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Trends in Literature, Social-Sciences & Science in 21st Century


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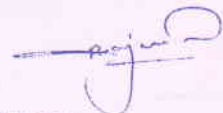
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aesthetics. In case of innovations, mass media as channels of communication and entertainment which the technology has to forge may put the folk music to effective ineffective use. "Wherever one turns, this dilemma is in evidence. The only correct influence will be the culture, discernment and mental attitude of the people at large. It is hoped that the tools and the media of communication fashioned by science, temperate, restrained use at the national level and operated in a spirit of good will and mutual cooperation at the international level, will guarantee the welfare and promote the happiness of the human race as a whole." It may also give scope to earn livelihood to the rural poor who have kept alive these traditions under extreme conditions and constraints. Otherwise they will remain poor as had been earlier, and a great oral tradition or other genres of Folklore will gradually perish.

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10. FOLKLORE WITH GOAN PERSPECTIVE

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Abstract:

Goa is primarily known as the land of 'Lord Parshurama'. Goa is having a rich tradition in cultural heritage. People think Goa is only a tourist destination spot for beaches and greeneries but Goa is having a deep culture. The Goan society is mainly consisted of Hindus and Christians. The various types of rituals and rites performed by both communities have many similarities. Many forms of folklores are developed by the Goans as a part of religious observances and these parts now become integral parts of their life and religion. The folk beliefs and practices are absorbed from a time of mainstream. The present paper shows the different cultures of Goan folklore and traditions.

Introduction:

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Goa is the tiny state on the western coastal area of India. It is the Twenty- fifth state of Indian union. Goa is bordered by the state of Maharashtra in the north and Karnataka to the south. It is having a strip bordering land of Arabian Sea. Goa is blessed by the nature and human resources. The climate of Goa is Warm and pleasant. The personalities like Dr. JayantiNayak, Dr. PandurangPhaladesai, VinayakKhedekar& others have made research and lot of contribution in the field of folklore literature. The talukas like Ponda, Canacona, Pernem, Bicholim&Sattari has kept alive these folklore traditions.

The term folklore was coined for the first time by William Thoms in 1846. Folklore is maintained by customarypractices and transmitted by words. Folklore presents the ideas and values of a particular group in society. Folklore is the communities adaptation on their own cultural environment. It has a constant change within tradition. Earlier the folklore was focused on traditional songs and stories in the community. Folklore classified according to the region religion etc. Music is the important branch of the folklore. Every community is having their own traditions of folklore.

Ancestral worship is prominent in the Goan folk. The ancestors worshipped village god(Grama-Devata) and belief behind was that, the village god is having the power to harm and as such they are feared and kept satisfied the village god through rituals, sacrifice and other offerings.

Goa has a unique cultural rich heritage and it is known for several folk festivals and performances. The simple folk residing in rural areas of Goa worships the nature & expressions on various occasions round the year. Many folk dances & dramas performed uses masks. Mostly the folk culture is followed by Vedic mythological themes. The rituals which were observed during the different festivals is having a link with old traditions. Such as shigmo which is performed during the spring festival.

Glimpses of folk culture of Goa:

There are about 40 to 50 folk forms of Goa which clearly tells the story of the Goan artistic rich folk culture. Few of these are:

1. Dashavatarikalo: This is depicting the Hindu mythology in which the different incarnations of lord Vishnu are enacted in traditional style. In the first part of the play, the invocation of Lord Ganesha and in the second part social, traditional or cultural characters are played. This drama is specially presented in a dramatized manner in the premises of village temple to depict the incarnation of lord Vishnu

2. Fugdi: This female dance is presented before the idol of lord Ganesh or during the festivals of local village deity.
3. Dhalo: This art form performed by the females annually during the month of January-February which is related to Fertility Cult. Group of women together in a village temple and sings "hovyo".
4. GhumatArti: The instruments used in these from are Ghumat,Kansalem&Shamel . This instrumental music is played before the deity in its praise. Now it has become a tradition to play before the Lord Ganesh Idol. Groups formed by the village youths taking actively part in this.
5. Shigmyamel: Also known as 'RomtaMel'.This is a spring festival dance celebrated all over Goa by the males which includes variety of folk dances. This is mostly celebrated during the Holi festival. The ceremonial processions are taken out. Now this festival is celebrated at state level under the Goa Government Tourism Department where thousands of rupees prizes are kept for the winners. The procession tookspalce some of the areas like Panaji, Mapusa, Ponda, Margao, Vasco, Pernem,
6. Talgadi: Is a popular dance played by the men during shigmo festival. It is played in a rhythmic style.Talgadi are identical in both communities, though the performances are called Targodi and DandlamKhel among Christians.
7. Mando:Is the new musical form among the Goan Catholics. It's a music cum dance performed by the Christian communityon different occasions. Basically it is slow song and ended with faster and the rhythm supported with Ghumat and Violin.Mando, is the musical form of Indian and western traditions. The singing style of mandoand the use of musical instruments violin and guitar, the costumes of both men and women dancers clearly depict the Indian culture
8. Morulo: Is dance depicted in the form of peacock presented by men on the occasion of annual festival shigmo. This dance is very famous in the rural areas Bicholim&Sattaritaluka..
9. BhajanDindi: it is adevotional music performed almost all over the temples in Goa on different occasions. Tal, Pakhwaj, Zhanj, Harmonium, Tabla are used while singing the compositions of Great Saints like SantTukaram , SantDnayneshwar, SantNamdeo. SantEknath Etc.
10. Zagor: is a traditional dance drama presented by the Hindu & Christian which shows the expression of social life of the village community.The best example can be the annual stage performance in siolom village the Hindus and Catholics joins hand together to celebrate the traditional zagor in a thatric form. It can be as a good example of communal harmony and understanding where Christians play the music hindu performs the various characters. Folk musical instruments used during this play are Ghumat,

Kansolem, Shamel and Mhadalem. Ghodemodni: it's the annual festivals where the dancers tie the wooden effigies of horse at waist and wear bright costumes and wearing colourful head pagadi and march towards the village deity in a martial mood.

11. GhudulyamParab: Is a folk recitation of the epic Mahabharata where story narrates the tale between Kunti and Saptarishis.
12. Ranmale: Ranmale is a traditional folk drama performed during Shigmo. Ramayan story is presented and play also based on the socio-cultural and family life of local community with traditional music and dance. This culture is famous in the talukas of Sattari&Sanguem.
13. PernemDussehra: Also known as "PednechiPunav" where "Taranga" is carried out in procession. During the event thepeples hold Tarangas on a shoulder and dancing in a rhythmic style. The idol of goddess Bhagavati is dressed in 24 different sarees. On the other hand, tarangs containing 21 sarees are designed in an unique manner for the deities Lord Ravalnath or Bhutnath and carries out in a palkhi procession with the chanting of slogans harharmahadev'
14. Shabay : is a dance presented by male members on the festive occasion of Shigmo.

Other folk forms are Cantaram, Kunbi Dance, GaulanKalo, GudulyaGitam, KalashiNaach, DivliNaach, Carnaval, Dhinlo, Dulpad, Dekhni etc. are most commonly played during the various rituals performed in the villages.

Musical instruments in folklore :

1. Ghumat: is a percussion instrument used by both , the Hindus and Christians during their festivals such as Ganesh Chaturthi, Shigmo, Mando, Zagor etc.
2. Dholkem: it is used during the village festivities. It is used mostly during the Dussehsrra and Shigmo festival.
3. Dhol: It is mainly used during the folk music. e.g. shigmotsav
4. Pakhawaj: It is the counterpart of mridang and used during DashavatariNatak, Kirtan, Bhajan.
5. Mridang: is a classical instrument and used during bhajans in temple.
6. Nagaro: The nagara is played during the Zattras and shigmo festival.
7. Taso: is one of the main instrument among the 'Panchvadhya' played in Goan temples.
8. Shamel: This is used during the Aarty performed in temples and it is the accompaniest of Ghumat. Mostly it is used during the Ganesh festival.
9. Kansolem: is used to play during the shigmo and during the Aarti of village deities in Hindu Temples.
10. Tal: it is used during the devotional occasions such as Bhajan.

11. Zhanj: it is used during the Bhajans&DashavatariNatak..
12. Zagbant: Is played for the village Diety in Hindu temples and during religious functions.
13. Shehnai: It is used during the ritual performancesand at the time of Pooja in Temples.
14. Shing : used during Procession and folk rituals of temples.

These rich cultural traditions kept alive today in Goa by the peoples of Talukas like Ponda, Sattari etc. where people have belief in these cultural & ritual activities.

Conclusion:

The folklore in Goa is sustained only because of the traditions followed by the people. The people's affinity in a cultural context in all the folk forms kept the tradition alive. The entire folk life of Goa is inspired by the rituals performed during festive seasons. Many castes, sub-castes and tribes mingled Goas social & cultural life kept the tradition alive. The Goas tradition and culture of folklore mainly sees during the shigmotsav and Zatra season.

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11. Method Development and Validation for the Determination of Assay in Halquinol Drug by HPLC

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ABSTRACT:

A simple, accurate and precise HPLC method was developed for simultaneous estimation of Halquinol drug molecule by HPLC method. Halquinol is a mixture manufactured

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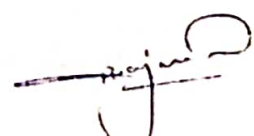
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Assessing Influence of Consumer Typologies on Store Choice in Goa: An Empirical Study

Sathish and Rajendra Kumbharjuvenkar

Abstract

The purchasing power of rural as well as urban consumers is increasing, thereby throwing open tremendous opportunities for the retail sector. In this context, understanding the consumer, their mood, their likings, and preferences becomes utmost important for marketers to attract and retain consumers. The retail sector in Goa is in a nascent stage. The present study therefore attempts to analyze the influence of consumer typologies on factors influencing store choice in Goa.

The research study proposed and validated a structural model linking influence of consumer typologies on store choice decision. The study validated that in the Indian context, the consumer typologies can be classified as active buyers, convenience seekers, price-sensitive buyers, planned shoppers, and variety seekers. The study further validates that the factors influencing the store choice can be classified as product attributes and store attributes. The product attributes are further classified as primary product attributes, secondary product attributes, and ancillary product attributes. In the same way, the store attributes are further classified as primary store attributes, secondary store attributes, and ancillary store attributes. The SEM results reveal that there is a significant relationship between the consumer typologies and the factors influencing store choice.

Key Words: Consumer typologies; Store choice; Consumer behavior; Product attributes; Store attributes

Introduction

The Indian retail sector is transforming due to the changing pattern of consumer's tastes and preferences. This has thrown open huge opportunity for the organized retail in India (Jaykumar and Geetha, 2011). Consumers today have a wide choice to shop from various establishments and that there is no loyalty toward any single retailer (Mishra, 2004).

The retail transformation is attributed to changing lifestyle and the changing living pattern of consumers. There are several factors like economic growth, rising employment, and strategic initiatives in consumer engagement are driving the retail change in India (Deepika, 2012). Metros are witnessing a complete change in the shopping habits of the consumers due to the advent of shopping malls and other large-sized retail outlets. Grocery shopping has transformed into high interest shopping where involvement of men has increased in a hypermarket situation (Mullik, 2013). The changing lifestyle of consumers due to increased disposable income, urbanization, and growing awareness among consumers has transformed the Indian retail sector (<http://www.tecnovaglobal.com/indian-consumer-behaviour>, 2014).

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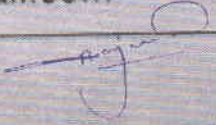
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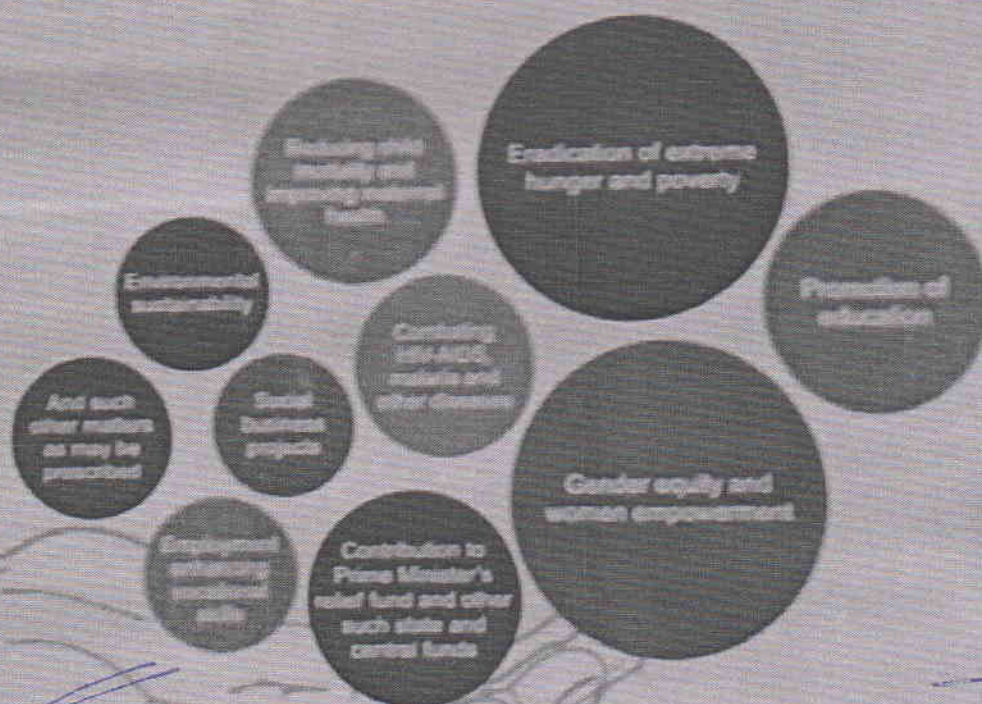
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A Balanced Solution : SUSTAINABILITY

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In association with Goa Management Association**
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NEW MEDIA ISSUES AND IMPACT ON SOCIETY

**Proceedings Of
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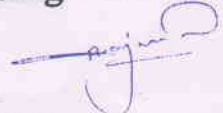
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