Book of Abstracts

4th International Conference on Social Sciences

(ICOSS 2017)

21 – 22 September, 2017

Colombo, Sri Lanka

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MESSAGE FROM THE HOSTING PARTNER ICOSS 2017

It is a great pleasure for me to write this message for the 4th International Conference on Social Sciences 2017 (ICOSS 2017) on behalf of University of Sri Jayewardenepura. Center for Multidisciplinary Research, Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura is the Hosting Partner of this Conference where researchers, policy makers, industry professionals and stake holders share their valuable ideas and bridging the gaps between entities. Although the interests and views of the different strata of the society might be different, it is always important to have a common platform to discuss and share new findings, knowledge and experiences both locally and globally. I hope ICOSS 2017 will provide a great opportunity for the above purpose.

As a developing country, Sri Lanka has been facing the impacts and challenges of Social Sciences which is a stream of scientific study of human society and social relationships which heading the communities towards the survival of the humanity. Relationships among nations have been emerged now a days with multidisciplinary perspectives and compromising the future goals through human harmony. Intellectual scholars, academics and researchers are playing magnificent role for enhancing the mutual understanding in this field. I hope ICOSS 2017 will help the scientists from Sri Lanka and other participating countries to share their experiences and benefit through developing collaborative links for better, regional and global scale research and networks.

Center for Multidisciplinary Research, Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura which will also contribute towards the efforts by the country in achieving the goals and objectives of the social sciences field joins hands with this international knowledge sharing platform for making meaningful and fruitful global dialogue. I have no doubt that this conference will be a milestone in the knowledge-sharing events conducted in relation to Social Sciences and a knowledge enhancing conference, and, I would like to convey my best wishes to all of the participants.

Also I take this opportunity to welcome the foreign participants to our country and hope they would carry home pleasant memories of Sri Lanka with rich experience of the conference.

Professor Sampath Amaratunge,
Vice-Chancellor,
University of Sri Jayewardenepura,
Sri Lanka.

MESSAGE FROM THE CONFERENCE CHAIR ICOSS 2017

Dear ICOSS community and friends,

I am delighted to welcome you to the 4th International Conference on Social Sciences (ICOSS 2017) held in Colombo, Sri Lanka, 21st – 22nd September, 2017.

We come together as a trusting community of scholars seeking to engage with deep and emerging research. This conference will take us on a journey that both engages our respective fields of research, but also encourages us to think in cross-disciplinary and multi-disciplinary ways to extend our horizons to better meet the challenges of the modern world. Particularly, our aim as an academic community working together is to offer incisive and creative scholarship to better inform decision makers and other power brokers in their respective national domains. In today's context, it is evident that Asian and African countries offer distinctive dynamics, embedded within global imperatives around climate change, sustainable energy development, culturally sensitive poverty alleviation, and a greater voice for women. New transnational discourses within Asia and Africa, often looking eastward rather the westward, animate academics as new vistas of human interaction are made apparent. The Social Sciences have a vital role in scrutinizing and making explicit these processes towards building stronger global sustainability, especially within these regional domains, and as part of the global south.

I hope that you may feel welcome and valued as you participate in this important conference and that you also have the opportunity to reach out to new colleagues and friends as we share this valuable time together and build on the ideas of each other to enrich our future research directions.

Yours sincerely,

Associate Professor Tim Allender
ICOSS 2017 Conference Chair

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A1   **[01]**

VILLAGE BELIEFS SYSTEM ON WOMEN AS DEITIES AND DEVOTEES – A CASE STUDY ON FOLK RELIGION IN USILAMPATTI TALUK OF MADURAI DISTRICT, TAMIL NADU

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ABSTRACT

Social status of Women in India has always been the most discussed study in India since the early 1980s exploring various characteristics. Among one of the highly investigated subject on the Status of Women is Religion, especially in Hinduism. Hinduism is mainly predominated dominated by male. Women have been glorified as goddess, being identified with Prakruti (nature). The other side the concealed contributions that are made by women in religion and in formation of religious identity. This is been reflected in both the main stream and folk stream of Hinduism. Folk Religion is a belief system consisting of ethnic or regional religious customs under the umbrella of religion. Folk religion in Tamil Nadu includes both Gods and Goddesses. Herein, the deities are mostly Non- Brahmanical and guard the community. The female Goddesses in folk religion are as powerful as their male counterpart. The present paper highlights the concealed contribution of women and also the transformation from a Matriarchical society into a Patriarchical society. The study was conducted in Usilampatti Taluk, Madurai District of Tamil Nadu. Among the Kula deities two popular deities have been presented as case study. They are Karmathur Moonuchammi and Pappavatti Occhandamman. The primary data and key informant include include the Priests, aged Villagers, and the Village Heads. The collected qualitative data has been presented through narrative technique.

Keywords: Folk Temple, Female Deities, Folk Goddesses, Folk Religion

A2   **[02]**

THE IMPACT FINANCIAL CONSTRAINTS AND COST OF LIVING ON FEMALE LABOR FORCE PARTICIPATION RATE: A CASE STUDY OF QUETTA CITY

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ABSTRACT

This research paper attempts to find and analyze the effects of financial constraints and cost of living on the female participation in labor force. Adult females who have attained at least their bachelor's degree were included in the sample taken from the population of educated women residing in Quetta city, data from 250 respondents was collected using simple random technique and STATA software is used to analyze the given data statistically and graphically. The findings reveal that both variables financial constraints and cost of living have a strong positive impact on the response variable indicating that the more the women are given opportunities the more they will be able to cope with the financial and cost constraints within the family setup. The study is useful for the residents of Quetta city and the other cities in the Province.

Keywords: Female Labor Force Participation, Quetta, Financial Constraints and Cost of Living

A3   **[03]**

WHOSE BODY IS IT ANYWAY? UNDERSTANDING BODY IMAGE IN PREGNANT AND POSTPARTUM WOMEN

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ABSTRACT

Pregnancy is a phase where a woman's body goes through a plethora of inevitable physical changes which continue to linger in the postpartum period, the study aimed to explore how young pregnant women and new mothers are appropriating or resisting dominant discourses on the body and obesity as well as how they constitute their experiences within available discourses. A qualitative inquiry in the form of in-depth interviews were undertaken to understand the various negotiations women make and a feminist lens was used to understand the narratives of these women. It was found that women felt less pressurized to maintain the thin ideal during pregnancy; however they did experience the pressure to live up to the pregnant woman ideal. The postpartum women faced tremendous pressure to lose postpartum weight and conform to the thin ideal. Subsequently, they reported high levels of body dissatisfaction since they now had to live with a new bigger body. Apart from media, family members and peers, the role of spouse in shaping body image was considered of utmost importance by pregnant as well as postpartum women. The study also tried to understand the nature of body modification techniques and grooming routines during pregnancy and postpartum period. The inquiry revealed that body modification strategies saw a dip during pregnancy, however women who employed some fitness activity pre-pregnancy continued to employ pregnancy safe activities like pregnancy yoga. During postpartum, women did employ weight loss strategies, but most of them were unable to continue doing so either because of exhaustion or lack of time.

Keywords: Body Image, Pregnancy, Postpartum, Feminist

B1   **[04]**

REVIVAL OF THE FADING INDIGENOUS SKILL THROUGH LIVELIHOOD CLUSTER: A NORTHEAST INDIA PERSPECTIVE

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ABSTRACT

Traditional artisans of India are usually from the area of handloom and handicraft. With the availability of machine made products, most of these traditional artisans are facing sustainability issue. In Northeast India, the situation is more difficult due to the region's geographical isolation and most artisans are on the verge of giving up their skill and opting for alternative livelihood. To revive this sector, several efforts are being made since the last 2-3 decades and one such effort is through the cluster model. Pockets of 50/100 or more artisans practising similar nature of traditional handloom or handicraft are grouped together to form a cluster and initiatives undertaken for their sustainability. To understand the impact, the study had the research questions – whether interventions made through clusters been able to provide better livelihood and better economic returns to artisans working within the cluster program - and have artisans working in a cluster grown faster in their respective sectors than others working on similar products on their own. Survey of three clusters of northeast, one each in the state of Assam, Meghalaya and Tripura, with data collected from over 600 cluster artisans out of 970 has been examined under a mixed methodology. Primary analysis reveals that visibly the traditional activities have been revived with the efforts made over few years and the clusters as a whole have been able to benefit plenty of artisan; however not all individual cluster members could take advantages of the intervention for their social and economic empowerment.

Keywords: Traditional Artisans, Clusters, Sustainability, Economic Growth, Social Growth

B2   **[05]**

DEALING WITH MONASTIC REFORMS: A STUDY ON THE DEBATE OVER 'THERAVADA BHIKKHU KATHIKAWATH (REGISTRATION) BILL' IN SRI LANKA

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ABSTRACT

In the context of institutionalized Buddhism, the position of the Buddhist monks in Sri Lankan society and the issues of their discipline have been commonly discussed and frequently debated with reference to various practices such as the involvement of monks in politics, acting militantly in public places, engaging in occult activities, and conducting trade or business activities, etc. One relatively recent event, which intensified discussions and debates on some of such activities, has been the introduction of the draft bill "The Theravada Bhikkhu Kathikawath" to the Parliament of Sri Lanka in January, 2016. It marked a sudden outbreak of competing views from various segments of the lay and monastic societies on the position of Buddhist monks and the monastic reforms required on certain behavioral conducts. This study adopted a thematic analysis, which intended to explore what themes became more contentious in print and electronic media during the debate; and critically looked into how actors relevant to such contentious themes highlighted matters related to the Bill in particular and monastic reforms in general while falling into different discursive spaces. The debate uncovered several underlying problems related to the draft bill, monastic reforms and monastic community that include disagreements over the legitimacy of Mahanayakas or Chief Prelates and the lay political leadership, contradictions over the constitutionality of the draft bill; and problems over traditionalism and modernization of the Buddhist monastic community in Sri Lanka.

Keywords: Monastic Reforms, Buddhism, Monks, Modernization

B3   **[06]**

EXAMINING THE EVIDENCE ON THE LINKS BETWEEN MICROFINANCE INITIATIVES AND NON-COMMUNICABLE DISEASE OUTCOMES IN LOW AND MIDDLE INCOME COUNTRIES: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Non-Communicable Diseases (NCDs), which include cardiovascular diseases, cancers, diabetes, chronic respiratory diseases and mental illness, attribute to the highest proportion of mortalities, morbidity and disability. In particular, with strong links between health inequalities and NCDs, the greatest prevalence, magnitude and economic burdens of NCDs are amongst the poverty-stricken in developing countries. Thus, NCDs are recognized as both a consequence and cause of poverty, with grave implications on sustainable development. Microfinance Institutions (MFIs), which offer financial services such as loans, savings and micro-insurance schemes to the poor, has emerged as a development tool and a strategy for poverty alleviation. Importantly, evidence from healthcare-integrated microfinance operations show that MFIs may also have impacts on NCDs. As such, the objectives of this review was to present evidence underlining the effects of microfinance on NCDs health indicators and outcomes. Overall, fifteen records covering seventeen countries across four global regions, were obtained from twenty four databases. A narrative synthesis approach revealed the results of the review and four key themes between microfinance and NCDs were identified: MFIs contribute to the increase of NCDs-specific health knowledge; MFIs could help reduce behavioural risks; MFIs could increase health-seeking behavior and healthcare utilization; and MFIs could improve health savings and financing mechanisms and therefore, help evade catastrophic health spending during health emergency. Additionally, microfinance may also have impacts on female participation and empowerment. Overall, this study is significant for the development of future research and health-integrated community practices, and therefore address multi-sectorial approaches for NCDs prevention and poverty alleviation.

Keywords: Non-Communicable Diseases, Microfinance, Poverty, Health Inequalities

B4 [07]

PESA AND PARTICIPATORY DEVELOPMENT: STRENGTHENING LOCAL GOVERNANCE IN MAHARASHTRA

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ABSTRACT

The Provisions of Panchayats (Extension to Scheduled Areas) Act, 1996 popularly known as PESA extended the Panchayat system to Scheduled Areas and ushered in the right based approach for development of Scheduled Tribes deemed under the Constitution of India. PESA recognizes the traditional local governing bodies and rights of Scheduled Tribes. Decentralization of decision making is attempted by bringing Gramsabhas (Village Councils) to the centre stage under PESA. The act ensures community's participation in development processes and advocates devolution of powers. On the enactment of PESA, the Central government entrusted State governments to lay down the foundation to implement the act. Although, the Government of Maharashtra implemented the act, for almost two decades the act was bereft of its later and spirit. However, the state has taken path breaking steps to accelerate the development process by devolving powers and funds to PESA Gramsabhas. The present paper focuses on the historical background and need of PESA, also discusses recent developments and challenges in the implementation of act in state of Maharashtra by reviewing secondary data.

Keywords: PESA, Tribal Governance, Gramsabhas, Participatory Development, Decentralization

B5   **[08]**

LONG TERM IMPACT OF INDUCED DISPLACEMENT AND RELOCATION ON ADOLESCENCE; WITH A FOCUS ON WELLANGIRIYA AREA, SRI LANKA

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ABSTRACT

All most all of the large scale development project create victims and beneficiaries in large scale. Number of people are induce displace or involuntary displace from their houses due to such projects. Improper planning in displacement and relocation can lead to both long-term and short-term negative consequences for the entire society. Every group in the induced displace community should be considered in relocating, one such group that should be focus on, is the adolescents of the displaced community. It is important to understand whether dramatic changes took place within environment surrounding them actually influence their lives.

This study was conducted in Wellangiriya in Colombo District. During 1977 people who lived in slums and shanties in Narahenpita area were induced displaced because of large scale urban beautification and development project in Colombo area.

Objective of the study was to understand how adolescents (during 1977) coped up with the process, and understand how such influences shaped up their current lifestyles. Both quantitative and qualitative data were gathered using different techniques such as, interview methods, questionnaires and focus group discussions.

Study revealed that dramatic changes took place due to induced displacement and improper relocation influenced them as adolescents in various ways and as mid age people they still have to deal with results of relocation. Thus this study shows that unplanned displacement and relocation will create beneficiaries for sure but it might also create number of victims too.

Keywords: Relocation, Improper Planning, Adolescents, Coping, Livelihood, Education

B6   **[09]**

A SOCIOLOGICAL STUDY ON ASTROLOGICAL MATCHMAKING IN SRI LANKAN MARRIAGES

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ABSTARCT

In the Sri Lankan society, a couple enters the institution of marriage either through marriage proposals or love affairs. With regard to marriage proposals, the main concerns are age, cast, region and the horoscope etc. This paper examines the social dimensions of astrological matchmaking and marriage. The research presents a sociological analysis of the relationship between astrology and Sri Lankan society. The research problem is: what kind of a social function is served in astrological matchmaking? The hypothesis is that marriage and matchmaking is a legitimate fact. The methodology of the study is an analytical survey. Five-thousand marriage proposals which appeared in national newspapers were used as the data. Astrology is the study of planetary combinations and the belief that they influence human affairs and the natural world. According to astrology, People's horoscopes are made considering their dates of birth, time of birth and places of birth. Astrological matchmaking is a decision taken on behalf of the bride and a groom before they enter the institution of marriage. The process ensures the compatibility of this lifelong bond, predicting the success of the marriage. We observed 43.48% of proposals required to be astrologically matched; out of this percentile, 38.59% required only the horoscope, and the rest was also concerned on astrological *dosha* (malefic effect) called *Mangala Dosha* and certain planets in the seventh house in the horoscope chart. The research finding reveals that astrological matchmaking on marriages is a sociological phenomenon in Sri Lanka.

Keywords: Astrology, Horoscope, Marriage, Matchmaking, Social Function

B7   **[10]**

SOCIAL SCIENCES AS A PANACEA FOR CREATING PEACEFUL WORLD: MYTH OR REALITY

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ABSTRACT

The current century can be easily marked by dichotomies where on the one hand humanity is experiencing dense connectivity through advance technology and sweeping waves of globalization and on the other feeling isolated and alone at the individual level. Due to all these, our survival is on hold. Over emphasis on science and technology in the society as the panacea for all the problems have not only mitigated the image of the social sciences but also invited multiple troubles like terrorism, violence, intolerance, environmental degradation in an unprecedented manner. The subservient treatment of social sciences are diminishing the concern for sustaining the welfare of human being and environment through constructive and meaningful participation It is high time to present the social sciences with the correct perspective in order to create the peaceful world in the literal sense. With this background, this paper is attempting at the theoretical level with slight empirical evidences to inter relate social sciences for creating peaceful world. The main objective of this paper is to signify the social sciences as the viable software to promote the peaceful and harmonious world by minimizing the negativity prevailing while interacting with the spatial environment. In order to vindicate the objective, data was collected from the secondary level students to know their perception for the social sciences as to what extent they are interested in pursuing for social sciences at the higher level. The paper concludes by evolving the framework where social sciences will be interlinked with the goal of creating the peaceful world.

Keywords: Science vs Social Sciences, Prejudices, Nature of Social Sciences, Peaceful World

C1   **[11]**

PROMOTING SUSTAINABLE EMPLOYMENT OUTCOMES FOR EMPLOYEES EXPERIENCING MENTAL HEALTH ISSUES: ADDRESSING THE SUPPORT NEEDS OF WORK SUPERVISORS

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ABSTRACT

The immense costs arising from disability leave and decreased work participation of employees who experience common mental disorders like depression and anxiety has spurred Governments and employers in Canada and other industrialized countries to initiate various measures to improve return to work (RTW) outcomes for this population. While illness related and personal factors are important, and must be addressed, it is equally important to ensure that work supervisors are appropriately engaged in supporting and accommodating employees who are returning to work after an episode of mental illness. The aim of the current study was to examine the perspectives and support needs of front line supervisors who play a significant role in shaping the RTW outcomes of these employees. Twenty-eight workplace supervisors from a range of organizations in a city in Western Canada were interviewed in depth and the results were analyzed using a grounded theory approach. Results highlight that the ability of the supervisors to accommodate employees with mental illness depends on the support they receive from multiple sources. Implications for practice and policy are discussed.

Keywords: Return to Work, Employees with Mental Illness, Workplace Supervisors

C2 [12]

OPPRESSION ON THE BIRHOR TRIBE IN JHARKHAND: A CASE STUDY

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ABSTRACT

Oppression is, by far, not a new phenomenon. Since times immemorial there have been stories of oppression, told and retold. The oppressed tell the stories from their perspective, where they are the downtrodden and exploited. The oppressors, on the other hand, glorify their actions as powerful and the way the oppressed were meant to serve them. No matter what the perspective, no matter what the time, one sector showing its power over another has been a common occurrence. This paper is an attempt to study what perception lies behind the state or pattern of behaviour, as oppression is commonly defined. This paper further studies the places in which oppression occurs in today's world. Deriving from this, the next aim of the paper lies in what sustains the idea of oppression in the constantly growing and developing world where we talk of human rights and equality for all. The paper also tries to evaluate if oppression is a constant without which a society cannot exist or has not existed so far in the history of civilization. Finally, the paper attempts to discuss how the form of oppression has changed with the changes that have occurred in the society and in what state it exists today.

Keywords: Oppression, Perception of Oppression, Modern Oppression, Oppression and Equality

C3   **[13]**

THE USE OF FEAR APPEAL IN PERSUASION TECHNIQUE TO IMPROVE MOTHER'S BEHAVIOR ON TAKING THEIR CHILDREN TO POSYANDU

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ABSTRACT

The participation percentages of mothers to Posyandu, a community-based activity for health services in Indonesia, has decreased in the last decade, including in Grogol Selatan district, Jakarta. Mother's lack of participation in Posyandu activities as one of the causes of poor health and nutritional status of a significant number of children under five. This intervention is aimed at increasing the number of mother's participation in Posyandu by using fear appeal in persuasion techniques. Based on the baseline study, it was found that the perceptions of the susceptibility of mothers about the impact of Posyandu on their children's health are still low. Based on these data, researchers intervened to improve the mother's behavior on taking their children to Posyandu with a focus on improving the perceptions of mother's susceptibility. The design of this intervention is field experiment non randomized between participant pre-post test design. The experiment group which given fear appeal in persuasion technique is expected to will be more present to the Posyandu than other group. Based on the post-test, the finding shows that there is a significant difference in the number of mothers attended between experiment group and control group.

Keywords: Fear Appeal, Persuasion Technique, Behavior on Taking Children under Five to Posyandu

D1   **[14]**

AN EMPIRICAL INVESTIGATION OF FACTORS AFFECTING STUDENT SATISFACTION: A CASE STUDY OF A SRI LANKAN PRIVATE HIGHER EDUCATIONAL INSTITUTE

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ABSTRACT

Satisfying customer need is a key to obtain sustainable competitive advantage in the business world. Due to high competitiveness in Sri Lankan private higher education industry "Student Satisfaction" is a crucial success factor for institutes to remain in the industry. Therefore there is a growing need to understand factors that affect satisfaction of students of private sector higher educational institutes. This study empirically examines factors affecting student satisfaction of Business Management undergraduates' of a leading Sri Lankan private higher educational institute. Previous research done under various environments has recommended a variety of factors affecting user satisfaction. This study developed a model which adopted recognition of the programme, quality of the teaching and academic administration from HEDPERF model of Firdaus (2005) with two other dimensions facilities and skill match taken from other studies. A survey questionnaire was conducted to investigate the critical factors affecting student's satisfaction. The collected data was analyzed using SPSS. The data analysis categorized under two main statistical techniques such as, "Descriptive Statistics" & "Inferential Statistics". The relationship between all the five independent variables and overall student satisfactions were tested using bivariate analysis. Further this study also tries to answer if there any differences in perception of satisfaction in terms demographic variables such as gender and level of study semester. The results highlighted that recognition of the programme and academic administration are the critical factors affecting overall student satisfaction. The results also showed that there were no differences in perception in terms of gender and level of study semester.

Keywords: Undergraduate Student, Business Management, Student Satisfaction, Private Higher Education

D2   **[15]**

OPENING A WINDOW INTO POLITICS OF CHILDHOOD

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ABSTRACT

This paper follows Rancière's (2004) theoretical concepts in understanding the relationship between aesthetics and politics. The conceptions of the distribution of the sensible, radical equality and *dissensus* help situate the understanding of aesthetics and politics as central to everyday life. There is an attempt to explain how linkages can be drawn between intellectual emancipation and politics on the one hand; and schooling and policing, on the other. His frame helps understand new connections between intelligence and sensibility previously hidden under the power that intelligence exercised over sensibilities. The paper deploys the study of construction of childhood in select popular films (Hindi) made after Independence as an illustration which helps open up interpretations of how the child is looked at, understood and constituted in our popular world. The reading of aesthetics of the film (and any other medium) aids in interpreting and deconstructing the imagined child as a 'political' and 'governable' subject. Such an engagement helps ask the question - Should teaching and work with children be driven solely by the frame of a 'protected child' who is necessarily innocent, bound to family, morally and educationally inferior? In what ways does work with children always constitute as 'rescue'? An understanding of the aesthetics has so far been neglected in education, and bringing this understanding to the centre of education helps open up the 'imagination'. In opening up these aesthetics, it is argued that the interface of education with an exploration of aesthetics helps unsettle current pedagogical assumptions and practices.

Keywords: Politics of Aesthetics, Childhood, Arts

D3 [16]

ORAL PRESENTATIONS AND IN-CLASS TESTS AS STUDENT-CENTERED ASSESSMENT STRATEGIES

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ABSTRACT

This study aims to analyze the effectiveness of the use of oral presentations and in-class tests as assessment strategies in an undergraduate course. The course titled English Morphology, Syntax and Semantics is compulsory and offered to undergraduates following the degree in Teaching English as a Second Language (TESL) at the University of Kelaniya. The course was selected for the study as it addresses the development of vocabulary and grammar in students who aspire to be English teachers or teachers who teach in English in Sri Lanka. The assessments include making oral presentations and completing an in-class test prior to sitting the end of semester examination. The oral presentation aims at not only developing cognitive skills, analytical skills, synthesizing ideas, presentation skills, communication skills, all essential graduate attributes but also provides an opportunity to turn the tertiary Second Language Classroom into an active learning environment. On the other hand, the in-class test while assessing the knowledge of English syntax at one level, also tests the students' time management skills and organizational skills under time constraints, which are important attributes they would require in their university life as well as in professional careers. The study includes data from questionnaires distributed among 40 undergraduates following TESL at the University of Kelaniya, Department of English Language Teaching and the average marks obtained by students in both assessments. Data will be analyzed using qualitative and quantitative methods. The study also reflects on related research on oral presentations and in-class tests as student-centered assessment strategies.

Keywords: Student-Centered, Assessments, Undergraduates, Real-Life Experiences

D4   **[17]**

THE ROLE OF OPEN EDUCATIONAL RESOURCES (OER) IN PROVIDING EQUITABLE QUALITY EDUCATION

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ABSTRACT

Nearly 20 per cent of the world's population is presently illiterate, with developing nations being the most affected due to infrastructural, cultural and socio-economic constraints hindering equitable access to quality education. With rapidly growing technology and Internet usage, education has new mediums through which it can reach the most deprived. The purpose of this study is to explore the potential of open educational resources (OER) in being a medium that could aid children's access to quality education. Large institutions such as the Massachusetts Institute of Technology (MIT) are already using OERs for higher education due to their cost-effective nature, accessibility and adaptability. While there is an array of scholarly works providing evidence of OERs' impact on tertiary education, literature on OERs in primary education and child literacy is scarce. This study explores this gap, through the discussion of Pratham Books, an Indian OER-providing organization that addresses the problem of child illiteracy - a serious barrier to education access and attainment. This study provides insight into the organization's challenges and best practice, from which lessons can be drawn for educators in other developing countries.

Keywords: Open Educational Resources, Education, Access, Equity, Literacy

D5   **[18]**

RIGHTS OF THE CHILD: A STUDY OF PERCEPTIONS OF MEDIA PERSONNEL

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ABSTRACT

All children in the world have rights and these rights are same for all with no exception. The UN Convention on the Rights of the Child has provided the list of rights which every country has to adopt for the comprehensive development of children. The list is exhaustive but, there is coherence and interrelationship between the rights listed. The list also speaks of equality of every article. Indian is signatory to the convention which made everyone duty bound to protect and promote these rights for the prosperity of children who are considered to be the hope of tomorrow. Among different stakeholders, media personnel have a unique role to perform especially in sensitizing the civil society to the desired end and to initiate ways and means to achieve the noble cause.

The study is undertaken to examine the level of awareness of media personnel with regard to the UN Convention on the Rights of the Child (Part-I). Further, the study is intended to know the extent of occurrence of violation of these rights as perceived by them, and to explore the ways and means the protect and promote these rights. The study has been carried out in the revenue of division of Mysuru, Karnataka on 500 media representatives. A pre-tested questionnaire, covering issues concerned with perceptions of media personnel on the implementation of UN convention and observations made by them, was administered on all. Ethical issues of research, especially of informed consent, have been complied with before administering the questionnaire. The data, thus obtained, were edited, coded and presented using appropriate statistical measures. The results are discussed. Suitable recommendations are made, on the basis of observations of the study, in promoting the rights of the child taking media as the means of reaching people.

Keywords: Child Rights, Media Personnel, Discrimination and Maltreatment

E1   [19]

FACTORS AFFECTING THE CAREER DEVELOPMENT OF STAFF IN THE BANKING SECTOR: A CASE STUDY OF A PRIVATE BANK OF SRI LANKA

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ABSTRACT

Sri Lankan banking industry is playing a major role in Sri Lankan economy. Due to its' prestigious social status within the country the perception to get a banking employment is so high in Sri Lankan mind sets. However, after getting employed as a "Banking assistant" ,a banking employees' life cycle would affect by several factors due to the highly competitive Sri Lankan banking sector. This study is an attempt to investigate the career development of staff in the private banking sector of Sri Lanka. A case study approach has been selected based on a Sri Lankan leading private sector bank which consist of 159 branches networked all over the island. The main aim of this study is to determine the significant factors which effect the career development of employees in XYZ banking Plc. From the two main areas, Organizational Career Planning and Individual Career Planning, seven independent variables namely; Training, Organizational goals, Career education, empowerment, individual attitudes, individual career mapping, self-appraisal were selected to determine the relationships with employee career development. Results were produced using 93 respondents out of 158 sample size. Study results revealed Training, Organizational Goals, Career Education, Empowerment and Self-appraisal are significant factors for career development. Moreover, results showed that Training, Career mapping, Individual attitudes have significant differences between groups in terms of "Gender". Training, Organizational Goals, career education, Empowerment, Individual attitudes, Career Mapping, Self-appraisal have a significant difference between groups in terms of "Age".

Keywords: Career Development, Banking Industry, Private Banking Employees

E2   **[20]**

IS IT THE HUMAN RESOURCE POLICY TO BLAME? EXAMINING INTENTION TO QUIT AMONG WOMEN MANAGERS IN ARAB MIDDLE EASTERN CONTEXT

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ABSTRACT

Purpose – The purpose of this paper is to examine the multi-dimensionality of women managers' turnover in the United Arab Emirates. The study argues that several factors besides public policy influence turnover.

Design/methodology/approach – A special survey was developed and administered to a convenience sample of 298 local women managers in both sectors. Descriptive statistics, Cronbach Alpha, Pearson, and Multiple Regression analyses were utilized.

Findings – The empirical analyses provided support to the multidimensionality of turnover. In addition, turnover was predicted by a model of eight factors (Adjusted $R2$= .456), namely economic needs, quality of work life, leadership type and practices, social needs, marital status, organizational satisfaction, organizational commitment, and public policy.

Research limitations/implications – The study was rich, empirical data were gathered and analyzed along with qualitative literature. Gender remains salient in organizations as human resource policies alone are incapable of retaining women in leadership. Limited sample size and convenience sampling method may limit the generalizability of the findings.

Originality/value – The originality of this paper is drawn from using first-hand data to examine the multi-dimensionality argument of turnover in addition to the advancement of gender studies in leadership and management. The study also provided evidence that rationality (i.e. economic means) remains important to retain women managers.

Keywords: Managers, Turnover Women, Human Resource, Arab, Middle East, UAE

E3   **[21]**

RELIGION ETHOS IN INTERNATIONAL HUMAN RIGHTS LAW

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ABSTRACT

The aspects of religion and international law in human rights discourse are cornerstone for efforts all over the world by religious affirmations in such a way that justice is to be done to both religion and human rights. The complexity amongst relationship between religion, human rights and international law and thereby problems arising from a universally recognised right of freedom of religion. The complex patterns opening the paradox for the issues like Religious Identity in a Multi-Religious Society, Nature of Human Rights in Religious spheres and Religious Freedom with respect to issues such as Conversion, Blasphemy are globally recognized facts. The concept of human rights involves consideration of "rights" a person possesses by virtue of being "human". Government's action to refrain or abstain from certain act is a limited concept of human rights against religious rights discourse, such as torture and infringement of individual liberties. The claim may stem to from a metaphysical concept such as the nature of humanity, or from a religious belief such as divine spark inherent in each person. It is to check levels of Sacrosanctity of the nationalist constitutional system fitting in the contemporary international human rights era wherein although state sovereignty clearly pervades international human rights law unremittingly, in fact currently witnessing an international legal climate wherein the subsidiarity card can no longer be triumphantly played at all times.

Keywords: Religion, Human Rights, International Law, Religious Freedom, Sovereignty, Nationalism

E4   **[22]**

ISLAM'S NORMATIVE DISCOURSE ON CRIME AND PUNISHMENT

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ABSTRACT

Islam entertains a balanced approach to address crime on moral and legal planes as per requirement of time, space and causality. On legal plane it legislates in light of exigencies of time; on moral plane it sets forth eternal or universal values the society is destined to. So, in fact Islam develops a moral sense in an individual and society against crime not through interdiction and sanction but gradually, gently, exactingly, understandingly, and at deep level. But in an ultimate sense Islam is not oblivious of the forces and dictates of history; it forestalls crime with the force of law. However, the ignored fact is that punishments in Islam are means to an end not end itself.

This paper intends to bring forward that what went wrong with original intent and purposes behind punishments and their implementation that to some modern minds these instead of abolishing or decelerating crimes have become accelerator of the same. This would be based on qualitative research. It would be a survey of historical formulations of the thinkers of Islamic jurisprudence. In this paper philosophy of *code Romane, English jurisprudence* and other known legal traditions regarding crime and punishment would also be brought forth so that it could be easier to grasp the stand of Islam in this crucial social parlance.

Keywords: Islam, Crime, Punishments, Lego-Moral Planes, Causality, Legislation

F1   **[23]**

DONGRIA KONDH ADIVASIS: ENVIRONMENTAL HISTORY, GOVERNANCE AND RESISTANCE IN PRECOLONIAL AND POSTCOLONIAL INDIA

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ABSTRACT

It has been argued that the social exclusion of *adivasi* or indigenous people in India and across the world is a historical question and had been shaped by structures and processes of colonial and/or postcolonial construction of the "other", and imposition of national development projects on their environment in the name of common or public interest. My paper will engage with the questions of identification, definition and the debates on assimilation vs autonomy of indigenous communities by looking at the historiography of *Dongria Kondhs (Adivasi/indigenous population)* in India. In doing so it will look at the history writing and the conceptualization of their world by *adivasi's* themselves. I would like to explore this history of indigenous relations to colonial resource exploitation and the nature of transformations within the analytical framework of colonial capitalism and resource extraction and its impact on *Kondh* adivasis. My paper will unearth the colonial encounter of *Kondhs* and their dialogue and power relations with the colonial regimes from a historical perceptive and will examine the idea of the colonial watershed thesis. Further it will engage with transformation in material landscape and explore contemporary issues of environmental degradation, land alienation, resettlement and the politics of marginalization among *Dongria Kondhs*. The thesis will engage with questions of how the community is asserting their rule over their land, forest and other resources despite marginalisation and the hegemonic paradigm of development dominating them for decades. This will lead to an understanding of *adivasi* politics to control their own environment and shaping larger debates on sustainability and resource use.

Keywords: Dongria Kondhs, Adivasis, Development, Natural Resource, Alienation, Marginalization

F2   **[24]**

EXPLORING CHINA'S INTERESTS IN POST-9/11 AFGHANISTAN

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ABSTRACT

The aim of this paper is to analyze China's interests in Afghanistan since 9/11. China had a minimal role in Afghanistan politics before 9/11. During civil war in Afghanistan after Soviet withdrawal, China neither helped any group nor did it assist the Afghan government. Though China did not take part militarily along with US and its allies but it has been diplomatically and economically engaged in Afghanistan since 2001. China has made a limited aid contribution of about $250 million to Afghanistan in the last thirteen years. Since 2012, China has been actively engaged in Afghanistan within bilateral and multilateral frameworks as it hosted the 4th Ministerial Conference as part of the Istanbul Process in October 2014. Besides, China is also a part of Quadrilateral Coordination Group (QCG) along with Afghanistan, Pakistan, and the US that urges Afghan Taliban to negotiate in order to end the Afghanistan crisis.

The paper concludes that the main motivating forces that compel china to make overtures toward Afghanistan are: to prevent the spread of terrorism into Xinjiang as China wants to ensure that Afghanistan does not become a strong base for Uyghur militancy; accesses to Afghanistan's natural resources; limiting narcotic flow from Afghanistan into China; and promoting security in the Chinese neighborhood. China should play its role in the peace process of Afghanistan because it is not only essential for the latter but also for the whole region. China active diplomatic, economic and political engagement in Afghanistan will not only bring peace and stability there but it will also enhance China's political clout globally.

Keywords: China, Afghanistan, Security, Peace Process, Stability

F3   **[25]**

THE DISCOURSE OF POPULATION- ANALYSIS AND ALTERNATIVES

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ABSTRACT

Thomas Malthus, a British economist is famously known for attributing poverty to the poor and blaming them for the socio-economic decline of their respective regions. But in today's world we see that contrary to the Malthusian predictions, several of the East Asian countries have been able to achieve economic prosperity and improvement in quality of life in spite of a great population growth. Upon a study which was conducted by SAMA in India, it was seen that since our schooldays, we are led to believe in the neo-malthusian reasoning that protects the economic and social interests of the powerful . They do this by leading us to believe that growing population is a hindrance in this world.

This paper focuses on decrypting such myths and analysing the impacts that such inaccuracies can have to mitigating the diverse challenges of today.

 Keywords: Population, Myths, Malthus, Development

F4   **[26]**

'IDENTITY' OF ADIASPORIC COMMUNITY IN THE PROCESS OF ETHNIC RECONCILIATION: EXPLORING JEAN ARASANAYAGAM'S "THE JOURNEY"

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ABSTRACT

Identity of a diasporic community changes during the formation phase - 'the journey to the host-land'. Illegal diasporic journeys witness groups of illegal migrants where the identity of each individual and the group as a whole goes through a process of change. The loss of original identity and the gradual acceptance of the new experiences which shape the lifestyle of the migrants and the relationship within the diasporic community are important. As a result of this changed identities the relationship approach towards each other changes. This research paper aims at looking at an illegal diasporic journey portrayed in the short story "The Journey", written by Jean Arasanayagam. It is a story which deals with the description of an illegal diasporic journey taken up by a group of migrants from the war-ravaged Sri Lanka to reach Berlin, in the guise of asylum seekers. The members of this migrant group belong to two different ethnic groups, namely Tamils and Sinhalese, who are otherwise looked as strangers and enemies in their homeland. By using the textual analysis method, the research paper studies an important concept in the understanding of the diaspora journeys - 'Identity'. The analysis focuses on how change in identity helps in strengthening the ethnic relationships between the migrants. The analysis finds that the change of identity, indeed, influences the illegal diasporic group and as a result the group becomes a platform of individuals with changed identities and thus resulting in becoming a platform for ethnic reconciliation.

Keywords: Illegal Migrants, Identity, Diasporic Journey, Sri Lanka, Ethnic Reconciliation

F5   **[27]**

THE THREAT OF THE REVIVAL OF RACIAL AND ETHNIC INTOLERANCE AND ITS IMPACT ON SOCIAL AND ECONOMIC AFFAIR OF WORLD COMMUNITY

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ABSTRACT

The most shameful and saddest social stigma, is the persistence of racial and ethnic discrimination in many parts of the world. This research explored the international documents pertaining to combat racial and ethnic discrimination and the fear of racial and ethnic intolerance which is emerging as major threat to world peace and harmony again after facing the upshot of world war II. Through the case studies, specially the cultural-regional division: a) *The Islamic world* (west Asia and north Africa) b) *The Hindu-Buddhist world* (south and east Asia) c) *The Latin catholic world* (central and south America) d) *The syncretic religious world* (sub-Saharan Africa) were examined pertaining to conflict of interest among the masses. The results revealed the crusades of such discrimination and intolerance: 1) *Prejudices behavior of the masses* 2) *Social isolation* 3) *Ignorant behavior among the masses* 4) *Prejudice literature* 5) *Ill-informed opinion of the masses*. The silent finding of this study is the consequences of racial and ethnic intolerance on economic development of the world community along with suggestive measures to eradicate such intolerance.

Keywords: Race, Ethnic, Discrimination, Economy, Culture, Indigenous People

F6   **[28]**

ELECTORAL SYSTEM AND INDIAN DEMOCRACY: ISSUES AND CHALLENGES

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ABSTRACT

India is the largest democracy in the world. Rule by the people is the fundamental pillar of democracy in India. It is a rule by different groups including the representation of *dalits* and women representatives. India has been experiencing democratic system for more than six decades. But democracy in India is facing a great challenge from political forces and organizations mobilizing diverse identity-based groups. Again, it is quite worrisome because legitimacy of peoples' government is drawn from an active participation of votes during elections and if such legitimacy is based only on 30 or 40 per cent of voters turnout who elect their representatives and the majority of voters abstain from voting. In this situation question arises on the democratic legitimacy.

The Constitution of India has created a comprehensive superstructure of secular democracy. A commitment of the Founders of Indian republic, who firmly believed that democracy without secularism, would end up as a government by theologians and it would cease to be a rule by people in general in a multi-religious India. Today, secular democracy is the basic structure of Indian Constitution as Indian Democracy has not prescribed any State religion. Party like Bharatiya Janata Party has fought elections to capture state power with a vision to establish a Hindu State, as posing *Hindutva* as its main agenda. Some time the agenda had been to construct temple. In 21st Century, an Indian Democratic Political system has been facing many challenges and ups and downs in last these six decades.

Indian national elections have been the largest electoral exercise in the world in preservation and maintenance of democracy. The electoral reforms brought by number of election commission of India has brought revolution in the peoples' participation and imbibed confidence in the process. The election in India takes place in sequence of phases such as, declaration of election by election commission, campaigning, preparing manifesto by political parties, voting and announcement of results and subsequently formation of elected peoples' government.

The present paper would focus on the peoples' participation in democratic polity. An attempt is also made to study the present pattern of electoral process in India despite number of diversities of various sizes and shapes. India has a very unique system where it has numerous cultures, languages, castes, religions, etc. As of today, ideology has taken a back seat but the focus has been on the development of common masses in a global perspective. In spite of this issues of politics are the main concern and are driven by their ideologies. India has shown its unity in spite of various diversities and number of difficulties.

The study would focus on number of issues such as Issue-based Politics, Caste-Politics, Communalism, Criminalization of politics and corporate participation etc. The present study will also analyse electoral pattern, various issues concerning to peoples' participation, especially women, lower castes, linguistic minorities, religious minorities and number of challenges that Indian democracy faces. Emphasis will also be made on the electoral reforms that may be required for sustaining healthy democracy in India.

Keywords: Democracy, Elections, Communalism, Secularism, Caste-Politics,

F7   **[29]**

CASTE AND EXCLUSION IN POPULAR CINEMA: A STUDY OF BOLLYWOOD IN POST- INDEPENDENCE INDIA

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ABSTRACT

Cinema is the 'mirror of society.' According to Arnold Hauser, 'Cinema signifies the first attempt since the beginning of our modern individualistic civilization to produce art for a mass public'**.** All the activities of society are reflected through Cinema. Cinema plays a vital role to promote awareness of social and cultural evils existing in society. Simultaneously it is also ideological apparatus of the oppressor. Cinema shapes our consciousness in many ways. Furthermore, Cinema is not a matter of entertainment, but it is a socio-cultural power, subjugation, subversion and hierarchy are also being documented and represented in cinema. Hindi Cinema represents the culture of a particular dominant section of the society in Indian context. It also reproduces the unequal relations and helps in maintaining the hegemony of upper castes through the medium of Bollywood.

For example, Caste defines the social, economic and political relations of Indian society and therefore studying caste in Indian Cinema is a theme worth exploring to understand its multifarious operations. After independence, the Indian Cinema has been largely occupied by upper caste film makers, actors and directors. Due to the over representation and their privileged location in caste hierarchy, the question of caste is seen through their vision in Bollywood, which is brahmanical in nature. In the initial years of independence, Nationalism remained an important topic but even when it reached its saturation, caste never get so much critical attention. Lukewarm critique of caste can be seen in movies like Sujata (1960) but its critique was very much Gandhian in nature. The representation of 'subaltern picture' in Bollywood Cinema is rarely available or visible. There was a hope that they will get their space to present themselves in many ways or being genuinely represented through other. In both the cases, their representation has been inadequate. Hindi movies in Indian Cinema is a burning example. In this paper, firstly, I will try to research why Bollywood industry has not taken caste questions in making films. In doing so, further I would problematize the contradictions of some Bollywood movies that as they misrepresent the caste question as the whole film industry is controlled by upper castes. Secondly, Dalit, OBCs and Adivasis constitute the majority of population, they have their own discourses in critiquing the mainstream society but they continue to remain absent in Bollywood.

Keywords: Caste, Dalit, Representation, Bollywood

POSTER PRESENTATIONS

P1   **[30]**

THE ASSOCIATION BETWEEN EMOTIONAL INTELLIGENCE AND DEPRESSION AMONG HOUSEWIVES IN WESTERN PROVINCE OF SRI LANKA

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ABSTRACT

Depression has become a common disorder globally specifically among women. Researchers have not been concerned in the field of association between emotional intelligence and depression among housewives. The study aimed at examining the association between emotional intelligence among housewives living in western province of Sri Lanka. Method: A sample of 99 housewives between the ages of 25 to 49 years was participated for this study. The study involved self – report instruments in order to measure depression and emotional intelligence. Depression anxiety stress scale (DASS 21) was used to measure depression, which contains 21 items. And Trait emotional intelligence questionnaire (TEIQue - SF) was used to measure emotional intelligence of the participants containing 30 items. Results: 1) As results indicated significant association between emotional intelligence and depression among housewives. 2) Age category between 31 to 40 years was found as vulnerable or risky population for depression and 3) The study was able to prove that emotional intelligence is a predictive factor. One of the implications of the study include emotional intelligence techniques can be used to improve level of emotional intelligence and therefore, resulting in prevention and curing depression.

Keywords: Emotional Intelligence, Depression, Housewives, Predictive, Age, Association

P2   **[31]**

EDUCATIONAL LEVEL, DISCIPLINE OF COURSE AND NATURE OF COURSE AFFECT THE DIFFERENT LEVELS OF INTELLIGENCE WITH REFERENCE TO PERSONALITY TYPES

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ABSTRACT

The current study intended to explore the extent to which the educational level, discipline of course and nature of course affect the different levels of intelligence with reference to Personality Types. NEO PR-I was applied in order to check personality level whereas RSPM was administered to check intelligence It was hypothesized that students from Science group will perform better on intelligence in contrast to the students of Arts; while students from Post Graduation will score high on intelligence as compared to Graduation both Comparison group will show distinct personality types, Different Courses will differ in term of intelligence level likewise they exhibit different personality types, how much Big 5 types of personality will differ in term of intelligence. Purposive sampling technique was employed to select the participants. A Sample of the study consisted of (N=300) students. Which included in two categories, disciplines of courses i-e., Science (n=150) and Arts (n=150) respectively and Graduation (n=150) and post graduation (n=150) respectively. The sample of study was further divided into sub categories as the nature of courses, i.e., Medical, Engineering Computer Science (General Science, Social Science and Humanities (n=50) in all 6 groups, personality, Big 5 model have five personality types Neuroticism, Extraversion, Openness, Agreeableness, Conscientiousness in 6 groups (n=60). The findings concluded that science students have high levels of intelligences than arts students likewise differ among personality types while; there was non significant difference of performance between Graduate participant on intelligence and show similar personality patterns and there were significant differences among various course students on intelligence and personality types, Participant of Conscientiousness type score higher among other personality types unlike Neuroticism type participants score lower on intelligence.

Keywords: Personality, Neuroticism, Extraversion, Openness, Agreeableness, Conscientiousnes

VIRTUAL PRESENTATIONS

[32]

AN EXAMINATION OF MULTIDIMENSIONAL POVERTY PROFILE IN LIMPOPO, SOUTH AFRICA: A CASE OF MUTALE LOCAL MUNICIPALITY

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ABSTRACT

The study sought to establish the extent of multidimensional poverty in Mutale Local Municipality in Limpopo province in South Africa. The objective was to assess the usability of Community-Based system (CBMS) generated data by local municipality for planning, beneficiary targeting, assessment of policy implications and strategies. Consultative, capacity building and quantitative design approach was adopted in the study. Poverty Indicators were developed in consultation with the municipality and local structures. Administered household questionnaire was used to census 1500 households. Indicators for poverty measurements were generated in partnership with Local municipality and aligned to Statistics South Africa. Data was captured using excel software and imported to Stata for analysis. CSPro software was used to generate poverty maps. Community validation approach was used to authenticate the study findings. We conclude that CBMS is able to generate multidimensional poverty profile and Maps that is usable in the formulation of effective planning, beneficiary targeting as well as a regular sustainable development monitoring facility. The information can also be used to assess poverty policy implications at local levels. We recommend that the Local municipality use CBMS data as a basis for integrated development planning, multidimensional poverty targeting and to compliment National statistics surveys.

Keywords: Poverty, Profiling, Community-Based, Limpopo, South Africa

[33]

THE ROLE OF UNIVERSITIES IN SUSTAINABLE RURAL DEVELOPMENT: TOWARDS A KNOWLEDGE INTERMEDIATION MODEL (KIM) OF UNIVERSITY COMMUNITY OUTREACH PROGRAMS (UCOPs)

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ABSTRACT

This paper argues for recognition of the important role universities can play to promote timely, efficient, effective policy design and implementation to address the development challenges facing less developed countries like Uganda. It calls for the establishment of community-University Public Partnerships (CUPPs) for knowledge management for development through collective learning for development.

CUPPs can be operationalized through University Community Outreach Programs (UCOPs), facilitated by governments and their development partners. The major reason is to enhance the capacity and effectiveness of service delivery partnerships. Figs 1 and 2 articulate conceptual framework for understanding the development role of universities as knowledge intermediaries for accelerated sustainable rural transformation which for has failed to and take off in most LDCs of Africa due to excessive reliance on market liberalization as primary tool of rural development.

The model emphasizes the benefits of knowledge management for sustainable development and crisis / disaster management. CUPPS would reduce the incidence and consequences of institutional and policy failures and generate endogenous knowledge for inclusive economic growth and sustainable development. The overall impacts would include; activating / empowering citizen's development initiatives, improving governance systems and improving the effectiveness of polices as well as resource mobilization and utilization including foreign aid.

Universities as drivers of the knowledge management partnership must show the way forward by putting the seed capital in UCOPs and lobbying for government, and donor supports

Keywords: Knowledge, Intermediation, Sustainable Rural Development, Community-University-Public Partnerships, Service Delivery Partnerships

[34]

SUSTAINABLE RELIGION

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ABSTRACT

To accomplish the arduous task of amalgamating and unifying different theocratic trajectories within Hindu culture, *Ādi Śaṃkarācārya* dwelt upon theorizing a workable solution, through systematic consolidation of various philosophical treaties of Hindu Texts and conglomeration of intra-religious divergence of Hinduism, without jeopardizing their distinctiveness. A deeper introspection of *Śaṃkarācārya's* work will also illuminate his endeavor of devising a Code, known as *Advait Vedānta,* capable of transcending de rigueur shackles of customs. The logical discourse which *Śaṃkarācārya* entered into while consolidating *Advait Vedānta* was purely philosophical and devoid of any theological contours. The reformative spirit that *Śaṃkarācārya* infused helped Hinduism to sustain by adopting much needed social and welfare reforms. The paper begins with *Advait Vedānta* philosophy and explains its revolutionary idea of *Brahman*, the formless and figureless highest metaphysical reality, which helped amalgamate and unify different theocratic trajectories within Hindu culture. The second part of the paper enumerates the social reforms brought during the British period which gave India a modern shine, while the final secular order and uniformity was brought by Hindu Code Bill, 1950s. The paper ends with explaining the secular model that India follows and the underlying objective it seeks to achieve though secular state policies.

Keywords: *Advait Vedānta,* Hindu Social Reforms, Hindu Code Bill, 1950s, Secular Models of State Policies, Sustainable Religion

[35]

THE DOUBLE DISPLACEMENT FOR IRANIAN IMMIGRANTS

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ABSTRACT

The experience of being displaced (once from the birth country and then from the new destination country) and how it feels, especially for Middle Eastern immigrants when moving to a western country, is referred as 'double displacement' in this research. This feeling of being a nomad is a significant issue for many Iranian immigrants, and is best described by Iranian artist and filmmaker Shirin Neshat in her 2010 TED Talk. She articulates how the Iranian diaspora are faced with a double challenge:

> *people like myself, we're fighting two battles on different grounds. We're being critical of the West, the perception of the West about our identity—about the image that is constructed about us, about our women, about our politics, about our religion. We are there to take pride and insist on respect. And at the same time, we're fighting another battle. That is our regime, our government—our atrocious government, [that] has done every crime in order to stay in power. (Neshat 2011)*

In this research, I have explored the main factors that effect this double displacement for Iranian immigrants. With regards to this area of research, I have mostly referred to Edward Said's *Orientalism* (1978) and "The Clash of Ignorance"(2001), Michel Foucault's *Power/Knowledge: Selected Interviews and Other Writings,1972–1977* (1980), several articles by Nikos Papastergiad is that examine various contemporary articulations of the migrant and immigration process (2006, 2010, 2012), and Edward Soja's *Third Space* (1996).

[36]

REVITALIZATION OF *ĀHĀRAŚUDDHIḤ* FOR A FOOD CULTURAL REVOLUTION

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ABSTRACT

Among the many basic inevitabilities in life, undeniably, food (*annam*) alone can satiate man. However, this same food, consumed voraciously, gets man into all sorts of ailments, wrapping up his blessed life in an unfruitful way. Moreover, immense food wastage by haves cause dreadful deaths of have-nots. An idiom refers to bilateral ties: 'like two grasshoppers tied by one string, neither can escape from each other.' Akin to that, health and hunger poverty are tied to the same twine alluding the mutual reliance. *Annam* is a medicament for lifestyle diseases and an annihilation for hunger poverty to lead a holistic life. Moreover, five senses devour food that can topple one down to the entanglements of metempsychosis as well as help transcend one's *guṇas* (qualities) to scale spiritual heights. As, *āhāraśuddhiḥ* (food wholesomeness) brings the most turbulent sense organ - tongue under rheostat thereby ensuring the control of other senses and mind (*manas*). Accordingly, *manaśuddhiḥ* (wholesome mind), then leads to *sattvaśuddhiḥ* (wholesome existence), *dhruvāsmṛtiḥ* (sanctified memory) and culminating in *karmaśuddhiḥ* (wholesome actions). Thus, revitalization of *āhāraśuddhiḥ* is for the humanity's betterment for eradicating glitches in the outer worldly realm and the inner transcendent realm. A ceaseless solution can be instigated only by transforming everyone's inner realm by imparting morals through effective education. Hence, this study is proposed as a critical mass to elicit a constructive action until it touches a tipping point to galvanize a collective consciousness in the social order through effective education.

Keywords: *āhāraśuddhiḥ*, Health Poverty, Hunger Poverty, Collective Consciousness, Critical Mass, Tipping Point

[37]

SOCIAL EFFECTS OF FACEBOOK ON THE EDUCATIONAL PERFORMANCE OF UNIVERSITY STUDENTS IN SRI LANKA

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ABSTRACT

Today internet can define as a popular worldwide platform which uses for information transmission. Facebook, Twitter, LinkedIn, Google, YouTube and Instagram are considered as most demotic online social networks among youth, especially among university students. The purpose of this study is to identify the impact of social networking sites mainly focused on Facebook which highly affected on students' academic performance. A survey was administered to a random sample of 100 students, covering all subject streamsat the University of Ruhuna, Sri Lanka with regular undergraduate students in focus on using Facebook, perceptions of communications, and awareness of the impacts of using Facebook in academic performance. This research is based on a field survey with using questionnaire and target group interviews to collect primary data. Time spent on Facebook, addiction to Facebook and academic performance were identified as variables. While considering the results, 75% University students use social media and spend more than 10 hours checking social media sites; there was a huge amount of negative aspect to University students' use of social media. 82% of students reported the negative perception of the effect of Facebook on their academic performance. Results also revealed that there were significant relationships between users' class rank and field of study, and the influence of Facebook. And the findings of this study shows that time spent on Facebook and addiction to it negatively and significantly affects University students' academic performance.

Keywords: Academic Performance, Facebook, and Social Networking Sites

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POLICE IN THE 21st CENTURY: IS THERE A NEED TO REVAMP THEIR APPROACH TO AND PERCEPTION OF THE PUBLIC?

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ABSTRACT

Being a police officer is a tough job. In fact, it is part of their job to be tough. Forever portrayed as the puppets in the hands of macho politicians, the Police force today finds themselves low in morale and public trust. Even so, statistics from countries spanning the world show how torture and violent abuses still rule modes of police interrogation. In India for instance, The National Human Rights Commission recorded 1,389 cases of death in police custody in 2010 alone. The worrying bit of information from over the world is that, the technology of torture has grown tremendously, modes and methods that break a prisoner's will in hours or days but leave absolutely no visible signs or marks of the same. At the same time, countries all over the world have laws that permit an accused to retract any statement, even a confession that has been made to the police, when produced before a court. The court may reprimand the concerned police officer for a shoddy job. The question that arises then is what is the need for all that torture anyway? Is it really justified? Is it inevitable in today's world of increased threats to nations and citizens? On the other hand, how does such an attitude of courts impact the morale of one of the most important executive forces of our society?

Keywords: NHRC, Public Morale, Torture, Inevitable

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DREAMS INTO REALITY: PRIVILEGED WOMEN AND POLITICS OF GENEROSITY

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ABSTRACT

As the privileged women in the Egyptian capital turn to individual charity, their actions appear to endorse social transformation on the field of education and express their political activity in a different form. Co-mixture of their wealth, local cultural particularities, in disrepair educational system and mistrust for governing body, which recurrently stifles meaningful women's empowerment, has led those females seek for a new path to power. Ethnographic interviews and participant observation of women's daily social life and political practices reveal women knowingly desist public political participation and strive for self-fulfillment through invisible ethical giving performances as women, as mothers and spouses by helping disadvantaged individuals. This occurrence contributes on reassessing agency in terms of Saba Mahmood's argument about "discounted agency" outside the usual forms and institutions of politics.

Keywords: Agency, Charity, Education, Egypt, Political Participation, Women