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टी. एस. इलियट की परंपरा एवं निर्व्यक्तिकता की अवधारणा

- वंदना भारती

'नौकर की कमीज' में निम्नमध्यवर्गीय जीवन का चित्रण

- आराधना शुक्ल & संजय कुमार

From the Desk of the Chief Editor

I am happy to place before the readers the fourth issue (Vol. II Issue 2 December, 2016) of *Mizoram University Journal of Humanities & Social Sciences*. The response from the readers and the contributors has been overwhelming. This issue contains 19 research papers, including 2 in Hindi, on divergent areas of Social Sciences and Humanities.

The rising Internet and mobile phone penetration has changed the way people communicate and do business in recent years. In the lead article, Prof. K. Rama Mohana Rao and Mr. Chandra Sekhar Patro highlighted the trends and the growth of online marketing and the challenges involved in international and Indian perspective. Customer information privacy, fraudulent practices, legal jurisdiction, customer protection, and security are the key problems which need to be addressed by the marketers and governments. In their well-researched paper, Ms. Lalnunmawii Ralte and Dr. Laldinliana have attempted to establish a link between consumer religiosity and shopping behavior within the religiously and culturally homogenous Mizo society in North East India. They have found a statistically significant positive correlation between religiosity and dependency to trust sales people. One of the complicated areas of business is stock market. This is mainly due to high uncertainty and volatility in share prices. In his paper, Dr. Bhaskar Biswas attempts to evaluate the performance of six infrastructure mutual fund schemes by analyzing their returns, total risk, and so on. There is another paper on mutual funds written by Dr. K. Mallikarjuna Rao which focuses on socio-economic factors of the investors in Rayalaseema region of Andhra Pradesh and their relationship with their buying factors and attitudes.

Livelihood of people residing in areas closer to forests, and within the forest area, is inextricably linked to forest ecosystem. In their exploratory study, Mr. S. Vanlalpekropuia and Dr. A. Muthulakshmi evaluate the Joint Forest Management programme in Mizoram and suggest strategies for making this programme more effective in terms of forest conservation and enhanced livelihood opportunities. There are two papers pertaining to politics and administrative system in Indian villages.

In his paper, Mr. Zonunmawia analyses the gender prospective of 2015 village council election in Mizoram. In another paper, Prof. S. Haukhanlian Mate elaborates the role of the chief in administration of traditional village system in case the Thangkhal tribe in Manipur.

Problem of connectivity hinders the economic development of a region. In his paper, Mr. Sanjoy Roy focuses India's connectivity with Bangladesh with special reference to Tripura. Tripura is expected to be a future hub of trade and commerce in North East India, if the existing projects in the region and the agreements signed between India and Bangladesh are implemented effectively. In a paper on foreign policy, Mr. Henry Malsawmtluanga examines the ongoing maritime rivalry of the South China Sea in general and India's interest and strategy in particular. The paper suggests the importance of improved partnership with South East countries.

This issue contains four papers on gender issues. Ms. Mariam Seedat Khan et al highlight the psychological problems faced by women seafarers who have passed through the Port City of Durban. They are compelled to cope with the long absence from home, long working hours, limited rest periods, gender discrimination, limited benefits, limited medical and recreational facilities and loneliness. In India, homosexuality is a criminal offence. In the context of the criminalization of same sex relationship, Dr. Partha Pratim Paul raises a few pertinent questions in respect of the Constitution, law and morality. In his paper, Dr. R. K. Mohanty discusses the problems and rights of a girl child by using the State of the Art Literature as an approach. In an interesting paper on tobacco, gender roles and cancer in the Mizo society, Ms. C. Vanlalngilneii and Dr. M. Thamilarasan observe that the gender roles in tobacco consumption are matching with differences in cancer prevalence across the male and female population as lung cancer is more prevalent among the Mizo males.

The advent of digital technology and Internet in the 21st century has witnessed dramatic changes in social life. In their descriptive study of blogging by the Mizo, Ms. Lalremruati Khiantge and Prof. R.N. Mishra analyze the demographic factors and the habits of Mizo bloggers. The study found that blogs are significantly utilized by the educated to air their voices without fear and to express their feelings of neglect by the main stream media. The most common perception in North East India is of illegal migrants from across the border threatening to outnumber the local population. In their paper, Dr. Anbarasan Perumal and Dr. Tenepalli Hari have examined the media coverage of the issue with reference to migrants in Assam. Mr. Uttam Kr. Pegu in his paper addresses the need to preserve and maintain

endangered indigenous languages. He stresses the necessity to preserve and document endangered languages because they are a celebration of rich cultural diversity. In another paper on languages, Ms. Irene Lalhmachhuani and Prof. Lalhmasai Chuaungo have studied the status of Hindi education in Mizoram by analyzing enrollment pattern in Hindi subject at higher secondary levels, background of the students enrolled in Hindi schools, and profile of teachers teaching the subject at various levels of education.

As noted, this issue contains two papers published in Hindi. In her paper Dr. Bandana Bharati critically examines the concept of tradition and impersonality developed by T.S. Eliot, a well known English writer and critic. In the second paper, Ms. Aradhana Shukla and Prof. Sanjay Kumar have thoughtfully analyzed the popular novel 'Naukar Kee Kameez' authored by well known Hindi writer Vinod Kumar Shukla. This paper highlights the day to day exploitation and humiliation of lower rank staff in the Government offices by their superiors.

I express my thanks to all the contributors for their invaluable input. Special thanks goes to Prof. K. Rama Mohana Rao, an eminent writer on services marketing for contributing the lead article at short notice. A number of experts helped us in assessing the articles and making valuable suggestions for their improvement. I owe sincere thanks to all of them.

The Editorial Board remains ever grateful to Prof. R. Lalthantluanga, the Vice Chancellor of Mizoram University, Patron of the *Mizoram University Journal of Humanities & Social Sciences*, our two advisors, Mr. C. Zothankhuma, Registrar, Mizoram University, and Prof. Lianzela, Head, Department of Economics, Mizoram University for their guidance and support.

Margaret Ch. Zama
Chief Editor