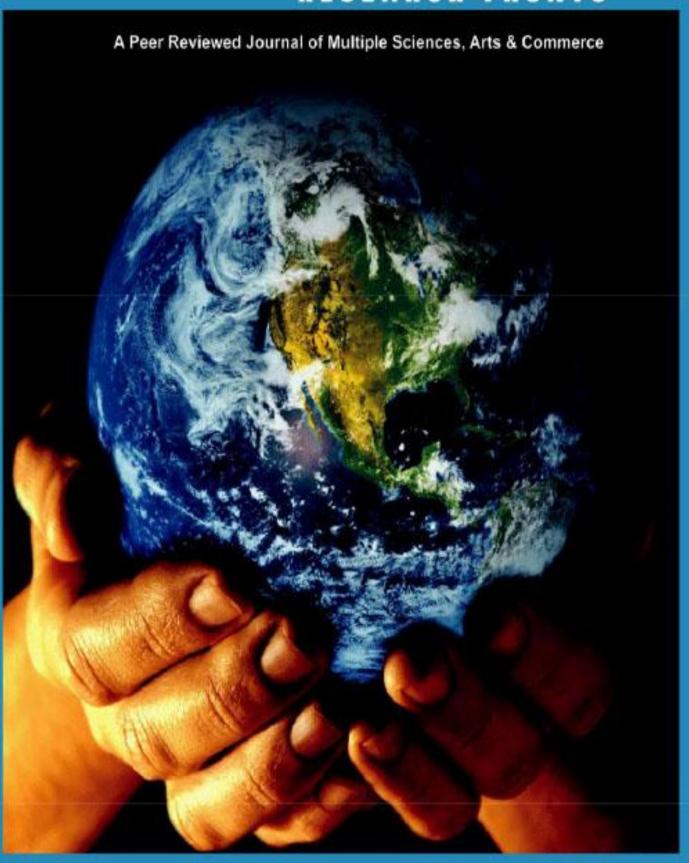
RESEARCH FRONTS



Vol. VIII 2018 ISSN: 2250-2653

A Peer Reviewed Journal of Multiple Sciences, Arts & Commerce

Registered and copyright with:

Government Digvijay P.G. Autonomous College. Rajnandgaon, Chhattisgarh, India

No part of the content(s) of the volume is allowed to be reproduced without the prior permission of the Institute.

Patron:

Dr. R.N. Singh, Principal, Govt. Digvijay P.G.Autonomous College, Rajnandgaon (C.G.)

Chief Editor:

Dr. Krishna Nandan Prasad E-mail: krishnanandan112@gmail.com

Editor Associate Editor

Dr. Shailendra Singh Dr. Sanjay Kumar Thiske

Assistant Editors

Dr. Pramod Kumar Mahish

Prof. Raju Khunttey

Editorial Board:

Dr. Gyan Prakash, Professor, School of Economics, D.A.V., Indore (M.P.)

Dr. R.N. Singh, Principal, Govt. Digvijay P.G. Autonomous College, Rajnandgaon (C.G.)

Dr. Manisha Dubey, Prof of Economics, Gurughasidas Central University, Bilaspur (C.G.)

Dr. Tirtheshwar Singh, Prof of Hindi & Philology, Janjatiya Central University, Amarkantak (M.P.)

Shri Mumtaz Khan, Formerly Associate Prof. of Geography, Jamia Millia Islamia, New Delhi

Dr. Shushil Tiwari, Principal, Govt. Girls College, Durg (C.G.)

Dr. Rajeev Guhey, Prof of Geology, Govt. Science College, Raipur (C.G.)

Board of Advisors:

Dr. S.K. Singh, Vice Chancellor, Bastar University, Bastar (C.G.)

Dr. Mandavi Singh, Vice Chancellor, Indira Kala Sangeet University, Khairagarh (C.G.)

Dr. S.C.Singh, UGC Member in the governing body of the college.

Dr. Prahlad Kumar, Prof. of Economics, Allahabad University, Allahabad (U.P.)

Dr. Hanuman Singh Yadav, Formerly Professor, RPEG, BU, Bhopal (M.P.)

Dr. Ramendra Mishra, Formerly Prof. of History, UTD, R.S.U., Raipur (C.G.)

Dr. Ravindra Brahme, Prof. of Economics. Pt. R.S.U. Raipur (C.G.)

Published by:

Government Digvijay P.G. Autonomous College, Rajnandgaon. Chhattisgarh 491 441 (India)

Printed at:

Naveen Sahakari Press Maryadit, Rajnandgaon (C.G.)

ISSN: 2050-2653

Contents

S. No.	Title	Author(s)	Pages
1	Richard Hartshorne: A Biographical Sketch and	Mumtaz Khan	1 - 29
	Academic Pathways		
2	Relevance of Space Imagination in Geography	Niladri Ranjan Dash	30-35
3	Social Justice through Quota in India	K. C. Ramotra	36-56
4	Cultural Studies: A Brief Note on the Emergence of a New Discipline	Atia Rabbi Nizami	57-64
5	An Empirical Analysis of Digital Marketing and	Sonalika Beohar and	65-77
	Consumer Behaviour	Gyan Prakash	
6	Impact of Self Help Groups (SHGs) in an Urban	Gayatri Sahoo and	78-97
	Milieu –A Case Study	Pritirekha Das Pattanayak	
7	Viral Marketing Communication: Word of Mouth	Meenu Kumar, Shakti	98-107
	to Word of Mouse	Prakash and Akanksha	
		Raman Khare	
8	Role of NGOs in Swachh Bharat Mission	Akanksha Singhi and	108-114
	(Gramin) in Madhya Pradesh	Akshant Nagar	
9	The Influence of Social Media on the Voters	Shakti Prakash and	115-128
	Perception : An Empirical Study	Apurva Srivastava	
10	The Untold Story of Fishermen in the	Kathakali Bandopadhyay	129-137
	Mondermoni Coast, West Bengal	and Sudhir Malakar	

ISSN: 2050-2653

From the Desk of Chief Editor...

It is a matter of proud privilege for me to place before the Indian academia the 8th volume of Research Fronts (2018), one of the most regular journals in our country. Over the years, scholars from various universities have been highly appreciative of our attempt, to not only regularly publish and but also improve the quality of a research journal, being brought out from a mufassil college in a backward region. Contextually, it needs emphasis that I have succeeded in my endeavors, to a large extent, because of my alma mater, The Jawaharlal Nehru University, New Delhi. Despite shockwaves created by vested interests, the university is internationally recognized for scientific vision, academic freedom, interdisciplinary research and high quality of knowledge production. The peer group formed during my formative years in CSRD/SSS/JNU, are now noted academicians in various universities of our country. Whenever I requested for quality research papers for our journal, they never disappointed me. However, this 8th volume was hurriedly planned and executed, hardly within three months. Consequently, I could get response only from my JNU fraternity as well as from Indore University.

I, therefore, take an opportunity to highlight some of the salient features of the papers including areal coverage of the contributing universities as well as the disciplines. One, this volume contains 10 articles from multiple disciplines of Geography, Economics and Business Administration. Two, the very first article, Richard Hartshorne: A Biographical Sketch and Academic Pathways is an outstanding piece of work, from the stature of a world class geographer that may encourage others to follow. Article on Cultural Studies will acquaint the readers with the emergence of a new discipline in the western world. Space and place may be considered as the raison d'être of geography. In this context, paper on Space Imagination interrogates the philosophy in a very simple language. Similarly, paper on Social Justice through Quota in India, conceptually rooted in the philosophies of social welfare provides some newer insights about it. Similarly, all other papers rooted in local/regional issues are also immersed in scientific rigour, employing appropriate methodologies and have their own great value.

ISSN: 2050-2653

Three, it is a national level publication in terms of its geographical coverage of articles received from North India (3), East India (2), West India (2) and Central India (3). Four, the institutions involved are Jamia Millia Islamia, New Delhi, ITS Engineering College, Greater Noida, The Maharaja Sayajirao University of Baroda, Vadodara, Shivaji University, Kolhapur, Devi Ahilya Viswavidyalaya, Indore, Calcutta University, Kolkata, and Ravenshaw University, Cuttack. The overall improvement in the quality of research production and geographical coverage of articles in this volume ostensibly reflect that the journal has come out of its stage of infancy, and can rightly claim its national status.

I am highly thankful to all the contributors who have sent their scholarly works for publication as well as promptly revising them according to reviewer's comments. I am extremely obliged to my friends, Shri Mumtaz Khan (New Delhi) and Prof. Gyan Prakash (Indore), for their kind help and consistent encouragement, over the years, for improving the quality of publication besides reviewing the papers and suggesting the required changes.

I am extremely thankful to our Principal Dr. R. N. Singh for his patronage, inspiration and encouragement in this noble effort. I highly appreciate the academic and moral support of my enthusiastic colleagues, Dr. Shailendra Singh and Dr. Sanjay Thiske, the editor and associate editor respectively. I extend my special thanks to Dr. Pramod Kumar Mahish and Shri Raju Khunttey, both assistant editors, for extending their technical know-how in setting, formatting and converting the word files into pdf ones, so that we may be saved from the blunders of unprofessional printers of this small town. However, as Chief Editor of the Journal, for any lacunae, the sole responsibility lies in me. Moreover, suggestions for improvement in the quality of the journal would be highly appreciated.

Krishna Nandan Prasad

The Untold Story of Fishermen in the Mondermoni Coast, West Bengal

Kathakali Bandopadhyay* and Sudhir Malakar**

Abstract

Coastal fishing was one among the most prominent occupation of the dwellers of coastal villages of Dadanpatrabar, popularly known as Mandarmani area. The place is 22 kms (aerial distance) to the north of famous Digha Sea beach. It is in between Tajpur and Junput coastal area. Eighteen years ago, Dadanpatrabar was a secluded area, mostly inhabited by marginal fishermen only. During the preceding one and a half decade the place is experiencing significant occupational diversification of its small fishermen especially among the new generation.

The paper is an attempt to understand thoroughly the main causes and the associated factors ranging and responsible for such occupational shift. These coastal villages are just little above the sea level, protected by sand embankments and are prone to coastal erosion. The scientific aspects of coastal erosion, climate change and the socio-economic changes have been studied.

A random stratified sampling method is used to examine the exact cause behind the declination of such industry. Various other behavioural models and techniques are being used to exactly examine the various problems and also to verify the scope of such shifting. The paper has also tried to analyse a 360 degree appraisal of various other aspects through various verifiable and reliable techniques, which will make this study a comprehensive one.

The findings of the paper do relate natural environmental causes with empirical issues of various socio economic constraints, which have resulted in such occupational shifting.

Keywords: Occupational shift, Fishermen, Coastal erosion

Background:

Mandarmani in the recent years has emerged as one of the prime beach tourism centre of West Bengal. It is located to the north of the famous sea beach called Digha. It was a remote

^{*} Assistant Professor, Subarnarekha Mahavidyalaya, Vidyasagar University, Midnapore, West Bengal

^{**} Formerly Associate Professor of Geography, University of Calcutta, Kolkata

place secluded from the main landmass about 20 years ago. The dwellers of the area were small fishermen with or without boats. The sea was about 2 kilometres away from the current shoreline. However, the rampant construction of hotels on the coastline has encountered rapid coastal erosion. This resulted in an acute problem for the marginal / small fishermen communities, whose livelihood is completely dependent upon coastal fishing. There was loss of land, other properties, capital assets and their livelihood has been duly depleted.

Over the past thirty years, the coastal counties have shifted from traditional maritime activities such as fishing and boating, to a more service-oriented, and tourism-dependent economy. A key to economic growth in the coastal states has been the strength of the travel and tourist industry.

Literature Review:

Burman in her paper (2014), 'Effects of Coastal Erosion on the Fishing Community livelihoods: A Focus on the East Midnapore Coast, West Bengal', has not only made a detailed study of the various aspects of erosion upon the lives o the fishermen, but also have tried to analyse the various options of how to mitigate, these instances, with proper recommendations.

Hutton in his book has beautifully tried to find out the underlying causes of erosion and also the natural shift of the fishermen from their traditional occupation, due to excessive coastal erosion in Bangladesh. Sometimes, it also leads into hazards and thus he do suggested certain measures to mitigate, prevention of such action. Hutton has truly identified the cause behind nature 's role and also human interference.

Kumar in his dissertation paper (2000), 'Studies on the impact of selected of the sea level rise scenarios on the coast and coastal structure around Kochin, Mangalore', has chronologically depicted the inherent after math of global warming and the changes in sea level due to such incident.

Chakraborty (2010) in his paper 'Coastal environment of Midnapur West Bengal: Potential threats and Management' has clearly suggested the need for ICZM (Integrated Coastal Zone Management) and its application on various beaches and shorelines. Fishing is directly being affected due to Beach recession and shoreline displacement. The author has suggested enforcing coastal regulatory laws in relation to various activities related to coastal management.

Research Gap and Research Question:

Major study, survey and researches have been conducted in this zone are related to tourism, coastal erosion and core geographical aspects, but the least was found in relation to occupational shift and livelihood of the dwellers of these villages.

Implication of the study:

The stydy has great implication for planners, government officials, coastal geomorphologists, and also for marine scientists. It is equally important for the villagers and the planning authority namely - DSDA (DighaShankarpur Development Authority), Biswa Bangla Soundorjayan.

Objectives of the Study:

- 1. To find out the economic status of small fishermen of Dadanpatrabar Area (Mandarmani)
- 2. To identify the causes of shifting of occupation by the small fishermen of the surveyed area.

Research methodology:

Source: Both primary survey and secondary data collection

Sample Size: A sample population of 75 fishermen are being taken from the four villages, in a random manner. Then they are arranged in a separate strata for further primary survey. The primary survey was conducted with the help of Questionnaire, which do includes in depth interviews, focus group discussion and household surveys. The secondary data was collected from Kalindi Gram Panchayet and DighaSankarpur Development Authority (DSDA), Mandarmani Unnavan Parishad etc.

Questionnaires were completed by 75 fishermen households at 4 villages of Dadanpatrabar Mouja with respect to occupational and economic status parameters. The modal group of respondents was male aged 30-59 and female aged 30 to 49. Occupation choice was primarily determined by financial return or income propensity, followed by safety.

Models Used:

A. Stanley- Hopkinson Model

B. Burgess Concentric Zone Model

C. Five point Likert Scale

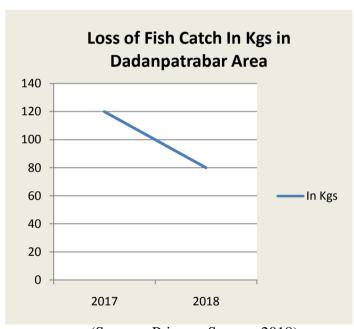
D. Cumulative causation Model

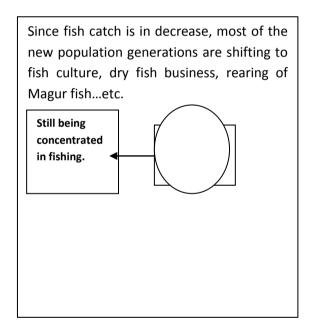
Statistical tools used: Cartographic representations through MS Excel

Analysis

The four villages in Dadanpatrabar, was mainly concentrated with fishing as the prime occupation. The population of these surveyed villages was fishermen since their birth and has learnt the skills from their ancestors. Moreover, Dadanpatrabar was previously separated from the main land of Chaulkhola by various canals. Being secluded from past, these villages have no other option to change their occupation.

The land being tested with high salinity, this region has no scope for cultivation. Other secondary and tertiary occupations are totally out of the scenario, as mostly the villagers are illiterate and do not possess any other diversified skills for other occupational shifting. However, with the gradual declining of fish catch, these villagers do experiences a huge problem in this part.





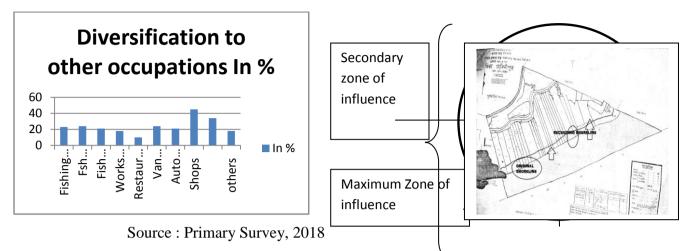
ISSN: 2050-2653

(Source: Primary Survey, 2018)

The occupational diversification though limited, few secondary occupations are rising up, in which people are taking interest. The primary survey do reveals the truth. Many of those respondents who engage in fishing as a secondary occupation, earlier they did fishing as primary occupation. The number of shops and shopkeepers is rising, this can be attributed to the tourism industry, where people put up various kinds of small shops on the beach and earn. Shops are mainly makeshift in nature, as during high tides they have to shift their location away from the beach.

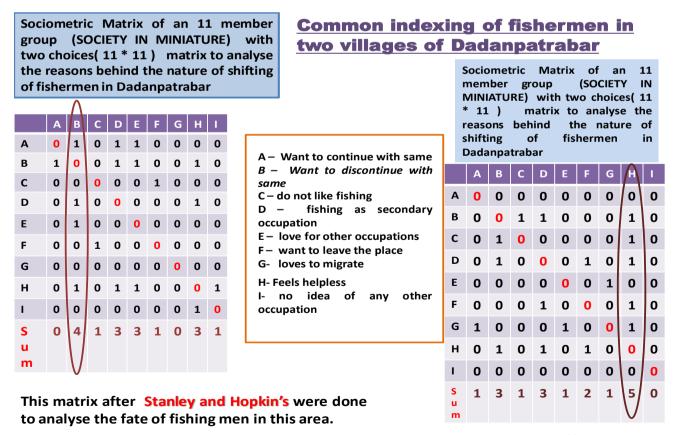
A Peer Reviewed Journal of Multiple Sciences, Arts and Commerce

Analysing the shift of occupation through Concentric Zone Model of Burgess.



It is here only 32 % of the women, are engaged in workforce. Most of the women are engaged in dry fish labour and are paid nominally. Women are the main helpers of the male members.

Perception study of existing fishermen towards fishing as an occupation



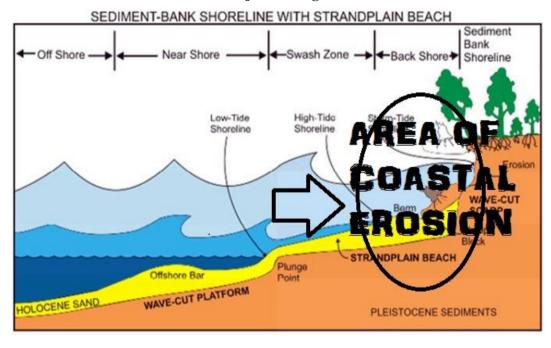
Source: Field Survey

ISSN: 2050-2653

Sample of a Likert Scale being prepared in the questionnaire in this manner

Name : Suraj koli Block – Fishermen	5 Strongly Agree	4 Agree	3 Undecided	2 Disagree	1 Strongly Disagree
Fishing is my love					
Fishing is my primary occupation					
Conservatism regarding fishing					
No idea of other occupations					
Want to migrate					
Paved the way for other occupaton					
Sustainability and nature protection					
Financial grant for fishing					
Fishing in other areas					

Major findings:



Causes:

The degree to which a common set of causes explains the occupational shift patterns, and economic development in the coastal zone.

I. Natural causes

- Climate change and rising sea levels cause Coastal erosion eating up beaches and lands
- Coastline or shoreline shift

- Dune replenishment and Sand transportation
- Coastal sea bed became more shallow
- Lack of edible fishes in the shallow water during both low and high tides.

II. Antroprogenic (Man Made) causes:

- Improper maintenance of lagoons and inland water bodies, which disables the inland fishing when sea fishing days are not favourable.
- Deterioration of economic status of small and marginal fishermen, which led them lose independence in working and get employed at low pay structure with those who provide large boats or ice manufacturers
- Penetration of businessmen who are owning / financing boats and hiring fishermen to work on and off boats.
- Lack of fishing skill by new generation fishermen
- No modernisation of fishing techniques
- Fishermen on these boats consider it very risky to go to the sea during bad weathers as often they are not intimated by weather stations or government and as such many lives are lost.
- Unregulated rampant urban development are to blame.

Recommendations:

- Planting corals in high seas and low seas.
- Planting mangroves on the sand embankments.
- Constant monitoring of fishermen's activities and to provide overall benefit to them during the slack season.
- Skill development of Fishermen shall be facilitated
- Small fishermen shall me provided with long term loans for purchasing Large boats or trollers for deep sea fishing
- Fishermen should be saved from brokers as most of them are exploited at the hands of big fishermen and market. Separate laws shall be taken up, for protecting the financial career of the fishermen, in these remote areas.
- Special attention should be provided towards this race and occupation and the entire community of fishermen can be relocated in those areas or coast lands where fishing is possible and profitable. This will protect from occupational shift or diversification.

Conclusion:

The fishing communities of these areas have taken different steps autonomously to adapt to the change of land loss by coastal erosion. The coping up required some of the displaced population who are still trying to manage their way. Thus the immediate requirement is to encourage fishing through various modern technological set up and also to look for the provisions of other newly generated occupations. Since the topic is itself a dynamic one, time constraint and some of the indigenous languages of the fishermen, has provided a little bit of constraint during the survey. It is here, only Mandarmanimauza is being considered as because sand embankments has offered limited physical mobility during the research. It paves the way for further research in the field of economy, commerce, geography, sustainable planning, environment etc. This study, if being accepted in a macro scale, will act as a boon to various fishermen of the coastal regions.

References

- Burman Bismita (2014) Effects of Coastal Erosion on the Fishing Community livelihoods: A Focus on the East Midnapore Coast, West Bengal, School of Habitat Studies, Tata Institute of Social Sciences.
- David Hutton, C.E. (2003) Patterns of coping and adaptation among erosion induced displaces in Bangladesh: Implications for Hazard Analysis and Mitiigation, Kluwer Acadmic Publishers
- Kumar D (2000) Studies on the impact of selected of the sea level rise scenarios on the coast and coastal structure around Kochin, Mangalore, Mangalore University.
- Chakroborty Kumar Susanta (2010) "Coastal environment of Midnapur West

 Bengal: Potential threats and Management", *Journal of Coastal Environment*,

 Volume 1, Number 1, 2010, Pp 27-32.

Other web references:

- [1] Callaghan, D.P. and Wainwright, D. (2013) The Impact of Various Methods of
 Wave Transfers from Deep Water to Nearshore When Determining Extreme Beach
 Erosion. Coastal Engineering Journal, 74, 50-58.
 http://dx.doi.org/10.1016/j.coastaleng.2012.12.001
- [2] Kumaravel, S., Ramkumar, T., Gurunanam, B., Suresh, M. and Dharanirajan,
 K. (2013) An Application of Remote Sensing and GIS Based Shoreline Change
 Studies—A Case Study in the Cuddalore District, East Coast of Tamilnadu, South

India. International Journal of Innovative Technology and Exploring Engineering (IJITEE), 2, 211-215.

ISSN: 2050-2653

- [3] Vinayaraj, P., Johnson, G., Udhaba Dora, G., Sajiv Philip, C., Sanil Kumar, V. and Gowthaman, R. (2011) Quantitative Estimation of Coastal Changes along Selected Locations of Karnataka, India: A GIS and Remote Sensing Approach. International Journal of Geosciences, 2, 385-393.
- [4] Davidson, M.A., Splinter, K.D. and Turner, I.L. (2013) A Simple Equilibrium Model for Predicting Shoreline Change. Coastal Engineering Journal, 73, 191-202.
- [5] Le Cozannet, G., Garein, M., Bulteau, T., Mirgon, C., Yates, M.L., Mendez, M., Baills, A., Idier, D. and Oliveros, C. (2013) An AHP Derived Method for Mapping the Physical Vulnerability of Coastal Areas at Regional Scales. Natural Hazards Earth Systems, 13, 1209-1227.
- [6] Dalrymple, R.A. and Rogers, B.D. (2006) Numerical Modelling of Water Waves with the SPH Method. Coastal Engineering Journal, 53, 141-147.
- [7] Van der A, D.A., Ribberink, J.S., van der Werf, J.J., Donoghue, T.O., Buijsrogge, R.H. and Kranenburg, W.M. (2013) Practical Sand Transport Formula for Non-Breaking Waves & Currents. Coastal Engineering, 76, 26-42.
- [8] Muthukumarasamy, R., Mukesh, M.V., Tamilselvi, M., Singarasubramanian, S.R., Chandrasekaran, A. and Sabeen, H.M. (2013) Shoreline Changes Using Remote Sensing and GIS Environment: A Case Study of Valinokkam to Thoothukudi Area, Tamil Nadu, India. International Journal of Innovative Technology and Exploring Engineering (IJITEE), 2, 72-75.
- [9] Bouchahma, M., Yan, W. and Ouessar, M. (2012) Island Coastline Change Detection Based on Imaage Processing and Remote Sensing. Canadian Center of Science and Education, 5, 27-36.
- [10] Souza Filho, P.W.M. and Paradella, W.R. (2003) Use of Synthetic Aperture Radar for Recognition of Coastal Geomorphological Features, Land Use Assessment and Shoreline Changes in Braganca Coast, Param, North Brazil. Brazilian Academy Sciences, 75, 341-356.
