



# PAZHASSIRAJA COLLEGE

Pulpally, Wayanad, Kerala, India, 673579

## CRITERION 3 RESEARCH INNOVATIONS & EXTENSION

**IQAC 2020-21**

**3.3.3**

**BOOKS & CHAPTERS BY TEACHERS**



*Submitted to*  
**National Assessment and Accreditation Council**  
**2016- 2021**

14. The role of various organisations and associations in the fight against 2018 Kerala floods 96  
*Roy Mathew*
15. Basic infrastructural loss due to kerala floods with special referenceto vythiri and mananthavady region in wayanad district 106  
*Niranjana Govind and Amal Marcus*
16. Economic impact of flood on tourism with special reference to Ernakulam district 114  
*Jacqueline N J*
17. Impact of flood in Kerela on agriculture and livelihood 122  
*Mrs.NU.Ramya and Dr.K.Kaliyamurthy*
18. Quality analysis of water in flood affected area 126  
*Fexiba Philipose*
19. A study on economic impact of Kerala flood disaster 133  
*Mrs.G. Manimekala and Dr.P.Soundararajan*
20. An assessment of the impacts of flood in rubber plantation in Kerala with special reference to Arattupuzha village of Thrissur District 139  
*Sr.J.Bincy*
21. Impact of flood disaster on horticulture crops in Kerala 148  
*Mrs.R.Sasikala and Dr.P.Soundararajan*
22. Impact of flood disaster in the context of Kerala economy 153  
*Mrs. S.Jayanthi and Dr.P. Soundararajan*
23. Disaster management: Kerala's unique experience in the time of disaster capitalism 159  
*Arjun C S*
24. Rebuilding kerala: rehabilitation of puramboke settlement seriously 165  
*Shiji K, Archana Kamath M, Hima P M, Neethu C S, Nusaiba K P, Manjusha P, Salini U Subisha K*
25. Saga of tears: Development and flood experience of Kuttanad 170  
*Dr. Anish Mathew*



**Indian Council of Social Science Research  
(ICSSR - IMPRESS)**

**Impact of flood on Agriculture and  
Rural livelihood of the people in Kerala**



**Dr. Gisha P.Mathai**

**Post Graduate Department of Economics,  
St. Mary's College,  
Sulthan Bathery, Wayanad, Kerala - 673592, India.**



## A case study on prevalence of cancer cases in Wayanad District, Kerala, South India.

Josna George<sup>1</sup>, Sharannya Mohan<sup>2</sup>, Kannika Parameswari<sup>3</sup>, Dinesh M.D<sup>4</sup>,  
Amal Marcus<sup>5</sup>

<sup>1&2</sup> Research Scholar Department of Biochemistry, Dr NGP college of Arts and Science College, Coimbatore, South India.

<sup>3</sup> Assistant Professor, Department of Biochemistry, Dr NGP college of Arts and Science College, Coimbatore, South India.

<sup>4</sup> Assistant Professor, Department of Microbiology, Pazhassiraja College, Pulpally, Wayanad, Kerala, South India.

<sup>5</sup> Assistant Professor, Department of Economics, Pazhassiraja College, Pulpally, Wayanad, Kerala, South India.  
Corresponding Author: Josna George

**Abstract:** Cancer a multifactorial life-threatening disease among the humans in world wide. Lack of knowledge, awareness and early detection of cancer be able to widely spread throughout in India. Lack of cancer treatments in the hospitals and increasing number of cancer patients will provide unexpected ramble in the prevalence of cancer patients. In our present study we investigate and collect the cancer reported cases and death in and around Wayanad District. The present study shows year wise increase in the cancer related diseases in different parts of Wayanad District.

**Key words:** Cancer, prevalence

Date of Submission: 23-03-2018

Date of acceptance: 07-04-2018

### I. INTRODUCTION

Today cancer is a common domiciliary term, suffering or diagnosing everyday peoples in globally. In spite of good advancements for diagnosis and treatment, cancer is still a big threat to our society.<sup>1</sup> This is the second most common disease after cardiovascular disorders for maximum deaths in the world.<sup>2</sup> The world's population is expected to be 7.5 billion by 2020 and approximations predict that about 15.0 million new cancer cases will be diagnosed; with deaths of about 12.0 million cancer patients.<sup>3</sup> The prevalence of cancer in India is estimated to be around 2.5 million, with about 8, 00,000 new cases and 5, 50,000 deaths per annum.<sup>4</sup> The magnitude of cancer problem in the Indian Sub-continent (sheer numbers) is increasing due to poor to moderate living standards and inadequate medical facilities.<sup>5</sup> Most frequently observed cancers in Indian population are of lungs, breast, colon, rectum, stomach and liver.<sup>4, 6, 7</sup>

### II. CANCER SCENARIO IN INDIA

Based on the increasing trends of cancer patients during the last few decades, the numbers of cancer patients have been predicted by the end of 2015 and 2020 in India. According to the data from cancer research Society, India the number of male, female and the total cancer patients in 2004 were 390809, 428545 and 819354 respectively. The number of male and female cancer patients increased continuously up to 2009, with 454842, 507990 and 962832 cases for male, female and total cancer patients, respectively. Similarly, 462408 male cancer patients and 517378 female cancer patients were recorded, with a total number of 979786 patients in 2010.

In recent times there has been increase in incidence of cancer in India as nearly two people are diagnosed every minute with cancer. This is mainly attributed to urbanisation, industrialisation, life style changes, population growth and increase in life span. The predominant risk factors associated with cancers are genetic, environmental and life style factors which include tobacco, alcohol, infections (HIV, HPV, HBV, HCV, H. Pylori) and dietary factors which overall are involved in 80-90% cases. Tobacco contributes directly to about 50% of cancers in males and 10-15% cancers in females. Most of the cancers have some relationship with diet. Predominant among them are cancer of esophagus, stomach, colon & liver. Consumption of large amounts of red chillies, food at very high temperatures and alcohol consumption are the main risk factors for stomach cancers in India. (Dr. Keerthi Bhushan)



### III.CANCER EFFECTS IN KERALA

Various government and NGO organizations have provided the data related to the cancer cases reported in district level. These data shows the incident of cancer diseases is compared to lower than North Indian States. Moreover now a days incensed cases are reported from different Districts of Kerala due to urbanization and Industrialization and lifestyle changes etc... According to the report from Regional cancer centre, Kerala 35,000 new cancer cases occur in in one year. Male population affected about 50% cases are cancer in the mouth, lungs and throats due to the consumption of tobacco products. In Kerala tobacco related cancer in women's are rare associated to other states in India but large group of female population has widely affected Breast cancer is really a matter of anxiety. Cervical cancer was one of the threatening cases are faced by women's before a decade. Every third women in the female populace are diagnosed with breast cancer. Mortality rate of breast cancer was not high but the cancer give stressful situation and are considered to be more defenceless.

### IV.CANCER IMPACTS IN WAYANAD DISTRICT

Studies reported that a number of tribal people were severely affected by cancer. In Kerala, Wayanad district is considered as one of the major tribal hamlets of the state. Looking in to the causative aspects of the disease in the district, Wayanad, Alcohol and tobacco usage, extensive usage of pesticides, changes in life styles are the major factors which lead to the disease. It is significant to mention about the current cancer prevention and research programmes in Kerala dDdicated cancer detection centres will be set up in five district hospitals of the state under National Rural Health Mission, NRHM, in the near future. Each hospital will be provided seven crore rupees under Non-communicable disease control scheme of the Centre. As per the latest data, the cases of cancer, especially breast cancer, are rising fast in a highly urbanised state like Kerala. AIR correspondent reports, Regional Cancer Centre, Thiruvananthapuram, a premier cancer institute of the country treats about 13000 cancer patients in a year. Fast increasing breast cancer cases are a matter of serious concern. Every year 1700 new breast cancer is detected in Kerala.<sup>7</sup>

### V. COLLECTION OF CANCER STATED AND DEATH CASES IN WAYANAD DISTRICT

In our present study the prevalence of cancer cases reported various places of Wayanad District. According to the survey reports from Pain and palliative Unit, Wayanad District number of Cancer cases reported and death cases due to various cancer in the year of 2012- 2015 in the Wayanad District are listed below. (Table – 1&2) Statistical investigation of collected data of cancer cases reported in various years and the death cases due to cancer was compare using T – test. It is used to determine whether there is a significant difference between the means of two groups.

### VI. RESULTS AND DISCUSSION

**Statistical analysis of collected data** - Statistical investigation of collected data of cancer cases reported in various years and the death cases due to cancer was compare using T – test. It is used to determine whether there is a significant difference between the means of two groups.

**Table – 1 - Cancer cases reported in the Wayanad District hospitals in the period of 2012 - 2015**

Sl. No.	Place	Years			
		2012	2013	2014	2015
1	Mananthavady	36	40	50	67
2	Thavinjal	16	40	48	56
3	Thirunelli	13	26	40	49
4	Panamaram	10	16	26	34
5	Edavaka	9	14	19	22
6	Thondernadu	6	13	15	22
7	Padinjarathara	5	19	26	31
8	Vengapally	13	10	13	17
9	Kottathara	6	7	12	18
10	Thariyodu	9	12	14	18
11	Vythiri	4	7	20	30
12	Meppady	7	11	13	16
13	Pozhuthana	3	9	11	18
14	Muppainadu	9	11	14	19
15	Muttill	6	13	18	25
16	Kaniyambatta	10	14	19	36

17	Kalpetta	31	35	36	39
18	Pulpally	25	29	35	36
19	Mullankolly	19	23	36	45
20	Ambalavayal	8	14	29	47
21	Noolpuzha	5	19	33	37
22	Nenmeni	30	37	55	64
23	Meenangadi	10	13	19	25
24	SulthanBathery	15	19	24	30
25	Vellamunda	9	17	24	30
26	Poothadi	16	23	39	47
<b>Total</b>		<b>330</b>	<b>592</b>	<b>688</b>	<b>878</b>

**Table- 2- Cancer Death occur in Wayanad District.**

Sl. No.	Place	Year			
		2012	2013	2014	2015
1	Mananthavady	30	36	43	50
2	Thavinjal	10	31	40	50
3	Thirunelli	10	24	38	46
4	Panamaram	8	13	23	30
5	Edavaka	7	15	17	20
6	Thondernadu	4	10	14	19
7	Padinjaraathara	4	17	24	29
8	Vengapally	11	10	12	15
9	Kottathara	6	5	10	15
10	Thariyodu	5	9	10	14
11	Vythiri	3	5	16	26
12	Meppady	4	9	10	14
13	Pozhuthana	2	6	9	15
14	Muppainadu	6	9	11	14
15	Muttill	5	12	15	20
16	Kaniyambatta	6	11	17	35
17	Kalpetta	27	30	33	37
18	Pulpally	20	26	33	34
19	Mullankolly	15	17	29	38
20	Ambalavayal	5	10	25	30
21	Noolpuzha	3	14	47	60
22	Nenmeni	26	31	47	60
23	Meenangadi	7	10	15	24
24	SulthanBathery	9	16	20	27
25	Vellamunda	5	13	20	30
26	Poothadi	13	22	39	45
<b>Total</b>		<b>251</b>	<b>411</b>	<b>617</b>	<b>797</b>

In the year 2012- 2013 (P- value - .0216) and 2013-2014 (P- value - .0204) we get significant relations. There is significant growth in the reported cases during these years. The year 2014-2015 (P- value - .0595) we accept null hypothesis, (not significant) therefore there is no increase in the reported cases. According to the data of death due to cancer in Wayanad District, in the year 2012- 2013 (P- value - .00103) and 2013-2014 (P- value - .0107) we get significant relations. There is substantial growth in the death cases during these years. The year 2014-2015 (P- value - .0674) we accept null hypothesis, (not significant) therefore there is insignificant increase in the death cases.

Cancer is a group of diseases caused by loss of cell cycle control. Cancer is associated with abnormal uncontrolled cell growth. Cancer is caused by both external factors (tobacco, chemicals, radiation and infectious organisms) and internal factors (inherited mutations, hormones, immune conditions, and mutations that occur from metabolism). Cancer is a significant worldwide health problem generally due to the lack of widespread and comprehensive early detection methods, the associated poor prognosis of patients diagnosed in



later stages of the disease and its increasing incidence on a global scale. Indeed, the struggle to combat cancer is one of the greatest challenges of mankind.<sup>10</sup>

Now a day's people suffered cancer because of lack of awareness about the early detection or diagnosis. Early detection of cancer significantly reduce the risk of treatments. Rural people alive in Indian villages focused on their routine jobs for their daily life. Promote Education about cancer awareness programme is prominently inspiration in the cancer saving programme amongst the peoples. Realize some possible early warning signs of cancer include lumps, sores that fail to heal, abnormal bleeding, persistent indigestion, and chronic hoarseness, which help to diagnose and reduce the great impact of disease.

Deforestation, urbanization and lifestyle changes in Wayanad District cause increasing number of cancer patients in every year. The affected peoples from Wayanad District suffering the lack of treatments in the hospitals and patients forced to travel for long time to near cities for the moral treatment. In our study revealed that increasing cases of cancer reports among the population here, awareness programme, early detection and screening are yet to arrange in the hospitals in Wayanad district.

#### ACKNOWLEDGMENT

Our truthful thanks to Pain and palliative Unit, Wayanad District, for supporting us for collecting the data on cancer reported cases and death in the Wayanad District. We are extremely beholden to Mr. Amal Marcus, Assistant professor, Department of Economics, Pazhassiraja College, Wayanad for giving the support for statistical analysis.

#### REFERENCE

- [1]. Kotnis, A., Sarin, R., Mulherkar, R. (2005). Genotype, phenotype and cancer: role of low penetrance genes and environment in tumour susceptibility. *J Biosci.* 30:93-102.
- [2]. Jemal, A., Siegel, R., Ward, E., Murray, T., Xu, J. and Thun, M.J. (2007). Cancer statistics. *CA cancer journal of clinical.* 57: 43-66.
- [3]. Brayand, F., Moller, B. (2006). Predicting the future of burden of cancer. *Nat Rev Cancer* 6: 63-74.
- [4]. Nandakumar, A. National Cancer Registry Program, Indian Council of Medical Research, Consolidated report of the population based cancer registries, New Delhi, India: 1990-96.
- [5]. Wynder, E.L. and Gross, I.J. (1974). A study of etiological factors in cancer of the oesophagus. *Cancer.* 14: 389 - 413.
- [6]. Chinthalapally V. Rao, Harold L. Newmark and Bandaru S. Reddy. Chemo preventive effect of squalene on colon cancer. *Carcinogenesis* vol.19 no.2 pp.287-290, 1998.
- [7]. Murthy, N.S., Mathew, A. (2004). Cancer epidemiology prevention and control. *Curr Sci.* 86(4): 518-524.
- [8]. National Health Rural Mission, India, 2011.
- [9]. Krishnamurthi, K. (2007). Screening of natural products for anticancer and anti-diabetic properties. *Health Administrator.* 1&2: 69-75.
- [10]. Divisi, D., Di, T.S., Salvemini, S. (2006). Diet and cancer. *Acta Biomed.* 77: 118-123.

Josna George "A case study on prevalence of cancer cases in Wayanad District, Kerala, South India." *IOSR Journal of Pharmacy (IOSRPHR)*, vol. 8, no. 4, 2018, pp. 31-34





Received on 23 June 2020; received in revised form, .....2020; accepted, ..... 2020; published .....2020

## PHYTOCHEMICAL SCREENING, *IN-VITRO* ANTIOXIDANT AND ANTI PROTEASE ACTIVITIES OF VARIOUS SOLVENT EXTRACTS OF *MUEHLENBECKIA PLATYCLADA* ROOT (F. MUELL.) MEISN.

Jenson Jacob \*, M. Anjima, Athira Sabu, P. S. Athulya, P. S. Fathima and Vishnu Balan

Department of Biochemistry, Pazhassiraja College, Pulpally, Wayanad - 673579, Kerala, India.

### Keywords:

Oxidative stress, Flavonoids,  
Polygonaceae, Free radicals,  
*Muehlenbeckia platyclada*

### Correspondence to Author: Dr. Jenson Jacob

Department of Biochemistry,  
Pazhassiraja College, Pulpally,  
Wayanad - 673579, Kerala, India.


E-mail: jensonjacobs@rediffmail.com

**ABSTRACT:** The objective of this study was focussed on phytochemical screening, *in-vitro* anti-oxidant, and anti-protease activities of various solvent extracts of *Muehlenbeckia platyclada* root. The roots were washed thoroughly, shade dried, and coarsely powdered. The powdered material of *Muehlenbeckia platyclada* was successively extracted with hexane, chloroform, and methanol using soxhlet apparatus. Preliminary phytochemical screenings for carbohydrates, proteins, alkaloids, phytosteroids, flavonoids, glycosides, polyphenolics, saponins, tannins were done by following standard procedure. *In-vitro* anti-oxidant activities of three solvent extracts were assessed using DPPH, ABTS, and total antioxidant capacity and flavonoids were estimated using aluminum chloride colorimetric assay. *In-vitro* anti-protease activity of the root was evaluated using trypsin as enzyme and BAEE (N-benzoyl- L-arginine ethyl ester) as a substrate. The results showed that phytochemicals such as carbohydrates, proteins, flavonoids and glycosides, which present in the methanolic extract, were absent in hexane and chloroform extract of the root. The *in-vitro* antioxidant and anti-protease activities of the *Muehlenbeckia platyclada* root clearly showed that the plant root has prominent anti-oxidant and protease inhibiting properties. From this work, it can be concluded that *Muehlenbeckia platyclada* root has the potential to be a powerful antioxidant and protease inhibitor.

**INTRODUCTION:** Oxidative stress is generally an imbalance between the excess formation of free radicals and the ability of the body to detoxify their harmful effects using antioxidants by neutralization. Oxidative stress is mainly caused by the increased production of free radicals. Free radicals are unstable molecules formed when an atom or molecule gain or lose electrons and they cause cellular and tissue damage.

The reactive oxygen species are oxygen generated free radicals such as hydroxyl, peroxy, nitric oxide and superoxide radicals, which are found in living species both exogenously and endogenously. It can bring about oxidative stress to DNA, lipids, and proteins and may cause severe conditions such as diabetes, aging, cancer, and degenerative disorders.

Antioxidants are substances that may defend our cells from free radicals, which have a major role in cancer, heart disease, and other disorders or are defined as one that delays oxidative stress to a target molecule<sup>1</sup>. Antioxidants reduce the free radicals due to their singlet oxygen quenchers and redox hydrogen donors<sup>2,3</sup>. Free radicals can be scavenged by the natural as well as synthetic antioxidants<sup>4</sup>.

	QUICK RESPONSE CODE
	DOI: 10.13040/IJPSR.0975-8232.IJP.7(12).100-06
The article can be accessed online on <a href="http://www.ijpjournal.com">www.ijpjournal.com</a>	
DOI link: <a href="http://dx.doi.org/10.13040/IJPSR.0975-8232.IJP.7(12).100-06">http://dx.doi.org/10.13040/IJPSR.0975-8232.IJP.7(12).100-06</a>	



**PHYTOCHEMICAL SCREENING AND EVALUATION OF LEAF PARTS OF *HYPOESTES PHYLLOSTACHYA* ROSEA FOR *IN VITRO* ANTIOXIDANT ACTIVITIES**

JENSON JACOB<sup>1\*</sup>, MEENU JOHN<sup>2</sup>

<sup>1,2</sup>Department of Biochemistry, Pazhassiraja College, Pulpally, Wayanad, Kerala 673579  
Email: jensonjacobs@rediffmail.com

Received: 13 Jun 2020, Revised and Accepted: 16 Aug 2020

**ABSTRACT**

**Objective:** The aim of this study was focussed on phytochemical analysis, *in vitro* antioxidant activities of different solvent extracts of *Hypoestes phyllostachya* leaf.

**Methods:** The leaves were washed efficiently, shade dried and coarsely powdered. The powdered leaf material of *Hypoestes phyllostachya* was successively extracted with hexane, chloroform, methanol and water using Soxhlet apparatus. Preliminary phytochemical screenings for polyphenolics, proteins, phytosteroids, flavonoids, tannins, glycosides, alkaloids carbohydrates, polyphenolics, saponins were done by following standard procedure. *In vitro* antioxidant activities of various solvent extracts were assessed using DPPH, ABTS, Hydroxy radical, total antioxidant capacity and reducing power assay. Polyphenolics and flavonoids were also estimated.

**Results:** The results showed that most of the phytochemical compounds such as carbohydrates, proteins, steroids, fixed oils and fatty acids, flavonoids, alkaloids, saponins, tannins, polyphenolics and glycosides present in the methanolic and aqueous extract of *Hypoestes phyllostachya*. The *in vitro* antioxidant activity of *Hypoestes phyllostachya* leaf clearly showed that it has better antioxidant activity, which was confirmed by different assays.

**Conclusion:** From this work, it can be concluded that *Hypoestes phyllostachya* has the potential to be a good antioxidant but have only a lesser amount of flavonoids and polyphenolic contents. This was the first report on the pharmacological activity of the *Hypoestes phyllostachya*.

**Keywords:** Oxidative stress, Polyphenolics, Flavonoids, Inflammation, Medicinal plants, Herbal medicine

© 2020 The Authors. Published by Innovare Academic Sciences Pvt Ltd. This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>)  
DOI: <http://dx.doi.org/10.22159/ijcpr.2020v12i5.39766>. Journal homepage: <https://innovareacademics.in/journals/index.php/ijcpr>

**INTRODUCTION**

Herbal medicine contains rich varieties of free radical scavenging phytochemicals such as flavonoids, anthocyanins, carotenoids, dietary glutathione, vitamins and endogenous metabolites and they have antioxidant properties [1]. The free radicals induce oxidative damage to lipids, proteins, nucleic acids, which leads to atherosclerosis, ageing, cancer, diabetes mellitus, inflammation, AIDS and other degenerative disorders. The living body produces free radicals naturally like pollution exposure, smoke, fat-rich diet, rich sugar content, alcohol consumption, which make an individual unhealthy. Oxidative stress is defined as a state in which oxidation exceeds the antioxidant systems in the body secondary to a loss of the balance between them. It causes dangerous effects such as peroxidation of lipids, oxidative DNA damage, but also physiologic adaptation phenomena and regulation of intracellular signal transduction.

Antioxidants are substances that inhibit oxidative stress to a target molecule [2]. Antioxidants scavenge these free radicals due to singlet oxygen quenchers and redox hydrogen donors [3]. They prevent cellular damage by reducing oxidative stress and provide a beneficial effect on human health. The free radicals formed in the body are scavenged by natural and synthetic antioxidants [4]. But the synthetic antioxidants are very toxic having side effects and are now replaced by natural ones for their safer needs [5]. As the medicinal plants contain several phytochemicals with biological activities. Phytochemicals represent a potential source of new compounds with antioxidant activity as it contains large amounts of antioxidants such as Ascorbic acid, Tocopherol, flavonoid and polyphenolic compounds.

*Hypoestes phyllostachya* Rosea is a tropical sub shrub usually called polka dot plants from Acanthaceae family. It is grown as an indoor ornamental house plant and as an accent plant in dish gardens to add colour in partially shaded areas. The plant leaves are spotted with pink and white colour with small violet flowers. The species of *hypoestes* used as folkloric medicine for a variety of diseases and

health cares as it has antimicrobial antileishmanial and antioxidants properties. The bioactive compounds isolated from the plant can be used to treat various disorders. The phytochemical investigation carried out on various *hypoestes* species reveals the presence of phytochemicals as diterpenoids, alkaloids, lignans, triterpenes etc. Chemical composition of the essential oil separated from leaf and stem of Nigerian *phyllostachya* showed the presence of volatile constituents. Based on the ethnobotanical reviews, the present work was focused on the phytochemical analysis and pharmacological properties of various solvent extracts of *Hypoestes phyllostachya* Rosea. This was the first report on the activities of *Hypoestes phyllostachya* leaves.

**MATERIALS AND METHODS**

**Collection and extraction of plant material**

The leaves of *Hypoestes phyllostachya* Rosea was collected from the rural area of Wayanad district. The leaves are washed thoroughly, shade dried and coarsely powdered. The powdered leaf material of *Hypoestes phyllostachya* Rosea was successively extracted with hexane, chloroform, methanol and water using soxhlet apparatus and is stored for further *in vitro* assays.

**Phytochemical screening of various solvent extracts of the leaf sample**

Phytochemical analysis was done to analyze the presence of phytochemicals found in different solvent extracts of *Hypoestes phyllostachya* leaf [6, 7].

***In vitro* antioxidant activities of various solvent extracts of leaf**

**DPPH radical scavenging activity**

1,1-Diphenyl-2-picryl hydrazyl (DPPH) is a free radical for measuring antioxidant activity. The reaction mixture include 2.8 ml 100µM DPPH in methanol and was added with 0.2 ml leaf extract at different concentrations. The mixture was incubated for 30 min and



PHYTOCHEMICAL SCREENING, TOTAL PHENOLIC CONTENT AND ANTIOXIDANT ACTIVITIES OF *CATHARANTHUS ROSEUS* LEAVES

Hima Haridas, Umadevi D and Jomet Sebastian. K\*

Department of Biochemistry, Sreekrishna College Guruvayoor, Kerala

\*Corresponding Author: [jometsk@gmail.com](mailto:jometsk@gmail.com)

Received: March, 2018 – Accepted: June, 2018

**Abstract**

Medicinal plants are the most exclusive source of life saving drugs for majority of the world's population. *Catharanthus roseus* was investigated from the ancient time for their phytochemical components and their therapeutic effects. In the present study phytochemical, antioxidant, total phenolic content and ash content of *Catharanthus roseus* was carried out by standardized methods. The results showed that almost all the phytochemical components are present in the plant and it is notable to note that the DPPH Radical scavenging activity showed in a dose dependent manner and highest inhibition at 500 µg/ml. The significant antioxidant activity showed at 62.5% at a concentration of 100 µg/ml. The total phenolic content and ash content determination of the plant leaves revealed that the plant has a high medicinal property, particularly as anti-inflammatory activity.

**Key words:** Phytochemical, antioxidant activity and phenolic content

**Introduction**

Since ancient times, people have been exploring the nature particularly medicinal plants in search of new drugs. Medicinal plants are used by 80% of the world population for their basic health needs (Hashimet *al.*, 2010). Traditional systems of medicines are prepared from a single plant or combinations of more than one plant. Those efficacies depends upon the current knowledge about taxonomic features of plant species, plant parts and biological property of medicinal plants which in turn depends upon the occurrence of primary secondary metabolites (Vinothet *al.*, 2011).



Plants synthesize a wide range of chemical compounds which are classified based on their chemical class, biosynthetic origin and functional groups into primary and secondary metabolites. Phytochemicals are bioactive compounds found in plants that work with nutrients and dietary fiber to protect against diseases. It is crucial to know the type of phytochemical constituent, thus knowing the type of biological activity which might be exhibited by the plant (Agbafor and Nwachukwu, 2011). Antioxidant principles from medicinally important plants possess enormous potential in correcting imbalance mediated oxidative stress and various degenerative diseases (Londheet *al.*, 2009).

*Catharanthus roseus* which is an important medicinal plant of the family apocynaceae is used to treat many of the



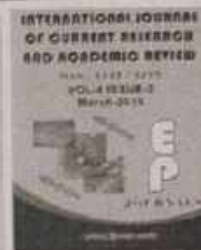


## International Journal of Current Research and Academic Review

ISSN: 2347-3215 Volume 4 Number 5 (May-2016) pp. 197-209

Journal home page: <http://www.ijerar.com>

doi: <http://dx.doi.org/10.20546/ijerar.2016.405.020>



### Preliminary phytochemical screening of ethanolic seed extract of *Theobroma cacao* (L.) and *Coffea arabica* (L.)

Geedhu Daniel<sup>1\*</sup> and Sarun Mani<sup>2</sup>

<sup>1</sup>Department of Biochemistry, Pazhassi Raja College, Pulpally, Wayanad, Kerala, India

<sup>2</sup>Senior Technical Specialist, Sedeer Medical Services LLC, Doha, Qatar

\*Corresponding author

#### KEYWORDS

Qualitative,  
Phytochemical,  
Seeds,  
*Theobroma cacao*,  
*Coffea arabica*.

#### A B S T R A C T

Medicinal plants have bioactive compounds which are used for curing various human diseases and also play an important role in healing. The phytochemical analysis of the plants is very important commercially and has great interest in pharmaceutical companies for the production of the new drugs for curing of various diseases. Knowledge on the plant phytochemistry provides a fundamental use of plants as a reservoir of chemical agents. In the present study laboratory evaluations were made to qualitatively assess primary metabolites and secondary metabolites in ethanolic seed extracts of *Theobroma cacao* and *Coffea arabica*. The results obtained from the present study provides evidence that the extract contain medicinally important bioactive compounds and this justifies the use of plant species as traditional medicine for treatment of various diseases.

#### Introduction

Medicinal plants besides therapeutic agents are also a big source of information for a wide variety of chemical constituents which could be developed as drugs with precise selectivity. These are the reservoirs of potentially useful chemical compounds which could serve as newer leads and clues for modern drug design (Vijyalakshmi R, Ravindran, 2012). For thousands of years mankind is using plant source to alleviate or cure illnesses. Plants constitute a source of novel chemical compounds which are of potential use in medicine and other

applications. Correlation between the phytoconstituents and the bioactivity of plant is desirable to know for the synthesis of compounds with specific activities to treat various health ailments and chronic diseases as well (Pandey *et al.*, 2013).

Plants contain many active compounds such as alkaloids, steroids, tannins, glycosides, volatile oils, fixed oils, resins, phenols and flavonoids which are deposited in their specific parts such as leaves, flowers, bark, seeds, fruits, root, etc. The beneficial

RESEARCH ARTICLE

Vol. 6. Issue.3. 2019 (July-Sept.)

ISSN

INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
ELECTRONIC

2395-2628(Print);2349-9451(online)

TRAUMA OF LOSS AND TERROR AS PORTRAYED IN PAT BARKER'S DOUBLE VISION

SALU SURENDRAN

Post Graduate in English Literature, Calicut University

doi: <https://doi.org/10.33329/ijelr.63.155>



ABSTRACT

Literature has be gifted language that showcases the inner world of man. It provides a space for memory, introspection, flashback and awful reminiscence, coloured by pain, wound and trauma. In simple words, trauma is a damage to the mind that occurs as a result of a severely distressing event. Contemporary literary trauma theory focuses on the fact that trauma creates a speechless fright that destroys identity. The Man Booker Prize winner Pat Barker, weaves the theme of memory, trauma, survival and recovery through her direct, blunt and plainspoken works. Pat Barker's post-9/11 novel *Double Vision* explores the historical, social and individual traumas as an aftermath of collapse of world trade centre, Bosnian crisis and many such atrocities in the history. This novel projects out trauma and its reverberation on Barker's characters that is painted by a sense of loss and terror. The paper explores how trauma is being portrayed by the author in the text and how it plays an important role in shaping individual's perceptions and thoughts.

**Keywords:** Memory, Wound, Trauma, Identity, Loss, Terror.

Introduction

Patricia Mary W. Barker, a British writer and novelist born on 8 May 1943 in Yorkshire, who writes mostly about the after effects of world war, is best known for her Regeneration Trilogy. The trilogy includes a set of novels that explore First World War history with a focus on its aftermath of trauma. The first novel in the series is *Regeneration*; the second is *The Eye in the Door*, and the last one is *The Ghost Road*. Barker outlines the theme of trauma, memory, survival and recovery through her works. *Double Vision* is set in the repercussions of the September 11 attack of the world trade center in 2001, an event that trembled the whole world. The event as such is not mentioned in the novel, but we see that each and every incident makes the reader to think of the matter of violence and futility of war which forces each individual, more or less considering the proximity to it, towards a farthest end of suffering. This suffering regardless of physical injury or mental collapse derives voice through literary representation or any other art forms. As a result we get a true picture of suffering. Barker thus stick on to the opinion that trauma can essentially be dealt by translating it into language. This is what she does in almost all of her works.

Trauma in *Double Vision*

When he closed his eyes, Stephen's brain filled with images of shocked people covered in plaster dust. Grey dust blocking their nostrils, caking their eyelids. Gritty on the floor of the hotel lobby, trampled up





## Friar reading of "Archetypes of history and literature"

Muhammed Uvais PA

Guest Lecturer, Nilgiri College Tamil Nadu, India

Research Scholar, Bharathiar University, Tamil Nadu, India

### Abstract

My paper basically attributes the discussion of Literary narratives on the backdrop of archetypal references from Historical perception especially focusing on Northrop Frye's work "The Archetypes of Literature". The connection between the author and the writer has been already maintained through accommodating many archetypal narratives in the work. Literature and History are intermingled in many ways and it cannot be eradicated. History incorporates literature and literature incorporates History. No human endeavor is independent and the work of an archetypal critic is inclusive of formalist criticism (or structural criticism) and historical criticism. Both J.G. Frazer and C.G. Jung opened up new vistas in archetypal or mythical criticism and Frye has obviated the impediments in the appreciation of a text. In mythical criticism, both the inductive method and the deductive method are effective tools and neither can be dispensed with, according to Frye.

**Keywords:** literature, history, archetypes, criticism

### Introduction

Literature is always produced and read with the help of Historical narratives. History grips all the narratives and meta narratives to an extent that it becomes impossible and irrelevant to discuss any genres without the omnipresence of it. There are some mental images and typical examples in Literature, sometimes even as part of History, which would continuously hold your attention make the archetypes play a vital part in narration. It is even argued that the presence of archetypes in a work accommodates the connection between the writer and the reader. In addition, Archetypal Criticism is a type of critical theory that interprets a text by focusing on the recurring myths and archetypes in narratives, symbols, images and character types in a literary work. Such recurring themes are often claimed to be the result of elemental and universal patterns in the human psyche. When an effective embodiment of such things in a literary work happens, it evokes a profound response from the reader, because he/she shares the psychic archetypes expressed by the author. An important antecedent of this literary theory is the treatment of myth by a group of comparative anthropologists at Cambridge University like James G. Frazer, whose works like "The Golden Bough" deals with cultural mythologies. Frazer's argument was that the death-rebirth myth is present in almost all cultural mythologies and is acted out in terms of growing seasons and vegetations. Another most important antecedent was Carl J. Jung who applied the term "archetype" to what he called "primordial images", or "psychic residue" of repeated patterns of experiences which survive in the collective unconscious of the human race and are expressed in myths, religion, dreams and private fantasies as well as in literary works. Archetypal Criticism dates back to 1934, when Maud Bodkin published her book "Archetypal Patterns in Poetry" (where he applies Jung's theories about the collective unconscious, primordial images, and archetypes). It flourished during the 1950s and 1960s. Major practitioners of this theory were G. Wilson Knight, Robert Graves, Leslie

Fiedler, Joseph Campbell etc. They emphasized the persistence of mythical patterns in literature on the assumption that myths are closer to the elemental archetype. The death/rebirth themes are usually referred to as archetypes of archetypes. This archetype occurs in the primitive rituals of the king who is annually sacrificed and in myths of Gods who die to be reborn and in different texts including Bible, Dante's "Divine Comedy" in the 14th century and S.T. Coleridge's "Rime of the Ancient Mariner" in 1798. Archetypal Criticism was at its peak in the 1940s and 50s largely due to the work of Canadian literary critic Northrop Frye. In his "Anatomy of Criticism" (1957) Frye developed an archetypal approach while he combined with the typological interpretation of the Bible and the conception of imagination in the writings of the poet and painter William Blake. Frye proposed that the totality of literary work constitutes a "self-contained literary universe" which has been created over the ages by the human imagination there by assimilates the indifferent world of nature into archetypal forms that satisfies the human desires and needs.

### Archetypes of Literature

Northrop Frye is a Canadian literary critic who was born in Canada in 1921. Initially he was a student of theology and switched over to literature. His first book "Fearful Symmetry: A study of William Blake" is considered as a classical critical work. The essay "Archetypes of Literature" is taken from "The Fables of Identity: studies in Poetic Mythology" (1963). In this essay Frye determines how an archetype is to be interpreted in a text. Frye critically analyses literature against the backdrop of rituals and myths. The essay has been divided into three parts where the first part talks about the concept of archetypal criticism, second part deals with the inductive method and the third part is concerned with the deductive method. Frye starts the essay by pointing out that every organized body can be learned progressively and there is also something progressive in learning literature also. Art, like nature is a subject of



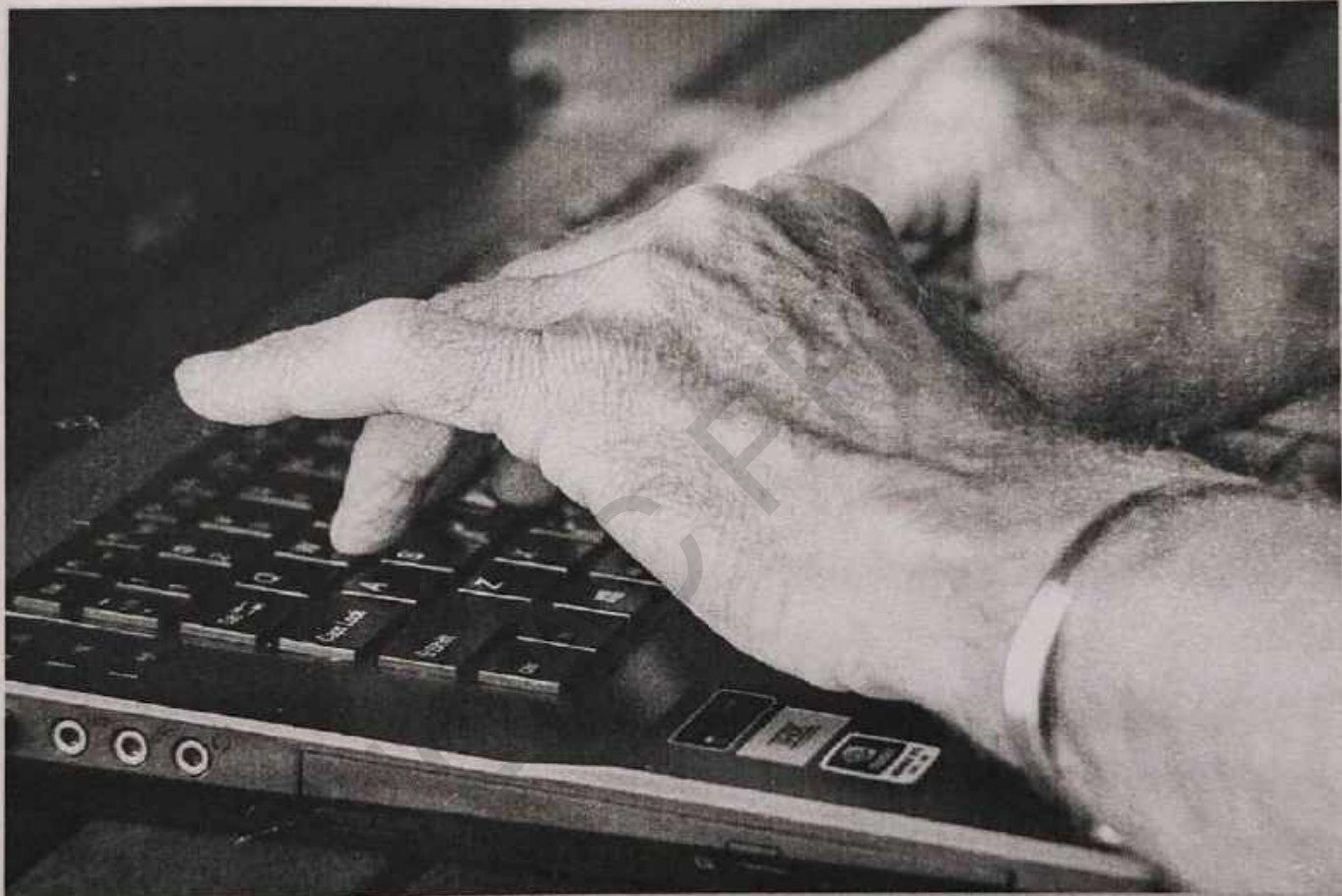
**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER

ISSN-2321-7065

**IJELLH**

**International Journal of English Language,  
Literature in Humanities**

Peer-Reviewed (Refereed/Scholarly), Indexed and Open Access Journal



**Volume 7, Issue 8, August 2019**

[www.ijellh.com](http://www.ijellh.com)



Josena K Joseph

Assistant Professor on Contract, Department of English,

Pazhassiraja College

Pulpally, Wayanad, Kerala, India

josenakjoseph@gmail.com

Shobin Mathew

PG Scholar, Department of Mass Communication & Journalism

Pazhassiraja College

Pulpally, Wayanad, Kerala, India

shobinmej@gmail.com

### A Study of Kiran Desai's 'The Inheritance of Loss' as A Novel of Exile and Isolation

#### Abstract

Diaspora refers to mass dispersions of a population from its indigenous territories. There are different kinds of Diaspora based on its causes such as imperialism, trade, labour migration etc. The literature of Diaspora deals with the various issues relating to migration especially the identity crisis, alienation, displacement and the process of assimilation undergone by the migrant. It also deals with the cultural clash. This paper aims to analyze the diasporic elements in the novel 'The Inheritance of Loss' by Kiran Desai. As a second generation diasporic writer, Kiran Desai skillfully portrays the pain of exile and isolation. The post colonial ambiguities are well represented in this novel. This study focuses on the major characters Jemubai and Biju and how their 'blinding desire for a better life' led to their ultimate isolation. It explores the factors that led to their migration; their encounter with the



# PSYCHOLOGICAL SUFFERING IN HAROLD PINTER'S THE ROOM, BIRTHDAY PARTY AND THE DUMB WAITER

Kuriakose.V.C and Dr. Shobha Ramaswamy\*

Research and Development Centre, Bharathiar University, Coimbatore – 641046

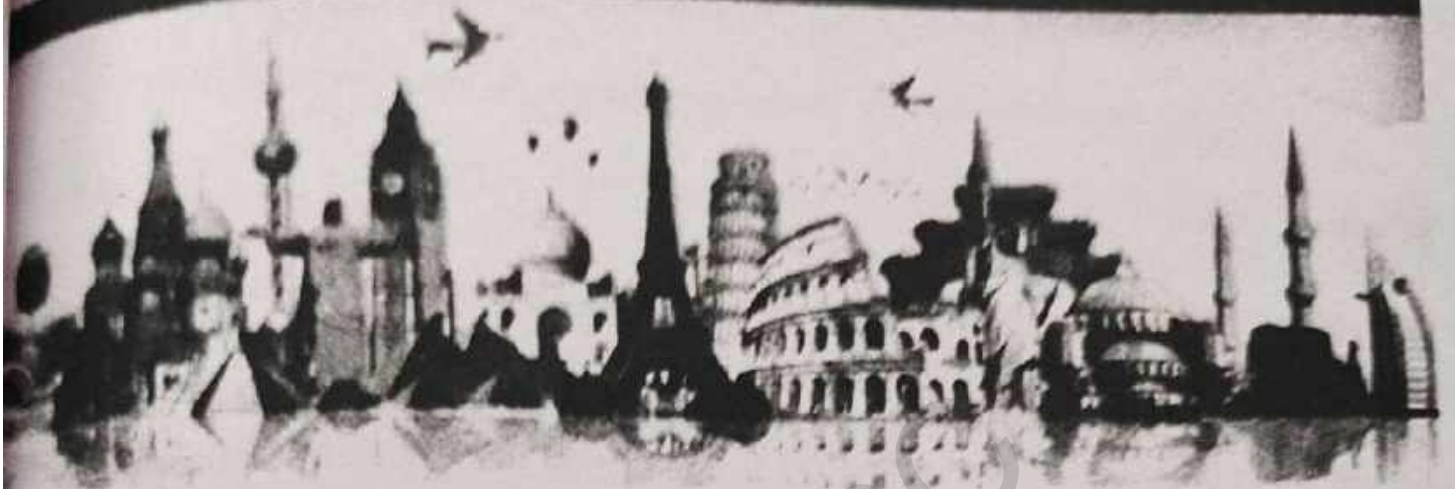
\*Department of English Kongunadu Arts & Science College,  
G.N. Mills (Post) Coimbatore-641029

## INTRODUCTION

Suffering is the condition of someone who suffers a state of pain or distress. It has a universal nature. Human life is a mixture of sufferings and bliss. Sometimes we can trace back the causes of sufferings but sometimes we can't find any reason behind the sufferings. It is the absurdity of life; good people subject to suffer and the evil receive the fortune. The absurdity of human condition has been presented very truthfully in Harold Pinter's early plays. Pinter himself admitted in a dialogue about the play *The Birthday Party* that the play is a comedy because the whole state of affairs is absurd and inglorious.

Harold Pinter, great British dramatist of 21<sup>st</sup> century, an actor, poet, playwright director, and a political activist published around sixty plays. He was awarded with Nobel Prize in 2005 for his contribution to radical drama which spanned six decades. He was a human rights activist and he worked along with Arthur Miller. His political attitudes were widely discussed and recognized. Through his writings he tried to expose or question the every day discourses of human interaction and the articulation and the wielding of political power.

The early plays written in fifties and sixties deeply examine the elements of violence and menace which were the part of society. But he turned to laughter in the seventies. The plays written in eighties and nineties expressed his anger on all terms of societal exploitation and institutional hegemony which are sponsored by the government and right wing groups. Through these he argued that politics and governance are fundamentally responsible for the endless human suffering. He advocated that it is essential for an individual to be conscious of



# Towards a Recovery: The status of Farm Tourism in Wayanad after the Flood

**Shobin Mathew**

Research Scholar, Madurai Kamaraj University

**Josena K Joseph**

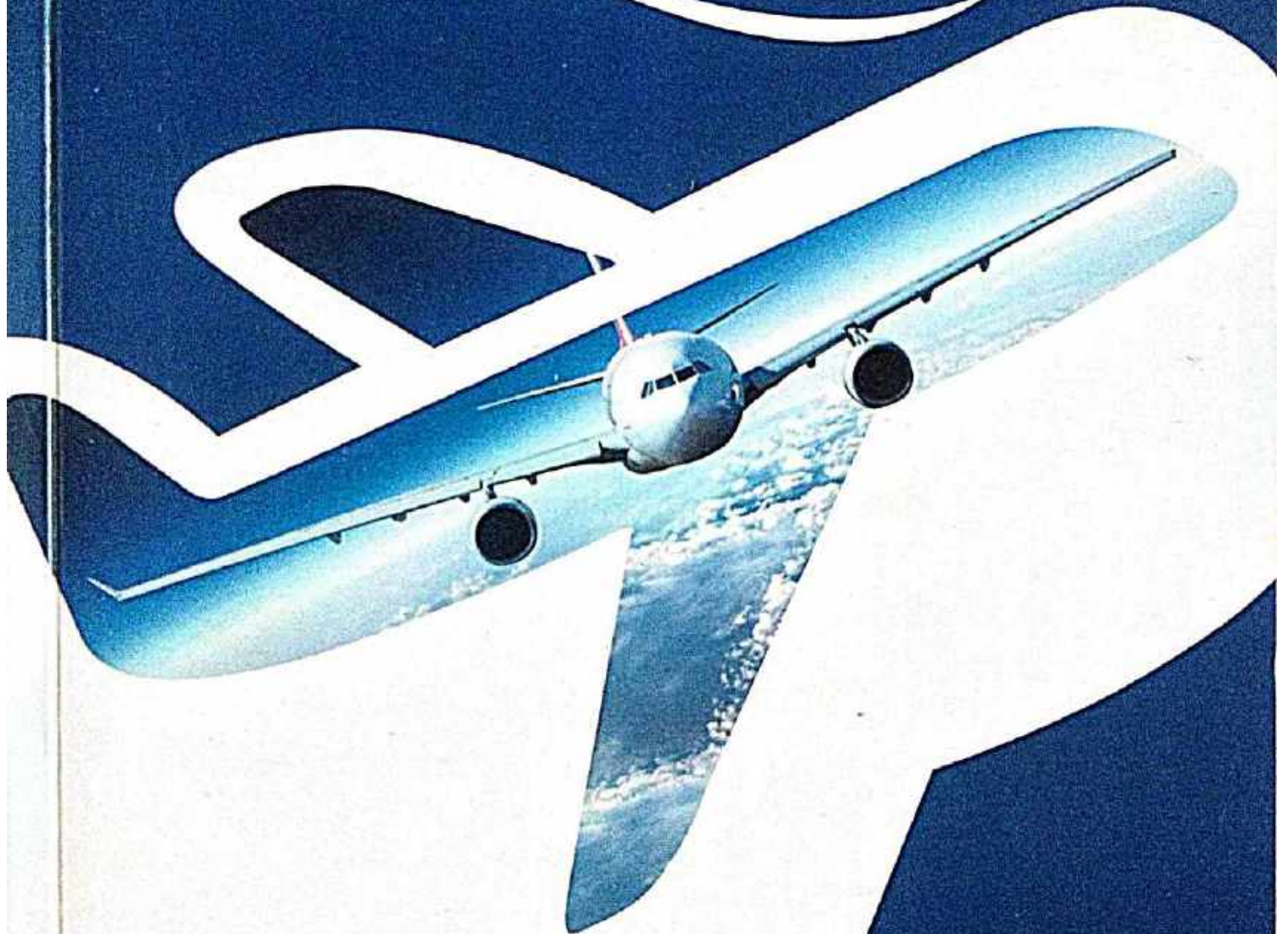
Department of English, Pazhassiraja College, Wayanad

## **Abstract**

Farm tourism is about people who are away from the place where they normally live and work, and about the things they do on a working farm, whether they visit for the day or for a longer holiday. It has the potential to change the economic face of traditional agriculture. Floods are probably one of the worst occurrences to happen to those involved in any level of agriculture. The study analyzes the situation of individual business and consumer segments of the farm tourism industry and assesses the market opportunities available for the growth of the sector. It focuses on the different geographic regions and the current and future growth of the farm tourism industry in the developed and emerging economics. The market drives, trends and challenges for the farm tourism markets of Wayanad have been explored in the context of the future economic



INTRODUCTION TO  
**AIRLINE TICKETING AND  
AIR TRAVEL MANAGEMENT**



**SHAIJUMON P V  
SANOOP KUMAR P V  
DELEEP DEVASIA**



**INTRODUCTION TO  
AIRLINE TICKETING AND  
AIR TRAVEL MANAGEMENT**

**Air transportation has shrunk the world by reducing the travel time. It is vital to the global economy, trade, and tourism. Civil aviation is a growing industry across the globe and India is one of the fastest growing Civil Aviation market, becoming the third largest domestic aviation market in the world. Growth of Civil Aviation opens numerous job opportunities in Air Cargo, Ground Handling, Airport Management, Customer relations, Air ticketing, and Airline marketing along with many other engineering and technical jobs. This introductory book throws light on air transportation management covering its evolution, regulations, procedures in air travelling, air ticketing, and airline marketing keeping in mind the students of travel, tourism, and aviation management.**



**Vaikhari Research Foundation**  
Kudappanakkunnu P.O, Thiruvananthapuram  
www.vaikhari.org, www.vaikhari.in, e-mail: vaikharirf@gmail.com





# Ecotourism : A Step towards the Developments of Underdeveloped Areas: A Case Study on Wayanad

Shelji Mathew  
Department of Travel & Tourism, Pazhussiraja College, Pulpally  
shelji34@gmail.com

## Abstract

Ecotourism is a concept, which is gaining an increasing acceptance in the field of modern tourism. Along with focusing on the growth of the sector, it also aims at conserving the environment and other natural resources. It includes taking initiatives with environment conservation objectives such as opening up biosphere reserves, national parks and sanctuaries for tourism.

The use of such areas by tourists, stakeholders, government and the host community - who are the key agencies of eco tourism, has generated ecological, socio cultural, economic effects which may at times be unsustainable to nature and thus sustainability deserves a serious concern (Boora, 2005). Therefore, there is a need to study ecotourism in detail and explore areas which attract its development. One such area is the district of Wayanad in Kerala. With a backdrop of towering peaks and dense forests, the district enjoys immense natural beauty and strong cultural heritage. This makes it an ideal place for development of sustainable ecotourism. The Kerala government has initiated several measures and established policies towards this effort. This not only provides pleasure to tourists but also benefits local communities and encourages them to create and maintain a sustainable economy, in spite of the lack of industry in the state.

This paper details the scope of ecotourism in Wayanad by studying the areas that not only conserve the environment but also ensure the well-being of the local habitat. After careful study, it states that there is indeed a huge scope for expansion of sustainable ecotourism due to ready availability of area with bountiful nature, abundant cultural heritage and low expenses for tourism.

**Keywords:** Ecotourism, Sustainability, Host Community, Socio Cultural

**Ecotourism For Ecofriendly,  
Guest And Green Host-  
A Case Study On Wayanad  
- Shelji Mathew\*, Neetha Francis\*\***

---

**Abstract:** *Ecotourism despite focusing on the growth of the tourism sector also aims at conserving the environment and other natural resources. Hence as a concept, it is gaining increasing acceptance in the field of modern tourism. This paper details the huge scope for sustainable ecotourism in Wayanad as the area has bountiful nature and rich cultural heritage.*

**Keywords:** *Ecotourism, Sustainability, Host Community, Socio Cultural.*

### **Introduction**

Modern world is characterized by mass concentration of people, mass production and mass activities. Diversity and beauty of land and life is increasingly being replaced by uniformity of patterns and artificialness. In the mad craze for development, human settlements have turned beautiful tree-clad landscapes into desolate concrete jungles and fertile lands with diverse native vegetation are being destroyed by mono cultures. Tourism is no exception as there are inseparable and intricate links between ecological and environmental conditions of the destination areas, often located in far off places, which supply resources to the tourist areas, and tourism activities.

Tourism is one of the leading growth sectors of the global economy, bringing in billions of dollars annually to developing countries and transporting millions of people internationally. But the growth of tourism industry through the years has created a great amount of stress on the environment. According to World

---

\*Asst. Professor & Head, Department of Travel & Tourism, Pazhassiraja College, Pulpally, shelji34@gmail.com

\*\*Asst. Professor & Head, Department of Computer Science, Pazhassiraja College, Pulpally, neethapradeep@gmail.Com



# Chapter 12

## Marketing of Tourism Industry: Enhancing Services through Marketing Mix Elements

**M. R. Dileep**

*Salalah College of Applied Sciences, Oman*

**Viju Mathew**

*Salalah College of Applied Sciences, Oman*

### **ABSTRACT**

*Tourism, being dominated by services, has to generate tourist satisfaction which is inevitable in increasing the market share. Tourist, from the whole process of journey and engaging in various touristic activities, eventually gain an experience, often referred to as tourist/visitor experience in tourism literature. This is an eventual determinant in the tourist satisfaction and both are interrelated. Therefore, marketing is not just limited to employing certain measures and tools to attract tourists; rather it is a comprehensive approach to generate high quality tourist experience leading to customer delight as well. The inherent characteristics associated with tourism marketing make the discussion of 7 P's concept more relevant in the context of tourism, as a single composite industry and as individual industries involved in it. Against this background, an attempt has been undertaken to examine the role and relevance of marketing mix in order to enhance the competency of tourism services using various marketing mix elements.*

DOI: 10.4018/978-1-5225-2475-5.ch012



# A Descriptive Study of Folklore as a Paradigm for Sustainable Tourism Development

Shelji Mathew<sup>1</sup> and Divya Das<sup>2</sup>

<sup>1</sup>Associate Professor, Dept. of Travel and Tourism Management,  
Pazhassiraja College, Pulpally-673 579, Kerala

<sup>2</sup>Asst. Professor, Dept. of Travel and Tourism Management,  
Pazhassiraja College, Pulpally-673 579, Kerala  
E-mail: <sup>1</sup>shelji34@gmail.com

**Abstract:** Folklore tourism is different from cultural tourism. In general, cultural tourism refers to leisure travel motivated by one or more aspects of the culture of a particular area. Economic diversification and technological improvement have created a conducive environment for tourism development in the present age of globalization. Tourism has found a niche for itself as an effective instrument for generating employment, earning revenue and foreign exchange, enhancing environment preserving culture and tradition thereby facilitating overall development. Kerala has great historical and cultural heritage. Among these folklores is excellent to develop the tourism.

**Keywords:** Folklore, Tourism, Globalization, Economic Diversification, Technological Improvement

## 1. Introduction

Folklore is included in Peter's inventory of tourist attractions. In the studies about the elements of tourism folklore is included as an element of tourism. Folklore tourism is comparatively a new term in this field. It is quite different from other forms of tourism. The folklore studies related with tourism is very few. In 1989, Journal of American Folklore published an article by Regina Bendix named Tourism and Culture Displays-Inventing traditions for whom? In this article she pointed the impact of tourism on 'authentic' folklore. In 1990, Indiana University press published the English translation of the book named 'folk Culture: in a world of technology' by Hermann Bausinger. In this book, he explains how tourism made changes in the folklore. According to him, traditions of refugees at first seem to be a special case. These traditions are radically torn from their original contexts and are transplanted in to a new environment. However, our description has shown that the forms and functions, which consequently develop, do not differ from those that can be observed among the local population.

"According to Atul Chandra, the folklore tourism presents folk life in a natural setting" A folk tourist is not so much childish, he visits an area for not simply to see a sanctuary or for bird watching etc...

They loved peace: they lived for peace and they moved for peace. The folk lore tourism not only provide venue for entertainment but also provide an undefined original spirit of tourism.



## **Sustainable Globalization and Climate Change – A Review of the Impact on Sustainable Tourism in Developing Countries**

Sanoop Kumar P. V, Department of Travel & Tourism, Pazhassiraja College, Kerala, India

Sukesh P. D, Institute of Management in Government, Thiruvananthapuram, Kerala, India

### **ABSTRACT**

This paper reviews the implications of sustainable globalization and climate change and its impact on sustainable tourism development in developing countries. Tourism is a major contributor to the GDP of developing countries like India by generating foreign exchange revenue and creating employment. In the context of developing countries, tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities is more critical. Tourism is highly vulnerable to climate change and the contribution of tourism to climate change is also evident in developing countries. The rapid climatic changes due to globalization results in extreme weather events, disease transmission, deterioration of environmental quantity and quality and are all predicted to hit hardest those in developing countries and as well as people living in geographically vulnerable areas. The impacts will be crucial in increasing insurance costs and safety concerns, water shortages, biodiversity loss and damage to assets and attractions at destinations, among others. The research shows that globalization induced changes in the environment necessitates new policies and guidelines for sustainable tourism development in developing countries. The paper also provides a case study of impact of climate change in tourism sector in Kerala state of India in the context of Nipah virus infection and monsoon floods.

**Key Words:** Sustainable Globalization, Climate Change, Sustainable Tourism in developing Countries





# Ecotourism and Community Development: An Evaluative Study on Kuruva Island

Shelji Mathew

Pazhassiraja College, Wayanad, Kerala

Dr. Binoy T.A.

Dept. of. Tourism Studies and Research in Tourism Administration, Kuvempu University

## Abstract

*Eco-tourism, an integral part of the green economy, is recently experiencing an increasing popularity in the tourism market as it focuses on environmental conservation coined with socio economic development for the host community. It has been identified that eco tourism is capable for creating employment opportunities for local community and an alternative economic activity for the traditional engagements which are non lucrative. The ecotourism envisages on protection, conservation and responsible usage of natural resources sustainably. The main objective of the ecotourism activity is to educate domestic and international tourists about biodiversity and functioning of ecosystems. Kerala, as a well known ecotourism destination with plenty of natural resources, is quiet significantly known in the international ecotourism market as a prominent ecotourism destination. Kuruva Island in Western Ghats is a biodiversity hot*



**TOUR 0134**

**A CASE STUDY OF POTENTIAL OF FOLKLORE TOURISM IN KERALA**

**SHELJI MATHEW**

Department of Travel & Tourism Management  
Pazhassiraja College, Pulpally

**Abstract**

Kerala is not only diverse in its geography and climate conditions, but also in the religious faith. The state has people belonging to different communities and religions living in harmony. The different religions of Kerala have influenced the culture of the state. The Kerala folklore comprises the entire culture of the state. It is the body of expressive culture including music, dance, legends, oral history, proverbs, jokes, beliefs, customs, rituals and so forth within a particular population comprising the traditions of the culture, sub culture or group. Kerala folk are a continuation of Sangam tradition. Here natives and migrated groups are living together. The land Kerala contains such a diversity of ethnolinguistic and religious groups that it is very difficult to generalize its folklore. Each of it has its own sub culture, customs, and traditions.

**Key words:** folklore, Sangam tradition, diversity, ethnolinguistic, migrated.

**INTRODUCTION**

Folklore is included in Peter's inventory of tourist attractions. In the studies about the elements of tourism folklore is included as an element of tourism. Folklore tourism is comparatively a new term in this field. It is quite different from other forms of tourism. The folklore studies related with tourism is very few. In 1989, Journal of American Folklore published an article by Regina Bendix named Tourism and Culture Displays-Inventing traditions for whom? In this article she pointed the impact of tourism on 'authentic' folklore. In 1990, Indiana University press published the English translation of the book named 'folk Culture: in a world of technology' by Hermann Bausinger. In this book, he explains how tourism made changes in the folklore. According to him, traditions of refugees at first seem to be a special case. These traditions are radically torn from their original contexts and are transplanted in to a new environment. However, our description has shown that the form and functions, which consequently develop, do not differ from those that can be observed among the local population.

"According to Atul Chandra, the folklore tourism presents folk life in a natural setting" A folk tourist is not so much childish, he visits an area for not simply to see a sanctuary or for bird watching etc...

They loved peace: they lived for peace and they moved for peace. The folk lore tourism not only provide venue for entertainment but also provide an undefined original spirit of tourism.



**TOUR 0137**

**SAFEGUARDING CULTURAL HERITAGE THROUGH FESTIVAL PARADES –  
THE INTERSTATE DIVINE PROCESSION OF NAVARATHRI IDOLS IN  
SOUTH INDIA AND ITS UNIQUE EPITOME OF LEGACY ASSOCIATED WITH  
CULTURAL TRANSFUSION AND EXCHANGE**

**Dr. KL Ajay**

Sanoop Kumar PV, Sukosh PD, Arya VM

**Abstract**

Travancore was the southernmost princely state of India. After Independence, Travancore was divided and became parts of two states. Navarathri, celebrated in the months of September or October, is an annual festival that plays an important role in keeping the two linguistic lands together. The associated Navaratri idol procession brings three deities from Kanyakumari district of Tamil Nadu state to Thiruvananthapuram, the state capital of Kerala. Two centuries have passed since the annual journey began, but it is still going on in the traditional way. The associated ceremonies and art performances play an important role in preserving the cultural identity of the region. The places through which the journey passes are also places of historical significance. The journey and its subsequent rituals in two states plays a major role in the continuance of an age old cultural and heritage value, which entices many people and researchers to apprehend this custom at its pristine dimensions, both heritage and culture oriented. The objective of this paper is to analyze this historic journey and its role in safeguarding cultural heritage of the region.

**Key Words:** *Navarathri, Cultural heritage, ritualistic ceremonies*

**Introduction**

Festivals, art forms and processions are among the most visible and exuberant celebration of culture. They exist not only as a manifestation of but also as propagations of the culture of a region or community. Procession of idols is closely associated with cultural celebrations in Indian sub-continent. It creates a simulacrum of divinity along with extolling culture. The procession of Navarathri idols in South India is a unique spectacle of such a simulacrum blended with literal journey of the idols. It forges a divine union of the idols along with harmonizing the cultures of Southern Kerala and Tamil Nadu that were erstwhile parts of the princely state of Travancore. The statues of the gods are manifestations of the myriad religiosity of the regions that they hail from and the journey through the heartlands of the two states intertwines the culture of these places. Though the idols create only a simulacrum of divinity, through the journey and through the exuberance of cultural celebration, it creates a unique epitome of legacy associated with cultural transfusion and exchange. Authors, through this paper are trying to highlight the cultural significance of an age old custom of Navarathri procession of idols and associated destinations.

**The Journey of the Idols**

Padmanabhapuram, now in the state of Tamilnadu was the capital of the then Travancore dynasty. The age old tradition of bringing Navarathri idols has around 200 years of legacy. Goddess Saraswalthy is considered as the mother of knowledge by





# Conceptualizing Equitable Tourism and the Linkages with other Alternative Tourism Forms

**Dr. M. R. Dileep**

Pazhassiraja College (University of Calicut)

## **Abstract**

*Tourism, once upon a time, was treated as a non-polluting', 'smokeless' industry with immense economic potentials. Certainly tourism is in the forefront of industries in terms of economic potentials which the countries would like to utilize for their socio-economic development. After the Second World War, many of the countries started to develop tourism intensively. Sooner, tourism started to generate impacts of various kinds. This situation led to many debates and discussions against tourism, and there were efforts to find out alternatives that have the capability to ameliorate the impacts of tourism. Thus, Sustainable tourism, Ecotourism, Responsible Tourism, etc. got evolved, and all such posed challenges for the destinations to develop and practice them with their true spirits. The concept of Sustainability gained more significance among them and it is considered as the most comprehensive concept. Equitable tourism was also evolved in the meanwhile and most of the principles of sustainable tourism were also part of the new*



# How Far the Wildlife Tourism Activities are from Sustainable Tourism? A Reality Check on the Sustainability of Ecotourism in Wayanad Wildlife Sanctuary

Sebina Roy<sup>1</sup>, V.P. Nithin<sup>2</sup> and Jiya Roy<sup>3</sup>

<sup>1</sup>Assistant Professor, Department of Travel and Tourism Management, Pazhassiraja College Pulpally, Wayanad

<sup>2,3</sup>Post Graduation Student, Department of Travel and Tourism Management, Pazhassiraja College Pulpally, Wayanad

E-mail: <sup>1</sup>sebivroy@gmail.com

**Abstract:** *Ecotourism is a sub-component of the field of sustainable tourism. The principles of ecotourism are effective tools for sustainable development in the environment and are the main reason why our government interested to implement this concept in their economic development and conservation strategies, that aim at the conserve resources, especially biological diversity, and maintain sustainable use of resources, which can bring ecologically experience to travelers and also economically viable. However the concept of ecotourism to encourage the patterns of sustainability. But sometimes ecotourism cannot be practiced in a sustainable way this is due to the uncontrolled development of tourism and also they mainly focused on economic benefits in the destination. The present study is an attempt to checks on the sustainability of ecotourism in Wayanad wildlife sanctuary which is the second largest sanctuary in Kerala. The sanctuary is famous for ecotourism destinations in Kerala for its rich and varied biodiversity. The Wayanad wildlife sanctuary which includes both Muthanga and tholpetty wildlife sanctuary. Through case analysis, the study endeavors to find out whether ecotourism practices have been able to achieve a sustainable way to manage or to develop ecotourism activities in this sanctuary. This study reveals that the sustainability of ecotourism activities is well managed by EDC (ecotourism development committee) in Wayanad wildlife sanctuary but also the conservation part of the wildlife like waste management and air pollutions etc., there is a lot of effort needed by the government and forest department. The study is based on both primary and secondary data. The primary data collected from forest officers, tourist guides, local people and various tourists in Muthana and tholpetty wildlife sanctuary in Wayanad by using an interview schedule, questionnaire method and personal observation. This paper will contribute a greater understanding of the impacts of ecotourism management on the sustainability of the wildlife sanctuary.*

**Keywords:** Sustainable Tourism, Ecotourism, Wayanad Wildlife Sanctuary

## 1. Introduction

Now days, there is a necessity for managing sustainable tourism development and this won't be accomplished without considering the ecological issues and their worldwide effects, sustainable development is a multi dimensional concept, which is related to the



**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
ISSN-2321-7065

**IJELLH**



**International Journal of English Language,  
Literature in Humanities**

**Indexed, Peer Reviewed (Refereed), UGC Approved Journal**

**Conference Proceedings**

**A UGC Sponsered Two Day National Seminar**

**on**

**Indian Literature: Texts and Contexts**

**Organised by**

**the Department of English, The Madura College, Madurai.**



**Volume 6, Issue 12, December 2018**

**[www.ijellh.com](http://www.ijellh.com)**



Theres Divia Sebastian

Asst. Professor on Contract

Govt. Polytechnic College,

Meenangadi, Kerala, India.

seminarenglish2018@gmail.com

### A Postcolonial Reading of *a Tiger for Malgudi*

Abstract: The novel *A Tiger for Malgudi* written by R. K. Narayan tells the story of a tiger who was captured by the owner of a circus company and then escapes from there by killing the Captain, and finally is transformed through the association with a sanyasi. The novel can be viewed as an allegorical representation of colonialism. The novel is told in the point of view of the tiger named Raja (by the Captain) through flashback technique except for some excerpts. Off and on Raja ruminates that coming in contact with the human society was a 'thoughtless act'. While Captain is the typical, ruthless colonizer who exploits both his manpower and his pets for money, the sanyasi is a sophisticated one who manipulates him psychologically pointing out to his natural manners as violent and bestial. The Captain uses whip and chair to subdue Raja. The Master never uses any weapons but his philosophy is the chain through which he controls and subdues Raja. The author R K Narayan in his introduction to the novel has written thus: "Why tiger? Why not a mouse?" asked a smart journalist who had come to interview me, when I mentioned the subject of my novel. I could only reply, "So that the chief character may not be trampled upon or lost sight of in a hole"

Keywords: tiger, circus company, ruminates, violent,..etc