in India will distort the public higher education system, and by creating further exclusion, it would fail to serve India's national interests. —Sudhanshu Bhushan

**Deras, Dalits, and Caste Politics in Punjab**

26 In the 2022 assembly elections in Punjab, where the Aam Aadmi Party registered a massive and historic win, most analyses tended to underestimate the caste factor. —Santosh K Singh

**Why Do Poorer Kids Not Move Ahead Faster?**

35 Can a poorer individual who has a particular talent realistically hope to move up in life? This proposition is put to the test in this paper by interviewing more than 800 young individuals in rural and urban Bihar and Delhi. Findings show that these individuals have had virtually no opportunity to be tested for any hidden talent, be it a talent for athletics, singing, chess, art, or mathematics.  
—Anirudh Krishna, Sujeet Kumar

**Equality versus Empowerment**

41 Gender parity or equality measures, such as quotas for women in legislative bodies, ineffectively, and sometimes adversely, seek to induce women's empowerment. An analysis of the passive effects of women's quotas at different legislative levels and the deep-rooted problems of agency that attenuate such policies are undertaken in this paper. —Soumya Bhowmick

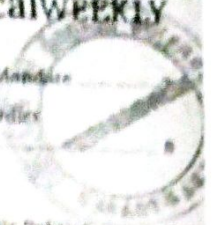
**Spectacular Growth and High Inequality**

49 The extent of inequality across states during the post-economic reforms period has been analysed in this paper. Equitable growth requires region-specific interventions with a focus on several dimensions such as generating adequate employment opportunities, supplemented by significant investments in education and health. —Manjisha Sinha, Sendhil Ramadas & P Ramasundaram

**Postscript**

52 Devashish Makhija on the relationships of a father and son with crows, bees, death, and the ubiquitous newspaper; Namitha Dev and Neerej Dev on how Class engages with the intersectional experiences of LGBTQ+ individuals; Aditya Kumar Shukla on how *The Broken News* tells the story of the cut-throat world of television news media; and Last Lines by Ponnappa.

4



### The Disqualification Debate

10 Locating Rahul Gandhi's "disqualification" within the legal-constitutional framework enables us to generate evaluative questions for thinking about constitutional democracy. — Anupama Roy, Ujjwal Kumar Singh

### Fallacies of the Triple Test Doctrine

14 The Supreme Court's recent judgments on reservation for the backward classes in the urban local body elections are reviewed in this article. — Prashant K Trivedi

### Under-reporting of Income by Wealthy Indians

17 The affluent Indians often complain about "excessive" income taxation. Yet, very few of them figure among the top income taxpayers. — Ram Singh, Soumyajit Ray

### The Pension Reform Protests in France

18 This article discusses how the pension reform law in France took shape despite public and legislative opposition to it. — Arnaud Kaba, Khaliq Parkar

### The Anatomy of Crony Capitalism in India

23 Crony capitalism is the direct consequence of the liberal and neo-liberal policies embraced by the governments. — Kapil S Kamble

### The New Tenancy Act in Andhra Pradesh

35 The tenancy conditions in Andhra Pradesh are analysed and the new tenancy act is evaluated in this article. Highlighting the lacunae in the act, the urgent need to address the genuine concerns of tenant cultivators is pointed out. — Sankar Rao

### Financial Inclusion and Remittance Services

40 Using the global Findex survey data, the various factors that may impact the use of banks and digital channels for remitting money have been explored in this paper. It is observed that the use of financial institutions/mobiles as remittance channels in India has improved from 2017 to 2021, especially for the lower-income people. — Shika Saravanabhavan, Meenakshi Rajeev

### Multiplier Effect of MGNREGA-induced Inflow of Money

48 The core objective of the Mahatma Gandhi National Rural Employment Guarantee Act is to promote rural development and reduce poverty by supplementing private employment in the rural Indian economy with public employment. This paper is an attempt to verify the performance of MGNREGA by studying four sample villages from West Bengal. — Kishor Naskar, Pinaki Das & Debabrata Datta

### Himachal Pradesh Assembly Elections 2022

55 Turning down the narrative of the "double engine" government, Himachal Pradesh once again voted the Congress in with a thumping majority of seats. This win can be attributed to a series of factors such as the promise of the old pension scheme, anti-incumbency, and intra-party factionalism. — Harish K Thakur, Devender Sharma, Baldev Singh Negi & Ved Prakash Sharma

### A Critique of Non-Marxist Caste Studies

61 Neither the theory of caste nor the praxis of its annihilation, which was Ambedkar's dream, is conceivable outside Marxism. — Hira Singh

#### EDITORIALS

Significance of the Karnataka Mandate  
The Cause and Effect of the Verdict on Maharashtra

#### FROM THE EDITOR'S DESK

The Moral Charter of Democratic Politics 9

#### FROM 50 YEARS AGO

#### COMMENTARY

The Disqualification Debate: Law and Politics  
—Anupama Roy, Ujjwal Kumar Singh 10

Fallacies of Triple Test Doctrine and Backward Classes Reservation in Local Self-government  
—Prashant K Trivedi 14

Under-reporting of Income by Wealthy Indians  
—Ram Singh, Soumyajit Ray 17

The Pension Reform Protests in France: Towards the Dusk of the Liberal Democracy?  
—Arnaud Kaba, Khaliq Parkar 19

The Anatomy of Crony Capitalism in India  
—Kapil S Kamble 23

#### BOOK REVIEW

Bengal Muslims and Colonial Education, 1854-1947: A Study of Curriculum, Educational Institutions, and Communal Politics—Politics of Colonial Education  
—Gagan Preet Singh 28

#### REVIEW ARTICLE

Rethinking the Social Sciences with Sam Moyo—In Pursuit of Epistemic Autonomy  
—D N Reddy 30

#### PERSPECTIVES

The New Tenancy Act in Andhra Pradesh: Missing the Essence?  
—Sankar Rao 35

#### SPECIAL ARTICLES

Financial Inclusion and Remittance Services: A Cross-country Analysis  
—Shika Saravanabhavan, Meenakshi Rajeev 41

Multiplier Effect of MGNREGA-induced Inflow of Money: A Social Accounting Matrix-based Analysis—Kishor Naskar, Pinaki Das, Debabrata Datta 44

Himachal Pradesh Assembly Elections 2022: A Trendsetter for 2024 General Elections  
—Harish K Thakur, Devender Sharma, Baldev Singh Negi, Ved Prakash Sharma 55

#### DISCUSSION

A Critique of Non-Marxist Caste Studies  
—Hira Singh 61

#### CURRENT STATISTICS

#### LETTERS



### The New US Economic and Industrial Strategy

10 The "New Washington Consensus" is not really new as the greatly magnified role of the huge transnational corporations that drive both the economics and foreign policy of the United States remains untouched. — *Anuradha M Chenoy*

### Data Discrepancies

12 The growing discrepancies between the survey and official data have become a serious issue in recent years. The data anomalies in institutionalised surveys and official sources are analysed in this article.  
— *Amitabh Kundu, P C Mohanan*

### Failure of the 'Pharmacy of the South'

15 Some of the issues in pharmaceutical industries, the supply chain of drugs and the access of essential medicines among the Indian population are explored. — *Ranjit Kumar Dehury*

### Land Regulations in Himachal Pradesh

20 Land management has a far-reaching effect on growth, distribution of incomes, and spatial spread of economic activities. — *Ravinder N Batta*

### The Eurasian Economic Union and India

24 The Eurasian Economic Union has great potential to integrate the economies of India, Central Asian countries, the Russian Federation, and China.  
— *Jawahar Bhagwat, Atul Bhardwaj, A E Shaparov, V M Kapitsyn & F K Sokolova*

### Internal Labour Migration in India

35 Using latest household-level data from the India Human Development Survey, the relationship between "social," "administrative," and "informational" distance and internal labour migration is analysed in this paper. In doing so, it distinguishes between circular migrants and long-term migrants where the stock of circular migrants—at over 20 million in 2011-12—was as large as one-third the stock of long-term migrants.  
— *Gaurav Nayyar, Kyoung Yang Kim*

### Online Gaming

43 Online gaming and online fantasy sports platforms have experienced tremendous growth and popularity as a result of increasing internet penetration, affordable smartphones, and COVID-19-linked social isolation. They have been the subject of numerous legal disputes because of concerns over excessive participation of youngsters, leading to addiction, financial difficulties, and gambling. — *Aishvarya, Sharada Sringswara, Shailaja Grover & Dinesh Kumar U*

### Sectoral Efficacy of Macroprudential Policies

51 Employing bank-level supervisory data, this paper examines the efficacy of the macroprudential policy in managing systemic risk in India. It analyses the effect of dynamic risk weights and provisioning on credit growth in the five sectors targeted by the Reserve Bank of India since 2004.  
— *Richa Saraf, Pallavi Chavan*

### Postscript

63 *Tanay Choudhury* on commodification through street art in Guwahati; *Preety Choudhari* and *Richa Chand* on how *Patiya* showcases the intersection of homosexuality and feudalism; *Aditya Pawde's* poem "Lonely Nights;" and Last Lines by *Ponnappa*.

## Economic & Political WEEKLY

### EDITORIALS

Stagnant Household Savings ..... 7  
Neither a Survey, Nor a Census ..... 8

### FROM THE EDITOR'S DESK

Is Caste a Private Matter? ..... 9

### FROM 50 YEARS AGO

### STRATEGIC AFFAIRS

Geopolitics Drives the New US Economic and Industrial Strategy  
— *Anuradha M Chenoy* ..... 10

### COMMENTARY

Data Discrepancies between National Surveys and Official Reporting  
— *Amitabh Kundu, P C Mohanan* ..... 12  
Failure of the 'Pharmacy of the South'  
— *Ranjit Kumar Dehury* ..... 15  
Land Regulations and Doing Business in Himachal Pradesh: A Case for Regulatory Impact Assessment  
— *Ravinder N Batta* ..... 20  
The Eurasian Economic Union and India: North-South Transport Corridor and the Northern Sea Route  
— *Jawahar Bhagwat, Atul Bhardwaj, A E Shaparov, V M Kapitsyn, F K Sokolova* ..... 24

### BOOK REVIEWS

*Her Right to Equality: From Promise to Power—Accomplishing the Goals of Gender Equality*  
— *Ratna M Sudarshan* ..... 30  
*History and Theory of Knowledge Production: An Introductory Outline—A Positivist History of Knowledge*  
— *Srinivasa Ramanujam* ..... 32

### SPECIAL ARTICLES

Internal Labour Migration in India: Circular versus Long-term Movements  
— *Gaurav Nayyar, Kyoung Yang Kim* ..... 35  
Online Gaming: A Data-driven Regulatory Framework—*Aishvarya, Sharada Sringswara, Shailaja Grover, Dinesh Kumar U* ..... 43  
Sectoral Efficacy of Macroprudential Policies in India—*Richa Saraf, Pallavi Chavan* ..... 51

### CURRENT STATISTICS

### POSTSCRIPT

Understanding Commodification through Street Art in Guwahati—*Tanay Choudhury* (63).  
*Patiya*: A Pre-independence Tale of Homosexuality and Feudalism—*Preety Choudhari, Richa Chand* (64).  
Lonely Nights—*Aditya Pawde* (66).  
Last Lines (66)

### LETTERS



## Contents

### Articles

- |  |  |     |
|--|--|-----|
| Managerial Accountability in Decision Making   | <i>Amit Dhiman</i>   | 543 |
| Migrant Workers & Indian Labor Legislation: A Review                                       | <i>Alka Rai &amp; Sunil Maheshwari</i>                             | 560 |
| Employer Relations in Gig & Platform Economy: Emergence of Legal Framework in India        | <i>Bighnesh Dash Mohapatra &amp; Chandan Kumar Sahoo</i>           | 571 |
| Trade Promotion Campaigns & Their Impact on Indian Labor: Discussion & Evidence            | <i>Anshul Aggarwal &amp; Chandan Sharma</i>                        | 586 |
| Work from Home Practices & COVID-19: Future Implications                                   | <i>Naman Dubey, Ashutosh Bishnu Murti &amp; Basav Roychoudhury</i> | 600 |
| Coping Strategy, Hardiness & Stress Tolerance of Millennial Bank Executives in India       | <i>Indranil Bose</i>   | 618 |
| The Pulse of Gen Y in India: An Exploratory Study on Dimensions of Employer Attractiveness | <i>Payal Kumar</i>   | 627 |
| Quality of Work & Job Satisfaction Among Health Workers: Moderating Effect of Corona Fear  | <i>Garima Saini, Mubashir Majid Baba &amp; Shabnam</i>             | 644 |
| Building Strong Employer Brand via Electronics Word-of-Mouth in the 'New Normal'           | <i>Poonam Pratap Dev &amp; Mousumi Padhi</i>                       | 663 |

Employees' Organizational Culture & Support Perceptions & Organizational Identification: A Field Investigation in India	<i>Soumendu Biswas</i>	676
Entrepreneurial Intention Among Engineering Students: Mediating Effect of Locus of Control	<i>Shakuntla Jain &amp; Swaranjeet Arora</i>	690
Firms' Induced Consumer Embarrassment: A Systematic Literature Review	<i>Vaishali Sangwan</i>	699

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## EDITORIAL

Editorial	Manish K. Jha	119
-----------	---------------	-----

## SPECIAL EDITORIAL

Is Cultural Diversity the Next Ultimate Resource	Abdul Shaban	123
--	--------------	-----

## ARTICLES

Family and Construction of 'Toxic' Masculinity among Children in Conflict with Law Committing Sexual Offences	Suneha Kandpal	131
Children in Conflict with Law: Rehabilitation or Further Victimisation	Madhu Madhavan	149
Sustainable Development Goals and Land Rights: Scope of Social Work in India	Sudipta Biswas and Sukumar Pal	165
Customer Orientation in Indigenous Entrepreneurial Activities	Jackson Khumukcham	185
Social Identity of Kodavas: Understanding Evolution and Transitions	Hema M.A. and Jitendra Kumar Singh	203
Occupational Health Hazards of Informal E-waste Workers in Bangladesh	Raisa Sultana, H. Rainak Khan Real, Md. Shakib Al Fahad, Md. Suvo Tamim, Yousuf Sharif Shanto, Tanvir Mohammad Farhan and Md. Najmoos Shakib	223

## BOOK REVIEW

Beyond Consumption: India's New Middle Class in The Neo-Liberal Times	Ajeet Kumar Pankaj	239
---	--------------------	-----



## Contents

<b>Six Decades' Development Experience of Kerala: A Synoptic View</b> <i>Mani K.P.</i>	103
<b>Changing Land Use Patterns in Kerala: Agriculture to Non- Agricultural Purposes</b> <i>Shanu S.</i>	127
<b>An Overview of Tribal Development in Kerala</b> <i>Shereen Beula L. Jose &amp; Prasad A.K.</i>	151
<b>Migration Expectations of Higher Secondary and Higher Education Students from Kerala: An Empirical Analysis</b> <i>Siby K.M. &amp; Teena Rose K.J</i>	161
<b>Institutional Failure and Water Market</b> <i>Prabhavathy C</i>	179
<b>Book Review</b> <b>The Legacy of Jawaharlal Nehru: A Japanese View</b> <i>Rajendran Nair V.</i>	193

**Contents**



- 4 Instructions to Authors
- 7 The Psychological Stressors and Coping Strategies of Corpse Handlers in Mortuaries  
*Poonam Dhaka and Leandré Kurz*
- 19 Perceived Stress and Resilience among Young Adults during COVID 19 Pandemic: A Cross State Study  
*Anjana Bhattacharjee, Arundhuti Roy, and Tatini Ghosh*
- 28 Role of COVID-19 Knowledge and Health Belief in COVID-19 Risk Perception  
*Pradip Kumar Gupta and Ravi P. Pandey*
- 34 Factors Influencing Loneliness during COVID -19 among Early Adults  
*Madhuri Maurya, Vandana Gupta and A.K. Srivastav*
- 45 Infodemic of the COVID-19 Pandemic and its Effect on Intolerance of Uncertainty  
*Silu Kumari Patro, Vibha Viswanath, Varsha Naveen and Dharshini Ganesan*
- 53 Happiness and Life-Satisfaction Among College Students Who Attended Online Classes During COVID-19  
*Ayesha F. Nehvi and Azim Javed*
- 62 Social Media Addiction, a Sense of Identity and Well-Being among Emerging Adults  
*Garima Sharma and Siddharth Soni*
- 73 The Self-blame Scale: Development, Psychometric Properties and its Relationship with Self-criticism and Self-reassurance  
*N Yashwi Reddy*
- 81 The Analysis of Association Between Personality Traits, Emotional Intelligence and Prosocial Behaviour: A Gender Study  
*Neha Gahlot*

(Contents continued on next page)

- 87 Anasakti, Resilience, Life Satisfaction in Bhagavad Gita Readers and Non-Readers  
*Sakshi Sharma*
- 95 Benefits of Individualized Cognitive Stimulation Therapy (ICST) in Mild Cognitive Impairment (MCI): A Case Report  
*Megha Twari, Sheetal Goyal, Avanthi Paplikar, Tejaswini Manaa and Faheem Arshad*
- 103 Systematic Review of Personality Taxonomies in Natural Languages through Diverse Samples and Methodologies  
*Anupam and Vishwanand Yadav*
- 108 Understanding the Relationship between Values and Self-Conscious Emotions: Implications for Emotional Well-being  
*Yashvi Bansal, Dhvani Malhotra and Meetu Khosla*
- 117 When Life Meets Livelihood: Impact of Financial Stress on Psychological Well-being of Business Entrepreneurs and Salaried Individuals  
*Prathama Guha, Megha Rathi, Minali Singh and Yoshita Agarwal*
- 130 Youth Today: Hopelessness as the Key Mediator between Depressive and Suicidal Tendencies  
*Rupan Dhillon and Nishtha Mehra*
- 137 Exploring the Behaviour of Suicide Attempt: Thematic Analysis of Memoirs  
*Prasanna Jadhav and Raosaheb Raut*
- 144 Cognitive Impairment and Loneliness among the Elderly  
*Sanchi Pawankumar Agarwal, Gautam Gawali and Deepti Puranik*
- 149 'Because Shade Never made Anybody Less Gay': Exploring the Relationship between Perceived Social Support Family and the Trait and State anxiety of Bisexual Cis Indian Women  
*Madhusree Dasgupta*

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## Contents

### Editorial

1. Resilience And Its Correlates Among Tribal Widows  
In Idukki District, Kerala - An Empirical Investigation .....01  
- Mariaselvam. A, Sethuramalingam. V and  
Jeryda Gnanajane Eljo. J.O.
2. Indigenization Of Social Work In India-  
A Paradigm Of Theory To Practice .....18  
- Manish P. Dhakad and Prof. Dr. Bhavna Mehta
3. Informal Workers And Their Life Conditions:  
An Insight From Decent Work Perspective .....36  
-Shabir Ahmad Najar, Dr. Aadil Bashir and Bilal Ahmad Khan
4. Academic Issues And Practice Based Challenges  
Of Social Work Professionals In Odisha, India .....53  
-Pradeep Kumar Sahoo, Rashmita Ray, Jitendra Kumar Sahoo,  
and Asutosh Pradhan
5. Invisible Disabilities In Relation To Coping And Self-  
management Skills: A Descriptive Study Among  
Research Scholars Of Kerala ..... 72  
- Najela K.P, Anu M George and Dr. Mary Vineetha Thomas
6. Causes And Effects Of Stigma In Transgender  
And Gender Non-conforming Individuals ..... 85  
- Linsa Elizabeth Sabu



# 765

## CULPABILITY

a symposium on

the basic questions

of modernity

### symposium participants

- 10 **THE PROBLEM**  
Posed by **Savyasaachi**, former Professor of Sociology,  
Jamia Millia Islamia, Delhi
- 13 **DATAVEILLANCE OF CHILDREN**  
**Anita Rampal**, former Professor and Dean,  
Faculty of Education, University of Delhi
- 18 **INSTRUMENTAL RATIONALITY  
AND THE TRIBAL QUESTION**  
**Ritambhara Hebbar**, Professor, Centre for Study of  
Developing Societies, School of Development Studies,  
Tata Institute of Social Sciences, Mumbai
- 23 **SEEKING FORGIVENESS FROM  
MOTHER EARTH!**  
**Hera Saud**, Independent Researcher, Delhi
- 28 **ASSAM: A SITE OF EXTRACTION AND  
THE (IN)DISPENSABLE OTHERS**  
**Prarthana Saikia**, Faculty, Centre for Study of Developing  
Societies, Tata Institute of Social Sciences, Mumbai
- 33 **TRADE UNIONS AND REPRESENTATION:  
A CRITIQUE**  
**Manoranjan Pegu**, writes on issues of labour and tribes,  
currently based in Delhi
- 38 **EDUCATION AS A SNAKES AND LADDERS GAME**  
**Deepanshu Kundu**, Research Scholar,  
Tata Institute of Social Sciences, Mumbai
- 43 **CRYPTOCURRENCY CHAKRAVYUH**  
**Anil Hebbar**, Director, Core Strategic Finance, Mumbai
- 47 **MORIBUND CAPITAL IN TRIBAL SOCIETIES**  
**Kumar Sanjay Singh**, Associate Professor, Department of  
History, Swami Shradhdhanand College, University of Delhi
- 52 **ADIVASIS, TEA PLANTATIONS  
AND THE LAND QUESTION**  
**Joy Prafull Lakra**, Research Scholar and activist,  
Sishujhumra, district Alipurduar
- 57 **ELIMINATION BY LAW**  
**Kusum Lata**, Assistant Professor, Department of  
Sociology and Social Work, Christ (Deemed to be  
University), Ghaziabad
- 62 **THE NEGLECTED MUSAHAR OF BIHAR**  
**Priyanandini**, Research Scholar, Tata Institute  
of Social Sciences, Mumbai
- 67 **EXTRACTIVE IMPERATIVES:  
ADIVASIS AND COAL EMPLOYMENT**  
**Nikas Kindo**, Research Scholar, Tata Institute  
of Social Sciences, Mumbai
- 72 **IS MAKING NATURE 'RESERVES'  
A MODE OF OTHERING?**  
**Soumya Prakash**, Research Scholar,  
Tata Institute of Social Sciences, Mumbai
- 77 **THE EVERYDAY EXPERIENCE OF  
LOSS OF COMMONS**  
**Rachanadevi R. Vaishnav**, Research Scholar  
School of Development Studies, Tata Institute  
of Social Sciences Mumbai
- 81 **BOOKS**  
Reviewed by **Dhruv Gautam**, **Divya Singh**,  
**Vedant Srinivas**, **Aarti Grover**, **Anjali Mittal**,  
**Vaibhav Ramani** and **Rajan Gurukkal**
- 95 **IN MEMORIAM**  
**Keshub Mahindra 1923-2023**
- COVER**  
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# SOCIAL ACTION

A Quarterly Review of Social Trends

APRIL - JUNE 2023

VOLUME 73

NO. 02

Editor: Denzil Fernandes

## CONFLICT AND PEACE

- ❑ Conflict and Peace (Editorial) iii  
*Denzil Fernandes*
- ❑ The Contours of Militarisation in the Indo-Pacific Region: 119  
A Quantitative Analysis  
*Vinod Khobragade & Avneet Kumar Nim*
- ❑ Atoning for Violent Pasts: Assessing the Promise and Perils of 136  
Political Apologies  
*Kasturi Chatterjee*
- ❑ Qualitative Analysis of Incidents of Crowd Violence in West 150  
Bengal from January-July 2019  
*Tayeba Khatun & Suresh Kumar*
- ❑ Women Leaders in Global Peacemaking: Ensuring Sustaining 163  
Peace and Protecting Human and Women's Rights  
*Juhi Gupta*
- ❑ An Assessment of the Involvement of India Towards Providing 178  
Assistance in Peacebuilding and Development with Reference  
to the Post-conflict States  
*Rimli Rajan & Sugant R.*
- ❑ Transformation of Intercommunity Relations and Origins of 190  
Communal and Ethnic Violence in Kandhamal  
*Robert Wilson Bhatra*
- ❑ Autonomy and Development as Conflict Resolution 201  
Mechanisms for the Indigenous Naga People  
*Shonreiphy Longvah & Somingam Mawon*
- ❑ Overcoming the Barriers: *Kashmiriyat* as a Cornerstone to 214  
Materialize Peace in Kashmir  
*Syed Eesar Mehdi*
- ❑ Book Review 227

## Contents

### PERSPECTIVES

The Future of Fixed-term Employment in India  
*Kanupriya Jain, Piyali Ghosh and Shankha Shuvra Misra*

87

**Abstract:** Fixed-term employment (FTE) is a flexible form of work recently introduced in India. An FTE worker is hired for a fixed period on a written contract and treated at par with permanent employees for service conditions. This conceptual paper projects the impact of FTE in the Indian labour market. It reviews international instances and discusses issues like the unionisation of FTE workers and the merits and demerits of this mode of employment. It contributes to the scarce literature on FTE in India creating a better understanding of the implications of such contracts, both for establishments and workers.

**Keywords:** Fixed-term Employment, Fixed-term Contract, Code on IR, Standing Orders Act

### RESEARCH

Understanding the Relationship Between Foreign Direct Investment and Economic Growth in BRICS: Panel ARDL Approach  
*Bashir Ahmad Joo and Sana Shawl*

100

**Abstract:** The relationship between foreign direct investment (FDI) and economic growth remains a crucial topic in the growth literature for two main reasons; mixed evidence regarding FDI-growth nexus and policy relevance for the host economy. This study examines the impact of FDI inflows and select macroeconomic variables on economic growth from 1997-2018. The study uses the Panel Autoregressive Distributed Lag (ARDL) model, which focuses on the emerging BRICS economies having tremendous potential for FDI attraction. The findings revealed a long-run cointegration among FDI, host country characteristics (trade openness, human capital, financial development and macroeconomic stability) and economic growth in BRICS.

**Keywords:** FDI, Economic Growth, BRICS, GDP, ARDL Model

Modelling the Effects of Social Media-based Brand Communities on Brand Trust, Brand Equity and Consumer Response  
*Chandan A. Chavadi, Monika Sirothiya, Sindhu R. Menon and Vishwanatha M R*

11

**Abstract:** Brand communities are congregations of brand fans that foster meaningful relationships. The current study has examined customer-centric model effects on social media-based brand communities (SMBBC). Subsequently, the impact of brand community on brand trust and brand equity dimensions is examined, followed by customer-based brand equity antecedents' effect on consumer response. 384 Facebook business page survey responses from 15 categories and 45 brands were analysed. A contrast study of high- and low-end user activity levels in brand communities was used to investigate differences in customer response. Our research results showed that customer-centric model elements affect SMBBC. These brand communities significantly influence brand trust, and the antecedents of brand equity positively impact consumer response.

**Keywords:** Brand Community, Customer-centric, Brand trust, Brand equity, Consumer response

**MANAGEMENT CASE**

HDFC Life: A Consumer's Quest for Justice  
 Swapan Deep Arora and Anirban Chakraborty

**Abstract:** The case highlights the challenge of internalizing customer-centric marketing philosophy in the context of failure episodes and customer complaints. Typically, group-service failures are stressed as potential public relations disasters, while the pervasive yet obscure individual-level deficient experiences are seldom given due importance. Students need to appreciate that both micro and macro consumer feedback is imperative and beneficial for businesses. However, the first natural human reaction across organizational levels is to view complaints as opposition and complainers as adversaries. Accordingly, intentional individual-level complaining aimed at problem-solving needs to be emphasized in addition to online and social chatter

**Keywords:** Consumer Complaining Behaviour, Service Failure, Service Recovery

**DIAGNOSES**

HDFC Life: A Consumer's Quest for Justice  
 Joyant Nasa

**BOOK REVIEW**

Noise: A Flaw in Human Judgment  
 Umar Sadeeq



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SUBSCRIPTION-RELATED DETAILS : Page 68

## IN THIS ISSUE

**LEAD ARTICLE**

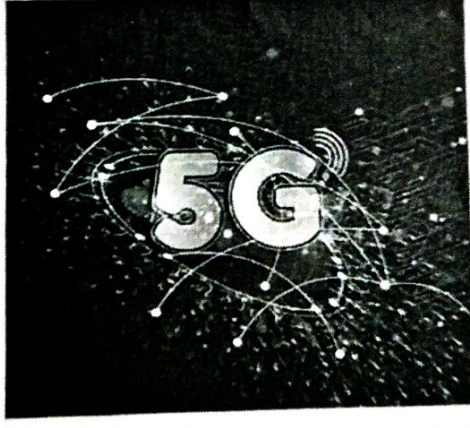
**6 INNOVATION IN SPACE TECH**  
S Somanath



**FOCUS ARTICLES**

**27 LEVERAGING TECHNOLOGY FOR TRANSFORMING HEALTHCARE**  
Dr Manisha Verma

**51 CYBERSECURITY CHALLENGES IN THE 5G AGE**  
Dr Sameer Patil



**14 STARTUPS REVOLUTIONISING INDIA'S GROWTH STORY**  
Manmeet K Nanda

**19 POTENTIAL OF INDIA'S EDTECH SECTOR**  
Rohit Gupta  
Dr Shashank Shah

**38 QUANTUM COMPUTING: TRANSFORMING TECHNOLOGY**  
Prof Yogesh K Dwivedi  
Prof Arpan Kumar Kar

**45 AI CHATBOTS: FUTURE AND CHALLENGES**  
Balendu Sharma Dadhich

**57 DIGITAL PUBLISHING: EXPANDING THE HORIZON**  
Prof Sanjay Dwivedi  
Dr Pawan Koundal

**63 USE OF TECHNOLOGY IN URBAN PLANNING**  
Dr Rawal Singh Aulakh  
Dr Sakshi Sahni

**UPCOMING ISSUES:**  
**INDIA: GIFTING HOLISTIC WELLBEING TO THE WORLD**  
**COOPERATIVES**

18



Number of pages: 72  
Details of the Sales Outlets of the Publications Division on Page 48

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