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A Multidisciplinary Research Journal

Double-blind Peer Reviewed

UGC CARE Listed Journal (Multidisciplinary Group D)



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DAV College for Women
Sector 36-A, Chandigarh

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**Mehr Chand Mahajan
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Contents

1. The Shadow of Politics in Arabic Children's Literature
Prof Nisreen Anati, Amani Allouh and Tahani Allouh 01-17
2. Implementation of Total Quality Management: Parameters for Success
Sanjiv Gupta and Prof Nilesh Arora 18-38
3. ਈਕੋ-ਆਲੋਚਨਾ ਸਾਹਿਤ ਅਧਿਐਨ ਵਿਧੀ ਦੇ ਮੂਲ ਸਰੋਕਾਰ
Harmail Singh 39-50
4. Microfinance, a Strategic Tool for Financial Inclusion
Dr Praseeda Challapalli and A. Dineshwar 51-68
5. Satire as a Weapon of Ridicule and Veiled Critique of Human Relationships in Praveensinh Chavda's *Hon'ble Minister Jagubhai*
Dr Sapna Dogra 69-80
6. Poetry of Protest: A study of the Translations of Faiz's Prison Poetry
Dr Ritu Sharma 81-92
7. The Role of Visual and Haptic Sense in Influencing Impulsive Buying Behaviour
Disha Sharma 93-111
8. Reaffirming Right to Life: A Sociological Study of the Safety Concerns of School Children in Chandigarh, India
Dr Minakshi Rana 112-125

9.	Employee Engagement and its Relationship with Organizational Effectiveness: Revisiting Literature <i>Kamakshi Malik and Prof Rakesh K. Wats</i>	126-138
10.	Consumer Buying Behaviour towards Mobile Phone Attributes: A Study of Young Population of Tricity <i>Dr Kiran Jindal</i>	139-153
11.	Developing a Skilled Workforce for GST Practices <i>Kritika Tekwani and Dr Rinku Raghuvanshi</i>	154-162
	Note on Contributors	163-164
	Editorial Policies	165-167
	Subscription Order Form	

The Shadow of Politics in Arabic Children's Literature

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This study examines the presentation of political issues in picture books for Arab children, specifically issues related to the Arab Spring. In addition, it investigates whether such historical events have influenced the rate of production of Arabic literary texts. A growth in both quality and quantity is noticeable, and is attributable to generous administrative enticements like translation grants and book awards. Globalization and media interest also play a role in the promotion of multicultural literature, including Arabic literature. Many of the pre-selected Arab children's books analyzed here present political issues in a symbolic way, encouraging young Arab readers to be hopeful and strong amidst their war-torn environments.

Keywords: Arabic children's literature, Arab Spring, politics of war

Implementation of Total Quality Management: Parameters for Success

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Indian manufacturing companies competing with the world's best face the constant challenge of keeping the organization dynamic. Organizational evolution is difficult to achieve without a well-managed strategy. The adoption of quality management practices is one such strategy that has been seen to be effective. This study traces the implementation of Quality Management philosophy in the Indian manufacturing industry and the parameters required for its success. The authors focus on three factors- Management Commitment, Training & Education and Continuous Improvement and through the data collected establish their impact on the Successful Implementation of TQM. The authors use the survey method to understand the factors that guarantee the success of TQM in the automobile industry. At the micro level, the findings will facilitate successful TQM practices for all stakeholders while the implications at the macro level are directed towards a manufacturing organization desiring to achieve organizational growth through TQM.

Keywords: Total Quality Management, Management Commitment, Training & Education, Continuous Improvement, Success Factors

ਈਕੋ-ਆਲੋਚਨਾ ਸਾਹਿਤ ਅਧਿਐਨ ਵਿਧੀ ਦੇ ਮੂਲ ਸਰੋਕਾਰ

ਹਰਮੇਲ ਸਿੰਘ
 ਸਹਾਇਕ ਪ੍ਰੋਫੈਸਰ
 ਸਕੂਲ ਆਫ਼ ਓਪਨ ਲਰਨਿੰਗ
 ਪੰਜਾਬ ਯੂਨੀਵਰਸਿਟੀ, ਚੰਡੀਗੜ੍ਹ

ਸਾਹਿਤ ਨਿਰੰਤਰ ਗਤੀਸ਼ੀਲ ਹੈ। ਇਸ ਨੂੰ ਸਮੇਂ ਦੀਆਂ ਇਤਿਹਾਸਕ, ਭੌਤਿਕ ਸਥਿਤੀਆਂ, ਵਿਚਾਰਧਾਰਕ ਲਹਿਰਾਂ ਅਤੇ ਦਰਸ਼ਨ ਪ੍ਰਣਾਲੀਆਂ ਪ੍ਰਭਾਵਿਤ ਕਰਦੀਆਂ ਹਨ। ਸਾਹਿਤ ਅਧਿਐਨ ਦੀ ਲੰਬੀ ਪਰੰਪਰਾ ਰਹੀ ਹੈ। ਸਮੇਂ ਸਮੇਂ ਸਾਹਿਤ ਅਧਿਐਨ ਦੀਆਂ ਨਵੀਆਂ ਵਿਧੀਆਂ ਵੀ ਵਿਕਸਿਤ ਹੁੰਦੀਆਂ ਹਨ। ਵਰਤਮਾਨ ਸਮੇਂ ਮਨੁੱਖ ਕੁਦਰਤ ਅਤੇ ਸਮਾਜ ਨਾਲੋਂ ਟੁੱਟ ਕੇ ਅਲਹਿਦਗੀ ਅਤੇ ਇਕੱਲਤਾ ਵਾਲਾ ਜੀਵਨ ਜਿਉਂ ਰਿਹਾ ਹੈ। ਪੂੰਜੀਵਾਦੀ ਵਿਵਸਥਾ ਅਤੇ ਖਪਤ ਸੱਭਿਆਚਾਰ ਦੇ ਵਿਸ਼ਵ ਵਿਆਪੀ ਹੋਣ ਕਰਕੇ ਧਰਤੀ ਦੇ ਸੰਸਾਧਨਾਂ ਉੱਪਰ ਦਬਾਓ ਦਿਨ-ਬ-ਦਿਨ ਵਧ ਰਿਹਾ ਹੈ। ਜਿਸ ਕਰਕੇ ਜੀਵ ਮੰਡਲ ਦੀ ਜੈਵ-ਵਿਭਿੰਨਤਾ ਖਤਮ ਹੋ ਰਹੀ ਹੈ। ਹਵਾ, ਪਾਣੀ, ਮਿੱਟੀ ਪਲੀਤ ਹੋ ਰਹੇ ਹਨ ਅਤੇ ਗਲੋਬਲ ਤਪਸ਼ ਵਧਣ ਕਾਰਨ ਮੌਸਮ ਤਬਦੀਲੀ ਦੇ ਰੂਪ ਵਿੱਚ ਵੱਡੇ ਸੰਕਟ ਦਰਪੇਸ਼ ਹਨ। ਵਾਤਾਵਰਣ ਸੰਕਟ ਨੇ ਮਨੁੱਖ ਸਿਰਜੇ ਵਰਤਾਰਿਆਂ ਅਤੇ ਮਨੁੱਖ ਦੀ ਧਰਤੀ ਉੱਪਰ ਹੋਂਦ ਉੱਪਰ ਹੀ ਸਵਾਲ ਖੜੇ ਕਰ ਦਿੱਤੇ ਹਨ। ਇਸ ਦਾ ਪ੍ਰਗਟਾਵਾ ਸਾਹਿਤ ਵਿੱਚ ਹੋ ਰਿਹਾ ਹੈ। ਵਾਤਾਵਰਣ ਸੰਕਟ ਦੇ ਇਤਿਹਾਸਕ ਅਤੇ ਮੂਲ ਵਿਚਾਰਧਾਰਕ ਕਾਰਨਾਂ ਦੀ ਨਿਸ਼ਾਨਦੇਹੀ ਕੀਤੀ ਜਾ ਰਹੀ ਹੈ। ਇਸਦਾ ਹੱਲ ਵਰਤਮਾਨ ਜੀਵਨ ਜਾਚ ਦੀ ਸਮਝ ਅਤੇ ਇਸਦੇ ਆਲੋਚਨਾਤਮਕ ਮੁਲਾਂਕਣ ਰਾਹੀਂ ਇਸ ਨੂੰ ਈਕੋ-ਚੇਤਨਾ ਦੀ ਸਮਝ ਰਾਹੀਂ ਸੇਧ ਦੇਣ ਵਿੱਚੋਂ ਤਲਾਸ਼ਿਆ ਜਾ ਰਿਹਾ ਹੈ। ਇਸ ਪ੍ਰਗਟਾਵੇ ਦੇ ਵਿਭਿੰਨ ਪਾਸਾਰਾਂ ਨੂੰ ਸਮਝਣ ਲਈ ਈਕੋ-ਆਲੋਚਨਾ ਅਧਿਐਨ ਵਿਧੀ ਵਿਕਸਤ ਹੋ ਰਹੀ ਹੈ। ਇਸ ਖੋਜ ਪੇਪਰ ਵਿੱਚ ਈਕੋ-ਆਲੋਚਨਾ ਅਧਿਐਨ ਵਿਧੀ ਦੇ ਵਿਭਿੰਨ ਪਾਸਾਰਾਂ ਨੂੰ ਸਮਝਣ ਦਾ ਯਤਨ ਕੀਤਾ ਜਾਵੇਗਾ।

ਮੂਲ ਸ਼ਬਦ: ਈਕੋ ਆਲੋਚਨਾ, ਵਾਤਾਵਰਣ

Microfinance, a Strategic Tool for Financial Inclusion

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Microfinance is fast emerging as an income generation avenue conceived with the primary objective of providing such financial support to active poor customers who have the desire to generate income but are denied the opportunity to do so due to their low financial credibility. The present article aims to understand the role played by microfinance in bringing about financial inclusion and empowerment in the city of Chennai. Towards this aim the article adopts two lines of enquiry: a questionnaire is canvassed to understand the profile of the MF clients, their awareness of MF products, their saving and repayment patterns and finally their opinion of the microfinance investments and the institutions; and in depth interviews are conducted for the field officers to understand the growth of microfinance in the city of Chennai. The study was undertaken during the period of 2018-2019.

Keywords: microfinance, alternative sector, financial inclusion, non-banking financial company (NBFC), self-help group (SHG).

Satire as a Weapon of Ridicule and Veiled Critique of Human Relationships in Pravinsinh Chavda's Hon'ble Minister Jagubhai

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This paper seeks to explore the use of the literary device of satire as a weapon of ridicule in order to delve into the issue of the nexus between politics, power and relationships in Pravinsinh Chavda's satirical novel *Hon'ble Minister Jagubhai* (2015). The paper will explore the intuitive mirth, heavy use of irony and reduction of mythological terminology to argue that the plot is nothing but a movement toward the final moments of ministership that comes Jagubhai's way but is perpetually deferred till it is completely brushed aside. In a playful spirit, mythological terminology is reduced to banality by the use of invective. The narrative is interspersed with allusions to Indian mythology and epics which demands the reader to be well versed in Indian classical literature. *Hon'ble Minister Jagubhai* not only offers to ridicule Indian politicians but is also a veiled critique of human relationships. The use of irony and reduction of mythological terminology is deployed to critique political aspiration and human relationships that conjure up and vanish like airy nothings in the wake of political fulfilment and failures.

Keywords: satire, Pravinsinh Chavda, ridicule, mythology, Hon'ble Minister Jagubhai

Poetry of Protest: A study of the Translations of Faiz's Prison Poetry

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With the changes in the socio-political conditions of the 20 century, the poetic sensibility of Urdu poets turned away from the classical tradition of accepting the status quo to a more progressive and flexible tone based on their commitment to social change coupled with a strong desire for a positive restructuring of the society at large. Poets had now begun to dream of putting an end to repression, and they were dreaming of revolution and peace. Faiz Ahmed Faiz's poetry, especially that he had written in prison, dealt not only with the pathos, suffering, turmoil and struggle of humanity but also painted verbal pictures of the beauty and romance of our daily lives. With the richness and depth of his feelings, he gave a new dimension to Urdu poetry. His understanding of humanity, realism and liberalism combined with fineness, pulsates and projects socio-political events of his time through poetry.

Keywords: poetic sensibility, realism, romanticism, liberalism, progressivism

The Role of Visual and Haptic Sense in Influencing Impulsive Buying Behaviour

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Using the Stimulus-Organism-Response (s-o-r) model this paper aims to study the role played by the visual and the haptic (need-for-touch) sense in impulsive buying behaviour. The visual aesthetics of a product in general were studied along with the autotelic need (a form of haptic sense) for touching a product. Survey data was collected from people who visit stores to buy products. It was found that a product which is appealing to the eyes and the fulfilment and satisfaction achieved by touching a product, give rise to impulsive buying. The sensory stimuli are related to the positive emotional response of people towards such products and act as a hedonic motivation for them to buy the products even when not needed.

Keywords: haptic sense, impulsive buying, sensory stimuli, visual aesthetics

Reaffirming Right to Life: A Sociological Study of the Safety Concerns of School Children in Chandigarh, India

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Social inclusion is a life-long process and not an end in itself. It may consist of availability of equal chances of leading a dignified life, freedom from caste, class and gender bias, accessibility to quality education etc. The perception of social inclusion may be considered more crucial for children as they are immature and vulnerable. Children are denied an active role in the processes and institutions for a number of individual and familial reasons. As they spend a significant part of their childhood in schools, it is imperative that the ambience of the school be positive and nurturing, where they can feel safe with the care providers. For social inclusion of children, they must be provided a safe and secure environment in schools as it is their right to be protected during their stay in schools. The present study aims to investigate the capacity and preparedness of the Government as well as private schools to handle any unforeseen circumstances in order to ensure safety of the children. The area of investigation for the present study is the Union Territory of Chandigarh, India. In the present study, the primary respondents, parents of children studying in Government or private schools in Chandigarh, are interviewed on the basis of a semi-structured interview schedule to explore the school environment for safety concerns. It was found that school bus facility is not available particularly in Government Schools. Further, lack of sensitivity training to Class IV employees and readiness of school authorities for any natural calamity is also found low in most of the schools.

Keywords: social inclusion, right to life, safety concerns, social audit

Employee Engagement and its Relationship with Organizational Effectiveness: Revisiting Literature

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It is a matter of great concern for organizations to survive in the volatile, uncertain, complex and ambiguous (VUCA) environment. Apart from this, the organizations are facing other challenges like disruptive technology, high attrition rate, more women and millennials in workforce to name a few. These challenges have made it difficult for organizations to achieve effectiveness. Organizational effectiveness has different connotations in different organizations depending on their size, phase, structure, vision and mission etc., of the organization and researchers in academic and corporate realm have construed the same. Furthermore, to attain effectiveness, the role of employees' engagement cannot be undermined.

In management parlance, an engaged employee is the one who is not only passionate for his work but also emotionally connected to the organization in its endeavor for success. Numerous studies have shown that engaged employees outperform the disengaged ones by being more productive, attentive, satisfied, customer oriented, exerting discretionary effort and have proclivity towards the growth of the organization. However, studies showing significance of employee engagement in the organizational effectiveness are sparse and must be undertaken. This study is an attempt to understand employee engagement through various definitions and to study the relationship between employee engagement and organizational effectiveness.

Keywords: Employee engagement, Organizational effectiveness, VUCA environment

**Consumer Buying Behaviour towards Mobile Phone Attributes: A
Study of Young Population of Tricity**

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Mobile phones are becoming a necessity rather than luxury now days. Increasing disposable income, digitalisation and attraction toward social networking are the main factors responsible for increasing demand of mobile phones. This study aims to investigate the main factors affecting consumer's choice, particularly of the youth, while purchasing a mobile phone and to determine which of these factors are actually important in a consumer's decision-making process. The purposive sampling technique was employed and data was collected from 565 respondents ageing between 18 to 27 years of tricity (Chandigarh, Panchkula & Mohali). By using factor analysis, we discovered how product quality features like camera quality, processor and storage along with an upgraded version are considered important, whereas price is at lesser consideration on account of improved standard of living in today's scenario.

Keywords: mobile phone attributes, customer preference, marketing research.

Developing a Skilled Workforce for GST Practices

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GST is a new fiscal tax reform in India. This indirect tax is applicable since July 2017. But Professionals, Manufacturers, Traders, Retailers, and Exporters who are doing business and dealing with taxes and filing returns are still confused about GST and its guidelines, because the GST council (GSTC) is still changing the Policies, Tax rates, Policies related with electronics-way bill, Returns formats, GST refund application forms from time to time. To overcome these problems, the Government has taken an initiative and started national training programs to generate awareness about GST. The paper discusses these national level training programs run by the Government of India for learning GST practices. It focuses on the need of skilled work force and impact of GST training programs. This study also discusses various GST practices handled by the professionals.

Keywords: Goods and Services Tax, skilled worked force, government, returns, youth