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Editorial Policies

BANGLADESH RESEARCH FOUNDATION JOURNAL [ISSN 2224-8404 (Print), ISSN 2305-1566 (Online)] is an international publication maintaining high standard with original research of multidisciplinary areas. It is published by Bangladesh Research Foundation, an e-organization for global researchers. This is the 12th issue of *BRFJ* which has so far published 163 articles from Japan, China, Australia, Korea, India, Malaysia, Egypt, Saudi Arabia, Yemen, etc. along with public and private universities of Bangladesh. All papers submitted for publication in the said journal are subject to anonymous peer review; and evaluated on the basis of their originality, creativity and quality of scholarship. To ensure the anonymity of the author(s) to the reviewer(s) and vice versa, the authors have to provide a title page separate to the main text of the manuscript including the heading of the article, name(s) of author(s), affiliation/degree, e-mail account and cell phone number(s). Submissions, in general, are dealt with swiftness, and the editors aim to communicate a first decision to the contributors within four weeks of submission. Manuscripts submitted are primarily screened and judged by the editors and only those articles which fall within the scope of the Journal are sent to the expert reviewers for evaluation. However, comments from the reviewers are examined by the Editor-in-Chief and/or Associate Editors, who make the final decisions about an article which may be sent to the author(s) for further modifications if necessary. In case an author is invited to revise and resubmit the manuscript, s/he is asked to mark (e.g., with color) those parts of the text in which s/he explains both what revisions have been made to the original article, as well as, if applicable, where and why the author disagrees with the suggestions by the reviewer. Therefore, articles are intended to present new information of exceptional novelty, importance and interest to the broad readership of the Journal. *BRFJ* does not evaluate papers that are scheduled for publication or are currently under review elsewhere. Articles are accepted for evaluation throughout the year and the selected articles are published as per the policy of "first submitted, first published". The Editor-in-Chief and the Editorial Board are responsible for editorial policies, whereas the authors in the Journal are responsible for the content. Hence, credit for the content and responsibility for errors or plagiarism are borne equally by the authors. As a matter of fact, the Editors expect each author to have read the complete manuscript and to take responsibility for the content and completeness of the manuscript and to understand that if the paper, or part of the paper, is found to be faulty or fraudulent, that he/she shares responsibility with his/her coauthors. Along with copyright of published manuscripts, *BRFJ* reserves all rights to edit, add and/or delete any article(s) of the publication if required.

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(Md Miraz Hossain)
Executive Editor
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The Teaching Scenario of the English Departments in the Universities of Bangladesh: A Critical Review

Dr. Mohammad Emdadul Huda[1]

Abstract

The teaching of English literature and language has a long history in this sub-continent. The British colonial rulers introduced this teaching with the motive of serving their own purpose, but paradoxically this teaching has benefitted the people of this soil as well in many ways. From the very beginning, the English department of any college or university has been treated as one of the most prestigious departments that have produced the best citizens of this soil. But recently the teaching scenario of these departments of Bangladesh is being severely affected owing to different kinds of changes that have occurred in the social and academic arenas of the country. It is now the demand of the present time that the English departments of the universities of our country should take proper steps to address those problems properly and bring back its reputation. The present study has attempted to find out the problems that are affecting the teaching and learning process of these departments and thereby damaging the glory and reputation of them, and also to provide some suggestions to cope with those problems.

1. Introduction

English education began in the Indo-Bangladesh-Pakistan subcontinent through the promulgation of the English Education Act of 1835 during the rule of East India Company. It was actually Macaulay who, as a member on the committee assigned to promulgate that Act, insisted that English, instead of Persia, which was the language of government during the rules of Moguls and which was still being used as the official language, or any vernacular, ought to be used as the language of government, education and advancement, and that the great object of the government of the Company should be to promote the European literature and science among the Indians rather than promoting the Oriental or native literature and education. After that all the funds that were supposed to be spent by the then government for the purpose of promoting the education of the natives began to be utilized for "imparting to the native population knowledge of English literature and science through the medium of the English language" (Aggarwal 1984 cited in Krishnaswamy and Sriraman 1995).

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However, the establishment of universities at Calcutta, Bombay and Madras in 1857 can be considered as the landmark in the history of teaching English literature since through the establishment of these universities wider scope was created for it in this subcontinent. The scope was further enhanced when, with the passage of time, some other universities were also established in the different parts of the undivided India under British rule. Obviously, one of them was the University of Dhaka, being established in 1921, and it was the only university in this part, the East Bengal of the undivided India. After the partition of India in 1947, during the Pakistan period four more universities were established in this part, the then East Pakistan.

It is true that one of the motives of Macaulay behind his insistence on making English the medium of education was, according to Serajul Islam Choudhury (2001), "to create through this education a class of natives who, despite their colour and blood, would be English in culture and be able to serve as interpreters between the rulers and the millions the English were destined to rule"; but despite the ill-motive of Macaulay, English education in general and English literature in particular paradoxically proved very helpful in creating the Indian nationalistic feelings in the minds of learners. "Many of the great Indian nationalist leaders of the late 19th and early 20th centuries were well versed in English democratic literature" (K. Chowdhury 1986). What is more, the study of English literature from the very beginning has nourished our emotional and intellectual life, and has helped in a large measure to shape our culture, our taste and also our native language and literature. It is because of this reason that English literature has always been treated as a very prestigious, broad, liberal and sophisticated discipline in this sub-continent which, as Ahmed (1986) has opined, "should train sensibility and intelligence" and which, according to him, "has drawn some of our best minds." Therefore, all the experts and lovers of English language and literature have always put emphasis on its effective teaching so that it can produce such citizens as it is supposed to do.

In the independent Bangladesh at present there are 39 public universities and 93 private universities. Among them, near about two dozen public universities and a larger number of private universities have their English departments, apart from the English departments of the university-level-colleges under the National University. At the very beginning, the English departments of the early-established universities of our country dealt with only English Literature, but the present scenario of them is not the same. The syllabuses of these departments, like those of the English departments of the newly-established universities, now include some English language related courses along with the courses on English literature. But the teaching-learning scenario of the Departments of English of the universities of our country is not now as glorious as it was in the past. Undoubtedly, there are some obvious reasons for it, which need to be identified. Nobody can deny that with the passage of time many changes have occurred in the areas of learners' needs, their efficiency in English language, competence of teachers, availability of technology, teaching methodology, teaching-learning aids, etc. The English departments, therefore, need to take into

account the changed situation and to adopt the appropriate measures to uphold the prestige and glory that they have inherited from the past. With this end in view, the present study has dealt with the following two research questions:

   1. What are the problems the English departments of the universities of Bangladesh are now suffering from?

   2. What are the solutions to these problems?

2. The Problems with the Teaching of English Literature

As it has been mentioned in the previous section, with the passage of time many changes have occurred in the different areas relating to the teaching-learning activities of the English departments of the universities of Bangladesh. Undoubtedly, these changes have led to some significant mismatches or disharmonies with the age-old teaching-learning practices of these departments. Consequently, the English departments are going through some severe problems. If we take a critical view of these problems, we see that they can be divided into four major categories in the broad sense and they are: (1) the lack of linguistic competence of students, (2) the inappropriateness of syllabuses, (3) the inappropriateness of teaching methodology and (4) the lack of teachers' training and their research activities. It should be mentioned that in identifying the problem areas only the academic aspects have been taken into account. Therefore, the discussion of the present study has been kept confined only to these areas.

2.1. The Lack of Competence of the Students coming to Study English Literature

Of all the problems mentioned above, the most acute one is the quality of the students who are coming to the English departments of the universities of Bangladesh for studying English literature. Though they are coming to these departments after completing their primary, secondary and higher secondary levels of education, they are found to be linguistically poor and, therefore, quite ineligible for bearing the linguistic load of the subject. Referring to this miserable condition of the linguistic competence of the students who get admission to the Department of English of Dhaka University, Alam (2001) says, "… something had gone drastically wrong with the English being taught in our school and colleges: the majority of the students coming into the department from these institutions were unable to read, write, or speak English with any fluency." Relevantly it can be mentioned here that the standard of English education in our country began to fall from the time when the status of English was relegated from second language to foreign language in the early seventies of the last century after the independence of the country. According to Jalil (1986), "This relegation of English to the position of a foreign language largely accounts for students' lack of motivation to learn it." He opines that two factors are very important for the effective learning of English --- one is learners' exposure to it and another is

their motivation to learn it. After the degradation of the status of English from a second language to a foreign language, these two factors suffered a setback, resulting into the heavy damage to the learning of this language in this country. The adverse consequence of the degradation of the status of English in our country has also been reported by Professor Aali Areefur Rahman (2008).Referring to the circumstances of teaching English literature in the Department of English at Rajshahi University in the mid-70s Prof. Rahman says, "…students began to arrive in the Department who were extremely deficient in English language." It should be mentioned that standard of English education went down further when upholding our nationalistic sentiments our government promulgated the "Bengali introduction Law" in 1983, making it compulsory to use Bengali in all spheres of our national life, except in case of communication with foreign governments, countries and organizations."The consequences began to be felt in all sectors, especially in the field of higher education. English was no longer a compulsory medium of instruction and adequate attention to the teaching of English was not given at lower levels" (A.M.M.H. Rahman 1999). However, in the second half of the last nineties, there was an attempt to improve the quality of English education by introducing the Communicative Language Teaching (CLT) approach, but the attempt went in vain owing to some of the faulty decisions in the name of CLT, if considered from our own contextual point of view. It was a great blunder on the part of the English language teaching (ELT) experts or the ELT decision-makers of our country not to take into consideration the realities of local context and culture while determining the classroom procedures to be followed for teaching English language. The English textbooks that were written at that time embodying these procedures for secondary and higher secondary levels of education have not proved effective. These textbooks contain various types of classroom activities, but many of them remain unpracticed as they do not match with the situational and cultural realities of our country. Another great blunder that was made at that time was the decision of stopping the teaching of English grammar at the lower levels of our education without taking into account the fact that ours is a foreign language context. It can be mentioned that this blunder continued to exist for more than a decade. Consequently, the students of the lower levels of our education immensely suffered from the absence of overt grammar for learning English properly for a long period. It is true that the teaching of English grammar has recently been reintroduced, but the damage that has already been done will take time to be repaired.

Because of their linguistic deficiency, the students of English department, excepting a limited number of them, find it very difficult to understand the language of their literary texts and are quite unable to appreciate the subtle, rhetoric and intellectual issues of those texts. It is for this reason, teaching a subject like English Literature that demands linguistic sophistication from students has turned to be a very difficult job for the teachers. They very often find themselves in a very awkward situation and helpless in the classroom when they do not get the expected response from their students in spite of their sincere and earnest efforts. In such circumstances, they 'fall upon the thorns of life' or 'bleed'. Referring to this situation, Dutta (2001) says,

"Often in a First Year B. A. Honours class we find ourselves in a difficult situation when we try to introduce English literature to a large number of students, linguistically underprepared and conceptually unequipped." On the other side of the coin, it is found that the linguistically handicapped students feel frustrated when the language of their textbooks appear to be obscure to them or when they fail to properly comprehend what their teachers say in the classroom. As a result, a significant number of them fall victim to drop-outs every year and among the rest who somehow survive the linguistic challenge of studying English literature another significant number of them get a very poor grade in the examinations.

2.2. The Inappropriate Syllabus(es)

As to the problems with the syllabuses, it can be said that the syllabuses that are followed in the English departments of our public universities are more or less same, and they traditionally include mainly the classical works of British literature. The works of Geoffrey Chaucer, Francis Bacon, Edmund Spenser, John Donne, Addison, Steel, William Shakespeare, Christopher Marlow, John Milton, Dryden, Ben Jonson, Alexander Pope, William Wordsworth, John Keats, P.B. Shelley, Alfred Tennyson, Robert Browning, D. H. Lawrence, Charles Dickens, Thomas Hardy and many others have been included in the syllabuses generation after generation. However, these syllabuses, in addition to the works of British writers, also include a number of famous works of American writers and poets along with some other classical works that have been translated into English from other languages. Some of these American writers and poets are Walt Whitman, Emily Dickinson, Robert Frost, Nathaniel Hawthorne, Mark Twain, Eugene O'Neill, Ernest Hemingway, etc., and among the writers of other languages, the names of Homer, Virgil, Aeschylus, Sophocles, Leo Tolstoy, etc. are worthy of special mention. Very recently, these syllabuses have started including some literary works written by non-native English writers. However, these syllabuses are still dominated by classical and canonical works that are written or translated by the native English writers, and they appear to be 'too heavy' for the students who are linguistically immature. What is more, in addition to these literary works these syllabuses contain a significant number of courses on ELT (English Language Teaching), linguistics, computer science, Bangla literature, etc., thereby making the already 'heavy load' 'heavier' for the linguistically weak students. The situation has been aggravated by the introduction of the semester system into all the universities, except a few number of old and big ones. Referring to such type of syllabuses, Alam (2001) has termed them 'notorious' for 'putting the most earnest student to sleep' or 'driving her/him to distraction.' Krishnaswamy and Sriraman (1995) have given a description of the similar kind of situation of teaching English literature in India and have remarked, "No one reads the original texts that are prescribed, neither teachers nor learners, and yet we talk about 'experiencing' great literature!" It can be said that the remark made by Krishnaswamy and Sriraman regarding English literature teaching in India is equally true in our country.

Relevantly, it should be mentioned that in the current semester system the English department of every university, only with a few exceptions, has eight semesters in a four-year Honours programme, with two semesters per year. Within this span of 4 years students have to complete at least 42 courses consisting of 126 credits. Though literally/apparently every semester is comprised of six months, virtually students do not get more than three and a half months' time for classes as the remaining part of the time is generally spent for the holding of examinations and other relevant purposes. Significantly, in maximum cases each of these courses contains a number of textbooks, presumably four to five ones on an average, which ultimately raises the total number of texts for a semester to a big one. What I want to argue is that compared with the previous time, a syllabus of English department (especially of the newly established universities) of the present time include a much larger amount of textbooks. Previously, in the traditional system or even in the yearly system of the Honours programme of three-year duration, the volume of a syllabus was not more than the half of the present one. Even the two-year Masters' programme of the past did not deal with more courses than the one-year Masters' programme of the present time does in its two semesters. Therefore, the reality is that the present syllabus of an English department has become 'too heavy to carry' for the linguistically weak students. To put it in other words, when the competence of the students has decreased, the load of the syllabus for them has increased, which is nothing but an irony.

2.3. The Inappropriateness of Teaching Method

To talk about the methodology that is being followed now for English literature teaching, the same thing can be told as has been told about the syllabuses. The very traditional system is being followed for teaching English literature in our country. In this system teachers are the central figures in the classroom who generally teach by delivering an 'information-packed' and 'scholarly' lecture on some particular topic or topics. Students in this process passively listen to those lectures and occasionally take notes on some important points. That is, importance is given to impart/disseminate knowledge to students about various topics of literature and language, but no emphasis is given on enabling them to discover knowledge and ideas by themselves, or on developing their analytical capability, or on increasing their capacity to think about a particular matter from different perspectives, etc. They are not required to get involved in any kind of practice activities may it be on literary issues or on linguistic elements. They only receive knowledge from their teachers as much as possible. Referring to the present approaches to literature teaching Dutta (2001) says,

> "These approaches may be viewed as kind of 'dramatic monologue' in which the teacher is the only speaker and the students being 'passive recipients' rather than 'active agents' have got practically nothing to do other than listening to what the teacher says, no matter whether they understand it or not."

There may be some exceptions, but this is more or less the common picture in all the universities of the country. This very tradition of teaching literature has come down from generation to generation in our country though the question about its effectiveness has been raised time and again.

2.4. Lack of Teachers' Training and Research

Speaking about the teachers, they do not get any training about how to teach effectively in the classroom. Soon after their appointment as teachers, they enter into the classroom to teach literature without any guidelines or expert advice. In this respect, they mainly depend on their past experiences about teaching they gathered as students from their teachers. However, as the beginning teachers they feel the experience of being possessed by anxiety and fear which come from their lack of pedagogical training, from their lack of insight in time-management, from their stage fright, from a sense of isolation, etc. Alam (2005) has given such a description of his own experience when he for the first time of his teaching career went into the classroom to teach English literature to the students of Dhaka University. Since they do not have any previous experience of handling a large audience, they feel embarrassed and uncomfortable when they go into a classroom for teaching. According to Showalter (2003, p.3), teachers of literature generally suffer from seven types of anxieties and among them lack of training in their profession is very remarkable. She opines that "Teaching is a demanding occupation, but few of us actually have studied how to do it." Having no previous training, they do not have required confidence about how to utilize various activities possible in the classroom other than lecturing. When it is the normal practice in the educationally advanced countries that one must have the experience of working as a teaching assistant for some years before one is thought to be ready for real teaching, in our country there is no such provision. Again, when there is the provision of foundation/formal training for the newly recruited jobholders of all sectors including government schools and colleges, there is no such provision for the university teachers. As to the research activities, it is expected that the university teachers will go through the continuous research activities throughout their teaching profession and keep them always update in knowledge in their respective subjects or fields, but the overall scenario of the teachers of our universities is not like that. It is true that in the universities of our country teachers do some research works, but they do it mainly for their quick promotion in job. They require an M. Phil. or a Ph. D. degree and/or a certain number of research publications for their promotion, and therefore, they do only as much research as is required for this purpose. Even in this respect too all the teachers are not equally honest. In many cases they just manage to get their required degrees or publications through unfair means. Moreover, once promotion is got, most of them stop doing any research. What I want to argue is that research for intellectual development or professional development is not being done up to the expectation level.

3. What should be done?

For the effective teaching of English literature in our country, all the problems discussed above have to be addressed. However, highest priority has to be given to improve as much as possible the linguistic condition of the students who come to study this subject. If students are extremely deficient in English language, it becomes a very difficult undertaking to teach them literature of this language. I think it would be logical to argue that when the students are so badly lacking in language skills, English departments should take the initiative, along with teaching literature, for the improvement of their language skills. Otherwise, all the honest efforts of teaching them literature will go in vain. Therefore, many teachers now advocate for introducing language courses for newly admitted students as a remedial measure. Mentioning an incident of his department of Rajshahi University in the mid-70s in which some teachers showed their reservation for introducing a language course into the syllabus which was completely literature-based, Professor Aali Areefur Rahman (2008) relates that all the other teachers opposed this reservation, arguing that "since the secondary level of education was in capable of equipping our students with the necessary command over the language, it was up to the Department to teach even more intensive language courses." What I want to emphasize is that the English departments need to shoulder the responsibility of nursing the language skills of their students until or unless our educational institutions of lower levels are capable of providing them with linguistically competent ones. However, in order to take care of the language skills of their students what they need is to revise their syllabuses first.

3.1. Revising the Syllabuses

In the present realities, the syllabuses of the departments of English have to be thoroughly revised and this revision should be done mainly by (1) introducing a remarkable number of courses on language, (2) reducing the total number of literary texts and (3) increasing the works of non-native writers. Commenting on the necessity of revising the syllabuses of English departments of the universities in Bangladesh, Islam (1986) in his 'Welcome Address' in a seminar on *The State of English in Bangladesh Today* held at Jahangirnagar University thirty years ago said,

> What is most concerning is that although in recent years the nature of the need of English has changed and the standard of teaching and learning it has gone down, we lethargically still continue to hold on to our old literary and highly intellectualized syllabus. The situation is simply unrealistic, to say the least.

Like Islam, Siddiqui (1986) too expressed his concern, in his 'Inaugural Address' at that seminar, regarding 'those students whose English is not adequate' and suggested

for devising some means of helping them. And regarding these means, he drew the attention to adopt 'new courses, new approaches'. Ahmed (1986) has also given the same suggestions for bringing changes in the syllabuses of English literature that are taught in the universities of Bangladesh, and in this regard he has emphasized on the consideration of ' the needs as well as the abilities of the students who want to read the subject at the university level'. According to him, "The study of literature will be fruitless without an adequate linguistic sensitivity on the part of the students." Krishnaswamy and Sriraman (1995) also, referring to the Indian context, do not support the idea of preserving the highly classical syllabuses for the linguistically poor students.

According to many experts, language and literature are inseparable from each other. For appreciating or understanding literature one needs to be linguistically sound; similarly one will not learn the beauty of language unless one learns it in accompaniment with literature. In this regard, the view of Jakobson (1960, p. 377) is very much relevant--- "All of us here, however, definitely realize that a linguist deaf to the poetic function of language and a literary scholar indifferent to linguistic problems and unconversant with linguistic methods, are equally flagrant anachronisms." Obviously, any attempt to teach literature neglecting the linguistic aspects will not bear any fruit. Criticizing the present approach of teaching literature by neglecting language, Moody (1983 cited in Dutta 2001) says that the existing system of the 'teaching of literature has faltered' and that in this system "students have been led busily but aimlessly through forests of inspired literary gossip."

In addition to the above considerations, the very purpose of students' coming to the English departments of our universities, especially, at the present time, should be taken into considerations. It is seen that excepting a few, almost all of them come here with a hope of getting a good job after completing their study. Since English is a very important international language and since any person who is good in English has a good prospect of getting a good job both in the local and the foreign job markets, they show more interest in the English language itself rather than in its literature. Only a very small number of them come with their love for English literature and want to be academic specialists or to build up their career on writing. Therefore, if their needs and goals are to be taken into account, attention has to be given to the vast number of the students whose prime goal is to achieve proficiency in English language in order to get a good job.

Therefore, what I want to argue is that the syllabuses of English departments should be revised, taking courses both from language and literature. That is, they should include, apart from the courses on literature, a remarkable number of courses on language to provide scopes to our students to remove their linguistic weaknesses. In the early stage or in the first four semesters after their admission, utmost attention should be given to develop their linguistic skills. Speaking alternatively, the syllabuses for Hounours first and second years should include a number of language

courses, which will deal with language structures, basic grammatical rules, language skills, phonetics, phonology, required aspects of linguistics, etc., so that our students can overcome their language deficiency to a great extent within this period. It is true that some of these courses are already present in the syllabuses of English departments of most of the universities, but in many cases they are not adequate and so the number of these courses has to be increased significantly.

Besides putting emphasis on the linguistic courses, significant changes should also be made with respect to the literary texts, by reducing their total number significantly. If the load of the textbooks is not so heavy, the students will feel much relieved and will not suffer from frustration. They will be confident and eager to read the original texts, instead of merely reading the notebooks. Again, apart from reducing the total number of books, the classical and canonical literary texts that appear to be intellectually and linguistically 'too heavy' to the students should also be replaced by such literary works as are student-friendly in terms of their language and ideas. In this regard, the works of the non-native writers should be given priority with emphasis on the writers of Indian subcontinent. It is true that at present a mentionable number of works of the non-native writers including those of the Indian sub-continent, such as, those of R.K. Narayan, Amitav Ghosh, Salman Rushdie, Joseph Conrad, Chinua Achebe, Arundhoti Roy, V.S. Naipaul, Nirad C. Chaudhuri, Wole Soyenka, etc., are found on the syllabuses of the English departments, but that number has to be increased further. It can be mentioned that the works of the non-native writers, especially those of the Indian subcontinent writers, will be more comfortable and understandable to our students as they will find the language of these works comparatively easy and will also feel familiarity with the cultural elements of them. According to Kachru (1984), the language of the non-native literary texts get nativized and modified on account of local influences and, therefore, learners see English as part of their culture.

Another point to keep in our mind is that the very purpose of learning English language or studying English literature in our country is 'functional', not 'integrative'. About the goal of the students coming to study literature, Littlewood (1964) opines that the students aiming at a functional command of a language may find a modern novel suitable for their purpose because of its linguistic contents, and that the students aiming at becoming future academic specialists may discuss the basic human issues portrayed in a classical play. Needless to mention that in our country literary texts have to be selected keeping in mind the first category of the students as mentioned by Littlewood. Commenting on the purpose of teaching English literature, Kachru (1984) says that in most of the non-native countries English is not taught for 'integrative' purpose, but for an 'instrumental' motivation. He, therefore, remarks that non-native English texts will be more appropriate for teaching English literature.

3.2. Bringing Innovation into the Teaching Method

The next thing to do is to bring innovation in the methodology of teaching literature. It has already been mentioned that a very traditional system is followed for English literature and language teaching in Bangladesh, with teachers transmitting knowledge and students passively receiving it. But this very process of teaching has to be changed, in order to get students involved in the teaching-learning process as much as possible. Talking about the importance of involving students in the classroom activities in teaching literature, Dutta (2001) says, "If students do not have the proper sense of belonging to and involvement in the class, the classroom activities are likely to be dull and non-rewarding." He has argued for an effective teaching methodology in which students will not remain passive, but actively participate in the learning process. However, Dutta has suggested a student-centred approach for this purpose, which, I think, will not solely be appropriate for teaching English literature in Bangladesh. It is true that there is no scope for disagreeing with his view that 'the maximum participation of the students' in the classroom activities should be ensured and that classroom should be made interactive, but question can be raised about the appropriate means to achieve this end. It can be argued that a student-centred approach will not prove effective if the cultural and contextual realities of our country are taken into consideration. In the learner-centred approach, learners are required to take a lot of responsibilities upon their shoulders for their own learning—from deciding what they will learn and how they will learn to monitoring their own activities and promoting peer-correction (Brindley 1984, p. 15). But in our context students do not like to take all these responsibilities upon their shoulders, instead they feel comfortable to learn under the control or guidance of their teachers. Therefore, it is not the student-centred approach, rather it is the teacher-centred approach that will be appropriate for the context of Bangladesh. In other words, our educational culture demands that everything in the classroom has to be done under the control of a teacher and it is truer especially when the question of literature teaching is concerned. Speaking about English language teaching, Rahman (1999) says, "The culture of learner-centred, discovery-oriented tasks in the progressivist tradition, much favoured in communicative ELT circles today, apparently does not appear to suit the educational and socio-psychological ethos of learning in Bangladesh today." Shahidullah (1997, p. 124 & 128) in an empirical study done at the higher secondary level of English education to know the teaching-learning culture of Bangladesh has found that the learners of Bangladesh want to learn under the guidance of their teachers. Even the teachers too believe that students learn better when they learn under their control. In another study done on the teaching method of English language at the college level in Bangladesh, Wasiuzzaman (2012) finds that teachers here refuse to accept the view that language learning is students' responsibility. They think that it is mainly teachers' responsibility to ensure students' learning, because "if the students are left on their own, they will hardly understand what is useful and what is useless for them." Students too, on their part, believe that teachers are the appropriate

persons to take all the responsibilities for their learning. In addition to the cultural realities, the situational realities of our context such as the large class-size and the heavy pressure of completing a syllabus and holding the examinations within a stipulated time are remarkable disadvantages to the way of following some of the principles of learner-centred approach.

Therefore, the teaching of English literature and language in our country has to be done by keeping the teachers at the centre of all classroom activities. These are the teachers who have to play the vital role of utilizing different kinds of techniques in order to involve the students into different kinds of tasks and activities and thereby make the teaching effective. They can make use of individual work, pair work, group work or whole-class activities as the different techniques of involving the students into the learning process. For the whole-class activities, they can take an idea or a point from a text and then involve the students into a debate so that they get a practice of using English as well as can argue for their points from different perspectives. They can also properly utilize the techniques of asking students questions to elicit answers from them as well as encouraging them to ask questions. Through the use of these techniques, they can introduce a maximum amount of interactions between teachers and learners, between the texts and learners and also between the learners themselves. That is, they can get their students involved in the classroom discussions and thereby make them feel interested in the texts being taught. According to Showalter (2003, p. 55), experienced teachers develop their own classroom techniques and involve students in open discussion. Obviously, the participation of the students in the classroom activities like debates, open discussions and answering or asking questions develop their capabilities of analytical, critical and free thinking. They get a practice of judging a point from different perspectives as well as an opportunity for promoting their imaginative faculty. Therefore, what a teacher needs to do is to put emphasis on active learning, adopting one kind of dialogic and problem-solving pedagogy.

However, the teaching has to be done from the perspective of an integrated approach. That is, the teaching of literature should be integrated with the teaching of language. According to Carter (1982, p. 12), "The integration of language and literature teaching in English classrooms is a long overdue.'' Collie and Slater (2087, p. 10) too have expressed the similar view and have suggested that the approach to the teaching of literature should be to let the students derive the benefits of communictive and other activities for language improvement within the context of suitable works of literature. Therefore, while teaching a literary text, teachers should focus on both the linguistic and literary aspects of the texts.

 In dealing with a literary text, the first thing that teachers need to do is to make use of some warm-up activities whenever they will go to teach a new text or a new item to rouse curiosity in the minds of the students about it. According to Collie and Slater (1982, p. 16), the first encounter of the students with a literary work is very crucial as their first impressions can colour their feelings about the whole enterprise they find

themselves engaged in.' Therefore, teachers, according to them, with the help of warm-up activities need to draw the students quickly to text so that they can find it interesting and want to continue reading it on their own. Once the necessary interest or curiosity about the new text is roused in the minds of the students, teachers find it easy to deal with the text. To utilize their interest and curiosity, they can assign some sections or parts of the text to the students for home-reading and can deal with the other sections or parts in the classroom. In this respect what is required by teachers is to verify students' home-reading duly and then relate the parts of the text assigned for home-reading to the parts dealt with in the classroom. In this process they can cope with their time constraint and can involve their students in the teaching-learning process.

3.3. Developing Teachers' Competence

It has already been discussed above that the university teachers in general in Bangladesh are conspicuously lacking in training on teaching pedagogy, in the one hand, and suffering from inadequacy in their research activities, on the other hand. But for the effective teaching of literature and language there is no alternative to the trained, skilled and knowledgeable teachers. Without them all other efforts relating to the revision of the syllabus or the amendment of the teaching method will come to no use. Only the skilled, dynamic, pedagogy conscious and knowledgeable teachers can make the classroom effective and achieve the target results. Therefore, for developing the university teachers as the skilled, competent, pedagogy conscious and resourceful manpower for teaching, emphasis should be given on their training and research. As to training, it can be said that through training a teacher can acquire applied and new knowledge to develop his/her professional skills and knowledge. In other words, he/she can develop further skills and techniques to do his/her professional job more effectively. According to Richards (1990), to be a successful teacher one needs to combine two kinds of knowledge—one is theoretical and another is practical. Training helps one to bring these two kinds of knowledge together to do classroom activities properly. Therefore, it can be said that training plays a vital role to handle the classroom activities competently. As teaching is regarded as a skill that can be achieved, there should be continuous efforts on the part of a teacher to develop himself or herself as a good teacher, and undoubtedly training can help him/her a lot in this regard. For teachers' development at the university level there should some institutes or training-centres, manned by education experts, to provide training to teachers so that they can improve their teaching skills. Referring to this point, Haseeb (2005) reports, "Most universities in North America have their in-house centres/institutes specifically aimed at fostering excellence in teaching among their teachers. These centres conduct workshops and training programmes in teaching which benefit faculty members at all levels." Focusing on the necessity of formal training, he opines that the need for the formal training of university teachers in

pedagogy is now increasing day by day, which is being recognized in all universities around the world.

Talking about the importance of research, Showalter (2003, p.11) opines that research and teaching at the university level are complementary and that a good teacher is the one who continues doing research for his/her self-development and to keep himself/herself update in the latest development of knowledge in the subject he/she teaches and also in the teaching methodology, along with teaching. Since research activities make a teacher a knowledgeable and resourceful person, he or she develops more confidence in his/her teaching. Actually, research helps us achieve dependable knowledge through scientific and systematic process and enable us to apply that knowledge effectively to the problems of teaching and learning within the formal educational framework. Referring to the definition and significance of research, Mouly (1978 cited in Cohen and Manion1994, p. 40) writes,

> Research is best conceived as the process of arriving at dependable solutions to problems through the planned and systematic collections, analysis and implementation of data. It is a most important tool for advancing knowledge, for promoting progress, and for enabling man to relate more effectively to his environment, to accomplish his purposes and to resolve his conflicts.

If we take the definition of Mouly into consideration, we can say that research can do a lot for us as the context of Bangladesh has its own peculiarities and own problems.

However, a successful teacher, besides taking training and doing research, has to be aware of some other requirements. He or she will ignite the students' thirst for knowledge and inspire them to read more and more. According to Showalter (2003, p. 25), the objective of a teacher is not to cover a certain sets of topics, but to facilitate students' learning. She stresses on the fact that a good teacher will maintain the right balance between imparting information and making students think. She advocates the idea that the main goal of teaching should be to inspire students to be critical thinkers. In this regard, she makes a reference to Wilbert J. McKeachie (1999) who comments that "the objective of a course is not to cover a certain set of topics, but rather to facilitate student learning and thinking." To speak about the other qualities, an effective and successful teacher needs to be friendly with his or her students, sharing ideas with them so that teaching becomes enjoyable and memorable. Moreover, he or she will be technology-friendly and make the proper use of modern technologies such as videos, films, multimedia, etc. in the classroom.

4. Conclusion

The English departments of the universities of Bangladesh have a long tradition in our country and have always made remarkable contribution to produce skilled and

enlightened professionals and citizens for the country. But at present these departments are beset with problems in four major areas relating to the teaching-learning activities. In the one hand, the teaching method and the syllabuses that are being followed have become outdated and ineffective in view of the new pedagogical developments and students' needs. On the other hand, students' competence in the English language and teachers' competence in their professional performance have drastically fall. Students are getting admission to English departments without the required proficiency in English, and teachers are teaching without proper training in their profession. Moreover, they are showing reluctance in research activities, which prevents them from their intellectual development. All these problems have made it difficult for effective teaching-learning practices in these departments. In order to get rid of this situation, it is urgently required to address all these problems properly and put these departments on right track. It is needless to mention that a concerted effort is needed in this regard and all concerned, such as, the teachers of English Departments, the university authorities, the government of Bangladesh, etc., should come forward.

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Code-Switching in Urban Interactions: A Case Study on University Students

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Abstract

Each language has a social function which no other language could possibly fulfill (Hudson, 1996). Perhaps that is why code switching has become a common phenomenon in our everyday conversations in the recent years in Bangladesh. Young people especially the university students randomly style-switch in their daily interactions. This research paper explores the possible propelling factors as well as stereotypical patterns behind this scenario. The data collected for the study reveals different factors as the causes behind this practice of code-switching and its impact on language behavior.

Key words: Code-switching, Bengali, English, Hindi, Students, Private University.

Introduction

Code switching is an inevitable consequence of bilingualism (Hudson, 1996). Apparently Bangladesh is a monolingual country with a glorious language history. But by the tremendous influence of globalization and the technological expansion, it has become a bilingual country. According to (Banu & Sussex, 2001), "Bengali and English are used simultaneously especially at the educational institutions in Bangladesh". As a result, the habit of simultaneous code switching of Bengali & English is very common for the students such as the students of English Department at private universities in Dhaka. Many associate this with social strata, prestige culture, and cross-cultural image. Thus students sometimes unconsciously and sometimes consciously mix different languages or varieties of a language in their conversations. Often, they switch one language to another or sometimes they mix some words of different languages like English or Hindi for the purpose of communication. They share different insights for the occurrence of code switching. Some students of English Department at a university stress that English code switching facilitate communication by enriching it where most of the students explain that they use Hindi only for making fun. According to

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some other students, they are motivated to speak English fluently by their teachers in the classroom. However, most of the times they fail to do so due to their poor level of linguistic competence and more specifically their lack of appropriate vocabulary treasure. As a result, they take refuge in either code-switching or code-mixing. Majority students state that when they are in informal situation, there is a general inclination for mixing both Bengali and English & sometimes Hindi in their conversation. This tendency affects their normal language usage and leads them to form a habit of code switching in their everyday conversation. This study mainly tries to determine predominant patterns and trend of code switching among the students of English Department in the campus context. It also presents the impact of code switching on language behavior and their attitude and insights towards this linguistic phenomenon.

Literature Review

In today's globalized, multilingual world code-switching is a very wide-spread phenomenon. In the light of researchers and text writers whose books are widely included as texts for university study, we find the following definitions and causes behind code-switching landscape:

According to Meyerhoff (2013), in its original representation code-switching means "the alteration between varieties, or codes, across sentences or clause boundaries". She initially focuses on more general causes leading to code-shifting phenomenon which are where the communicators are, who they are conversing with and what kind of impression or persona they would like to build on converser. Later on, she more precisely indexes a few important and frequent reasons signaling in-group humor and affection, emerging solidarity and identity, features of local or close conversation.

Janet Holmes stresses that code-switching commands complex set of skills as it functions like those of figures of speech specifically like metaphors to enrich communication. She reinforces incompetence as one of the strongest causes which lead to language-switching or more categorically to "the symbolic or social meanings of the two codes" by switching between two or more codes, the speakers convey affective meaning as well as information.(2001,P.42)

Mixing codes are viewed as a hybridization which involves graphology where such hybrid varieties are now in a complex situation with our national language policy. (Banu & Sussex, 2001)

Spolsky (1998) opines bilinguals tend to switch codes often in an ongoing conversation. This shift is random and hence can occur between or even within sentences. He identified convenience and social relations are vital reasons behind this shifting. Shuffling phrase or word related to topic or kind

of bond or association with the interlocutor functions as crucial catalysts in the frequent occurrence of style-switch.

Hudson (1996) explains the term 'code switching' is preferred to 'code-mixing' in order to accommodate other kinds of variety: dialects and registers. (P.52)

Wardhaugh (1992) believes code-switching is a spontaneous and often subconscious phenomenon. After any conversation speakers can hardly reflect on any changing code precisely. It's a natural random outcome. (P.107). However, Trudgill (2000) contradicted with this view by pointing out that "speakers are not sociolinguistic automata. They do not just respond automatically to situations". To him, people can deliberately resort in style-shifting "to manipulate or influence or define the situation as they wish, and to convey nuances of meaning and personal intention". However, with "subconscious" description he echoes….more intimate and confidential. Though cannot be determined by the social situation. (P.105-106)

According to Richards et al (1985) "Code switching can occur when a speaker starts its conversion in a language, and then changes it to another language in the middle of the speech to enrich the conversation". (P.43)

According to Gumperz (1982) "code switching is juxtaposition within the same speech exchange of passages belonging to two different grammatical systems or subsystems"

Lin (2013) & Alenezi (2010) on classroom style–switching, Obidullah (2016) & Chowdhury (2012) on EFL classroom language-switching and attitude towards this socio and sociolinguistics phenomenon, (Banu & Sussex, 2001) landed with the first significant work on code-mixing and language hybridization which essentially viewed this aspect negatively, Alam (2006) indexed a couple of reasons behind language-switching situation however in the context of non-government white-collar job-holders. Given in the research situations, this paper has figured out the gap of urban university students' interactions and their nature and typical pattern of code-switching.

Types of code Switching

Wardhaugh (1992) identified two types of code-switching namely situational and metaphorical code-switching (P.105-107). Whereas Spolsky (1998, P.49-50), Janet Holmes (2001, P.34-42) and Meyerhoff (2013, P. 125-128) focused on more comprehensive list of language-switching; Intra-word, Intra-sentential, Inter-sentential and Tag-switching. Brief discussion is followed by some examples in the following:

1.   Tag switching: This type of switching happens when one word from a different language is added in the end of the sentence as a tag form.

- For example, his performance was excellent yesterday. tai na? (wasn't it?)

- We will meet next Sunday. thik ase? (Ok?)

2.   Intra-word switching: It occurs with a word boundary such as a morpheme boundary. It can be two types:

a)   English root word, Bengali suffix:

For example, /idea-ta/(article), /support-tai/(emphatic), relationship-er (possessive); /reception-e/(preposition), /cup-gula (plural). Here Bengali inflections have been used with English words.

b)   Bengali root word English suffix:

In the word /bhabist (the meaning is moody) the combination is made by the use of Bengali abstract noun bhab (mood) with English suffix-(ist). This kind of mixing is a vogue among the younger generation.

3.   Inter-sentential switching: This type of code switching occurs outside the clause and sentence boundary. It is sometimes called extra sentential switching. Here the switching occurs after a sentence in the first language has been completed and the next sentence starts with a new language. For example, where had you been last night? Amra tomake khujechilam. (We were looking for you.)

- Stop writing. Somoy sesh. (Time is up).

4.   Intra-sentential switching: This switching occurs within a sentence or a clause (inserting English word or phrase in Bengali sentences or utterances.) For example,

- Tomake promise korte hobe je tumi agamikal asbe. (You have to promise that you will come tomorrow).

- Amader exam routine publish hoyese. (Our exam routine has been published).

Research Questions

Through this research, the researchers will attempt to find out possible answers to the following questions:

1. What are the causes behind code-switching scenario by the city university students?

2. What are the students' perspectives about this hybridization and subsequent impact on language behavior?

Hypotheses Development

To find out the appropriate answers to the above mentioned questions, it is necessary to develop hypotheses and compare these hypotheses with primary data.

H1. Code switching smoothes communication processes spontaneous and effortless.

H2. It happens due to obvious lacks of desirable proficiency of either of the language involved or both.

H3. Despite students understanding and identification of this sociolinguistic behavior as negative, they have a preference for it especially for friendly chats and informal interactions.

Significance of the Study

This study focuses on university students perceptions on this sociolinguistic landscape code-switching and eventual repertoire of the impacts due to this language behavior. It intends to contribute in this arena of research so that some major work might find the platform for generalization. Young people always have a tendency to adopt new style of language to sound smart, confident and stylish. This research will show how university students are changing their style of speaking as a result of code-switching and code-mixing. It presents an insight of students' perspective on the effects of code switching on Bengali language which will leave a ground and a guideline for future research work on the same topic.

Methodology

To illustrate the patterns and to find out the causes of code switching of the students the following sociolinguistics tools have been adopted:

Questionnaire method

To conduct this research each of the respondents has been asked to fill up an elaborate questionnaire. The questionnaire was administered to the students only after a brief introductory talk in which the completion procedure was explained to the students.

Interview method

In this method the respondents have been asked to talk about their family members, their aim in life, their view on particular current affairs, their food

habit, favorite program on television, their favorite place for vacation and such like and their narrations have been recorded.

Observation method

In order to overcome the shortcomings of questionnaire method, close observation of the students has contributed a lot to explain the phenomenon.

Participants

In order to collect data for this study 30 (15 male and 15 female) students are chosen for the questionnaire survey from the Department of English at a private university in Dhaka. Besides, separately 10 more students from the same department are selected for the one to one interview for generating qualitative data. For the selection, personal rapport with researchers, willingness to help with honest feedback has come into play as a determinant. Subjects of this research approximately fall into the category of (18-23) years of age group.

Data Analysis Procedure

At first, student's questionnaires have been checked (close-ended part) by counting their opinions and tables and pie chart are used to show the percentage of responses in findings part. Then the total findings of the students' questionnaires (of both open-ended and close-ended questions) are discussed and analyzed in descriptive manner one after another. This part is quantitative and qualitative in nature. The whole data analysis procedure is based on the theoretical frame work part to find out the answers of the central research questions.

Findings from the Questionnaire

The students who participated in this study came from private universities. A total number of 30 students participated in the study, comprising 15 males and 15 females. The students' views about code switching have been collected from the questionnaire consisting of 9 questions. On each question students indicate their level of agreement or disagreement with the given statements related to code switching. Also an interview has been taken with 10 students to collect their opinions more deeply.

Findings

1. How many languages do you speak well?

Option	Female	Male	Total
One	3 (20%)	2 (13.33%)	5 (16.67%)
Two	12 (80%)	8 (53.33%)	20 (66.67%)
More than two	0%	5 (33.33%)	5 (16.67%)

Table-1

Table (1) displays the student's responses (which are converted into percentage for the purpose of the study) towards how many languages they speak well. From the table above it is clear, (16.67%) students' can speak one language and (66.67%) can speak well in two languages and (16.67%) can speak well in more than two languages. This table also shows that (13.33%) of 15 students are male and 20% of 15 students are female who speak well in one language. (53.33%) of 15 students are male and 80% of 15 students are female who can speak well in two languages. Besides, (33.33%) of 15 students are male who say that they can speak well in more than two languages where the percentage of female student is 0%.

2. Do you mix codes because you do not know the appropriate meaning?

Option	Female	Male	Total
Yes	8 (53.33%)	7 (46.67%)	15 (50%)
No	7 (46.67%)	8 (53.33%)	15 (50%)
Others	0%	0%	0%

Table-2

Table (2) shows that 50% learners say that they mix code because they do not know the appropriate meaning. Among them (53.33%) of 15 students are female and (46.67%) of 15 students are male. This table also shows that the rest of 50% students among 30 say, no when they were asked for the same question. Among them (46.67%) of 15 students are female and (53.33%) of 15 students are male. 0% students share other reasons for code mixing.

3. Do you mix English words because of not readily having right equivalence in your mother tongue?

Option	Female	Male	Total
Yes	11 (73.33%)	9 (60%)	20 (66.67%)
No	4 (26.67%)	6 (40%)	10 (33.33%)
Others	0%	0%	0%

Table-3

Table (3) reflects, total (66.67%) among 30 students' agree that they mix English words because they tend to struggle to find suitable equivalent Bengali words. Among them (73.33%) of 15 students are female and 60% of 15 students are male. But total (33.33%) students out of 30, disagree that they mix English words because of the right word in their first language. Among them (26.67%) of 15 students are female and (40%) of 15 students are male.

4. Do you think code switching interfere natural flow of conversation?

Option	Female	Male	Total
Yes	7 (46.67%)	6 (40%)	13 (43.33%)
No	8 (53.33%)	9 (60%)	17 (56.67%)
Others	0%	0%	0%

Table-4

Table (4) shows that total 53.33% think that code switching is some kind of interference. Among them (49.67%) of 15 students are female and 40% of 15 students are male who have the same opinion. But the rest of the students among 30 do not think code switching in the light of interference at least from the view of fluency in one language. The percentage is (56.67%). Among them (53.33%) of 15 students are female and 60% of 15 students are male.

5. From the effortless communication perspective do you think code switching is effective?

Option	Female	Male	Total
Yes	10 (66.67%)	10 (66.67%)	20 (66.67%)
No	5 (33.33%)	5 (33.33%)	10 (33.33%)
Others	0%	0%	0%

Table-5

Table (5) displays that total (66.67%) agree with the concept that code-switching helps communicating exact meaning. Among them (66.67%) of 15 female students and (66.67%) of 15 male students say yes, it is effective. But 33.33% say no, it is ineffective from the view of accuracy. This table also shows (33.33%) of 15 female and (33.33%) of 15 male students do not agree that code switching is effective.

6. Does the mixture of Bengali and English have any impact on language behavior?

Option	Female	Male	Total
Yes	12 (80%)	14 (93.33%)	26 (86.67%)
No	3 (20%)	1 (6.67%)	4 (13.33%)
Others	0%	0%	0%

Table-6

This table shows that 86.67% answered positively. Code switching has many impacts on language behavior 13.33% student answered negative; it has no influence on language behavior. This table also shows that among the 15 female and 15 male students 80% female and (86.67%) male students think code switching has impact on language behavior. But 20% female and 6.67% male students think, it has no impact on language behavior.

7. Which language the students prefer most between Hindi and English for code switching?
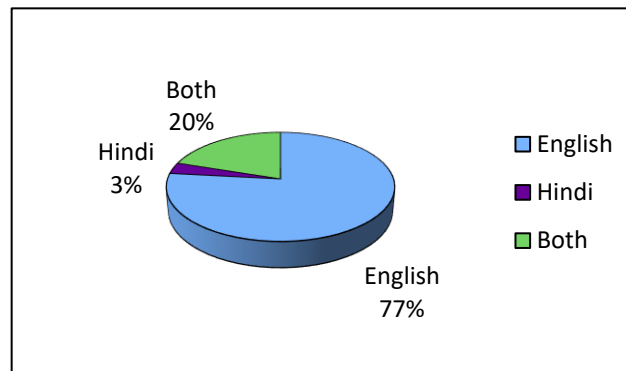
Figure: Pie chart

This chart describes that 77 % students say that they prefer English while they switch code. 20% students use both English and Hindi for code switching and the rest of 3 % students use only Hindi for switching their code.

Grounds for choosing English instead of Hindi, some are given below

(1) I can't explain my speech properly in Hindi. So I prefer English - Tanjila Rabby.
(2) To avoid humiliation of friends - Rafat.
(3) We are used to it - Mamun & Jasmine.
(4) For increasing the fluency in English I prefer to use English - Aminul
(5) English is easier than Hindi - Lucky.
(6) I don't feel any necessity of Practice in Hindi for communication. That's why prefer English - Setu.

(7) I don't like Hindi so use English instead of Hindi - Dina.
(8) Hindi is not acceptable all over the world where English is a established language in world wide. So why should I go for Hindi? - Mehedy.
(9) To enrich the conversation I use English - Mukit.
(10) I am a student of English literature, so being influenced by my teachers and seniors to speak in English instead of Hindi - Joyonto.

Opting for opposite and justifications. Some real examples are as follows.

 (1) I prefer Hindi when I use slang in my friend circle. - Salman.
(2) To spread Hindi as one of my favorite languages. - Mamun.
(3) For doing fun nothing else - Iffat Sharna.
(4) I am more comfortable in Hindi than English - Anik.
(5) Actually influenced by Hindi Movies - Taniza
[N.B.: Names that have been used here are Pseudonyms.]

8. **What kind of switching the students do while switching to Hindi from Bengali?**
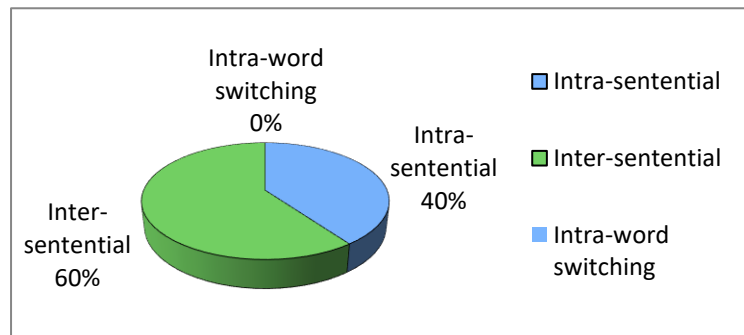
Figure: Pie chart

This chart describes that 60% students use inter-sentential code switching and 40% students use intra-sentential code switching where the user of intra-word switching is 0%.

Examples of Inter-sentential code switching
(1) Phone kothay tomar ? Kitni bar call keya.
(2) Mujhe mat Pucho. Ami asob Kisue Jani na.
(3) Abbe sale, kaha thi tu ? Kokhon theke khuje beracchi.
(4) kiski payer me kho gaya tu ? oy sundoni tomar hobe na bondhu.
(5) Class khatam ho gaya billo Rani! Akhon cholo basay jai.

Examples of Intra sentential code switching in Hindi
(1) Ji **nehi**. Tumi boley ki ami sunbo? Kavi nehi.
(2) Tomar **matlab** ki? **Etna sara** valo valo kotha bolcho ? Age to bolta na.
(3) **Pata nehi** koi chole gese. khuje pacchi na.
(4) Tumito onek **ganda** kaj korecho. Thik hoyni.

(5) Sumona ke na pele **me mar jaungi**. O na thakle **mere jan ka** kono mullo nai.

[N.B.: Names that have been used here are Pseudonyms.]

9. **What kind of switching the students used while switching from English to Bengali?**
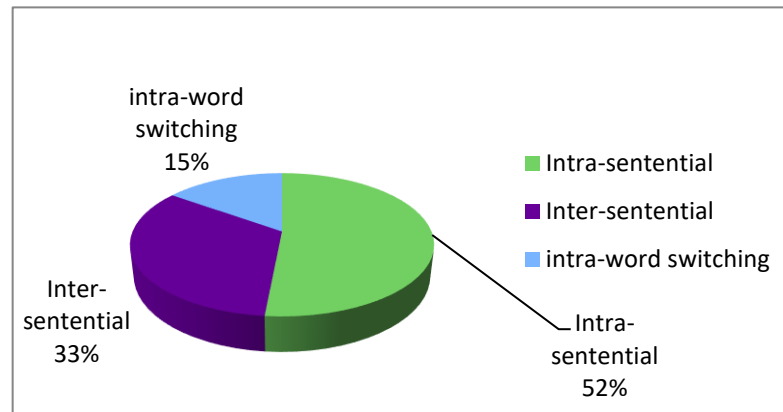
Figure: Pie chart

This chart shows that among 30 students 52% students use intra-sentential code switching. 33% students use inter-sentential code switching and 15% students use intra word switching.

Examples of Intra sentential code switching

(1) Amar valo lagche na. paye khub **pain** hocche.
(2) Gotokal **class** e aschila?
(3) **Lift** (escalator) pele ar siri **stair** deye jabo na. Onek tired lagche.
(4) Amito **regular** e **library** te jai.
(5) Khub **sick** lagchy. mone hoy **exam** dite parbo na. Basay chole jabo.

Example of Inter-sentential code switching:
(1) Sokal thekey sorir valo na. Tobu porikkha delam. **That was one of the worst exams of my life**.
(2) Uff! Rasta-Ghat er je obostha ! **It's so abominable nowadays.**
(3) **What the hell are you ?** Amar onumoti chara amar jinis ken niccho?
(4) **How dare you to talk to me like this?** Tumi obossoi amar sathe evabe kotha bolte paro na.
(5) **It's so tough for me**. Ami korte parbo na.
Example of intra-word code switching:
(1) **file - ta** dao.
(2) **Pen-ta** dao.

(3) **Exam-e** koto paiso ?
(4) **watch - gulo** onek sundor.
(5) **Light-ta** jalao.

Reasons for code Switching
Findings:

The data found from the questionnaire and recorded interviews are analyzed carefully and the possible reasons of code switching that surface are in the following:

a) Uncertain about linguistic & communicative competence (60%)

b) To draw attention of others (40%)

c) Medium of education (20%)

d) To brag around (33.33%)

e) To hold oneself high (26.67%)

f) To express emotion effortlessly, comfortably and more accurately (46.67%).

g) To make fun of
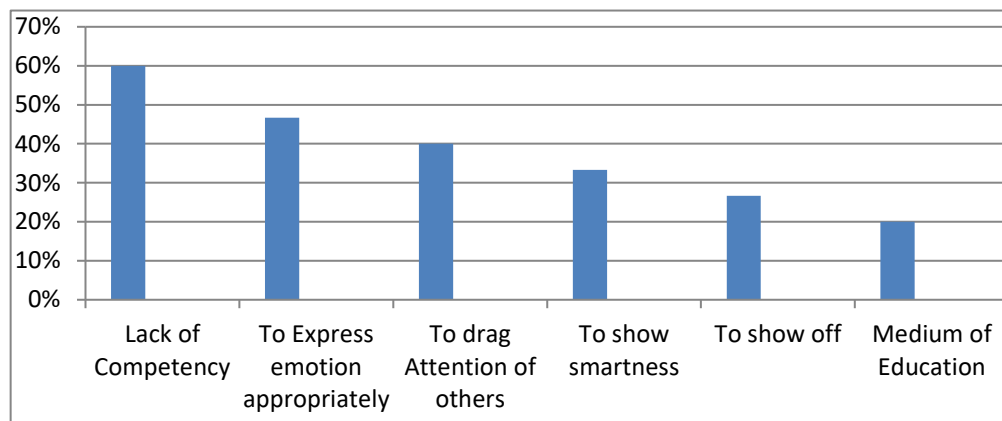
Figure- Reasons behind code switching.

Limitations of the study

The study is conducted among only the students of English Department at a private university in Dhaka. Although there are some other departments in the university, it is not possible to make contact with the students of those departments because of time constraints and not having close connection. Moreover for qualitative data are derived only from ten students from the whole Department of English. As students are not interested to answer open ended questions and tend to be comfortable with multiple choice items, it is not possible to take interview of more students. This limits the degree to which

any generalizations could be drawn. Moreover, in many cases, the information provided by the respondents in the questionnaires do not match with the information gathered from the observation of their language behavior, for example, most of the students have reiterated that they can speak well in two languages and they are fluent in both Bengali and English, they seemed to have exaggerated their language alternation skills and level of bilingualism.

Comments of some students in the Questionnaire

(1)   Sometimes it helps me to represent myself confident in front of the teachers and junior fellow. The speaker is Rancy Prianka Costa. **Example: (a).**Ma'am I hope u know, porasunar pasapasi, I have started a boutique shop. I'll be very happy if u come to visit my shop. Dress er besh kichu collection ache. Asa korchi, u'll like it.

(b) Tomake main text porte hobe. Otherwise it will be really tough for you to achieve good result.
(2)   I feel easy and comfortable in conversation by mixing two languages. The speaker is Sabrina Ferdousi Dina, a student of final semester in BA (Hon's) in English.

Example: Gotokal basay guest chillo. That's why, class e aste pareni. (There were visitors in my house yesterday. That's why I couldn't come to the class.)
(3)   We should speak in one language especially we should use our mother tongue during conversation. Mixing of bangle and English is a kind of insult for both languages. According to my point of view. The speaker is Awolad Anik, a final year student of BA (Hon's) in English.

Example: We can't mix our national anthem to different language. Each book is written only in only language, ether Bengali or English or any other language. So it's clear that sometimes, mixing Bengali and English during conversation is nothing but exaggeration of accomplishment for both languages.

(4)   We should speak only in English at the campus because we are the students of English literature. But sometimes code switching helps to enrich a speech to express it more transparently. The speaker is Mehedi Hasan, the student of 4th semester in BA (Hon's) in English.

Example: Ma'am, your lecture sheets what you provided us was excellent and undoubtedly helpful. But sobgulo point mone rakhte parchi na. Ma'am can u please help me to get rid of this problem?

Recommendations

Alenezi (2010) reiterates that within the world of languages use, code-switching has often been perceived as being of lower status, a strategy used by weak language performers to compensate for language deficiency. (Banu & Sussex, 2001) reinforces that 'Banglish' context of interaction obviously has its negative impacts on the language.

Even in this research some students claim that they are getting confused about both language through mixing Bengali and English and sometimes Bengali with Hindi. Hence, this is not any more a mere stigma rather it overshadows learning before breaking, linguistic cosmic symphony.

While some students demonstrate code-switching help emerge them as effective communicators by not only performing some vital social and pragmatic functions, but also by being the symbol of status quo. Code switching is a verbal action in a conversation event which is quite natural among the bilingual young urban communicators and very effective to enrich a conversation. Code switching is popular among the students during informal situation as it avoids defining the social situation in terms of either language or culture. Switching may also occur as a result of linguistic habit. Nowadays the popularity of code switching is increasing because it is a dynamic strategy of language phenomenon; we can grasp new vocabulary from a foreign language. We can build a highly effective communication skill by code switching which is very important. But we must have to be very aware of the excessive and unnecessary use of it. Otherwise, it can be considered as a reason of language pollution.

Conclusion

The findings of this study reveal that urban university student populations prefer English to Hindi code-switching. Their typical on campus code-switching spectrum upholds that with English, they randomly switch style of all four types Intra word, sentence to inter-sentential. However, intra-word Hindi language-shifting example is rarely identified which in turn also illuminates not only their less proficiency in Hindi but also less dominant choice. This research has come up with another new finding which is for "making fun" learner-populations sometimes resort to language-switching. Rest of the reasons, at least some of them we came across in similar research, for example in Alam's (2006) project. Despite students obvious awareness of an ominous foreboding lurks of adverse consequence of this funny and stylish code-switching on our first language they have definite preference for code-switching - an unwelcoming paradox. It is undeniable that code-switching has close associations or links with multicultural and prestige identity, could prove a suitable alternative and communicative device for urban university interlocutors, overuse may result in undesired catastrophe for freshness, aura of

originality and uniqueness of Bengali language. To preserve the authenticity of any language, some kind of monitoring, foreseeing, control apart from motivation is to be practiced. (Banu & Sussex, 2001) first coined the term "Banglish" to label Bangla and English style-switch, since then, it has become a common word in literature. Following them "Bangdi" is coming into being to suggest Bangla and Hindi language-switch. In the coming decades, we cannot let these precarious concepts and communicative tools to flourish and boom to continue to be the cause of broken language picture rather next generation of speakers should gradually limit this and devote more on using one language at a time through creativity, innovation, love and respect for their own culture, and language which is certainly a home of elegance and sophistication compared to hybridization and code-switching.

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English Language in E-Advertisements: A Survey on E-Language of Business Company's Websites in Bangladesh

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Abstract

E-Advertisements (E-Ad for short) are one of the cosmic online electronic activities in the "i-Globe" (Internet world). Actually, in the world of advertisement (Ad for short) in selection and anticipate category, there has no dissimilarities among E-Ad and other advertisements to choose and predict language, behavior, effect, content, design, and meaning to enlighten the Ad or E-Ad to prejudice the consumer to the product or theme of that advertisement. Visual content and design in advertising have a very large impact on the customer and user, but it is language that helps the community classify an item for consumption and memorize it. Language has an influential power and control over people and their activities. This is particularly true in the fields of marketing and advertising as well as the same on E-Ad. This paper represents the justification levels and magnitude of influence of English with other top languages on E-Ad base on Business Websites of Bangladesh. This study will explore, evaluate and find out the impact of English language in E-Advertisements in Bangladesh.

Key Words: E-Advertisement, Business Company, i-Globe, Digital World, e-language, English language, Bengali language, Bangladesh

Introduction

English being an international language and for its universal acceptance, has got a global appeal in this field. This area has got some specific specifications in E-Advertisements and its dominance in the business websites is noteworthy. Visual content and design in advertising have a very large impact on the customer and user, but it is language that helps the community classify an item for consumption and memorize it. Language has an influential power and control over people and their activities. This is particularly true in the fields of marketing and advertising as well as

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the same on E-Ad. In this paper, we want to evaluate and find out the justify levels and magnitude of influence of English with other languages on E-Ad. Although the i-Globe is influenced by English Language from the very beginning of Internet and E-Ad. There have two great causes of English languages to influence the 'i-Globe' broadly.

- One of the main causes is that apart zero moment the Internet developers write every mania (coding, logo, slogan, text, etc.) in English Language and it is set by default.
- Another main cause is that the English Peoples (Scientist, Researcher, Developers, Teachers and Learners) dominate the "i-Globe" and Computer World up to present days.

Chinese, Spanish, English, Arabic, Hindi, Portuguese, Bengali, Russian, Japanese and German are the world's top ten most used languages. However, in the use of Internet there are some differences in the usage of these languages. Top eleven languages used on the Internet are English**, Chinese, Japanese, Spanish, German, French, Korean, Portuguese,** Italian, Bengali and Russian. People from all over the world browse Internet and get their information firstly in English Language and they get translated information using different types of software. We know that English is the most widely used second language in the world. It is not only dominant in the digital world but also it is also dominant in the digital world. This language has dominated in every sphere of digital world like E-Commerce, E-Advertisement, E-Application form, etc. In this article, we will explore the impact of English language in E-Advertisements in Bangladesh. For this reason, we have browsed different websites for different purposes. Generally, business organizations have their own websites. In these websites, they publish their advertisements. Apart from this, there are marriage portals, job searching sites, E-Commerce sites, etc. Top business organizations' websites, job browsing sites, matrimonial websites and E-Commerce websites are selected to see their advertisements. Websites can be made in any language but the business organizations use English language for their products' advertisements. They use partial Bengali language for their products' advertisements in their websites although Bengali is the mother tongue of Bangladesh. In this article, the websites of Bashundhara, Square, BEXIMCO, Abul Khair, Aftab, Navana, Akij, Anwar, Paradise and ACI are browsed and this business groups are the top ten business organizations in Bangladesh. BD Jobs.com and Prothom Alo Jobs.com are the famous job advertisement sites and their websites are also browsed. Ekhanei.com, Bikroy.com, Click BD.com are the popular e-commerce websites. Apart from all theses websites, matrimonial websites of Bangladesh are also browsed among them-Shanai.com, Bor-Bodhu.com, marriage BD.com, etc. are included in the list.

Scope of the Study

Although this field is very vital, yet there is no effective work in this field. Only a few are available regarding this digital world and they are much specific or significant. In future, this work of ours is sure to open new dimension in this field.

Rationale

This article helps the concerns of different levels for realizing the impacts or the dominance English Language in the in E-Advertisements. This article helps the students of Computer Science and Engineering department feel the importance of English Language in digital world in Bangladesh. This article will make the students more attentive to learn English language.

Why is it beneficial?

1. For opening a horizon in this field of research or further studies
2. Creating more interests for ESL (English as Second Language) learners specially to the students of CSE (Computer Science & Engineering)

Research Objectives

General Objective: To know about E-Language of Bangladesh and its usages and amplitude in E-Ad among the most used top eleven languages.

Specific Objectives: E-Language is a gigantic field of study as ocean but from a wider point of view this study has set up three great research issues to do explore and revise to find out the usages of English Languages in E-Ad, impact on i-Globe by English Language and lastly to find out the causes of great influence and broadly usages. After completion the study, it will certainly be a milestone as a research in the field of E-Languages.

Relation to our studies

This article is related to the teaching profession. Students need to learn English language for programming, making algorithms, collect data from Internet and browsing Internet, etc. Students not only need handouts, books, etc. They also need to go through different types of journals, articles, research papers, etc. These supplementary books will enrich their domain of knowledge and give them a new realization. For giving them a new realization is a part of our work as our classes will always be inspiring and cheerful.

Research Methodology

This research has been conducted using an amalgamation of qualitative and quantitative investigate intend. An expediency sampling system is used for data collection. This paper is based on both primary and secondary data. Primary data were collected directly through business companies' websites. The research 'English Language in E-Advertisements' was conducted over a 4 months period between June 2015 and September 2015 based on two methods (visiting websites and over e-mails) and previous papers, annual reports of Government using a semi-structured questionnaires comprising some selected questions.

Data Collection and Output Analysis

We collect data directly by browsing the websites of those companies. We have visited and investigated every component of E-Ads directly and noted down them without delay.

In the mentioned tables, we see that all the business organizations' websites and their advertisements are in English language except Bashundhara Group. They use Bengali language in their products' names and some slogans. Here, we notice that two of their sister concern companies do not use Bengali language. They use English completely. Apart from Bashundhara group, we also see a very minor use of Bengali language in the profile of the founder of Square group's chairman, Samson H Chowdhury, which is in Wikipedia. Abul Khair group uses Bengali language in one of its products named Shah Cement. There is only English language in the websites of Akij, ACI, Navana, Paradise and Anwar group. A product of Akij group named, Akij Cement is written in Bengali language. Similarly, ACI group's product named ACI foods is also written in Bengali language. The Navana Group do not use any Bengali language in their advertisements. Paradise group's 'Paradise Cables' is written in Bengali language. Anwar Group's 'Anwar Silk Mills' has got a product named in Bengali language. Apart from top ten business organizations, there are other websites for advertisements for different purposes in Bangladesh like - job advertisement, E-Commerce, Marriage Portals, etc. In this article, we have taken the famous websites for analyzing. Both these job-sites have used English and Bengali languages for the users. When it is in English language, there is only English language. However, when it is in Bengali language option there are some usages of English language also in these sites. There are many matrimonial sites in Bangladesh. These are the renowned sites here. Here there is only English language option. All the four e-commerce websites are very popular in Bangladesh. In 'Ekhanei.com' and 'Bikroy.com', they have Bengali and English language options. However, in 'Click BD.com' and 'BD Bazar.com', there is only English language option for the customers.

Output Analysis

Table 1: Web Reviews

Name of the Companies	Total Website Visited	Use of Bengali Language (Only)	Use of English Language (Only)	Use of Bilingual Language*	Use of Other Languages**
Square Group	8	0	7	1	0
BEXIMCO Group	7	0	7	0	0
Bashundhara Group	9	0	3	6	0
AFTAB GROUP	10	0	10	0	0
Abul Khair Group	12	0	6	6	0
Akij Group	16	0	8	8	0
ACI Bangladesh Ltd.	14	0	7	7	0
Navana Group	8	0	8	0	0
Paradise Group	7	0	6	1	0
Anwar Group	7	0	6	1	0
Job Advertisement's site	2	1	0	1	0
Matrimony sites in Bangladesh	5	0	5	0	0
E-Commerce Websites	4	0	2	2	0
Top Courier Service Group	4	0	2	2	0
Top Bus Service Group	4	0	3	1	0
Top Airlines in Bangladesh	4	0	3	1	0
Bangladesh Railway	1	1	0	0	0
Small Business firms	16	0	16	0	0
Very Small Business	16	0	16	0	0
Hawkers websites	3	1	1	1	0
Total	157	3	116	38	0

* Use of Bilingual Language means Bengali and English.

** Chinese, Spanish, Arabic, Hindi, Portuguese, Russian, Japanese and German are the world's top most used languages.

Sources of the table data: 157 Websites of the aforementioned Business Companies in Bangladesh.
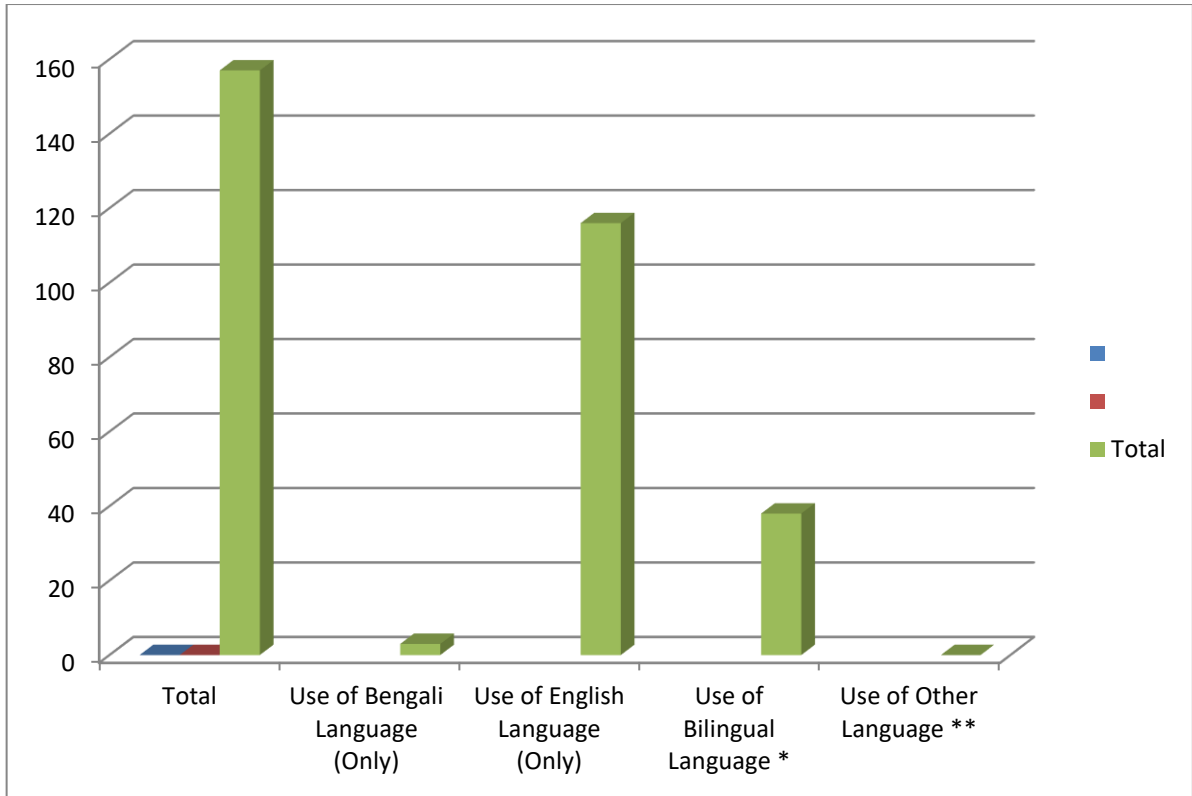
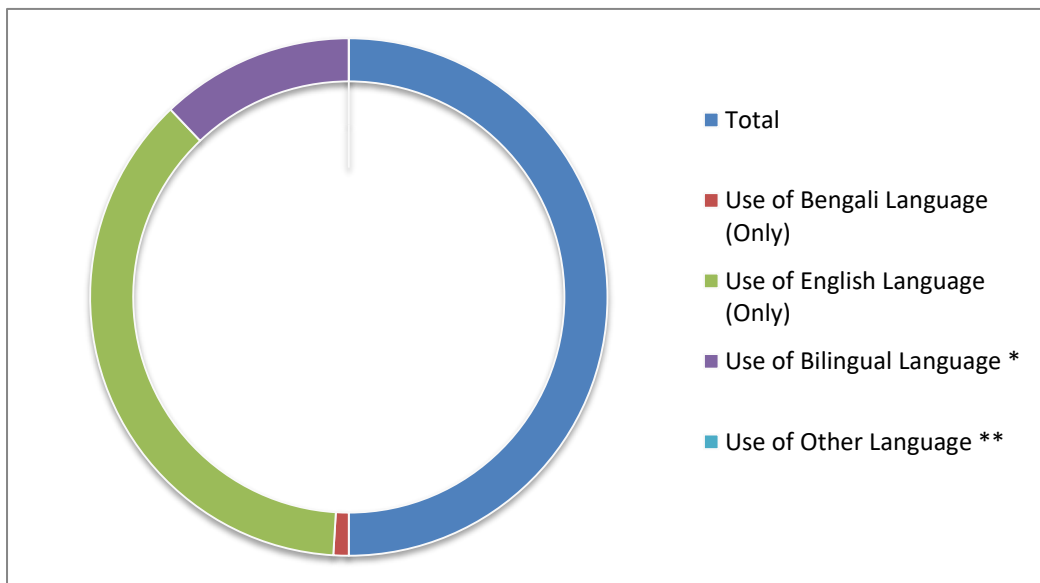Figure 1: Amplitude of E-Language used in Business Webs

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Figure 1: Volume of E-Language used in Business Webs

* Use of Bilingual Language means Bengali and English.
** Chinese, Spanish, Arabic, Hindi, Portuguese, Russian, Japanese and German are the world's top most used languages.

Influence of English

Influence is a controlling power over anything. Although it is a controlled behavior of mortal creature, now we see it everywhere even in i-Globe by English; it means English is broadly used in E-Ad. We cannot find out its quantity but we feel and see it in behavior and design of things or creatures. Influence plays an important role to diverse and promote any business and institutes towards success. It is activated by many causes and conditions where has no constants formats or contexts are so great as one of those other languages where English is prime as E-language in the i-Globe.

- English has become the official language of the Internet by default. Internet technologies use English words. Most of the websites are available only in English. The English speaking United States dominates in active Internet users, E-Commerce, Internet Advertising, and B2B industry collaboration.

- The growth of English and the emergence of the Internet as a global communication channel are mutually reinforcing trends. Previously, the spread of language was governed by those physical encounters, then by the circulation of printed materials, then by radio, television, cinema and other mass media. The *Oxford English Dictionary* added approximately 300 new words (BitTorrent, cybercast, paywall amongst them) to the lexicon in June 2012. We now must be prepared not just to tolerate, but to confidently embrace the changes being wrought by instant global access, for online and social media usage that will have a significant role to play in the next phase of the evolution of English. The extraordinary growth and speed of cross-cultural online communication, combined with the emergence of global English varieties, is creating a new dialect of English for the web: let us call it English 2.0, the unofficial language of the Internet. Here, the rules of the language are relaxed, grammatical and structural purity have become far less important than flexibility and openness to change, and new loan words are put to immediate and global use. Individuals seeking to learn English do so not only because it is an enriching second language, or because it is a rewarding pastime. More usually they learn because it affords access. It allows a young woman in Pakistan to communicate with a professor in the US, a farmer in Ghana to get international weather reports and commodity prices via his mobile phone, or a student in Myanmar to share hopes and aspirations from education and the creative economy to IT and advanced engineering, industries in the UK benefit hugely from using the English language. Language is an important cultural attribute that media companies cannot ignore. As a result, TV networks and advertisers must continually find new ways to communicate effectively and meaningfully with this audience.

- Generally speaking, English is the universal language in the Internet, but it has no official status, and it will never have. The reasons for the position of English are the imperialism and economic and political importance of English-speaking countries. Linguistically, English is extremely unsuitable for international communication, and the actual wide use of English tends to polarize the world into Internet users and Internet illiterates.

- The position of English can only be altered by major world-scale political and economic changes, such as increasing importance of the European Union or a coalition between Japan and China. Such powers might wish and be able to promote a language other than English, possibly a constructed language, for international communication.

- In addition to this, the technology of machine translation may allow people to use their own language in international communication.

Significances of English-Internet Co-Existence Fields

Effect refers the change which is a result or a consequence of an action or other cause. It may mean an impression produced in the mind of a person. There is no need to say about the effect of Internet in day to day life in everyday life. When we browse the Internet, there is no other thought of using other language. The first image comes to our mind browsing Internet is English language. There are some reasons why English language has a major effect in the i-Globe.

- The importance of the Internet grows rapidly in all fields of human life including not only research and education but also marketing and trade as well as entertainment and hobbies. This implies that it becomes more and more important to know how to use Internet services and as a part of this, to read and write English.

- Of course, the majority of mankind cannot use the Internet nowadays or in the near future, since they live in countries which lack the necessary economic and technological infrastructure. But the Internet causes polarization in developed countries, too: people are divided into Internet users and Internet illiterates and as the use of the Internet grows and often replaces traditional methods of communication, the illiterates may find themselves in an awkward position.

- In general, it is easy to learn to use Internet services. The worst problems of Internet illiteracy are, in addition to the lack of economic resources are, of course, wrong attitudes. Older people are usually not accustomed to live in a world of continuous and rapid change, and they may not realize the importance of the Internet or the easiness of learning to use it.

- But although Internet services themselves are, generally speaking, easy to learn and use, you will find yourself isolated on the Internet if you are not familiar with English. This means that knowledge or lack of knowledge of English is one of the most severe factors that cause polarization. Learning to

use a new Internet service or user interface may take a few hours, a few days, or even weeks, but it takes years to learn a language so that you can use it in a fluent and self-confident manner. Of course, when you know some English, you can learn more just by using it on the Internet, but at least currently the general tendency among Internet users is to discourage people in their problems with the English language. Incorrect English causes a few flames much more probably than encouragement and friendly advice.

- In different countries and cultures, English has different positions. There are countries where English is the native language of the majority, there are countries where English is a widely known second language, and there are countries where English has no special position. These differences add to the above-mentioned polarization. Specifically, it is difficult for people in previous colonies of other countries than Great Britain (e.g. France, Spain, the Netherlands) to adapt to the necessity of learning English. Locally, it may be necessary to learn the language of the previous colonial power since it is often an official language and the common language of educated people; globally, English is necessary for living on the Internet. And the more languages you have to learn well, the less time and energy you will have for learning other things.

Causes of Influence in the i-Globe by English

Impact means the action of one object coming forcibly into contact with another. A marked effect or influence has a strong effect on someone or something. English language has a large impact on i-Globe. There are some causes for the impact of English Language. The reasons are given below.

- From the very beginning no language supports in electronic advertisement but English as all web programming are not supported by other languages. As a result, all websites and advertisements are written with English language. However, there are other languages available in digital world now-a-days. Writing, giving logos, editing images can be made by any languages but programming can be done only in English language.
- Before supporting partially of other languages in texts and images, English is the prime place in the online language.
- Without English there is no way in web programming development.
- The last cause is that the English researchers, scientists and programmers are still dominating the cyber world.
- All users always consider English language firstly when they browse Internet and Internet applications.
- When the Developers want to develop a design for their websites and the parts of different pages they want to make sure about language and the mentality and habits of the users.
- Before they start a work, they check the feasibility.

- They check the language, which language plays important role in digital world.
- They also check the supporting tools like habits and attitudes of the users.

Limitation of this Article

In Bangladesh, only the giant corporate groups have their websites. However, there are many small and medium business organizations that have no websites. We have collected our information from yellow pages. They have no special websites. For this reason, we have had many difficulties in finding out their information. Apart from this reason, the number of business organizations is many.

Recommendation

We have sacrificed a lot for our Bengali language in 1952; in fact, it is very hard to find out any nation like us. As we have sacrifices for our language, many persons have sacrificed their lives for Bengali language. However, there is very little implementation of Bengali language in digital world. However, there are websites of many countries who have used their mother language and English language in parallel. We should take initiatives very soon to design our websites like the other countries of the world. Although we have websites like this, yet the number is very few. Government should take strong steps for solving this problem. If this problem remains solved the general people can get the information very easily.

Conclusion

English is the most widely used second language in the world. English language has been used from the very beginning of history of Internet. In Bangladesh, all most all of the websites of business organizations are written in English. Bengali language is used in some websites. However, the percentage is very low than English language. There is no way in web- programming development without English. English researchers, scientists and programmers are still dominating the cyber-world. All users always consider English language firstly when they browse Internet and Internet applications. Making sure about language and the mentality and habits of the users, developers want to develop a design for their websites and the parts of different pages they want to they check the feasibility prior to starting a work. Besides, our findings, charts, graphs all prove that English language is dominant in E-Advertisements in Bangladesh.

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Strong or Passive: A Critical Study on the Representation of Women in *The Shadow Lines*

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Abstract

In The Shadow Lines, women characterizations are central to Ghosh's narrative. Ghosh's characterization of active women shows them as "figures of actions" while the men seem merely observer. But, his representation of female subjectivity in the novel is equally uneven. In some cases, the women are right and revolutionary through their ideology and performances. However, most of the cases they have to bear the burden of articulating certain position, such as those of militant nationalism, cosmopolitanism, cultural dislocation, etc. They have been treated assign rather than the "subjects with will and consciousness". Their entire position becomes disappointing, as none of the women have found actual voice or position like the men do. This present study justifies the position of migrant women from the feminists and post-colonial point of view in the light of Amitav Ghosh's novel The Shadow Lines. Though many researches have been performed claiming the strong position of the representation of women in the migrant countries or colonial territories, this research explores the actual positions of women with a hybrid identity which is more vulnerable and scattered than being independent or courageous.

Key Words: Post-colonialism, Feminism, Diaspora, Hybridity, Identity, Nationalism, Bearer of Cultural Tradition, Bodily and Psychic Violence.

Introduction

Experience and sufferings of women cover a major part of Ghosh's narrative in *The Shadow Lines*. Though the major concern of the novel is questioning the efficacy of the borders (known as Shadow Lines); it also explores the effects of division in individuals' life and shows how the partition plays a significant role in constructing the female identity.

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Through the characterization of three women of different ideologies the novel produces an intermingle picture of women falls; sometimes defining her as strong, active, steadfast nationalist, sometimes as an example of rootless identity and sometimes as an object of sexuality and patriarchal dominance. In fact, *The Shadow Lines* identifies the place of women in colonial and post-colonial society, where the weight of sexual and cultural definition is borne unequally by men, with men as putative agents of socio-cultural transition and women as its more or less traumatized subjects. As I find the central female characters Thamma, Ila and May Price are represented not with a specific voice of women subjectivity, but as "sign" of cultural dislocation and colonial discourse which defines "Third world women" as "other".

Literature Review

Methodology

This is a library based archetypal research. For establishing its facts and arguments, the research paper has used the text of the novel *The Shadow Lines* by Amitav Ghosh, books on feminism and postmodernism. It has also analyzed the post-colonial theories to justify the position of migrant women and few more books on the author as primary sources and other available criticism, research and essays as secondary sources.

The Range of the Study

The paper will question Ghosh's characterization of women; as they are said to be strong and active more than the male characters in the novel. It will cover the position of the migrant women in post-colonial perspective and will examine the bodies and psychic violence done to women who are minor to the hegemonic language of the nation and of globalization by their class, gender, race or ethnicity.

The Importance of the Study

Amitav Ghosh's novel occupies a unique position in the arena of post-colonial literature. As one of the most celebrated Indian authors in English, Ghosh's writings deal with the issues of colonization, division, political turmoil and their effects on individual's identity and thrust for universal brotherhood. Though many research works had been done about nationalism, hybridism, partition and post- colonial aspects of the noble, the present study attempts to draw attention to the representation of the women in the novel, the way they are characterized from male perspective as the bearer of traditional rules and cultural restrictions. It is important to judge through their entire characterization and final destination how far they are strong and active more than the male characters.

Female Characters in *The Shadow Lines*

While reading *The Shadow Lines*, the reader get the introduction of the major female characters such as Thamma, Ila, May Price, Mayadevi and narrator's mother; but those are very short and not enough for the justification of an individual characterization. Again, the way they are represented cannot uplift their identity as an admirable human being. For example, we find Mayadevi is such a woman who travels with her diplomat husband in different countries of the world as an obedient wife without having any profession. Than narrator's mother is a stereotypical house wife, who is introduced as a "good cook". Whereas narrator's father is a hard-working successful man on the contrary his mother is a conventional housewife performing domestic work just to provide comfort and safety for the family. So, it is noticeable that Mrs. Price, Mayadevi and narrator's mother keep their home safe for their children but have subordinate position in the family; while the men get the superior position of a provider and controller to them. and support them. But Ghosh's focusing female characters are Thamma, Ila and May Price in the text. Therefore, I have emphasized on those female characters for developing my argument.

Thamma

Thamma is one of the major characters of the novel, who is represented as a strict, stubborn and strong-willed woman with a deep sense of freedom and nationalism. A strict disciplinarian scheduled mistress who maintains her household with a titular control before her retirement. Her dislocation is a product of her circumstances. She is perplexed at the history that has led her hometown Dhaka to be scattered through the partition and become unfamiliar to her. From her young age she possesses an urge for liberation living in the oppression of the British colonial power. She wants to take part in the revolutionary terrorism known as 'Swadeshi Movement'. But her traditional female identity hinders her to take part in the revolutionary zeal for freedom. After her marriage and husband's death and being settled in Calcutta, she becomes confused about her nationality. The memory of her birthplace makes her nostalgic. Then, she visits Dhaka after the partition to rescue her uncle and finds that "Dhaka is no longer her home". Moreover, losing her nephew Tridib's life through a mob attacks in Dhaka she starts to question her identity, whether she is a Bangladeshi or an Indian. She understands the harsh reality of the border and realizes that dislocated people like her, have no home, they only have memory. During the Indo-Pakistan war, she dedicates her gold chain (only remembrance of her husband) for the War fund. At the end, this strong, steadfast nationalistic woman finds herself helpless against the men made boundaries, ultimately loss her words, suffers from the greatest burden of historical dislocation.

Ila

Ila becomes the focus of narrative through her sexual, cultural and national transgression. She is the globe-tatting daughter of the diplomat father, who has

traveled in different countries, but has experienced nothing because of her lack of imaginative power. She is represented as an ultra-modern girl in looks, behavior and thinking. Though an Indian-Bengali by birth, she prefers the western way of living and wants to be free from the Indian cultural restrictions. To the traditional woman Thamma, Ila is firmly outside the pale of sobriety and decent living. Naturally she is an isolated, alone and miserable who wants to enjoy the life the way it presents to her. In Calcutta Grand Hotel when she wants to dance with a stranger, her cousin Robi forbids her by enforcing patriarchal authority and national difference. "You ought to know that; girls don't behave like that here" (Ghosh, 1988). As a response, Ila claims her sense of freedom that she wants to be free from cultural restrictions.

Ila's relationship with Nick Price is an illusion of infallibility and decency of the British society. Although, there occur lots of cultural and racial differences in their relationship, she tries to keep a breast with it. Even her womanly sensitivity cannot let her breaking the relationship with Nick Price despite knowing his sleeping with another woman. In the novel, it is found that Ila is bearing most heavily the burden of other people's expectations, her conscious individual self has become confused within cultural contradictions. She finds her own culture too restrictive and conservative, but actually does not find consolation in British culture. To the end, she fails to establish her root anywhere and becomes an example of "hybridized identity".

May Price

May is the only female character who remains alive throughout the text. She embodies the qualities of a savior, nurturer and politically active, finds pleasure in her activities to global humanitarianism. But her first encounter from a male voice is a matter of question to the feminist critiques. When a voice asked her lover about May Price, her bodily beauties incase her personality:

"And what's she like? A voice asked…. 'Sexy'?" (Ghosh, 1988)

May is then described in purely physical terms, fragmented and broken, smile and her blue eyes. Thidib's letter, full of sexuality proves her as an 'object of pleasure' 'a desirable female body'. Even narrator wants to have 'sexual' relation with her in her house in London. But she rejects him, forgives him for his momentous infatuations; and continuous her good relation with Tridib's family. But Tridib's accidental death in front of her creates a sense of guilt in her. Therefore, her tormented soul seeks solace in narrator's arm that she rejects one night.

So, it can be said that, in *The Shadow Lines*, colonial discourse and post-colonial issues are in many ways responsible in creating the constructive identity of female characters. For the development of the topic, small descriptions of these terms have been given below.

Identity of Migrant Women: Terms and Issues

Post-colonialism: Post-colonialism is a literary theory which deals with the effects of colonialism on cultures, societies, politics and ethnicities of the countries which were under the rule of colonial countries for a long time. Edward Said, Chinua Achebe, Homi K. Bhabha and Gayatri C. Spivak are the leading authors in the field of Post-colonialism. The literary works specifically which are from Africa, Middle-East and Indian subcontinent we see a common scenario of the characters who are struggling to establish their identities in another nation. For example, Indian subcontinent had gone through the colonial experiences of the British community from 1700s to 1947. But, after gaining independence the subcontinent people had to bear the trauma of colonial experiences that the British had left behind. In the novel *The Shadow Lines,* it can be seen that major characters like Tridib and Ila are the sufferer of identity crisis in the western society where migrated people from colonized countries are treated as 'other' or 'inferior'.

Feminism: Feminism is a political movement, ideology or a theory claiming for establishing the equal rights for both men and women in all sectors of a society, country above all worldwide. Like post-colonialism it is also an opposite idea against patriarchal domination where women are treated as 'subjects' or 'weaker folk'. Feminism like post-colonialism is concerned with the representation and the identity formation where language is a crucial way for the construction of subjectivity. Many critics argue that colonialism operated very differently for women and for men, and the 'double colonization' that resulted when women were subject both to general discrimination as colonial subjects and specific discrimination as women needs to be taken into account in any analysis of colonial oppression (Spivak 1985a, 1985b, 1985c and 1986; Mohanty 1984; Suleri 1992). These kinds of double dominance are prevalent within the psychic and domestic sufferings of Thamma, Mayadevi, Ila and even May Price being a western woman she couldn't avoid the bodily violence approved by the patriarchal domination.

Diaspora

'Key concepts in post-colonial studies' define Diaspora as forcible or voluntary migration of peoples from their homelands to new regions. It is an important fact that both colonizer and colonized have gone through that diaspora experiences, as the people of both of the parts have to migrate from their homelands for the political purpose or employment. In *The Shadow Lines* Thamma's migration from Bangladesh to India, Ila family's settlement in London can be taken as examples of Diaspora.

Hybridity

Hybridity is one of the most employed and disputed terms in post-colonial theory. The term reflects to two or more things, that is a mixture of different or unlike things.

In post-colonial theory, the meaning of Hybridism has been extended to refer to the mixed or hyphenated identities of persons or ethnic communities (for example: the Afro-American) it can also indicate the mixed condition, sometimes themselves exploring mixed written and visual discourses.

Since hybridism also has its relation to certain areas of human cultural experience.Generally, culture means the shared beliefs, values, traditions and behavior patterns of a particular group. It is an unstable phenomenon which may change, affect and develop through the course of time. When two cultures with their vastly different assumptions, expectations and sense of values meet, a tension develops; because the strong party wants to impose its cultural assumptions to the weaker party and the weaker wants to maintain the original. Out of these conflicts, certain aspects of culture, through assumption and modification take a new form that share aspects of both cultures, this we call hybrid culture. In the novel the impact of hybrid culture is noticeable between the amalgamations of Price's family in London with Ila's relatives in India. It is remarkable among Ila and her family members. Because of living many years in western countries, their culture has so greatly influenced by western culture that Ila claims to lead her life in western way; feels comfortable with jeans and T-shirt, prefers Nick as her life partner knowing all of her cultural and racial differences. Along with these, she becomes confused, finds her own culture too conservative and restrictive.

Identity

Identity can be national or political which is based on an individual's cultural heritage and political habitations that is the where land s/he lives in.But in the post-colonial point of view, hybrid identity means as"newly composed, mixed or contradictory identity"; this identity is often a product of a diasporas, imaginations, exile and migration. For example: Asian-American, African-American, British-Indian, Indian-Bengali so on. Thamma, who is Bengali by birth, but becomes an Indian after partition, her identity becomes hybridized; she asks herself whether she is a Bengali or an Indian.

Nationalism

Nationalism is the ideological apparatus by which citizens and the nation state find common loyalties and identification. While citizens may discern a generalized vision of government, nationalism spurs them to identify with a particular country. National interest can be associated both with a struggle for independent ethnic and cultural identity, on the contrary in universal rights, often multicultural, with a basis of geo-economic interests. Thus, the struggle for national independence is very much related with   the region, ethnicity or culture, and the mingling of these two is often become odd when new nations are formed. So, nationalism creates a different dimension from mere partition for political action, for the rise of certain communities, their increasing

domination to the weaker localities or religiously minor groups. Thus, the myth of a national heritage is employed not only to legitimize the general idea of social group, but also to construct a modern nation state where all instrumentalities of a state power are legitimized as a collective national history and culture that draw people together in nationalist movements.

Thamma's nationalism is remarkable in her willing to take part in the 'Swadeshi movement' against the British rule. She wants to take part in the national revolution but her restricted female identities prevent her to join the movement. But later her wishes for doing something for the country come true in Indo-Pakistan War, when she dedicates her favorite gold chain for the War fund. Her nationalistic voice declares [.....] "For your sake; For your freedom". (Ghosh, 1988)

However, it is also necessary to justify the rules and regulations imposed by the society towards women which are responsible to distinct their social acts and behavior from men.

Social Rules

Social rules are the fixed social norms about how a person in particular social position such as mother or warrior is expected to act. They define the rights and responsibilities of group members and prescribe which qualities and behaviors are appropriate or ideal. Traditionally, it has been assumed that women and men should perform different personality as well as traits.

Mayadevi and narrator's mother's performing domestic roles can be an example of stereotype social rules for women. Again, Roby's patriarchal dominance is an outcome of his Indians' social culture, which cannot easily accept a female, in dancing with a stranger.

Therefore, it is noticeable that the role and constructed identity of the migrant women like Thamma and Ila are result of their experiences of cultural dislocation and specific social rules for women.

Discussion

Women: Bearer of Cultural Tradition, Bodily and Psychic Violence

The Shadow Line shows dilemma of the women position in the society. It represents women in bearing the weight of sexual and cultural restrictions, a victim of patriarchal code of conduct and militant nationalism. Although they are the major focus of the narrative in the novel, their position proves them as an 'object' of representing certain conservative social norms, and political of colonial discourse.

Through the sufferings and characterization of Thamma and Ila, Ghosh focuses the conflict between nationalist, and a migrant cosmopolitanism, visualizes the limits and failures of both for these middle-class women. Unlike Salman Rushdie, Ghosh refuses to celebrate the heredity born of migration and the heterogeneity that fails to be contained by national communities. Like his novel *The Circle of Reason*, where Ghosh explores the oppressions of migrants and marks the search for meaninglessness of those whose lives are displaced by globalization and whose very bodies bear the violent marks of the passage of the history. In *The Shadow Line*, he also reflects rootlessness of the hybrid identity and bodily and psychic violence of migrant women. Two generations of migrant women Thamma and Ila has become the tools of Ghosh's narrative through which he identifies different kinds of promises of nationality and common migration rendered by globalization which are belied.

After the partition when Thamma comes to her birth place Dhaka finds that, Dhaka is no longer her home. Her distress and disillusionment is evident when she has to the fill up disembarking card before landing at Dhaka airport and she is not 'able to quite understand how her place of birth had come to be so messily at odds with her nationality' (Ghosh, 1988). Thamma's long days nurturing nationalistic idealism is greatly attacked with the killing of Tridib at mob attack in her own birthplace. The archaic tendencies of gaining control over land that she witnesses, makes her psychologically sick. Dhaka remains a home in her memory. Here, the strong, rigid and steadfast nationalist Thamma; becomes confused and silent about her nationality and by losing her actual identity. Partha Chatterjee writes in 'Colonialism, Nationalism and Colonized women the context of India'

> "The colonialist discourse we have heard so far is a discourse about women; women do not speak here. It is a discourse, which assigns to women a place, a sign or an objectified value; women here are not subjects with a will and a consciousness..."

Here, Thamma is an object representing rootlessness and militant nationalism, which is responsible for her psychic violence and makes her a person without any will or consciousness. Ila is an example of identity crisis and cultural dislocation. Though, she leads an independent life in London by rejecting her conservative, patriarchal society in Calcutta. She is actually trapped between two cultures. Because her adopted western culture fails to produce her specific voice, makes her marginalized and helpless in the patriarchal dominance of Nick. Her emotional helplessness is evident when she could not leave Nick by knowing the fact that he sleeps with another women. Ila is the representative of cosmopolitan woman in the novel; her cosmopolitanism is the result of her being raised all over the world.

Because of her father's profession she does not get the opportunity to stay for a long time in a specific culture and makes her own roots there. Her cultural contradiction is the result of her globetrotting background. Though she follows western culture in clothes, appearances and behavior she cannot avoid the patriarchal dominance of her cousin in India who forbids her to dance with stranger. Throughout the story of the

novel, she wants to be free and likes to enjoy her life but actually she has to be the object of other people's expectations. Her Indian culture expects her traditional female behavior and her preferred western culture do not give her proper values. So, she remains in a deep cultural contradiction and unhappiness.

Then the third female major character is May Price, who is represented as an 'object of men's sexual pleasure. Tridib's description about her physical looks in Gole Park, both narrator's and Tridib's attraction to her female body can be a matter of dispute to the feminists, who struggle for establishing the equal values of both male and female. The treatment May receives from the male in the novel reminds the traditional male perspective that a women should be attractive and beautiful at the very beginning and then comes her other qualities. In the novel, it seems that several descriptions about the sexuality, diminishes her other humanitarian qualities. As it is found that, a benevolent, open hearted woman who loves to perform voluntary activities, starts to feel guilty because of her friend Tridib's death. Suffering from hysteria, she tries to punish herself through sleeping on the hard floor, eating sparsely, fasting, and ultimately finding consolation in a male arm. Why does the narrative end in that way? Does not it reflect that whatever a woman does, she has to seek her destiny in man's affection?

Moreover, it is noticeable that in Ghosh's narrative, the male characters like Tridib and narrator get an active imaginative power, whereas Ila is represented with the lacking of critical understanding and imaginative power. She is living in a fantasy by creating a world of her own, which is devoid of any kind of human consciousness.

Although, Grandmother's description of memory is prevalent at the beginning but it also ends in disaster. Furthermore, most of the male characters are introduced as professionals, possessing an honorable position in the society. On the contrary, women are introduced in their traditional domestic rules, if they are professional; this is not focused with emphasis. The male characters like Nick, Narrator, Robe, Jatinkaku in some way make their peace with one another and with the world. On the other hand, none of the female characters have found actual solace at the end. They have become sufferers of sickness, death, loneliness and self-deception. As Thamma, dies in sickness, May Price suffers from loneliness and Ila maintains her conjugal life with Nick where relationship is based on deception.

From the above discussion it can be said that, *The Shadow Lines* shows the portrayal of women as traumatized victim, without a specific voice or subjective position. The representation of female can be identified with the 'Third world women' in new-colonial discourse which has restricted female's identity by defining her as 'other' or 'inferior' to men, whose rights are limited within the confinement of patriarchal society, traditional rules, and cultural differences.

Conclusion

The whole discussion focuses on Ghosh's portrayal of women in the novel *The Shadow Lines* and finds their position in relation to men inferior in the cultural, sexual and national codes. Though Ghosh's narratives explore their 'free will spirit' but their ultimate position is depressing, which finds that women are nothing but the sufferer of new-colonial dominant discourse constricting their national or cultural identity.

The Scope of Further Study

This paper argues that it is necessary to justify the position of migrant women in the post-colonial or neocolonial perspectives. Not only the migrant but also the women in general are the victim of constructive structure of the male dominated society, which restricted their human values and rights in many of the cases.

It is important to mention here that this paper discussed only some aspects of the women structured identity in the right of *The Shadow Lines*. Because of the limited scope of the research, it was not possible to explore the entire field of the gender discrimination. However, I believe this paper can act as a resource for other researchers who are interested in this topic, and they can explore this topic further to fill in the blanks and put forward new questions or issues that haunt the readers and literary critics.

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Lion Motif Used in Buddhist Architecture of Ancient Bangladesh

Sk. Zohirul Islam[1]

Abstract

Lion is the king of the animal world. They live in the plains and grassy hills. The male lion's job is to protect the clan from enemies. However, lions do not have any natural enemy. Due to these characteristics the lion has been considered through all ages in the world as a symbol of royalty and protection as well as of wisdom and pride. In Buddhism lions are symbolic of the Bodhisattvas. In Buddhist architecture, lion motifs were used as protectors of Dharma and therefore support the throne of the Buddha's and Bodhisattvas. The lion motifs were also used at the entrance of the monasteries and shrines possibly for the same reason. In ancient Bangladesh, there are various types of lion motif used in terracotta plaques of Ananda vihara, Rupbhan mura and Shalban vihara at Mainamati in Comilla district, Vashu vihara, Mankalir kundo at Mahasthangarh in Bogra district and Somapura Mahavihara at Paharpur in Naogaon district. This paper aims to address the cultural significance of the lion motif in Buddhist architecture of ancient Bengal and relates it to various types of representation to understand its origin and evaluation.

Key words: Lion, Motif, Terracotta, Buddhist Architecture, Ancient Bangladesh.

Introduction

Lion is the king of the animal world. They live in the plains and grassy hills. The male lion's job is to protect the clan from enemies. The lion is the most ferocious beast among wild creatures. From primitive era, the lion is considered as the symbol of strength and power and through all ages in the world as a symbol of Royalty and protection as well as of wisdom and pride. In Buddhism, lions are symbolic of the *Bodhisattvas.*[1] Lion motifs were used as protectors of Dharma and therefore support the throne of the Buddha's and *Bodhisattvas.*[2] The lion motifs were also used at the entrance of the monasteries and shrines possibly for the same reason.

In ancient Bangladesh, there are various types of lion motif used in terracotta plaques of Ananda vihara, Rupbhan mura and Shalban vihara at Mainamati in Comilla district; Vashu vihara, Mankalir kundo at Mahasthangarh in Bogra district; Somapura

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Mahavihara at Paharpur in Naogaon district; Chandraketugarh, Vikhramshila Vihara in West Bengal and Shamsundar Tila at Pilak in Tripura. Here we address the cultural significance of the lion motif in Buddhist architecture of Ancient Bengal (especially present Bangladesh portion) and various types of representation to understand its origin and evaluations as well as to analyze a pattern of interrelated meanings generated by the form of the Lion terracotta art. This research identifies 83 plaques with lion images. Depending on three Buddhist sites of Bangladesh which are Paharpur Monastery, Mainamati Lalmai hills and Mahasthangarh especially from 8th to 12th century. Where we can classify into five categories like firstly, Realistic (Lion): Ananda Vihar; secondly, Mythical (Naravyal, Nrishimha, Kirtimukha): Mahasthangarh, Rupban mura, Ranir banglow; thirdly, Textual (Lion with women, lion with well, lion with rabbit and Lion in talking cave, cross legs, Aged Lion): Somapura vihar, Shalban Vihar; fourthly, Ferocious (Lion attacked to elephant, man): Shalban vihar and finally, fifth is that, Architectural (Two body one head lion): Shalban vihar, Somapura Vihar, Vashu Vihar. Lions, particularly male lions, have been an important symbol for thousands of years and appeared as a theme in cultures across Europe, Asia, and Africa. The most consistent depiction is in keeping with their image of "king of the Jungle" or "king of the Beasts".[3] They are also found at the entrance of the monasteries and shrines, in the northern area of Nepal, influenced by Tibetan Buddhism and art. The iconographic representation of the lion originated in Persia.[4] A lion faced *Dakini*, a tantric deity described as a female embodiment of enlightened energy, appears in Tibetan Buddhism. The Tibetan Buddhist form is known as *Simhamukha* in Sanskrit and *Senge Dongma* in Tibetan.[5]

Importance of Lion in Buddhist Literature

According to Buddhist Literature and Text, there are many names of Buddha used in Jataka, among them, lion of ten Jataka has been represented to Buddha as *Shimhacrostuc jataka, Shimhacharma jataka, Monaja Jataka*.[6] In accordance with *Dighanikaya,* the lion disappears definitely connecting *Simhaladvipa* i. e. present Sri Lanka with the lion of the *Sakyas*, i. e. the Buddha by the "Moonstone of Anuradhapura".[7] "The lion plays a prominent part in the enumeration of the *Buddhissattva*'s primary physical characteristics (*Mahapurusa laksana*)[8] as listed in the *Mahapadanasuttanta* of the *Dighanikaya*. His upper body and his jaw are like a lion's: "*Siha pubhaddha kayo, Sihahanu*."[*Dighanikaya*, XIV (*Mahapadanasuttanta*)]. A.J. Gail says, "Probably the oldest figural representation of the Buddha is a token from Tillie Tepe, North Afghanistan (50 BC - 50 AD) inscribed in Kharosthi. The obverse side shows a herculean man pushing a wheel, called "*Dhrmachakkravarataka*" (he who sets in motion the wheel law). The reverse side shows a striding lion, titled "*Siho vigatabhayo*" (the lion who chased away fear; so Fussman, 1987, 71f., fig. 2)."[9] The letter inscription possibly quotes the "*Lalitavistara*", a flamboyant biography of the Buddha; "*Atha tasmin samaye bodhisattvah simha iva vigata bhaya bhairavo asamtrastah*,[10] "English by R. L. Mitra

as "doubtless and fearless as a lion". In similar words the idea of *Shakyamuni* as a fearless lion is expressed in ch. XV of the *Lalitavistara: "Simhobaya prahinah"*.[11] On the capital of the Asokan pillar of Saranath a set of four animals is depicted **(Plate 1):** a lion, an elephant, a bull, a horse. This quartet is taken up not in India but in the Buddhist art of Bengal, Sri Lanka, Nepal, etc. Individually, these animals provide various symbolical references to the career of the Buddha himself. Moreover, *"Shihe"* word was in the *Charchyyapada* at 33 no. para and 9 line, "where said that shila (fox) war against shihe (lion) everyday".[12] According to Buddha caritha, "I (Buddha) am the last lion and my move like lion gait…." [13]

Lion Figurine Art in India

We can see this lion iconography used architecture of various parts of south Asia and south East Asian region like Asoka pillar of Sarnath, Sanchi Stupa, Harrappa, Amaravati, Mathura, Bharhut, Vikramshila, Chandraketugarh, Jagajjibanpur, Angkor, Borobudur of Indonesia, Anuradhapur of Sri Lanka, Pagan of Myanmar, Nepal, tille tepe of north Afghanistan, Shama sundar tila of pilak of south Tripura, Tibet, China, Thailand, Cambodia and so on. The historical Buddha lived around the sixth century BCE, but no Buddhist artifacts are known from before the third century BCE.[14] In the scriptures, it is mentioned that the Buddha did occasionally use images like the 'Wheel of Life' to illustrate the teachings. The Emperor Asoka (273 - 232 BCE), who converted to Buddhism and made it a popular religion in India and beyond.[15] The first actual Buddha images appeared around the first century BCE, so until then the artwork was largely symbolic in nature. To symbolize the Buddha in the very early art, one used mainly the Eight Spoke Wheel, the Bodhi Tree, Buddha's Footprints, an Empty Throne, a Begging Bowl and a Lion are used to represent him. Gautam Sengupta[16] first drew attention to somewhat similar foliated tail end of the lion on terracotta plaques. Found from the Buddhist monastic establishment of Jagajjivanpur in Maldah district of West Bengal. Says "…there is an element of comicality in the rendering of lions, their tails swinging upwards and ending in a flower-shaped knot."[17] In state archaeological Gallery, West Bengal, represents a naturalistically modeled lion **(Plate 20,** Sunga Period, c.1st century A.D.) in a roaring attitude with upraised tail at Chandraketugarh in West Bengal.[18] Another is damaged plaque shows a winged lion **(Plate 21:** c. 1st century AD. Ashutosh Museum), sitting on a pillar base. The winged lion is distinct and is a forefront, though its head is lost. It is on its haunches while wings emerge from the joint of its front legs. The tail rest on its back.[19]

In recent excavation of Pilak mound, many terracotta's as *Narashimha*, Corner bonding two body with one head plaque and single natural lion **(Plate 25)** figure have been found Buddhist remains in Shaym Sundar Tila at Pilak in south Tripura similarly, which is very neighboring of Mainamati, Comilla in Bangladesh erstwhile

known as Tippera district is very adjacent to the locality. Stylistically features of the images show c. 9th century A.D. of Pala school of art.[20]

Lion Motif Used in Sri Lanka

The lion is symbolic for the Sinhalese, Sri Lanka's ethnic majority;[21] the term derived from the Indo-Aryan *Sinhala*, meaning the "lion people" or "people with lion blood", while a sword-wielding lion is the central figure on the modern national flag of Sri Lanka. The entrance to Sigiriya, the Lion-Rock of Sri Lanka, was through the Lion Gate, the mouth of a Stone Lion. The paws of the lion can still be seen today. It is one of the World Heritage Sites in Sri Lanka.[22]

Lion Motif in Buddhist Architecture of Ancient Bangladesh

This research paper depends on the bellow Table of Number of Lion figurine used in Buddhist architecture of ancient Bangladesh:

Sl. No.	Name of the Site	Plaques no.
1.	Somapur Vihar, Paharpur	57
2.	Shalban Vihar, Mainamati	13
3.	Ananda Vihar, do	3
4.	Rupban Mura, do	4
5.	Ranir Banglo, do	1
6.	Vashu Vihar, Mahasthangarh	4
7.	Mankalir kundo, do	1
	Total =	**83**

Paharpur Alies Somapura Mahavihara, Naogaon

In Central Shrine of Paharpur, it identifies 57 plaques of lion images. The lion is standing on its back legs almost in similar style (**Plates 2, 3**). In two plaques the front legs are crosswise and in one plaque the lion is lying. The four images of the lioness are similar to the standing images of the lion.[23] The plaque depicts the four parts of an aged lion (**Plates 4, 6**), which is conceived in an arched niche. The two four legs of the lion are placed one above the other and the eyes and the face of the animal have been treated in abstraction and with schematic arrangements. Another terracotta plaque of lion (**Plate 7**), the niche has the look of a stylized *chaitya* window. This panel reminds a story in *panchatantra*. The title of the story is lion a talking cave.[24] Besides, an angry lion (**Plate 5**) plaque shows in the attitude of seeing something inside a well (water tank/*kuya)*. The projection of the well over the ground is comparatively small than the figure of lion. The lion has long mane and beards and has a long tail. This figure of lion is concerned it is not naturalistically rendered but the sheer anger of a lion and its forceful approach inside the well and its face and eyes have successfully captured the dramatic elements that is narrated in the story of

panchatantra.[25] Moreover, there have also been found women lioness is watching her own face in well. A story type terracotta plaque shows a lion is sleeping and a monkey is trying to wake it up by pricking into its ear. Although K. N. Dikshit said that so called monkey image is actually an image of a fox. It seems to us that of the head, tail, and expression of the animal indicate to a monkey.[26]

Mainamati, Comilla

There have been found many lion animal figurines based corner bonding terracotta plaque (**Plates 8, 10, 14**, **17, & 26**) in Shalban Vihara at Comilla. There has one single head but two body's lion plaque shown separately on both sides of the corner to suit the especial architectural requirement. The mane is shown with a series of falling curls, recalling the coiffure of Gupta sculpture.[27] The short curling tail and squat from of the body recall the form of lions in both bronze and stone from this and subsequent centuries. From its middle, two sides of the plaque seem to be mirror images. Similarly we have found this type terracotta plaque in Paharpur central shrine, Vashu vihar, Vikramshila mahavihar at Antichak (**Plate 11**) also. Recently excavation in Shalban vihar has been found varieties type lion animal figurine decorated such lion attacked to elephant (**Plate 12**)**,** lion with a man (**Plate 13**)**,** corner bonding terracotta (**Plate 10**), women worship to lion (**Plate 15**) and lion attacked a man (**Plate 16**). It is very interesting that there have been found many *Krittimukha* terracotta plaques, *Krittimukha* is a decorative motif showing the grinning face of a lion; for example, Rupban Mura (**plate 27**),[28] Ananda Vihar (**plate 18**)**.** On the other hand, during the Pala period, the plaque shows a stylized *Nara Vyala* (**Plate 9**) in Mainamati.[29] It has the body of a stylized lion with a long tail and female head. There is description of sixteen types of *Vyalas* in literature; *Nara Vyala* is being one of them.[30]

Mahasthangarh, Bogra

The plaque of Vashu viahr (**Plate 19**), displayed in Mahasthangarh Museum, has an image of a lion and a rabbit. The background of the plaque is ornamented by half circled design to indicate a cave. Most likely, this plaque is also a representation of the rabbit and lion story of *Panchatantra*. The appearance of the image gives sense that the rabbit is feeling guilty for being late to come to the lion as his meal and the lion is listening to his excuse. In recently excavation, there has been found a corner bonding terracotta plaque which is a two lion body and one head type similarly salban vihar. In Mahasthangarh there has been found another plaque is a detached head of *Nrisimha* image, which might be Gupta period art. There is a human touch in the treatment of its eyes. And a *Krittimukha* figure has been found which is mutilated face of *krittimukha*, has bulging eyes and open mouth.[31]

Discussion

Firstly, the actual reality of Lion symbol has been experienced directly in meditation by those highly realized beings like "*Sakyamuni* Buddha".[32] The real nature of the

symbol through their pure vision and understanding even ordinary beings can recognize to some extent the real nature of symbol. In Buddhist iconography, we found the lions in their role of dharma protectors supporting the throne of the Buddha's and Bodhisattvas. The lions as guardians of the temple are represented in pairs at the entrance of shrines. For example, the forbidden kingdom of China, recently destroyed in earthquake at Katmandu Nyatapola temple in Bhaktapur and temple of Patan's Durbar Square, etc. influenced by Tibetan Buddhism and art.

> "The Myth is not my own, I had
> it, from my mother." -- Euripides[33]

Another important thing is that, the terracotta art of Bengal, including that of Paharpur definitely betrays some different traits, local color; at the same time it was a part of all Eastern India art traditions. Hence some art motifs seen elsewhere are also present in Bangladesh art comprising that of Paharpur, Mainamati and Mahasthangarh lion motif is one of these common motifs. All these plaques are religious in character and are valuable materials for the study symbolic religious life of Buddhist traditional in ancient Bangladesh. Lion appears in various roles, are engaged in different activities, forming a fine gallery of anionic.[34] The clay artist of Bengal, has successfully utilized various art figurative creating lyrical and textual sense, lion motif is a one of such alluring figure. Lion as emblem of royalty, motif of Muryan art, reference to *sakya* clan of *sakyamuni* Buddha, Roar of lion as metaphor for Buddhist teachings.[35] The last habitation of Lion animal in Bengal was Palamu upto 1814 A.D. according to *The Story of Asia's Lion* (2005). Through these plaques the artist made us aware that lions lived in this area at that time. Though in Indian mythology the lion is not much discussed except Vishnu's man lion form named Narashimha Avatara. Lion is part of some Jataka stories. The lion has much religious influence on the society, and famous for its beauty, strength and violent nature.

In Hinduism, Hindu believes that lions protect humans from evil spirits, normally used in sculpture, decoration in traditional Bengali architecture. Lion is used as *bahan* or vehicle of Durga as Uma/Mahishmordini deities.[36] The pair lions as guardians of the temple are represented in pair at the entrance of compounds. We may look at the artistic tradition of lion sculptures those are widely found from different parts of west Bengal and Bangladesh. Many Buddhist symbols need to be considered within the culture of the people who follow it. Therefore, many of the early symbols relate to ancient India and can be found in Hinduism as well in Temple architecture and *Shimhobahini*, although possibly with a somewhat different meaning.

The Lion is one of the Buddhism's most potent symbols. It is therefore an appropriate symbol for the Buddha who traditionally has it as a royal prince. The Buddha's teachings are sometimes referred to as the 'Lion's Roar'/*shimhogosh*, again indicative of their strength and power, like *Shimghanada* Avalokitesvara[37] sculpture of Sultanganj of Bihar **(Plate 23)** *Manjubara* **(Plate 22)** of Mainamati, etc. There have

many sculptures of Buddha, where lion is depicted under pedestal of Buddha sculpture like *Akhosvva* Buddha.[38]

It is mentionable that, Mainamati Museum displays a plaque found at Shalban Vihara, where the artist has presented a decorated lion (**Plate 24**) which is in contrast with reality. In the plaque the mane of the lion is like petals around its face and its eyes and eye-brows are slightly engraved. Though we would like to say that, there would have not been sure to find out any lion motif decorated in any terracotta or any figure beside bull in the Indus valley civilization, where we have found certainly a lion stuck with inscription of Buddha in Afghanistan during 1st century B.C. Obviously, early ancient lion symbol used in Mycenae at Persia. Now is the question is that how is it symbolized in ancient Buddhist architecture through literal and textual context with general and rituals under Hinduism and Buddhism.

After the above mentioned discussion, we can classify those of lion figurine typologically in five types as follows in the table:

Sl. No.	Characteristics	Site/Place	Type/Style
1.	Natural Lion	Ananda Vihar, Comilla	Realistic
2.	Naravyal, Nrishimha, Kirtimukha	Mahasthangarh, Rupban Mura, Ranir Banglow,	Mythical/ Tantric
3.	Lion with women, lion with well, lion with rabbit	Somapura vihar, Naogaon	Textual/Literal (Jataka)
4.	Lion in talking cave, cross legs, Aged Lion/older	Somapura vihar	do
5.	Lion attacked to elephant, man	Shalban vihar, Comilla	Ferocious
6.	Two body one head lion	Shalban vihar, Somapura Vihar, Vashu Vihar	Architectural component

In conclusion, we could possibly say that Lion figure used in Buddhism under religious aspect like form of Buddha or Vehicle of *Manjubara* or mythical as well as gradually developed in influenced by Hindu deity *Durga's Vahan* lion. All these plaques are religious in character and are valuable materials for the study symbolic religious life of Buddhist traditional in Ancient Bengal.

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Horse Shape Lion in Surul at Birbhum; *Gaja Singho* in Bishnupur at Bunkura; Man Shape; Amiyo Kumer Bandyopadyay, "Mandir Bhaskarje Protifolito Samajchittra", *Paschimbanger Mondir Terracotta*, Calcutta, 2008; *Singhomuk* (snake shape) in Madanmohon Temple of Bishnupur at Bankura; *Singhomanob* (Triangle sculpture) in Baranagar at Murshidabad.) also see, B. N. Mukhajee, "An Early Syncretistic Icon", in *Hakim Habibur Rahman khan Commemoration volume*, Enamul Haque (ed.), ICSBA, 2001, Dhaka, p. 63, (plate. 3.1, 3.2, and 3.3.; Haque, Zulekha, 2014, *Terracottas of Bengal: An Analytical Study* (ed. Enamul haque), ICSBA, Dhaka; Mokammel Hussain Buiyan, 2003, *Terracota Art of Ancient Bengal*(in Bengali), Dibya Prokash, Banglabazar, Dhaka, pp. 70, 71; Krishna Murty, K. 1985, *Mythical Animals in Indian Art*, Abhinav Pub. New Delhi, India.

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| Map : Last habitation map of lion in Bengal,1814,   courtesy: Divyabhanusinh | Plate 1: Capital of the Lion, Asokan Pillar, Sarnath, India, (from Internet) |
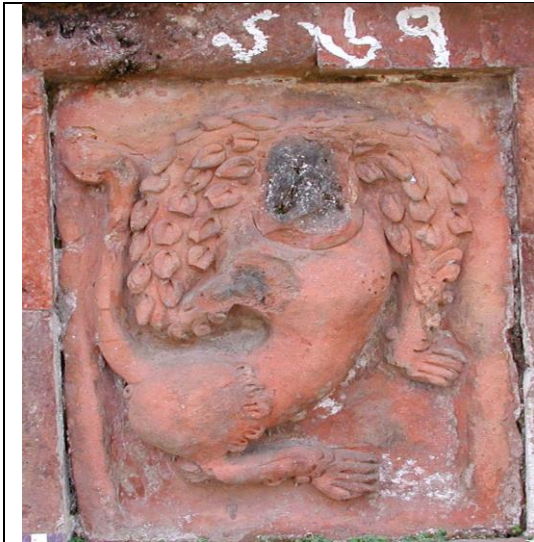
Plate 2: Standing on two legs, Lion terracotta plaque, Paharpur, courtesy: Abdul Khalek (DoA)

Plate 3: Standing on two legs, Lion terracotta plaque, Paharpur, Naogaon, Bangladesh

Plate 4: Lion face with cross legs (symbol of aged), Paharpur.

Plate 5: Lion with well/*kuya*, Paharpur, courtesy: Department of Archaeology of Bangladesh.

Plate 6: Lion face with cross legs, Paharpur,(after K.N.Dikshit).	Plate 7: Lion in talking Cave, Paharpur, (after K.N. Dikshit).
Plate 8: Corner bond terracotta, Shalban Vihar, Mainamati, Comilla	Plate 9: *Naravyala*, Mainamati, (after Saifuddin)
Plate 10: Corner bonding terracotta ,	Plate 11: Lion, two body and one head,

Shalban Vihar,	Vikramshila, Antichak, Bhagalpur, India, (from Internet)
Plate 12: Lion attacked to elephant, Shalban Vihar, Comilla	Plate 13: Lion & Man, Shalban, Mainamati, Comilla.
Plate 14: Corner bonding plaque, tail like petal, Shalban Vihar, Mainamati	Plate 15: Women worship to lion, Shalban Vihar, Mainamoti, Comilla, Bangladesh.
Plate 16: Lion attacked a man, Shalban Vihar	Plate 17: Corner bonding terracotta, one head two body type lion, Shalban Vihar. Courtesy: DoA, GoB.

Plate 18: *kirtimukha*, Ananda Vihar, Comilla

Plate 19: Rabbit & Lion, Vashu Vihar Mahasthangarh, Bogra

Plate 20: Chandraketugarh, Natatrul Lion, West Bengal, India.

Plate 21: Chandraketugarh, winged , West Bengal, India , 1st century B. C.
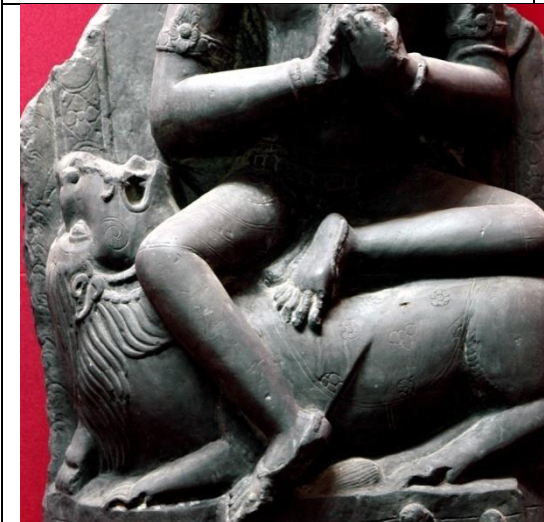
Plate 22: Manjubar Sculpture sitting on Lion , Mainamati

Plate 23: Simhanada Avalokitesvara, Sultanganj, Bihar, Pala period, Birmingham

	Museum & Art gallery
Plate 24: Lion (mane decorated), Shalban Vihar, Mainamati	Plate 25: Lion, Shyamsundar Tila, Pilak, South Tripura, India
Plate 26: Lion, Fragmentary corner bonding Terracotta Plaque, Shalban Vihar, Mainamati, Comilla	Plate 27: *kirtimukha*, Rupban Mura,Comilla

The Influence of Strategies on Human Resource Information Systems: An Analytical Study on Ha-Meem Group, Bangladesh

Dr. Gopal Chandra Saha[1]

Abstract

The HR division of Ha-Meem Group has played a vital role to reach them in the leading position. We know that proper management of manpower of an organization using Information System is essential for the achievement of efficiency and effectiveness of operation. If manpower is properly managed and organized then it will result in the overall performance in a positive way to achieve short term and long term goal. Otherwise, it will result in poor performance. The system development process involves multiple stages from initial design to implementation and evaluation. Failure to follow these steps or rushing through them will result in a poorly designed system that will ultimately fail when it is implemented. This study intends to analyze the effect of HRIS in the HR Division of Ha-Meem Group.

Key Words: HRIS, Manpower, Database Security and System Development.

Introduction

Sound implementation is the main goal of every HRIS project, and it begins with a comprehensive design for the system. As the steps in the system development process are covered in this study, the foundation knowledge that is critical to the implementation process will be emphasized. Only by understanding the users and customers of the HRIS, the technical possibilities, the software solution parameters, and the systems implementation process we can increase the probability that the completed software installation will adequately meet the needs of the HRM function and the organization. The study will begin by identifying the potential users and the kind of information that the HRIS will be managing and storing to facilitate decision making.

Objective of the Study

This study has some objectives that are as follows.
  i.   To investigate the benefits of HRIS
  ii.   To create link between HRIS with Traditional HR
  iii. To identify the competitive position of Ha-Meem Group in terms of HRIS.

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Literature Review

"THE ROLE OF HUMAN RESOURCE INFORMATION SYSTEM IN THE PROCESS OF MANPOWER ACTIVITIES"

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"The evolution of technology has encouraged organizations to use human resource information systems (HRIS). HRIS is perceived to contribute to the effectiveness of manpower activities (human resources planning) in organizations. This paper interviewed two HRIS managers in the hospitality industry in Greater Region (Ghana) to identify the benefits, contributions and the challenges of HRIS. It was revealed that HRIS identified unfilled positions, accurately analyzed each job position and its job title in the organization, providing insight into organizational training needs, selected the right persons to be trained at the right time, evaluated the effectiveness of training programs and made faster and better decisions about successor ranking. It was therefore concluded that HRIS played a major role in the management of human resources. Organizations should integrate HRIS with other organizational systems to facilitate speedily sharing of information and decision making"

"HUMAN RESOURCE INFORMATION SYSTEM AND ITS IMPACT ON HUMAN RESOURCE PLANNING: A PERCEPTUAL ANALYSIS OF INFORMATION TECHNOLOGY COMPANIES" Dr. Shikha N. Khera and Ms. Karishma Gulati, Delhi School of Management, Delhi Technical University, India.

"Human resource information system (HRIS) is not new concept but it is recuperating day by day with changing environment. Its major role is in human resource planning (HRP) which itself is a crucial activity in any organization. Ineffective HRP can lead to extra or fewer numbers of employees than needed. Both over and under number of employees can create crappy situations. HRIS helps in proper planning of human resources. This paper focuses on the role of HRIS in HRP. The research is empirical in nature as 127 respondents from top 7 IT companies (as per their market share) are taken to see the sights of the objectives. The survey is done with the assistance of the questionnaire. After investigation it is concluded that HRIS has various benefits but the foremost is HRIS stores ample data about the employees of the organizations that help in escalating the snail's pace of HRP. HRIS also helps in the strategic activities of HR managers and more in training and development, succession planning, applicant tracking in recruitment and selection and manpower planning. While analyzing the overall contribution of HRIS in HRP it is concluded that HRIS identifies occupied and unoccupied positions in an organization very effectively and accurately"

"THE IMPORTANCE OF USING HUMAN RESOURCES INFORMATION SYSTEMS (HRIS) AND A RESEARCH ON DETERMINING THE SUCCESS OF HRIS"

Yasemin Bal, Serdar Bozkurt, Esin Ertemsir, Yıldız Technical University, Turkey-

"With the increasing effect of globalization and technology, organizations have started to use information systems in various functions and departments in the last decades. Human resources management is one of the departments that mostly uses management information systems. HR information systems support activities such as identifying potential employees, maintaining complete records on existing employees and creating programs to develop employees' talents and skills. HR systems help senior management to identify the manpower requirements in order to meet the organization's long term business plans and strategic goals. Middle management uses human resources systems to monitor and analyze the recruitment, allocation and compensation of employees. Operational management uses HR systems to track the recruitment and placement of the employees. HRIS can also support various HR practices such as workforce planning, staffing, compensation programs, salary forecasts, pay budgets and labor/employee relations. In this research, HRIS perception and HRIS satisfaction questionnaires were applied to HR employees in order to assess the effectiveness and use of HRIS in organizations. 78 questionnaires were received from HR employees working in different sectors. The results of the research give valuable insights about the success and effectiveness of HRIS in organizations. Also the results of the study are discussed in the context of the theoretical and empirical background of MIS and HRIS".

"THE IMPACT OF HUMAN RESOURCE INFORMATION SYSTEM ON STRATEGIC DECISIONS IN IRAN" Hassan Rangriz (Ph.D), Javad Mehrabi (Ph.D), Alireza Azadegan (M.A.),

"Purpose – The purpose of this paper is to examine the impact of Human resource information system (HRIS) on strategic decisions.

Design/methodology/approach – The papers develop a research model based on current literature and then test this model in Mellat and Parsian banks selected from 19 banks with 18000 branches, public and private sectors in Iran. Statistics society consists of 172 persons include assistant of general managers in both personnel affairs and welfare and domestic payments department in Mellat bank, and also professionals, managers and deputy of personnel affair and department of organisation and methods in Parsian bank. The sample size provided based on "Cohan- Morgan- Korjsay" is 108 persons which has been determined with descriptive methods. For data analyzing we used Chi- square test, Binomial test, and Kendall's tau- b test.

Findings – The results indicate that, on average, few differences exist between Mellat and Parsian banks. Moreover, we found that the HRIS is effective on strategic decisions in both banks.

Research limitations/implications – This study could benefit from a large sample, from public and private banks and replication in more branches.

Practical implications – The paper offers practical suggestions to the banking industry and management in general on how to manage the HRIS effects on strategic decisions.

Originality/value – This paper has tried to provide an inclusive understanding about the HRIS effects on strategic decisions in the banking industry. Since there was a lack of such research in an Iranian context, this paper can provide theoretical basis for future researches as well as practical implications for managers and the human resource (HR) professionals"

"The Impact of Human Resource Information Systems: An Exploratory Study in the Public Sector" Nicholas Aston Beadles II, Christopher M. Lowery, Kim Johns, Georgia College and State University, Milledgeville, GA

"Various authors have advocated that the use of a Human Resource Information System (HRIS) should lead to valuable outcomes for the organization. Decreased costs, improved communication, and decreases in time spent on mundane activities should create an environment where in the Human Resources (HR) department would play a more strategic role in the organization. This study is an initial attempt to determine whether HRIS has reached these potential benefits. Based on responses from a sample of HR directors of from public universities we found that, while valuable, HRIS has not yet reached its full potential in this environment"

Methodology of the Study

This study is based on the primary and secondary data. This study also bears the practical knowledge I worked in the particular division during the study. So the methodology is the sampling of primary and secondary data with practical knowledge.

Data Collection

In order to make the study more meaningful, both the primary and secondary data have been collected.

Primary Data

The primary data sources were observation of working procedure while working in HRIS database, Personal File, including HRIS/PMIS, HR division, Ha-Meem Group, face to face interaction with the Ha-Meem Group HR personnel, practical experience in the different desks of the department.

Secondary Data

Most of the data have been collected from HRIS Database through informal discussion mainly with my supervisor, printed materials like Note Sheet, Increment Status, books and articles on the related factors in the conceptual framework of the report, Ha-Meem Group official websites http://www.hameemgroup.net/ were used as sources of relevant secondary data.

Historical background of the Ha-Meem Group

Ha-Meem Group, a Bangladeshi clothing manufacturer, is leading supplier of readymade garments and denim fabric in the world. It is one of the top clothing companies in Bangladesh. The company produces some of the most fashionable denim fabrics and garment products and owns one of the most comprehensive and resourceful manufacturing facilities in Bangladesh.
Ha-Meem Group, a Bangladeshi clothing manufacturer, is a leading supplier of readymade garments and denim fabric in the world. We are one of the top clothing companies in Bangladesh. The company produces some of the most fashionable denim fabrics and garment products and owns one of the most comprehensive and resourceful manufacturing facilities in Bangladesh.

Ha-Meem Group has earned name and fame both at home and abroad as one of the top clothing companies in Bangladesh. The continuous growth of this group is moving forward hand on hand with the industrialization of the home country Bangladesh. Moreover Ha-Meem as a Bangladeshi clothing manufacturer has been contributing immensely in the financial growth of the nation.

Ha-Meem Group, one of the top clothing companies in Bangladesh, has been exporting its products to the USA and Europe for a long time. Because of its successful history with the world leading customers and buyers, it is the most valued and well reputed Bangladeshi clothing manufacturer. Company produces 6 million pcs of woven garments per month with the assortment of infant to adult in men and women. Today Ha-Meem Group employs around 50,000 workers and the company is equipped with 26 garments factories, a unique Denim mills, Spinning mills, Sweater factory, Embroidery and Printing factory, Carton factory, Poly bag industry, Label factory, Jute mills, Chemical formulation plant, Tea Garden, Transport company, News Channel and a National Daily Newspaper. Its overseas office in Hong and China gives fastest support in procurement of fabric and accessories. Own C & F office in every Bangladeshi port gives privilege of quick clearing and forwarding support.

Journey of Ha-Meem Group

The company led by A.K. Azad started its journey in 1984. One of the most important entrepreneurs and successful businessmen A.K. Azad was born in 1959 in a respectable Muslim Family in Faridpur. Today Ha-Meem Group employs around 50,000 workers and the company is equipped with 26 garments factories, a unique Denim mills, Spinning mills, Sweater factory, Embroidery and Printing factory, Carton factory, Poly bag industry, Label factory, Jute mills, Chemical formulation plant, Tea Garden, Transport company, News Channel and a National Daily Newspaper.

Units of Ha-Meem Group

Woven

26 woven factories are equipped with 250 production lines in six different locations. Approximately 30,000 strong work forces are putting their combined effort in achieving their goal. All the lines are balanced with auto trimmers and sophisticated machine to switch production between complicated tops and bottoms like trousers, jeans, cargoes, skirts, shirts, jackets, ladies dresses, etc. Auto cutting capability brings great efficiency in cutting. Ha-Meem produces 70% bottoms and 30% tops across 60% denim and 40% non-denim fabric. All the lines are maintaining 2.5 AQL at factory level.

Denim Mills

Denim mills, a dream project of Ha-Meem group located in a serene surrounding of 100 acres of greenery is just one and half an hour drive from the city. It is equipped with all state-of-art machinery like Sucker Muller slasher dye from Germany, Picanol Omni plus loom from Belgium and finishing line from Morison U.S.A. It produces all type of premier Denim including stretch like Ring slub, Cross hatch, Dark denim, Sulpher dye, Coated fabric, coloured Denim, etc. Presently Ha-Meem is using their own denim fabric for GAP, JCPenney, KOHL'S, PVH, NEXT in their different products.

Washing Plant

Ha-Meem has 6 big washing plants and can wash 1,50,000 pieces of garments per day. All the washing plants have dry process capability with required equipment and can perform all kinds of fashion wash like Hand brushing, Sand blasting, Whisker including 3 dimensional and Laser whisker, PP Spray, Tearing, Grinding, Oven curing, Over dying, Tinting, etc. The entire washing unit has ETP plant to purify chemically polluted water for taking care of environment.

Major Products
- All Types of Bottoms and Tops
- Critical Cargos
- Hi-Fashion Denim Jeans
- Basic and Hi-fashion Washes
- Wrinkle Free
- Laser Finish / 3d Whisker
- Men's Shirts
- Dress Pants
- Outwear / Jackets Facility

Buyers

Ha-Meem group deals with some world class buyers of the USA and Europe. Those are Abercrombie & Fitch, American Eagle, Gap/Old Navy, Levi's, JC Penny, PVH (Calvin & Klein, Timberland, IZOD), KOHL'S, TARGET, VF (Nautica,

Lee, Wrangler) Osh Kosh, Walmart, Gymboree, Parry Ellis from USA and Next, H&M, Zara, Tesco, Mango, Lindex from Europe.

HRIS and its Overview

Concept of HRIS

HRIS is the abbreviation form of Human Resource Information System and also shows the image of Human Resource Management System.

HRIS manipulates and makes the integration between Human Resource Management (HRM) and Information Technology. It helps Personnel Management to conglomerate with Technology. Even though this system may rely on centralized hardware resources operationally. A small group of IS Specialists having in the Personnel/Human Resource Department increasingly manage, support and maintain them. HRIS supports planning, administration, decision-making and control. The system supports application of HR basic functions like employee selection and placement, payroll, leave management, salary and benefit management, pension management, intake and training management, career-path management, equity monitoring, performance appraisal, productivity and efficiency evaluation, effectiveness calculation, etc. This information system increases management efficiency and produces report of improving decision making. HRIS system includes the employee name and contact information and all or some off the following.

- ➢ Card number/ Id number
- ➢ Employee Category
- ➢ Department
- ➢ Job Title
- ➢ Grade
- ➢ Section
- ➢ Company
- ➢ Salary
- ➢ Salary History
- ➢ Position History
- ➢ Educational Qualification
- ➢ Special Qualification

- ➢ Training Completed
- ➢ Ethnicity
- ➢ Date of join
- ➢ Date of birth
- ➢ Benefits
- ➢ Previous job status
- ➢ Reference

History of HRIS

Before 1945
- ➢ Personnel
- ➢ Old term for human resources
- ➢ Historically isolated from core organizational functions
- ➢ Record keeping
- ➢ Name, address, phone, employment history
- ➢ Employee exits and termination

Between 1945 and 1960
- ➢ Human capital issue
- ➢ Employee morale
- ➢ Formal selection and development
- ➢ No real changes from earlier days

Between 1960 and 1980
- ➢ Personnel became HR
- ➢ HR was seen as key in organizations
- ➢ Government and regulatory agencies increased reporting requirements
- ➢ Still HRIS was used mostly for keeping administrative records

Contemporary HRIS
- ➢ Large and small businesses are utilizing HRIS
- ➢ Personal computers have made HRIS available and affordable for any sized firm
- ➢ HRIS has evolved from simple record-keeping to complex analytical tools to assist management decision making.

Development of HRIS

Recent developments in technology have made it possible to create a real-time Information-based, self-service, and interactive work environment. Personnel Information Systems have evolved from the automated employee recordkeeping since the 1960s into more complex reporting and decision systems of late. Today, managers and employees are assuming activities once considered the domain of human resource professionals and administrative personnel. This represents a significant break with the past, but an improvement in overall organizational effectiveness. Consequently,

given the authority and relevant accessible information for decision making, both managers and employees respond more quickly to changes.

Components of HRIS

HRIS specialist presented the three major functional components in any HRIS. The Input function enters personnel information into the HRIS. Data entry in the past had been one way, but today, scanning technology permits scanning and storage of actual image of an original document, including signatures and handwritten notes. Moreover, the most visible function of an HRIS is the output generated. According to Kovach et al., to generate valuable output for computer users, the HRIS has to process that output, makes the necessary calculations, and then formats the presentation in a way that could be understood. However, the note of caution is that, while it is easy to think of HR information systems in terms of the hardware and software packages used to implement them and to measure them by the number of workstations, applications or users who log onto the system, the most important elements of HRIS are not the computers rather than the information.

Users of HRIS

HRIS fulfills the requirements of a number of organizational stakeholders. More consciously, the people in the firm who interact with the HRIS are classified into three groups, such as -

- ➢ HR professionals,
- ➢ Managers in functional areas (Inventory, production, marketing, engineering, etc.) and
- ➢ Employees.

HR professionals rely on the HRIS in fulfilling job functions (organizational development and compliance, compensation analysis, payroll, pension, and profit sharing administration, skill development, & benefits administration, etc.).

Thus, for the HR professional there is an increasing reliance on the HRIS to fulfill even the most elementary job tasks. As human capital plays a larger role in competitive advantage, HR managers expect the HRIS to provide information to meet the organizational goals and objectives. Moreover, managers depend on the HRIS's capabilities to provide superior data collection and analysis, especially for performance appraisal and performance management. It also includes skill testing, assessment and development, curriculum vitae processing, recruitment and retention, placement, team and project management, and management development. Finally, the individual employees become end users of many HRIS applications.

Functions of HRIS

Functional HRIS must create an information system that enables an assimilation of policies and procedures used to manage the organization's human capital as well as the procedure necessary to operate the computer hardware and software applications. While information technology affects Human Resource practices HRIS and HRIS administration comprise a distinct supporting function within HR. Few of the HRIS functions include the following.

Integrating the Technology

The developments in Information Technology have dramatically affected traditional HR functions with nearly every HR function like requisition, compensation, staffing, motivation, performance appraisal and training, experiencing some sort of rearrangement of its processes with HRIS. However, this process of change has created significant challenges for HR professionals resulting in the transformation of traditional processes into technology based processes.

Efficiency

First moving computing technology has allowed more transactions to occur with fewer fixed resources like payroll, flexible benefits administration, and health benefits processing (insurance). Though technologies of early mainframes provided significant efficiencies in these cases, the difference is that the record processing efficiencies that were once only available to large firms are now readily available to any organization size.

Effectiveness

With this processes, computer technology is designed to improve effectiveness either by in terms of the accuracy of information or by using the technology to simplify the process. This is especially the case where large datasets require reconciliation. However, onerous manual reconciliation processes may be executed faster, but also with near perfect accuracy using automated systems. For instance, pension and profit sharing applications, benefits administration, and employee activities are just to mention but a few. Using computer technology in these processes ensures accurate results and offers substantial simplification and timeliness over manual processing. Consequently, the vast majority of HR functions have had some degree of automation applied in order to gain both efficiency and effectiveness.

IT-Enabled Processes

Many of the application areas increased effectiveness and efficiency over manual processing; some are only possible using contemporary technologies. Most notably, computer-based more specific web-based training is a growing area of HR practice that was not available until computer software was created. Even computer-based training was not as practical as it is today because it was geographically dispersed

until the training was upgraded from computer-based to web-accessible training. However, by taking traditional computer-based training programs and making them accessible on the Internet, firms have created a powerful tool to upgrade and assess employee skill sets. Moreover, many other traditional HR functions have evolved Information Technology dependent components with the advent of the Internet. Online recruitment centers, along with the ability to conduct virtual interviews, background checks, and personnel tests on-line have dramatically changed those processes, increasing the geographic reach of firms for potential employees.

HR and payroll data management

Input and maintenance of HR and payroll data pose a significant area of risk in any HRMIS. It is important that controls are implemented to contribute to the maintenance of HR and payroll data that provides for accurate and complete employee information and payroll transactions.

Workforce management

Workforce management is a key strategic consideration within government entities. As with most other organizations, human capital is considered a significant asset, and the recruitment and maintenance of the right workforce is the key to success for operational and strategic objectives. Here we focused on workforce management activities within a HRMIS to strengthen processes associated with the collection and maintenance of employee information, and in this context, the main activities that are discussed areas like,

➢ Employee commencements; and
➢ Employee exits and terminations.

Payroll Processing Administration

Payroll processing administration is highly dependent on a number of inter-linking HR functions. The HRMIS provides a number of functions in performing payroll calculations that are crucial to ensuring that calculations are accurately performed. There are a number of supporting controls, particularly relevant to payroll disbursement and posting of payroll expenses to the General Ledger.

Increment Management

HRIS Software keeps all the relevant data of the employee and employee's present salary. By this data the software can easily calculate the next increment of the prospective employee.

Leave Management

Leave management itself is evolving into a solution termed workforce optimization. This builds on workforce management to encompass all aspects of managing the complete workforce life-cycle and supports the business with key insights into how its workforce is performing. Workforce management provides a common set of

performance-based tools to support corporate management, front-line supervisors, store managers and workers across manufacturing, distribution, transportation, and retail operations.

System Maintenance and Integration

There are a number of functions and configuration options that can be used within an HRMIS to enhance the control environment or to increase efficiency within HR management processes. The chapter recognizes that the extent of configuration of system controls varies across organizations. Factors such as entity size, size of the HR team, and whether payroll processing is outsourced contribute to the business requirements to operate and configure controls.

Managing and Maintaining the HRIS

Establishing an effective control environment is critical to ensuring that HRIS is accurate and complete and that the integrity as well as confidentiality of information is maintained. Undetected weaknesses in the processes and controls that manage the information technology control environment may reduce the effectiveness of HRMIS controls. The following guidance may be of assistance in determining the effectiveness of important controls in the IT environment.

Change Management

Effective change management controls are important to ensure that changes are authorized and appropriately tested before being introduced into the production system. Change management weaknesses may impair the proper classification and reporting of HR expenses and may reduce the integrity of information contained in employee records. A change management process should be maintained for the HRMIS. The change management process should also prevent changes being made to employee data, payroll reference data and its configuration without appropriate authorizations, such as:

➢ All requests for changes to the HRIS application or changes to the underlying database structure should be reviewed and approved by the HR head prior to being implemented;

➢ All changes should be adequately tested prior to being implemented in the production environment;

Interface Management

Interfaces to the HRMIS present a significant area of risk to maintaining the integrity and confidentiality of HR information. Interfaces include the internal interface to the General Ledger and other business systems. External interfaces may include interfaces to BGMEA and NBR.

User Access Management

Effective user access management controls provide assurance that HR systems are appropriately secured to prevent unauthorized use, disclosure, modification or loss of data. User access management is also a critical component in providing effective segregation of duties, such as:

➢ Access or changes to access privileges should be approved and documented;

➢ Users of the HRMIS should be uniquely identifiable;

➢ Administrator access or privileged access should be limited within the HR team;

➢ System access should be based on user roles HR Manager, Line Manager, etc.; and

➢ System access privileges and business rules should comply with segregation of duty requirements.

Business Continuity Management

The maintenance of any system requires considerations of steps that would be be experienced in the function of the system. With numerous compliance and legislative requirements relevant to the HR and payroll processes, entities must be confident that they have procedures in place to recover from such interruption, such as:

➢ Entities should have a documented strategy for management of the cyclical backup of HR data and programs;

➢ Retention periods and storage requirements for HR data, messages, reports and output files should be defined;

Best of Breed

An HRIS exists as one of the main parts of an overall ERP software solution for the company. Yet the HRIS is not a monolithic solution even within HR business processes. There exist alternative software applications that solve specific HR business issues. This section addresses these types of solutions, the pros and cons of using multiple applications, and technical infrastructure. In general, an architecture that combines products from multiple vendors is called "best of breed" (BOB).

System Implementation

Process a variety of authors, consultants, and others have discussed implementation methods for information systems. Rampton, Doran, and Turnbull discuss thirteen steps in the implementation process. Jessup and Valacich divide the implementation of a system into five (5) steps, with a focus on the systems side of the process. Regan and O'Conner provide 8 steps for implementing information systems. Some organizations have proprietary processes that they use for all implementations. Points to remember as this section is examined are as follows:

➢ This is a process that will take a team of individuals anywhere from 10 weeks to 3 years to complete;

> ➢ A variety of ways to manage this process may be attempted, so long as the key issues are examined and organizational goals for the implementation are achieved; and

> ➢ There is no single definitive approach to be used in all situations.

Analysis and findings of the Study

I. **Benefits of HRIS:** This research is exploratory and primarily descriptive in nature; I am interested in determining whether HR personnel perceived that human resource information systems were fulfilling their promise in regard to their potential strategic impact in organizations. I also had a relatively small sample size. Therefore, I used frequency tables to measure the percentage of favorable responses to a series of questions assessing HR personnel's perceptions of HRIS and also to determine whether HRIS is cost effective or not.

As can be seen in Table 1, the HR directors seemed to be, in general, overwhelmingly pleased with the HRIS, as 90% were satisfied with the system, and 80% believed that their HR employees were satisfied also.

Sl.	Topics	% Agreed
1	Overall I am satisfied with our HRIS	85
2	HR Department's employee satisfied with HRIS	90
3	HRIS has met our expectation	50
4	HRIS could be better utilized	80

Table 1: Satisfaction with HRIS

One of the general purported benefits of HRIS applications is to reduce time spent on administrative processes and yet the results show that the effects of the HRIS on time savings are mixed, at best (see Table 2).

Sl.	Topics	% Agreed
1	HRIS has decreased the time spent on recruiting.	30
2	HRIS has decreased the time spent on training.	20
3	HRIS has decreased the time spent on making staff decisions.	35
4	HRIS has decreased the time spent on inputting data.	90
5	HRIS has decreased the time spent on communicating information within our institution.	75
6	HRIS has decreased the time spent on processing paperwork.	85
7	HRIS has decreased the time spent on correcting errors.	40

Table 2: Time saving by HRIS

HRIS apparently has had strong positive effects involving information. Kovach, Hughes, Fagan and Maggitti (2002) suggest that the HRIS will become the mechanism for sharing information across the functional area of an organization. As Table 3 reveals, 80% of the HR directors believe that the HRIS has improved their ability to disseminate information and has also increased the amount of useful information, while 70% share information generated by the HRIS with high level university administrators.

Sl.	Topics	% Agreed
1	HRIS has improved our ability to disseminate information	80
2	HRIS has provided increased levels of useful information	80
3	Information generated from our HRIS is shared with top administrators	70
4	Information generated from our HRIS is underutilized by top administrators	80
5	Information generated from our HRIS has increased coordination between HR department and top administrators	40
6	Information generated from our HRIS has added value to the institution	90

Table 3: Co-ordination by HRIS

II. **Create link between HRIS with traditional HR**: Most HRIS project teams have a number of people assigned to converting historical data from the existing HR databases into the new HRIS, as well as for interfacing the new HRIS with other systems that rely on HR data. As this group starts mapping historical data to the new system for conversion, most often group members will find (particularly when combining data from several existing systems to go into one HRIS) that the existing HR data contains a significant amount of invalid, incomplete, or contradictory data. As the new HRIS was configured for new, reengineered or streamlined business processes, the existing employee data may not fit well into the new system. The new HRIS will demand more complete and accurate employee data.

Making sense of these data conversion problems is a skill that falls to HR analysts, not the programmers writing data-conversion routines. Conversion and interfacing are not solely technical activities – user consultation and input are required. Many HRIS project teams discover these requirements too late, thus increasing the demand for time from HR analysts on the project team – time that the analysts most likely do not have.

III. Where the position of Ha-Meem Group is: Among the garments company in Bangladesh Ha-Meem Group is the pioneer of the HRIS system. Table 4 will show the present condition.

Sl.	Topics	% Agreed
1	Online attendance system	30
2	Online payroll system	35
3	Internal Sarver	25
4	Online Personal Database	5
5	Decision Making by Scientific Way	5

Table 4: Competitive position on the basis of HRIS

Present days Ha-Meem Group tries to adapt with HRIS system fully. HG tries to configure automated Payroll, Leave Management, Attendance, Manpower Planning, etc.

Conclusion and Recommendations

Conclusion

Human Resource Information System plays a very crucial role for total performance of the organization. It is important to choose the right HRIS. A company that takes the time to invest in a HRIS that fits their goals, objectives, mission, and values, is a company that is investing in its future and in its success. The world is very competitive in this new millennium. Now-a-days every organization is getting the edge of using technology. To ensure better consultancy service the organization must have to ensure a good Human Resource Management practice. The area of Human Resource Management is very wide. Human Resource management is the heart of an organization which plays an important role of getting the right people to do the right job at the right places and at the right time, which helps Human Resource Information System ensure the overall achievement of the goals of the organization.

Recommendation

According to my study on Ha-Meem Group, I have identified some sectors where some development can be made. Here are those:

- ➢ HRIS system can be made more cost effective through system up gradation;
- ➢ More intensive training program should be introduced to increase the employee performance to the optimum level.
- ➢ HRIS software search option must be update and the other department include through this process;
- ➢ Decision making power can be given to the respective mid-level managers.
- ➢ The employer-employee relationship can increase. Here, to authorized HR Personal, all employees will come and will tell their problems. HR Personal will then take necessary steps.
- ➢ The head of HR should continuously monitor the changes happening around and adjust the policies to match the changed scenario.

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Changing Trends of Entrepreneurship Development in Bangladesh; Strategies and Challenges

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Abstract

Entrepreneurship is the study of taking calculative risks in both creating new enterprise and managing as enterprise when already created requiring effective operation. On the other hand, an entrepreneur is a person who starts an enterprise, searches for change and responds to it. Entrepreneurship is the practice of starting new organizations or revitalizing mature organizations, particularly new businesses generally in response to identified opportunities. In this paper, we will learn about the changing entrepreneur industry of Bangladesh and how it developed and what changed it, from the agriculture industry to RMG industries, from Nobel Laureate Dr. Mohammad Yunus to the fresh graduates of today.

Key words: Entrepreneurship, entrepreneur, industrialization and innovation.

1. Introduction

Entrepreneurship development is the basis of industrialization and advancement of any nation. We cannot envision our reality if there were no business visionaries in our nation. In fact, a considerable lot of us might be jobless. Statistics demonstrates that in our nation 47% graduates are unemployed. To lessen the unemployment rate and run the wheel of economy there is no alternative of entrepreneurs. In the event that everybody looks for occupation there won't be people to create jobs. Hence, rise of entrepreneurs is inevitable. Entrepreneurs not only create jobs for themselves but for other people in their communities. Some may not have the capability and qualification to do a job and as job is not available to them, they go for independent businesses in order to survive. Some may have some special skills and love challenges to run an independent business. Several motivational factors like need for affiliation, need for power and need for achievement are also responsible for going to start an independent business. Entrepreneur is an individual who takes initiative to bundle resources in innovative ways and is willing to bear the risk and/or uncertainty to act. Entrepreneurs bring innovation to existing industry where creativity is the platform of innovation. But it is very difficult to bring truly innovative products in the market.

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For the last few decades all over the world, entrepreneurs are regarded as value adding people to the society. The economic improvement of Bangladesh over the most recent three decades is the impact of basic change in the economy driving towards impressive development of the manufacturing and service sectors, different changes of residential financial arrangements, changes in worldwide arrangements, and in this procedure the rise of a gathering of entrepreneurs.

Being a high-accomplishing business visionary is not that simple. A business visionary ought to have a few unique attributes that help them to end up noticeably an effective representative. A business person ought to be a daring person, he/she ought to be inventive, fearless, objective setter, diligent employee and responsible. At the end of the day, business people must be determined, fearless, imaginative, hopeful and free disapproved. They are practical about buckling down and heading toward quantifiable outcomes, have a tendency to have prevalent calculated capacities and are for the most part candidly steady. A business visionary ought to have qualities like fearlessness, errand result introduction, chance taking, authority, innovation and future introduction. It is a bit much that a business person ought to have every one of these attributes at a high rate. Yet, the more a man has these qualities, the more noteworthy shot there is for him/her to end up noticeably a business visionary since he/she will have the capacity to play out the 'entrepreneurial capacities' appropriately a result of these characteristics.

The three broad categories of an entrepreneur's function are: Risk-taking, Organization and Innovation.
Conceptually the entrepreneurship process can be divided into three stages:
 1. Perception of new opportunities of profit;
2. Marshalling of resources and creation of a viable organization to exploit the perceived opportunities
3. Responsiveness to changes in perceivable opportunities.

A potential entrepreneur can start a business in three ways: creating a new venture, buying an existing business and franchising.
In all these cases, innovation, organization and risk taking play a vital role in order to survive. The power to innovate, organize and take risk is not always in-born. Also research shows that the average four entrepreneurs starting high potential business is in the mid-30s, and there are numerous examples of entrepreneurs starting businesses in their 60s. Successful entrepreneurs take very careful and calculated risks and entrepreneurs who recognize the difference between an idea and an opportunity, and who think big enough, start businesses that have a better chance of succeeding.

2. Literature Review

Small and medium-sized Enterprises (SMEs) play a vital role in terms of economic growth, employment generation and industrialization through entrepreneurship development. Although the role of SMEs varies at different stages of economic development, their role is particularly important in developing countries and LDCs.

Beck, Kunt and Levine (2005) have found a strong correlation between SME development and GDP per capita, but the relationship between growth and the overall business environment for SMEs overshadows the former relationship.

In developing countries, SMEs traditionally play an important role with respect to poverty alleviation, while at the same time contributing significantly to economic growth as the development initiatives targeted at them create jobs and increase productivity (Agbeibor, 2006).

SMEs nurture large-scale industrialization through entrepreneurship development. One of the hypotheses on the role of SMEs in the course of economic development is their vertical and horizontal expansion over time in large-scale industrialization by fostering entrepreneurship (Juneja, 2000).

Global experiences show that an efficient SME sector is conducive to fast industrial growth (Hal Hill, 2001).

Llyod (2002) analyzed the South African SME sector over the 1980 to 2000 period and found that expanded small businesses were playing an increasingly important role in the manufacturing, construction and trade sectors in South Africa, but their role was declining in the agriculture, transport and storage sector.

Although SMEs play a vital role in any economy, they are vulnerable to the effects of globalization in the absence of some economic criteria. To protect the pressure from low priced Chinese products imported in Japanese, Korean and Taiwanese markets, the SMEs of these countries adopted different strategies such as switching to more capital intensive technology so as to produce more differentiated high tech products (Croix, 2006).

For developing countries or LDCs, the problem of rural unemployment, which results in an unhealthy rural-urban migration, can be solved through SME development in rural areas. Rural SMEs generate significantly more jobs than urban SMEs. This indicates a different relationship between SME growth and employment generation in different geographical environments (North and Small bone, 1996). SMEs are also considered as the backbone of the European economy and are the best potential source of job creation and economic growth (Verheugen, 2006). In Japan, some 70 per cent of Japanese workers are employed by SMEs and half the total value added in Japan is generated by SMEs (Lichiro, 2006). Carl Liedholm, Michael McPherson and Anyinna Chuta (1994) showed that the percentage of job growth coming from enterprise expansion in rural areas is significantly higher than that of urban areas in Africa.

3. Objectives of the study

Bangladesh acquired a smashed economy after the war of freedom in 1971. Plants and industrial facilities were shut down, farming creation was hindered and infrastructural offices like streets, scaffolds, railroads, control transmission lines, phone organization, gas pipe lines and so forth were separated. In view of the political duty and furthermore on account of the mass migration of non-Bengali proprietors of plants, manufacturing plants and banks the administration had nationalized every single such foundation quickly after freedom. Inside a couple of years after freedom, the administration approach was changed and the part of private area was given due significance. The disinvestment and denationalization approaches have encouraged the responsibility for, medium and little modern and business undertakings by Bengali business visionaries, in spite of the fact that the nature and size of general society division kept on ruling in Bangladesh, which advanced improvement of state enterprise in the nation. The administration, be that as it may, acquired changes exchange and mechanical approaches close by the money related and conversion scale strategies. Import controls were extensively casual to lessen the level of assurance, in this manner empowering productivity in asset designation and advancement of focused capacities of local ventures.

Far reaching monetary changes started as of late have reestablished certainty among the business people and initiated imminent and potential business people to approach and set up new organizations. Mechanical strategies received in various years endeavored to make a speculation benevolent environment and energized business enterprise advancement. Changes were additionally made in import arrangement, financial strategy and tax assessment approach alongside progression of exchange and venture to increment both neighborhood and remote speculation.

A potential business person can begin a business in three ways: making another wander, purchasing a current business and diversifying.

As an outcome from mixed and diversified researches, the consequences of these reviews fluctuate from multiple points of view with that of the same sort of studies done in Bangladesh about Bangladeshi business people. The goal of this article is to recognize a few parts of Business people in the past and now and enterprise with regards to Bangladesh based on some distributed articles. This goal was satisfied by:

1. Recognizing the fundamental zones that were the exploration interests of the specialists on the issue of business enterprise in Bangladesh;

2. Distinguishing the likenesses and dissimilarities of the discoveries of these reviews;

3. Looking at the discoveries of the inquiries about in view of Bangladesh now with that of the previous Bangladesh.

4. Distinguishing some new roads for future analysis of the entrepreneurship industry.

4. Methodology of the study

This report has been prepared on the basis of experience gathered during the period of research. To prepare the report we have mostly used secondary data.

Primary data: No structured questionnaire was needed for this research. Information regarding data analysis of the research was collected through consulting records and discussion with a few entrepreneurs. That is why not so much primary data that was needed to conduct this research paper.

Secondary data: In the report we have used secondary data on a large scale. For secondary data collection we went through papers from Google scholar and articles from newspapers.

5. Trends

The comparative dynamic of growth of establishments between 1986 and 2003 for different enterprise categories in urban and rural areas reveal that small and medium enterprises grew at a relatively slower pace than large enterprises. However, employment growth for small enterprises evolved at a relatively higher rate (Table 1). A huge number of enterprises established during and after the 1990s were mainly in wholesale and retail trade, manufacturing, hotels and restaurants, health and social work. This implies that a large number of enterprises established during this period emerged in the period of faster trade liberalization as well as in the regime of quota phase out under the Agreement of Textile and Clothing (ATC).

Table 1: Changes in the number of establishments between 1986 and 2003

	1986			2001 and 2003			Growth Rate		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Small (10-49 persons)	46909	25361	21548	72935	39127	33808	2.7	2.9	2.7
Medium (50-99 persons)	2409	1520	889	3266	2193	1073	1.9	2.5	1.1
Large (100+ persons)	2299	1648	651	3689	2930	759	2.9	3.9	0.9
Total	61617	28529	23088	79890	44250	35640	2.7	3.0	2.6

Source: BBS, Economic Census 2001 and 2003, National Report

It has to be underlined that enterprise growth differs according to sectors. Between 2002 and 2006, although the total number of enterprises and total employment increased irrespective of enterprise size, their performance varied widely from sector to sector. The increase in the number of small-scale enterprises was substantially higher than that of medium and large-scale enterprises due to growth in specific economic activities such as education. In contrast, growth in the number of establishments of small-scale industries was negative in sectors like trade, transport and manufacturing, while medium size enterprises performed well only in the manufacturing sector. It can therefore be deduced that different factors are responsible for the growth of different types of enterprises under different categories.

6. Analysis

6.1 The Beginning of Entrepreneurship in Bangladesh

Bangladesh is known all over the world for its mass-poverty and poor economic growth. Even nowadays, the dominant sector of economy is the agricultural sector. But investment in agriculture from commercial point of view has not been made much due to ownership problems, existing inheritance laws, uneconomic size of farm,

socio-cultural traditions of the people and absence of governmental commitment for restructuring agricultural sector, etc. In case of industrial sector, it can be said that as a result of the post-war industrial policy (which included nationalization of industries) the growth of enterprises in the private sector was discouraged and it hampered the development of entrepreneurship in the newly born country. After 1975, when the political situation of the country changed, an encouraging environment for entrepreneurship development was created. Before the entrepreneurs came from three group: Those families who have been in business or industry by tradition and their children are now in business, retired government officers or politicians or their family members and those who began small but achieved considerable success by their personal efforts.

6.2 Characteristic Development of Entrepreneurs

Bangladeshi Entrepreneurs possess some characteristics that are similar to characteristics of entrepreneurs in other countries. The highest educational degree they achieved was the Bachelor's degree. Most of them started their businesses after the age of 35. Most of them came from non-business family backgrounds. They had previous job experience that helped them to acquire practical knowledge in decision making process, managing workers, handling accounts and dealing with the bureaucracy. They were moderate risk takers and innovative. They diversified their risks in different types of industries, trade, building houses, etc. after gaining the initial success. Once an entrepreneur committed himself to a job or task, he absorbed himself fully in performing that task. These people had will power, self-confidence, creativity adaptability, etc. In Bangladesh, risks and uncertainty use to discourage potential entrepreneurs from undertaking highly profitable and socially desirable new ventures. There is a shortage of experienced entrepreneurs in the country, which was unfavorable for entrepreneurship development in the country. But all that was changing with time. Now people spend more in terms of experience and academics on skills purely for the purpose of becoming an entrepreneur. Now it is more of a path of passion than one without a choice. This made people bolder, enabled them to take fact based decisions than intuitive decisions and opened up many more opportunities.

6.3 The Beginning of Entrepreneurship Change and Development in Bangladesh

Bangladesh is a country of poor entrepreneurial heritage and short of capital; the interesting fact is that through phases, Bangladesh is steadily having the number of small industries increased. Several problems like absence of clear-cut policy decisions, lack of financial support, unawareness of facilities and incentives among small entrepreneurs, lack of training facilities and institutional arrangement for providing training, etc. had hindered the success of entrepreneurial development and change before. But due to many factors those problems were becoming diminished. Bangladesh needed entrepreneurs in number, and also in quality and in time found but it was seen that there was a communication gap between the small scale entrepreneurs and the support institutions concerned. So what enabled the change is that

entrepreneurial spirit/initiative was always available among the people of Bangladesh. After the nationalization of industries in 1973, some self-made industrialists developed diseases resulting from shock and tension. Most of these entrepreneurs did not see a uniform growth in their businesses. A period of internal stability of the country has helped the entrepreneurs to achieve success now. So insufficiencies of stimulatory, supportive and sustaining services seriously hindered the entrepreneurship development in the country previously. Other barrier that existed then included:

1. Lack of incentive campaign for rural industrialization.
 2. Lack of training facilities through institutional measures.
3. Lack of institutional facilities for conducting research on small industries, problems and inadequate arrangement to use the findings of research.
4. Absence of marketing facilities to market the outputs of entrepreneurial activities.

(The following points were collected from a research conducted in 1992, and collected by a student of University of Dhaka)

7. Interpretations of data

7.1 Entrepreneurship trainings

Following the trends in entrepreneurship education in the USA, the countries of west Europe, Japan, India and Philippines, separate programs have been launched in Bangladesh for educated youths and women to train in entrepreneurship. Specialized entrepreneurship courses have been included in the undergraduate and graduate programs of business education. BANGLADESH BANK in association with commercial banks and the Bangladesh Institute of Management launched an Entrepreneurial Development Program for educated unemployed youths. Similarly, BSCIC, in association with USAID initiated a Women Entrepreneurship Development Program. However, it is not clearly known how many new entrepreneurs have been created as a result of the training and education.

Entrepreneurship education was then used in motivating the youth towards self-employment activities as a career. The motivated students are now supported to become successful. In addition, training of the trainers of entrepreneurship education, effective cooperation from the promotional agencies involved in the entrepreneurship education and self-employment play important roles in the changing trend today.

7.2 Women Entrepreneurs

As in these days, more and more women are going for independent businesses or self-employment. The main motivation for a woman to become an entrepreneur today is the need for achievement and independence, job frustration, interest in and recognition of opportunity in the area, previous experience in related field, change in personal circumstances, etc. This is driving the change in today's entrepreneurship game. The factors like encouragement from the family members, success stories of other entrepreneurs, previous experiences in manufacturing or industry, technical or professional skills inherited are also acting as the driving forces to become an

entrepreneur. Their main motivation for going for a venture is not money but opportunity to do a desired type of work. Environmental factors like education and skill, the material resources they own, the opportunities offered by the society and the social norms affect the women entrepreneurs of Bangladesh seriously as more and more women are coming out and working outside their homes. Government and NGOs are now taking initiatives to help them so that they can live a better life and enjoy greater status, independence and success.

8. Findings

Bangladeshi entrepreneurs are self-confident, task result oriented, future oriented, innovative, good leaders and moderate risk takers. In these cases Bangladeshi entrepreneurs do not differ much with the entrepreneurs in other countries.

One of the interesting characteristics of Bangladeshi entrepreneurs is that, most of the successful entrepreneurs are pious and they have a keen respect for religion. They are God-fearing people. Maybe, because of their religious nature it was also found that these people are truthful, reliable, simple living, honest and sincere. Thus big firms like Grameen Bank and BRAC developed in the 1980s by Dr. Mohammad Yunus and Sir Fazle Hasan Abed respectively. The RMG entrepreneurs then dominated the play for years and will continue to do for more years to come. But as time passed on and technology developed the young entrepreneurs moved on to IT sector and its branches.

9. Conclusion

From the independency of an agriculture based nation to the Nobel Laureate Father of micro-finance and the Knighted owner of the largest NGO in the world in terms of employees grew a name for Bangladesh. This is not the one of a marketer but the one of an innovator. Then the private sectors of Bangladesh helped the economy to grow with RMGs and Jute Industries. The richest of entrepreneurs stands out from the Garments sectors.

However, as the 21st century proceeded, the young generations came in with their new ideas and are helping the country to grow in the Information Technology sector. The country is booming with young entrepreneurs more than ever in its history. Firms like 10-minute schools, *Amar*, Youth opportunities are just a fickle of examples from this huge industry.

In the food industry too, the latest example of how local Takeout Burgers are beating world leaders like Burger King in the local market is a definite show cast of how young entrepreneurs in the country are improving at marketing too than their predecessors. A beautifully written article in February 2017 in Lebucha (a young online newspaper start-up) portrayed this witty win by our local burger entrepreneurs and quiet rightfully said "While the reason for people having different preferences are interesting, it still makes me feel a strange sense of pride to see local brands that haven't been around for more than three years establish a domination that makes a global leader's entry so difficult''.

A proud sentence to hear as a Bangladeshi and could end up being the most used one in the near future if we let our young entrepreneurs flourish.

10. Recommendations

1. Emphasis on stimulating, supporting and sustaining activities:

The success of EDPs depends upon the stimulating, supporting and sustaining activities. Stimulating activities include entrepreneurial education, publicity of entrepreneurial facilities, motivational training and assistance in the identification of viable projects, creating a common platform for entrepreneurs, where they can share their problems, experiences and success.

Supporting activities involve the various forms of support provided to the potential entrepreneurs for setting up and running of their units such as registration, funds mobilization, license, tax relief and incentives and management consultancy services. Sustaining activities refer to expansion, diversification, modernization and quality control.

2. Focus on achievement motivation:

It is important to develop achievement motivation amongst prospective entrepreneur through proper training and conducive environment to create right type of impact of training. Entrepreneurs make ideas into reality.

3. Designing of viable projects:

A viable project is feasible to implement in terms of availability of resources and market potentials. The EDP organizers should prepare the projects keeping in mind local resources, funding, training requirements.

The entrepreneurial development agencies should select right people, impart right training and entrust viable projects to make EDPs successful

4. Selection of trainees:

Trainees should be selected after proper examinations and tests. Educated unemployed youth should be selected on priority. Persons having traditional background in the chosen economic activity should be preferred.

5. Training of trainers:

Success of EDPs depends on abilities, skills and experience of trainers. They must be committed, competent and qualified.

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The Impact of Sales Promotion Strategies on Consumer Buying Behavior in the Retail Industry: A Case Study of *Shwapno* in Bangladesh

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Abstract

*Purpose: There is a great sales promotion impact on consumer buying behavior. Therefore, the main aim of this study is to identify how sales promotion strategies impact on consumer buying behavior in the retail industry in Bangladesh. (**Location Based on Dhaka City**)*

Methodology: The researcher used the mixture of qualitative and quantitative research. Descriptive and explanatory research was used for questionnaire techniques for finding the consumer perception, attitude and overall views. This research used 100 respondents to analyze whether these were linked to the main aim and objectives of the study.

Findings: The findings indicate that sales promotion impacts on consumer buying behavior. The sales promotion tools and appeals influenced on respondents to buy the product and service. The majority of the respondents had a positive view on sales promotion.

Limitations: The study ignores the demographic, psychographic, and cultural factors. And it was concentrated only on the consumer sales promotions and not on the other sales promotions.

Key Words: Sales promotion, Consumer Behavior, Retail Industry.

Introduction

Sales promotion has a great impact and influence on consumer buying behavior in the Bangladeshi super markets. The study is based on a superstore named **Shwapno** in Bangladesh. In recent years, sales promotion accounts for 75 percent of the total budget. From the last two decades the percentage of budget of sales promotion has been increasing its expenditure annually. (Strang, 1976)

Promotion is a highly accepted tool for the retail industry. It is the effective sales technique for the company, which can affect brand switchers, those who are primarily looking for low price product and good value. Generally it turns them into loyal customers. (Kotler and Keller, 2006)

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Sales promotion encourages and influences the consumers to purchase a large amount of goods and services building trial among the non-user as well as attracts the customers who switch over the brand very frequently. (Jones, 1944)

There is a special monetary benefit regarding the sales promotion. Research shows that sales promotions had a deep impact or deep relation on the brand benefit and value. Game theorist shows their logic that consumers are involved in the sales promotion only for saving money. If everyday low price is considered positively, the marketer will think logically for their cost and the consumer can think logically to save their money. On the other hand, if the monetary value is beyond the money savings, the everyday low price does not meet the consumer demand and fulfill the desire of the consumer all the times, and it consists of risk on the sales promotion. From research point of view sales promotion benefits sometimes create confusion in consumer mind to purchase the right goods from their daily shopping. (Chandon, Laurent&Wansink 2000) Chandonalso added that different types of benefit come from different sales promotion. There is an interaction between benefit and promoted products. Consumer can have different types benefit from monetary and non-monetary sales promotion. It depends on the consumer perception. (Chandon,Wansink& Laurent, 2000).

Aim of the Research

The major aim of the present research is to examine how the sales promotion strategies impact on consumer buying behavior in the retail industry.

Objectives of the Study

This research has taken into consideration to accomplish the following objectives:
1) To identify the most successful sales promotion strategies used by the retail industry.
2) To analyze the impact of sales promotion on consumer buying behavior.
3) To establish how sales promotion influence on customer loyalty.
4) To analyze how consumer pass along positive information to friends and others.

Importance of Sales Promotion

The importance of sales promotions has increased since the 1960s, as have the sophistication of methods used. Sales promotion techniques cover three main areas; these are -
1) Consumer Promotions
2) Trade Promotions
3) Personnel Motivations. (Jobber &Lancaster, 2000)
Here research deals with consumer buying behavior so it is concentrated on consumer promotions. Consumer sales promotions activities are related with pull strategy which can influence the demand of the product – by the end user. It can improve sales of the existing products, influence for more and repeat consume or purchase. It increases new customers, encourages trial of new goods for the new and existing customers. It has a great interaction between before competitive action and after competitive action.

It can enhance brand loyalty and decrease brand change or switching. It can help to store the data base/information. (Pickton& Broderick, 2001)

Sales promotion can generate meaningful short term sales response for the company. For example, free sample techniques have had a positive result for inducing trial of new products (Mowen, 2001).Consumer may actively find out where they can get the best sales promotion offer when making purchases whether it might be shopping in a supermarket or evaluating alternatives in more limited or extensive decision making situations. (Hughes &Filll, 2007)Sales promotion strategy such as coupons and free trial packs delivered in a magazine can be complement of an advertising which can reinforce a brand name. In that sense promotion (sales) is more effective than advertising (Winer, 2004).

Consumer Behavior and its Different Aspects and Impact

Consumer Behavior: Consumer behavior is defined as the study of the buying units and the exchange processes involved in acquiring. Consuming and disposing of goods, services, experience and ideas. (Mowen & Minor, 2001)

Consumers are involved with an exchange process in which resources (goods) are transferred between two parties. Exchange between consumers and companies, also between two companies and finally it can occur between consumers themselves. In the exchange process, companies receive monetary and other resources from consumers. In return, consumer gets profit and services (Fill 2005).

It has personal value. It can help people become better consumers by identifying the factors that influence their own consumption activities. It can assist consumers in the buying process by informing them of some of the strategies companies have used to market their products. (Mowen& Minor, 2001)

Findings and Analysis

The area of study presents and explains the research findings and analysis on the basis of the consumer impact on sales promotion in the super store *Swapno* in Bangladesh. It also introduces the result of the question - How do sales promotion impact on consumer buying behavior in the retail industry in Bangladesh? (Location based on Dhaka City)

Total number of respondents -120(N)

Distribution of questionnaire	120
Selected sample(Number of Respondents)	100

It was a self-administered questionnaire. Data were collected from the respondents by using: Simple random sampling. By using this sampling technique, the researcher selected a small number of respondents from the large population of the superstore *Shwapno* of Bangladesh.

With regards to the questionnaire, responses are divided by the preferences of the respondents in the following ways. If the respondents had a strong negative feeling on a given criterion they would circle the Number 1 slot. If the feeling was strongly

positive they would circle Number 5. If their feelings were less strong, they would circle one of the criteria from the middle i.e. Agree, Neutral or Disagree. Their judgment regarding Super Market would provide the impact of sales promotion strategies on Consumer Buying Behavior.

Question No 1: I used to do shopping at *Shwapno* very frequently. The following responses came from the respondents.

Preferences	Respondents(N)	Percentages (%)
Strongly Agree	40	40%
Agree	27	27%
Neutral	18	18%
Disagree	10	10%
Strongly disagree	05	05%
Total	100	100%

Table: 01Preferences of the Loyal Shopper

Table 01 shows that among the 100 respondents 40(40%) respondents were strongly agreed on the frequency of shopping at *Shwapno*, 27 (27%) agreed, whereas 18(18%) respondents were neutral, 10 (10%) disagreed of the frequency of shopping and 05(5%) respondents strongly disagreed on these preferences. The researcher found that from the total number of the respondents, 67% respondents agreed on shopping at *Shwapno* very frequently and it expressed their loyalty of shopping at *Shwapno*.

Question No 2: Iam encouraged by the different Sales Promotions such as 'Buy one get one free', 'Discounts', 'Coupons', 'Vouchers', 'Loyalty Card points', etc.

From the below Table 02,it states that 85(85%) respondents were strongly encouraged by the different sales promotion strategies such as Buy one get one free', 'Discounts', 'Coupons', 'Vouchers', 'Loyalty Card points', etc. and there were 10(10%) neutral respondents and rest of the 5%respondents disagreed and they were not encouraged by the sales promotion tools.

Preferences	Respondents(N)	Percentages (%)
Strongly Agree	85	85%
Agree	00	00%
Neutral	10	10%
Disagree	05	05%
Strongly disagree	00	00%
Total	100	100%

Table 02: Impact of Different Sales Promotion Strategies on Consumer

From the above Table it shows that 75% respondents were encouraged strongly by the sales promotion strategies and there was a great impact of sales promotion in consumer buying behavior.

Question No 3: I pass along positive information to friends and others about sales promotion of *Shwapno.*

Preferences	Respondents(N)	Percentages (%)
Strongly Agree	35	35%
Agree	50	50%
Neutral	07	07%
Disagree	05	05%
Strongly disagree	03	03%
Total	100	100%

Table 03: Loyalty of Consumer Behavior to *Shwapno*

Table 03shows that among the 100Respondents, 35(35%) respondents have had passed along the positive information to their friends and others very strongly.50 (50%) agreed, and 7(7%) were neutral. On the other hand, disagree and strongly disagree percentages were the following way 5% and 3%. Their perceptions were negative and doubtful.

From the above Table it had a clear view that consumer used to pass along the positive information to their friends and others about *Shwapno* Sales Promotion very vast way in positive manner .They were the Loyal about the *Shwapno* Sales Promotion.

Question No04: I switch over the brand and product from the original brand because of sales promotion,

Preferences	Respondents(N)	Percentages (%)
Strongly Agree	23	23%
Agree	55	55%
Neutral	05	05%
Disagree	10	10%
Strongly disagree	07	07%
Total	100	100%

Table 04: Sales promotion impact on Brand and Product Loyalty

Here the Table 04 indicates that 23% of the respondents strongly agreed on changing their brand due to sales promotion.55% respondents also agreed on this scheme.5%respondents were neutral regarding switch over the brand for sales promotion .On the contrary, 10(10%) respondents disagreed that they were influenced by the Sales Promotion. Rest 7% of the respondents would never change their buying behavior if there is any Sales Promotion used.

From the above findings, it shows that most of the respondents were influenced by the sales promotion and have switched over the Brand and Product.

Question No 05: I rely and trust on sales promotion provided by the *Shwapno* Super Store

Preferences	Respondents(N)	Percentages (%)
Strongly Agree	15	15%
Agree	60	60%
Neutral	00	00%
Disagree	20	20%
Strongly disagree	05	05%
Total	100	100%

Table 05: Trustworthiness of Sales Promotion

Table 05 shows that among the 100 respondents 15(15%) respondents strongly agreed and relied on the sales promotion strategies. 60 (60%) respondents agreed on the sales promotion activities in a positive manner. On the other hand, 20(20%) respondents were doubtful about sales promotion and 05(5%) respondents strongly disagreed of the sales promotion provided by the *Shwapno*.

So, it shows that around 75% customers had trust on the sales promotion by *Shwapno* and 25% had a negative perception about this scheme.

Question No. 06: The sales promotion tools of the supermarket understand my specific needs and wants

Preferences	Respondents(N)	Percentages (%)
Strongly Agree	00	00%
Agree	80	80%
Neutral	05	05%
Disagree	15	15%
Strongly disagree	00	00%
Total	100	100%

Table 06: Responses of Sales promotion Basis of Customer Needs and Wants

Table 06 shows that 80(80%) respondents believed and agreed that sales promotions of the super market understand their needs and wants. Here 5% respondents were neutral. While 15(15%) respondents had a negative perception and disagreed on this scheme that sales promotion tools of the super market could not understand their specific needs and wants.

Question No. 07: I would like to find out new sales promotion when I do shopping at *Shwapno*.

Preferences	Respondents(N)	Percentages (%)
Strongly Agree	05	05%

Agree	65	65%
Neutral	15	15%
Disagree	15	15%
Strongly disagree	00	00%
Total	100	100%

Table 07: Likings of Sales Promotion

Table 07 shows that 65(65%) respondents liked to find out new sales promotion when they used to do shopping at *Shwapno* while 15(15%) customers were neutral and 15(15%) customers disagreed regarding sales promotion.

Thus it shows that around 70% respondents were influenced by the sales promotion strategy while shopping at *Shwapno.*

The researcher gave the 100respondents to allocate 100 points to the various types of Sales Promotion Strategies. The process of allocating their preferences on the basis of the sales promotion are the following: 'Buy one get one free', 'Discount', 'Bonus Pack', 'Coupons', 'Vouchers', etc. Here the researcher found consumer preferences in the following ways.

Preferences	Respondents(N)	Percentages (%)
Vouchers	05	05
Discounts	45	45
Buy one get one free	30	30
Coupons	05	05
Bonus Pack	15	15
Total	100	100

Table08: Most successful Sales Promotion Strategies

Table 08 shows that among the 100 respondents 05(5%) respondents were influenced by the voucher sales promotion, 45(45%) respondents were influenced by the discount sales promotion, 30(30%) respondents were influenced by the buy one get one free sales promotion, 5(5%) respondents were influenced by the coupons sales promotion, 15(15%) respondents were influenced by the bonus pack sales promotion. Thus it shows that discount is most successful sales promotion in the *Shwapno* super market in Bangladesh and second successful sales promotion was buy one get one free and the third one was bonus pack.

Overall Findings and Analysis

On the basis of questionnaire the researcher found the following sales promotion results which will have impact on consumer buying behavior.

Overall result represents the table below. (All the figures considered as percentages)
Here Q=Question

Preferences	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Strongly Agree	40	85	35	23	15	00	05
Agree	27	00	50	55	60	80	65
Neutral	18	10	07	05	00	05	15
Disagree	10	05	05	10	20	15	15
Strongly Disagree	05	00	03	07	05	00	00

Table: 09 Total findings

Summary of Overall Findings and Analysis

Table 09shows the overall findings of the consumer view and the researcher explains briefly the findings above.

The above table shows the result of few related questions of the sales promotion. Basically, the table represents the impact of sales promotion strategies on consumer buying behavior in Bangladeshi supermarket. Table 09 shows in the first question that half of the respondents strongly agreed to buy at *Shwapno* very frequently and 27% respondents agreed on this question that they used to do shopping at *Shwapno* very frequently. Thus it suggests that customers were loyal to *Shwapno* supermarket. In the second question, the respondents were strongly influenced by the different sales promotion. It was a highest percentage by the impact of sales promotion .The percentage was remarkably highest (85%) which indicated the highest influence of the consumer on the basis of different sales promotion.

Third question indicates that 35% respondents strongly passed along positive information to the friends and others about *Shwapno* sales promotion. On the other hand, 8% respondents had a negative perception about this matter and they did not pass along information to others. By the influence of the sales promotion 23% respondents changed their mind strongly to switch over the brand and 55% respondents agreed on this statement in the question no 4. Question no 5 represents that most of the customers relied on sales promotion provided by the *Shwapno.* Here neutral respondents were 0%, disagree were 20%.Thus it indicates that customer were very loyal of *Shwapno* Supermarkets sales promotion and *Shwapno* super market were maintaining a strong customer relationship management. In question number 6, it indicates that 80% respondents agreed that sales promotion tools of the supermarket understand their specific needs and wants.15%respondents disagreed on this statement. Question no 07 states that 65%customers used to find out new sales promotion while shopping at *Shwapno.* On the other hand, 15%were neutral and rest of 15% respondents disagreed to find out new sales promotion when they were shopping at *Shwapno*. Thus it indicates that majority of the respondents have had a positive view on this statement.

There were four objectives along with the main aim which described the desirable result according to the main aim of the research.

Objective 1: To identify the most successful sales promotion strategy and their impact on consumer buying behavior. Here the researcher used mixture of the qualitative and quantitative research. By the help of the questionnaire technique the researcher got the satisfactory view and perception of the most successful sales promotions. From the findings it shows that most of the consumer were influenced by discount, buy on get one free, bonus packs, loyalty schemes sales promotion. But finally it shows that only discount was the best and most successful sales promotion strategy.

Objective 2*:* Analyze the impact of sales promotion on consumer buying behavior
- The study represents the impact of sales promotion on consumer buying behavior in different perspective and different points of view. It also defines the positive influence of sales promotion which will impact on the consumer to be a loyal customer.
- Based on the findings it reveals that consumers were influenced and had an impact by sales promotion

Objective 3: To establish how the sales promotion influence on consumer loyalty. The review of the study helped establish that sales promotion made the customers loyal.
- Research findings and analysis also represent the customer loyalty on the basis of sales promotion.

Objective 4: To analyze how consumer pass along positive information to friends and other consumers were influenced by the sales promotion and research findings represented that a majority of the respondents were influenced and they passed their positive view to friends and others. Thus it shows that the sales promotions have had a great impact on consumer buying behavior.
Buying behavior for these objectives was favorable and consumers pass over their positive feelings to friends and others.

Concluding Remarks

The study of the sales promotion impact and influences on consumer buying behavior in the retail industry is based on *Shwapno* super market. The research shows that discount is the highest expected sales promotion tools for the consumers. The study focuses the significant attitude, perception of the consumer behavior and it reflects the consumer loyalty on the basis of customer relationship management. Here the findings and analysis have discovered the vital reason that impacts positively on consumer buying behavior and in the sales volume.

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The Growth Opportunity of Real Estate Business in Bangladesh: A Case Study of Mymensingh Divisional City

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Abstract

Housing is one of the basic human needs across the world. Bangladesh is not an exception. With the rapid population growth, housing demand is increasing gradually whereas the availability of land is decreasing. Due to excess demand of land, price is also increasing. It is impossible to provide quality housing through horizontal expansion rather vertical expansion is needed. Again, it is becoming harder building a home buying a piece of land resulting in growing demand for real estate apartments. Like other divisional cities, Mymensingh has a growing urbanization rate. Being the educational and medical hub in greater Mymensingh region, people are shifting to the city from nearby places for better living standard. House rent is quite higher in this area and people demand an apartment for several reasons. 52% of them think that high cost of land is the main reason. 50% respondents prefer to own a flat ranging from 1,000-1,200 square feet. Most of them prefer three bedrooms and restrooms in their apartments. In case of considerable attributes, build-quality, quick access to school and park, open feeling, noise-less surrounding, privacy, etc. got top priorities. In case of locations, more than 60% of respondents choose Maskanda, Amlapara, Vatikashor and Notunbazar for the above mentioned attributes. Price, location and amount of down payment and amount of installment (in case of credit purchase) mostly affect the purchasing decision of the customers. 62.7% of them prefer credit purchase, out of which 87% are service holder. Again, their satisfaction level regarding current home is very poor. Considering the growing demand, availability of funds to both buyers and suppliers Mymensingh city can be a lucrative market for real estate marketers.

Keywords: Mymensingh City, Real estate business, growth opportunity, customer preferences

1. Introduction

Due to rapid urbanization, high population growth rate, the need for land for housing is greatly increasing. People have been migrating from rural areas towards the urban

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areas as their means of livelihood are gradually decreasing in rural areas. Though Dhaka is the Nucleus City of Bangladesh and the focal point of all social, political and economic activities, people are migrating to some other cities. Mymensingh divisional city is one of them. The city attracts migrants for accessible medical facilities and renowned educational institutions. The city is considered as the education and medical hub for the people of greater Mymensingh area. The city has a population of 5,313,163 with male (49.69 percent) slightly lower than the female population (50.31 percent) (Population Census, BBS, 2011). Here, 1,163 people live per square kilometers with 1.28% of population growth rate and the urbanization rate was 14.71% 2001 but increased to 15.62% in 2011. Population density in Municipal area is 3,734 per square kilometers and urbanization rate in Mymensingh city is 50.26% (District Statistics, 2011, Community Report, Mymensingh District, 2012). The City is facing an acute land scarcity that tends the people for vertical expansion rather than horizontal expansion. It is high time to study the opportunities for real estate businesses in Mymensingh City for ensuring accessible housing facilities. But there are very few studies conducted in this regard in Mymensingh. The study focuses on the demand, condition and requirement for a typical house for the customers.

2. Literature Review

Real estate business has a notable growth opportunity as the demand for housing by people living in city is increasing gradually (Michael, 1999). As a developing country, Bangladesh faces an acute shortage of affordable housing for the people both in urban and rural areas (Hossain, 2001). Real estate sector created housing facilities for more than 20,000 families in Dhaka Mega City since 1985 (Seraj, 2003). Scarcity of available and manageable house is the important impediment in improving the housing conditions of middle and lower income families (Hock-Smith, 1998). Due to rapid growth of city population, there is a remarkable increase in the demand for housing in the city (Malpezzi, 2000). Owning an apartment is getting so much popular as costs of land and construction materials are increasing rapidly (Rahman, 2005). Again people are interested to buy flats rather than building their own house (REHAB, 2012). This study also identified that the people already having a flat also demand for another property and people ranging from 40-50 years of age are willing to build their own houses but younger segments of people want to own a flat. In the journal of IBS, Mr. Shib Shankar Roy concluded that real estate marketers should focus on providing low cost apartments. With rapid population growth and fixed amount of land, horizontal expansion of accommodation is not possible rather real estate business should focus on vertical expansion and real estate companies are doing business in urban areas as they face some difficulties in rural areas (Jamil and Mosabbir, 2006). Real Estate business provides the means of serving one of the basic needs of human being living in the city- the need for shelter or house (Bony and Rahman, 2014). The real estate sector is one of the fastest growing and driving sectors in Bangladesh. Infrastructural development is highly important for a country to rise as a developed nation and to ensure housing facilities for the citizens of the country. But in spite of compared to the importance of this sector, there have been studies which are far below the required number on the real estate sector and its accessibility to financing (Barua et al, 2010). The housing sector plays vital roles both in the context

of the economy of Bangladesh and serving the fundamental human right of shelter which actually call for the awareness and analysis regarding various related issues involving the sector. Without adequate information the players in this sector cannot plan and prepare themselves for the challenges and opportunities. Availability of proper information is also necessary from the perspective of the investors so that they can make efficient investment decisions (REHAB, 2012). Mymensingh City is one of the most important cities in Bangladesh after Dhaka due to its contribution to education mostly. Recently, it has been the eighth division of Bangladesh. Very few studies have been conducted in this sector focusing Mymensingh city. Though this city is the divisional city, more studies are required to know future prospects and opportunities. This study will show how the buyers' demand can be met up efficiently and help explore further study area.

3. Objectives

The paper aims to examine the growth opportunities of real estate in Mymensingh City. In this broad framework an attempt has been made to achieve the following specific objectives:

i.   To find out the demand condition of residential apartments in Mymensingh City.
ii. To highlight the prospects of high-rise building in Mymensingh City.
iii. To identify the features those are highly desired by the household thinking of buying apartments and to provide valuable information to the real estate marketers so that they can provide the desired facilities to the buyers of the apartments.

4. Methodology

This paper has been done based on primary and secondary data. Primary data have been obtained through a face-to-face interview. Interviews were conducted with the existing flat owners and probable buyers with the help of a structured questionnaire. Total 150 people were interviewed directly. Sources of pertinent secondary information included the various articles, different books, newspapers and websites of the various real estate companies. The secondary information is also collected from the reports of Bangladesh Bureau of Statistics (BBS). The study was conducted on 150 people having flats or keen to buy flats in Mymensingh City. The data are collected from respondents chosen on a cluster random sampling method. The respondents are divided into male and female after that they are also divided into businessman and service holder. Researchers used Microsoft Excel package for data analysis. The study didn't use any sort of correlation and regression analysis as this study is descriptive in nature.

5. Limitations

While preparing this paper, there were some problems that disrupted the fulfillment of this paper. Again, there were several constraints that hindered the paper to provide exact conclusion. Some of the important constraints are given below;

i. There is no remarkable study conducted about real estate business focusing on this area. So, supportive secondary data were not easily available.

ii. There was no funding facility to conduct the study. Collecting data for a large sample deserves more funding. Researchers had to depend on own funding.

iii. Small sample size is another crucial impediment to a proper conclusion that will represent the actual scenario. The study was conducted based on data collected from 150 respondents only which never reflects the actual condition of 5,313,163 people. If there was enough time, it would be possible to increase the sample size.

iv. The respondents were busy and data were collected in a hurry. Due to lack of time it was not easy to meet them in their convenient time.

v. Respondents were not spontaneous to provide information about financial matters which hinders the data authenticity.

6. Findings and Discussions

a. Real Estate Business in Mymensingh City

Mymensingh division is the latest made division in the country with four districts. Mymensingh is the most important city in this division with 407,798 of population (BBS, Estimated 2012).
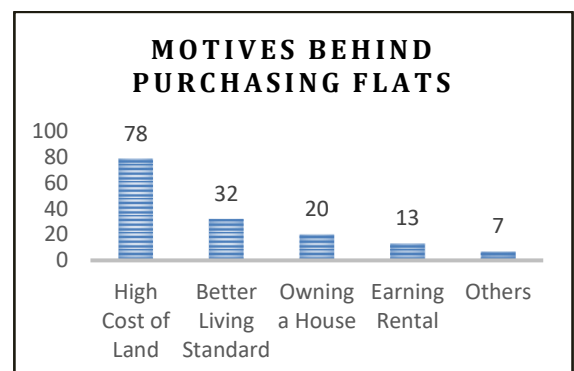
This city is important due to several reasons;

i. The distance from Dhaka City is very short. It takes 2 to 3 hours to reach the capital city Dhaka. Dhaka-Mymensingh four lens highway made it easier.

ii. The city has a lot of renowned educational institutions like public and private universities, medical colleges, schools, colleges, poly technique institutes, etc. There are three important education institutions like Bangladesh Agricultural University, Ananda Mohan College and Muminunnesa Government Women College, where there are more than 70,000 students currently studying and most of them are coming from nearest areas. And they need accommodation.

iii. Again, being the divisional headquarter, there will be an increase demand for shifting to Mymensingh city for better life.

Considering all the factors, there will be an increased demand for housing in this city as land is scarce and costly. But, currently there are a small number of real estate firms operating in this city. The demand will rise due to several reasons such as land scarcity, hazards in purchasing land, hazards in construction of building, family security, higher price of land and construction materials, decrease in bank's interest rate, rent variation in different areas, etc.

### b. Apartment Related Discussion

Motives behind Purchasing Flats

The report attempted to identify the reasons for what a person wants to buy a flat. There are several reasons behind the demand for flats. The highest number of respondents (52.00%) wants to buy as they cannot afford to buy a piece of land of his/her own due to high cost of land. The second important reason for buying a

MOTIVES BEHIND PURCHASING FLATS

Category	Value
High Cost of Land	78
Better Living Standard	32
Owning a House	20
Earning Rental	13
Others	7

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flat is to enjoy better living standard. Among 150 respondents, 21.33% want to buy a new flat for taking the feel of owning a house and 8.67% of them want to make extra income by investing in buying a flat. Only 4.67% of respondents demand for a flat for several other reasons such as security for family, more privacy, etc.

Size of Flat Preferred by the Customers

The graph shows a picture of the demand of flats in case of size in square feet. The highest number of respondents wants to buy a flat ranging from 1000 square feet to 1200 square feet. And the lowest demand is for flats less than 800 square feet. 32% respondents want to have a flat of 800-1000 square feet area. The flats with an area of 1200-1400 square feet are demanded by only 12.67% people. Again 4% respondents demand for flats more than 1400 square feet area. From the discussion, it is clear that, medium size flats are very popular among the people. They do not want to have neither a small one nor the large one.

SIZE OF FLAT (SQUARE FEET)

- Less than 800: 2
- 800-1000: 48
- 1000-1200: 75
- 1200-1400: 19
- 1400-Above: 6
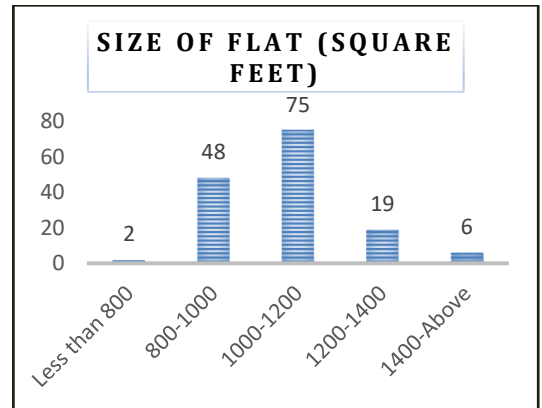
Number of Bedrooms

When the number of bedrooms is considered, the highest demand is seen for three bedrooms where 58% respondents choose a flat consisting of three rooms. Again they also demand flats having two bedrooms and they constitute 28.67% of total respondents. Demand for four bedrooms is 12% and only 1.33% of respondents demand for five bedrooms. Shifting of small families into the city is the main reason for the highest demand for three bedrooms.
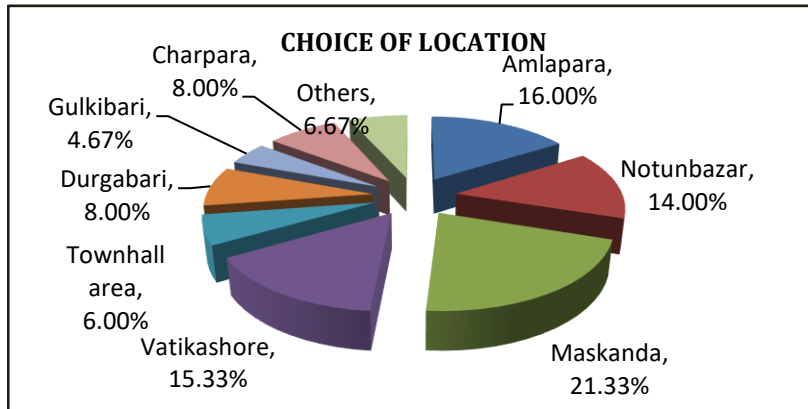
NO. OF BEDROOMS

- 2: 43
- 3: 87
- 4: 18
- 5: 2
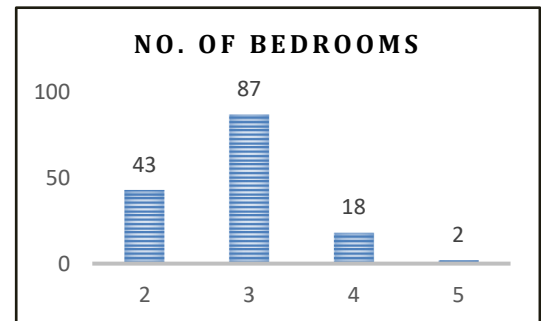
Number of Restrooms

In case of the demand for number of restrooms, most of the people choose number of restrooms equal to the number of bedrooms. 41.33% respondents responded as mentioned. 36% respondents demand restrooms more than the number of bedrooms. The lowest demand is for the restrooms less than the number of bedrooms.

NO. OF RESTROOMS

- Less than no. of bedrooms: 34
- Equal to no. of bedrooms: 62
- More than no. of bedrooms: 54
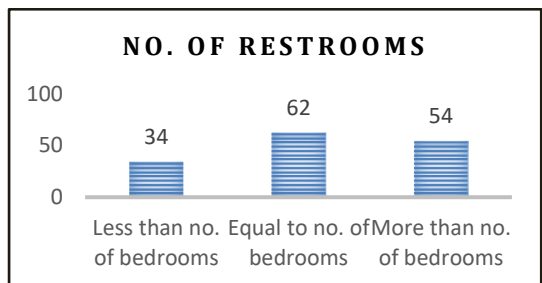
Preferred Locations for Desired Flat

The location of the flats is another important considerable factor after price of flats. The most preferred location is Maskanda area. 21.33% respondents want to own a flat in Maskanda area due to closeness to highway, easy access to medical services, more open feeling, noise-less environment, natural view, etc.

CHOICE OF LOCATION

- Charpara, 8.00%
- Gulkibari, 4.67%
- Durgabari, 8.00%
- Townhall area, 6.00%
- Vatikashore, 15.33%
- Others, 6.67%
- Amlapara, 16.00%
- Notunbazar, 14.00%
- Maskanda, 21.33%

The second preferred location is Amlapara and 16% of the respondents choose this area as the center of the city and closeness to schools, work, shopping, etc. They think it is as a part of social status living with aristocratic neighborhood. Vatikashore and Notunbazar are other two important locations; 15.33% and 14% respondents prefer these areas. Other less preferred locations are Durgabiri, Charpara, Gulkibari and Townhall area. 8% respondents prefer Durgabari and Charpara. Gulkibari is preferred by only 4.67% respondents and 6.67% respondents mentioned other locations as their preferred area.

Number of Balconies

NO. OF BALCONIES

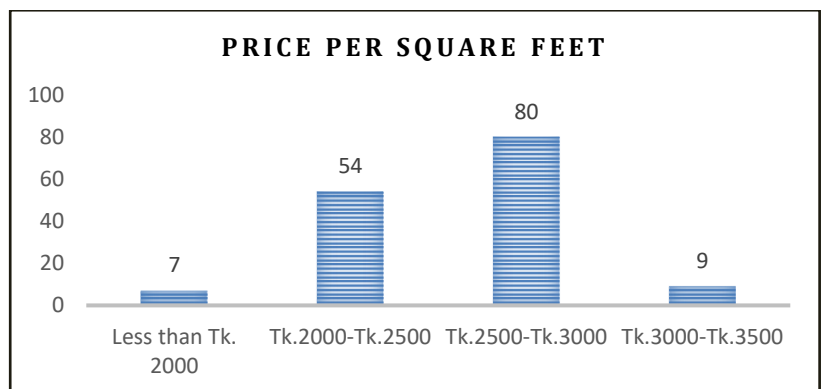- 3 or more balconies 7%
- 1 balcony 15%
- 2 balconies 78%
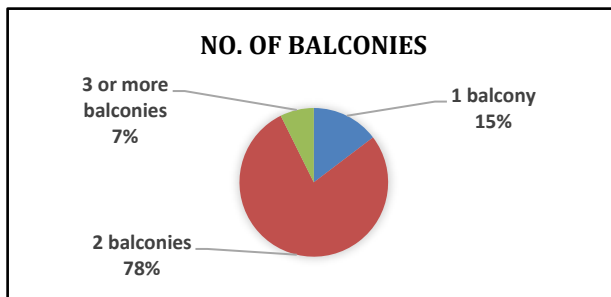
In recent days, people want to feel more open air in their residence and for that reason they demand two balconies in their flats. 78% of total respondents think so. At the same time 7.33% of them want to have three or more balconies and only 14.67% of them demand for one balcony.

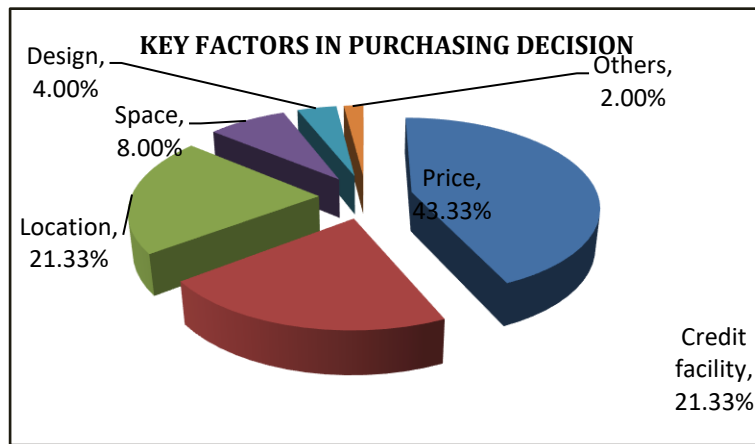### Classification of respondents regarding financing and purchasing decision

Price per square feet

Price is the ultimate factor that affects the buying decision. Most of the people

PRICE PER SQUARE FEET

	Less than Tk. 2000	Tk.2000-Tk.2500	Tk.2500-Tk.3000	Tk.3000-Tk.3500
	7	54	80	9

are willing to pay Tk. 2500-Tk. 3000 per square feet area of flat. It covers 53.33% of total respondents. 36% of them are willing to pay Tk. 2000-Tk.2500 per square feet and only 4.67% of them are eager to pay less than Tk. 2000 per square feet. 6% respondents are willing to pay more than Tk. 3000 per square feet. Here, it is clear that the price per square feet should range from Tk. 2000 – Tk. 3000.

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KEY FACTORS IN PURCHASING DECISION

Design, 4.00%
Others, 2.00%
Space, 8.00%
Price, 43.33%
Location, 21.33%
Credit facility, 21.33%

Key factors in purchasing decision

There are some key considerations in purchasing decision. Price takes the most important consideration to 43.33% respondents. 21.33% respondents treat location and availability of credit as their key consideration. Space and design are accounted for 8% and 4% of respondents respectively. To the resting 2% respondents, other factors are key consideration.

Types of Purchase


TYPES OF PURCHASE

Cash , 37.33%
Credit, 62.67%
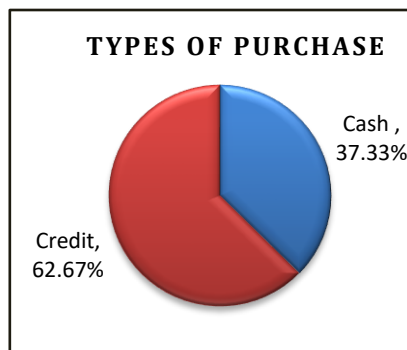
It is one of the most valuable information to the supplier of flats whether the customers want to make a cash purchase or credit purchase. Cash purchase helps the business to grow faster. But the truth is that, 62.67% respondents want to make a credit purchase whereas 37.33% of them prefer cash purchase. Among the respondents want to buy flats for cash, 77% are businessmen and 23% are service holders. On the contrary, in case of credit purchase the scenario is nearly opposite. 87% of the respondents are service holders and13% of them are businessmen.
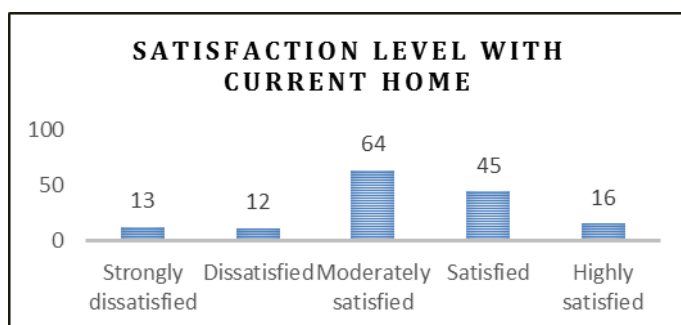
Availability of financing

Money is the ultimate thing that is needed to purchase anything. Except own money, 52% respondents have availability of financing through family, 32.67% respondents have financing available from employer and 15.33% of them have other sources of financing.

AVAILABILITY OF FINANCING

Others, 15.33%
Work, 32.67%
Family, 52.00%
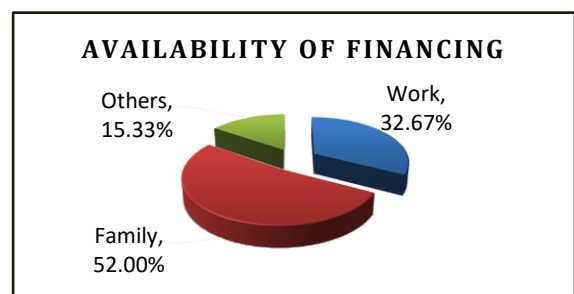
Satisfaction level with current home

Before offering a new flat to a person, it is needed to know whether he/she is satisfied with his/her current home or not. The study said that 42.67% respondents are moderately satisfied with their current home. 30% of them are satisfied, 10.67% of them

SATISFACTION LEVEL WITH CURRENT HOME

100
50
0
13 — Strongly dissatisfied
12 — Dissatisfied
64 — Moderately satisfied
45 — Satisfied
16 — Highly satisfied

are highly satisfied, 8.67% are strongly dissatisfied and 8% are dissatisfied with their current residence. Level of satisfaction with their current home is not high to the majority of the respondents.

7. Recommendations

Mymensingh is one of the growing cities in Bangladesh right now. The city is the center of Mymensingh district and division also. Again, this is the most preferred city among the people of greater Mymensingh region due to two important factors. The city has a lot of quality educational institutions and rich medical facilities like medical college, hospitals, clinics, diagnostic centers, etc. This is considered as the education and medical hub for the greater Mymensingh region. So, people are migrating into this city at a large number every year. On the contrary, the capital city Dhaka is very accessible from here. There are enormous numbers of private and nationalized commercial banks and non-banking financial institutions (NBFIs) like IDLC, Lanka Bangla Finance Corporation, IPDC, etc. proving housing loan to institutional and individual level. They prefer house financing profitable rather than financing a business as the volume is large and the industry has a tremendous growth opportunities. At the same time, there are a lot of customers willing to spend their money buying apartments. So, customers and financing facilities are available simultaneously which can be considered as a great opportunity to the real estate businesses in Mymensingh City. From the survey, it is quite evident that most of the prospective buyers are keen on buying a flat due to scarcity and high price of land and increasing cost of construction materials. The apartment suppliers can play a vital role in fulfilling the increasing demand by providing quality apartments according to their requirements.

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Obsolete and Analog Service Method in Digital Bangladesh: An Overview of Services Given by *Tehsil* Offices at Sylhet

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Abstract

There are specific provisions of law in the Survey Act, 1875, the Registration Act, 1908, the State Acquisition and Tenancy Act, 1950, the Land Reforms Ordinance, 1984 and various policies along with circulars for the procedures of services to be provided to the service seekers by the Tehsil Office. There are also provisions determining the procedures of trial in land survey tribunal regarding land related disputes. On the other hand, in this digital era various offices and administration including land offices are adopting digital process to provide adequate and satisfactory services to the service seekers. The government is also time to time providing training its officers in this regard and motivating to be adjusted with digital means. But, the land administration in these two upazilas (Sylhet Sadar and South Surma) is little bit behind than the other administrations. The study has found that the services provided by the administration and the implementation of the provisions of laws are not adequate to meet the public demand. The officers of this administration are not following the suggested procedures of law and even in this digital era they are following old British mode of operation. The very objective of the study is to find out effective means for proper application of laws and procedures in Tehsil office.

Keywords: Land Administration, Service Seeker, *Khas* Land, *Khatian, Hat-Bazar,* Land Revenue, Corruption.

Introduction

It is declared that everyone has the right to a standard of living including food, lodging and necessary services[1]. It is said that no one shall be arbitrarily deprived of his right to property, and everyone has the right to own property individually and jointly[2]. Right toproperty[3] is guaranteed and protected fundamental right in the

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Constitution of Bangladesh and various international instruments approved and recognized by international communities. We depend on land either expressly or impliedly both for lodging and food to lead our lives. Land can be possessed by a natural person individually or by artificial person collectively or even by state under the authority of various legislations. Land has a significant contribution in industrial and agricultural productions which are directly linked to food and social security[4]. During the British period, the main objective of the government for enactment of permanent settlement regulation was easy collection of land revenue from the tenants. Nevertheless, this very regulation failed to build up a strong and uninterrupted relation between the government and the revenue paying tenant due to the existence of a middle man known as *zamindar*[5]. Later, the government took initiative to eradicate the anarchy by building up a systematic arrangement which will be able to create a direct relationship with the government and land holder. During the Hindu and Muslim periods, lands were exclusively possessed by the land holder and there was no third party between the king and the tenants. In England for the establishment of civil rights, Magna Carta plays a great role by which it is stipulated that the king will not be allowed to increase or impose any tax without the consent of Magnum Consortium whereby the rights of tenants had been ensured[6]. In Bangladesh, the State Acquisition and Tenancy Act, 1950, has the same status as Magna Carta establishing the rights of tenants[7].Land administration has a great importance in the total administration system of Bangladesh. If we look into the suits pending before the courts of law, we can see that most of the disputes are related to land. The government of Bangladesh has been providing various services to its citizens for the protection of land, buildings and other immovable properties[8]. Now-a-days, myriad digital devices and systems are being integrated to strengthen the public service to meet the demand of common people. The state confirms safeguard as to ownership, possession and other rights or title over immovable properties and other legal characters by different institutions and legislations. The complicated procedures of land administration, poor consciousness level of service seekers, scarcity of raw materials, backdated legal provisions, adversarial trial system, overburdened responsibilities, corruption in administration and lack of fairness and accountability, etc. are the main impediments to provide adequate services in land related matters[9]. The most primitive land system in our country is the payment of a share of the crops produced in land to the principal of the clan whereby the holder got a permission to plough the land, hold the possession, and the head can distribute lands to its members and settle disputes[10]. The empire and *zamindari* systems are no more in our country leaving the place to the modern and democratic system of administration.

Research Methodology

The study has followed Socio-Legal approach keeping the research questions into consideration. This empirical research has approached two ways of primary data collection. First one is direct interview which is known as qualitative primary data. Interviews were conducted with the Assistant Commissioner (Land), Officers of

Revenue Department in the Deputy Commissioner's Office, Local Revenue Collector named as *Tehsildar* and Legal Practitioners experienced in land cases who are working at Sylhet Sadar and South Surma. Data were collected using structured questionnaire which is called quantitative primary data from service seekers at land offices.The secondary data have been collected from domestic legislations, books, research papers, judicial precedents, journals, reports, and newspapers, etc.

Objectives of the Study

The primary objective of the study is to find out the drawbacks in existing mode of operation of services in *Tehsil* Offices. The study will also investigate into the present figure of services as to mutation and record of rights, settlement of agricultural and non-agricultural land, assessment and collection of land development tax, renewal and settlement of vested properties, lease of *haat-bajaar,* preparation of *parcha*, inquire the procedures taken be *Tehsil* Offices and finally to propose an effective means to extinguish the present anarchy in services as to land related matters by the *Tehsil* Office.

Evolution of Provisions of Laws Followed by *Tehsil* Office

Sher Shah introduced a vital amendment in land administration and initiated new system of revenue collection. After collapse of independent king of Bengal at *Polashi,* the East India Company got the *dewani* rights in 1765[11]. They appointed British officers for the collection of revenue who were guided by the native assistants. The lands were distributed among the *zaminders* in five-year and ten-year settlement until the enactment of the Permanent Settlement Act, 1793. Under this Act, compulsory land revenue was specified permanently for specific land owned by *zaminders.* The *zamindars* were declared the owner of the land and sole executive of proprietorship. They were allowed to own the land as long they were not defaulter as to payment of revenue before sunset on the fixed date of payment. Otherwise, their lands were accountable to be sold by auction. The Government reserved the power to enact laws for the security and welfare of the tenants. The *zaminders* were not allowed to apply for any waiver as to fixed revenue in case of natural disasters. But, they were given authority to file a suit before courts if they were aggrieved by any default of tenant as to payment of rents. As tenants were severely victimized by the *zaminders* under the provisions of the Permanent Settlement Act, 1793, a new Act was passed in 1859 to protect the interests of tenants. But few days later, another statute named the Bengal Land Revenue Sales Act, 1859, was passed which again protected the interests of land owners. A system of recording documentary evidence of rights over a land was introduced for the first time by the enactment of the Survey Act, 1875. This record of rights containing all particulars of land was based on cadastral survey which was continued for over forty years throughout the whole country. By the end of nineteenth century, a comprehensive legislation named the Bengal Tenancy Act, 1885 was passed by the British parliament to protect the rights of both land owners and tenants[12]. Floud Commission was formed in 1938 to find out the loopholes of land

management and give recommendation for improvement. The commission recommended the government to acquire all the superior interests in agricultural land so as to bring the actual cultivators into direct relation with the government abolishing *Zamindari* system and this suggestion was approved by majority which led to the draft of Bengal State Acquisition and Tenancy Bill in 1947. After the separation of India and Pakistan, the East Bengal State Acquisition and Tenancy Act, 1950 was passed by the East Bengal Legislative Assembly. For its distinctive features, this act is called the Magna Carta of the tenants which created one class of tenants under the control of the government[13] and abolished the system of sub-let[14]. In 1982, a new Land Reform Commission was formed to update the land administration. The President enacted a statute named the Land Reforms Ordinance, 1984 which determined the ceiling of acquiring agricultural land[15], imposed restriction on *benami* transaction[16], and safeguarded the rights of *bargadars*.

Establishment and Subordination of *Tehsil* Office

There are various public and statutory institutions to administer functions relating to land management from root to top level. Union Land Office or *Tehsil* Office is headed by *Tehsildar* which provides land related services at *union parishad* level. There are several Union Land Office sunder a Circle Land Office, but sometimes *Tehsil* Offices may be less in number than total number of *union parishad* in which case Union Land Offices are responsible for more than one union. Union Land Office updates record of rights, collects *khajna* and issues *dakhila*, determines land development tax, opens new record for inherited property, collects rent from *haats* and *bazaars* and files certificate case under the Public Demands Recovery Act, 1913.There is a Circle Land Office at every *upazila* in Bangladesh which is presided over by Assistant Commissioner (Land) and includes various staffs[17]. *Upazila* Land Office distributes *khas* land, controls the Union Land Office, supervises the collection of taxes, campaigns for collection tax, recovers public properties, keeps the record of rights and provides recommendation to higher authority by which implements provisions of land laws. In the organizational structure of public administration of district, there is a Deputy Commissioner's or Collector's Office (DC Office)[18]. Land related functions of the Collector are discharged by an Additional Deputy Commissioner assigned by the collector himself. In every divisional unit, there is a Divisional Commissioners Office which has a revenue section to discharge the functions of land management. An Additional Divisional Commissioner on behalf of the respective Divisional Commissioner hears appeal cases against any decision given by the Collectors related to land disputes. The Land Reform Board has a number of functions that it discharges through Circle Land Offices and Union Land Offices. Land Reforms Board was set up in 1989 to supervise the functions of the field offices and coordinate land management. It administers *khas* land, and manages abandoned and vested property, supervises settlement of *khas* lands, monitors land offices of district, *upazila* and union, investigates into allegations conferred on it, prepares budget for subordinate land offices; submits monthly reports to the Ministry of Land; looks after the estates

of Court of Wards and updates maps and land records between surveys. It is also formally responsible for the implementation of land reform legislation and the implementation of tenants' rights. The Land Appeals Board is the highest judicial body for land management. Land Appeal Board was established to act as per provision of the Land Appeal Board Act, 1989 and Land Appeal Board (Amendment) Act, 1990.The Board is an appellate authority at division level and hears appeal and revision against the decision of lower authority. It deals with the cases relating to revenue, *khatian and* change of record, permanent settlement of *khas* land, recovery of public demand, *sairatmahal*, *jalmahal*, abandoned property, vested property, *waqf* property and *debottor* property. It establishes the ultimate linkage in a chain between the Assistant Commissioner (Land) and the Executive Magistrate at the *upazila*. There is also another administrative body to discharge the functions of land survey which is headed by The Directorate General of Land Records and Surveys. There are *Upazila* Settlement Offices at *upazila* level and Zonal Settlement Offices at district level which are subordinate to the Directorate General of Land Records and Surveys. The Directorate of Land Records and Surveys in the Ministry of Land conducts surveys[19], produces *mouza* maps showing individual plots of land and *khatian*, prints and reprints maps of whole country and undertakes the odolitetraverse to provide basic control point for preparation of maps. There is a Sub-Registrar's Office in every *upazila*. This office is responsible for registering transfer of properties. Though this office is dedicated to land related activities, it works under the Ministry of Law, Justice and Parliamentary Affairs[20].There is a District Registrar's Office in every district to supervise sub-registrar's offices and preserve copies of registered deeds & registers. There is an Inspector General of Registration in Bangladesh to inspect and oversee all district and sub-registrar offices.

Services Provided by Tehsil Offices in Sylhet

There are six *Tehsil* Offices under control of Sylhet Sadar *Upazila* Land Office which is a part of land administration under subordination of Ministry of Land. The office is situated near the bank of Surma River between the Kean Bridge and the big watch of Ali Amjad. Sylhet Sadar *Upazila* consists of eight *union parishads* excluding city corporation area. These *union parishads* are Jalalabad, Hatkhola, Khadimnagar, Khadim Para, Tultikor, Tuker Bazar, Mogol Gaon and Kandi Gaon. But, land services of these *union parishads* and Municipal area are provided by six *Tehsil* offices named Municipality, Bahar, Uttorkach, Akhalia, Bilajur and Chawk Sultanpur land office at union level. The services provided by these land offices are mutation and record of rights; settlement of agricultural and non-agricultural land; assessment and collection of land development tax; renewal and settlement of vested properties, lease of*jalmahal*, *balumahal* and *haat-bajaar, parcha* ofland and other services related to land. South Surma Land Office has control over six *Tehsil* Offices which is also a part of land administration under subordination of Ministry of Land which is located at the new building of the South Surma *Upazil*a Office near Sylhet-Moulavibazar highway, 10 kilometers away from Sylhet city. This *upazila* consists of ten *union parishads*

namely, Mogla Bazar, Lala Bazar, Jalalpur, Boroikandi, Silam, Daundpur, Mollar Gaon, Kuchai, Kamal Bazar and Tetlee *union parishad.* Nonetheless, there are less number of *Tehsil* Offices in proportion to total *union parishads.* Land services of these *union parishads* provided by six *Tehsil* offices namely Mogla Bazar, Lala Bazar, Jalalpur, Silam, Lakshmipasha and ChawkSultanpur land offices at union level. These offices also provide services regarding mutation and record of rights; settlement of agricultural and non-agricultural land; assessment and collection of land development tax; renewal and settlement of vested properties, lease of *jalmahal*, *balumahal* and *haat-bajaar, parcha* of land and other services related to land. The list of manpower of a Tehsil office has been enumerated below.

Table-I: Manpower of *Tehsil* Office

Designation	Local Name	Post
Union Land Assistant Officer (ULAO)	*Tehsildar*	01
Union Land Sub-Assistant Officer (ULSAO)	*Shahakari Tehsildar*	02
Office Assistant	Peon	03
Total-		06

Source: Primary data from *Tehsil* Offices.

There is a peculiar tradition as to the assessment and collection of land development tax in the Municipality Union Land Office where the land owners are exempted from tax who owns land so near to the Majar of Hazrat Shah Jaalal (RH:) that they can hear the *Ajan* of Dorgah Mosque. This method of exemption is known as *kosbeniskor.* Later the President H. M. Ershad with government gazette notification exempted four thousand acres of land in Sylhet city from land development tax. Nevertheless, this union office get almost forty lac taka land development tax per year as the owners of land need receipt of land development tax when they apply for loan to the bank. In case of mutation the land office of Sylhet Sadar and South Surma amend the SA *khatian.* It is to be noted that previously the copy of record of rights could be found from district land office but now-a-days it is delivered from *upazila* land office and to the same office a person has to apply for copy of *khatian.* All documents are available both in *upazila* and union land office including *khatian.* The application for mutation including mutation for the reason of transfer of properties has to be preferred to the Assistant Commissioner (Land) in *upazila* land office and the copy is also be provided by the same office after investigation report given by the union land office. There is a nice combination and communicative atmosphere in the relationship between union land offices and *upazila* land office. The Assistant Commissioner (Land) is well informed of all the activities of union land offices through monthly general meeting and monthly report by the Union Land Assistant Officer (ULAO). Among twelve union land offices only two union land offices namely Municipality Land Office and Bahar Land Office provide digital services though not in full-fledged. They have no organized website, no automated service mechanism and no digital data preservation system. These twelve union offices and two *upazila* offices are providing huge

number of services with less manpower in proportion to total service seekers. The lists of services provided by Tehsil Offices have been enumerated below.

Table-II: Number of services given by *Tehsil* Offices

Services Year	Mutation	*Khatian*	LDT	*Khas* Land Settlement	*Haat-Bazar* etc.	Enquiry
2016	5594	17871	119537	0	225	5365
2015	5139	16172	105358	0	198	6439
2014	4828	14105	103223	0	210	5167
2013	4143	13019	99596	0	183	4984
2012	3747	12078	95705	0	187	4589

Source: Primary data from *Tehsil* Offices.

Primary Data Analysis

Tehsil offices of Sylhet Sadar and South Surma were targeted for primary data collection to examine the current situation of the implementation of provisions of law and find out the drawbacks in its implementation. The study conducted interviews with several officers of *upazila* and union land offices. With a view to observing present conditions of services provided in land offices, a survey containing structured questions was conducted by the study in two said *upazilas.* The study was able to collect 25 samples from two *upazilas*, 15 from Sylhet Sadar *Upazila* and 10 from South Surma *Upazila*. Same questionnaire containing eight questions which require only positive or negative (yes/no) answer was presented before the respondent.
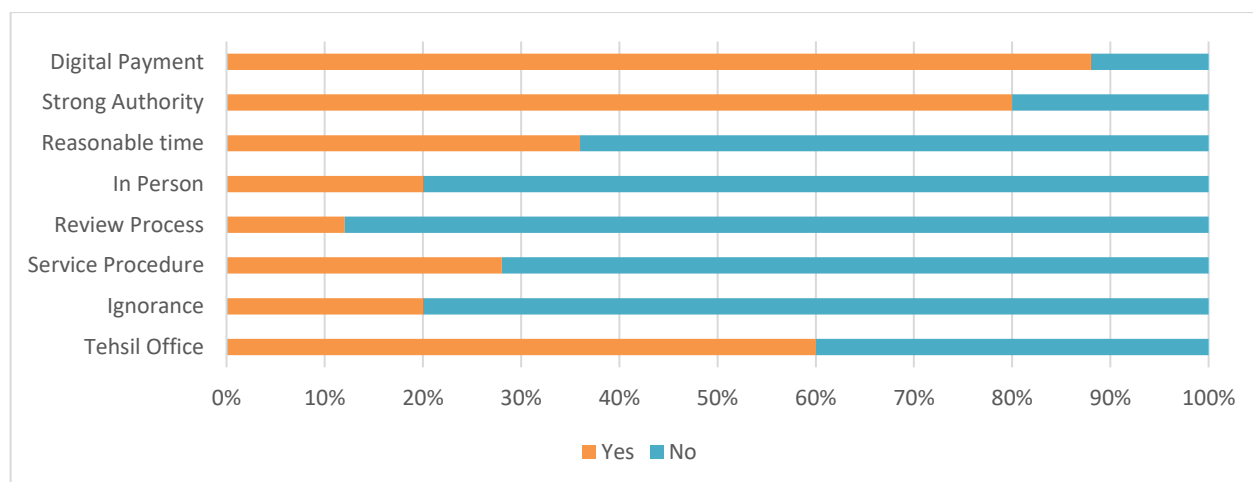

Figure: Percentage of responses given by service seekers in SylhetSadar and South Surma.
Source: Result of questionnaire survey by the study

It is seen from the data analysis that almost 40% were not aware of the location of land office before s/he gets the service and even some respondents do not know the location even after receive service as they have taken the services by representatives.

Only 20% respondents are aware of the provisions of laws regarding land services and the rest 80% have no knowledge of laws. 72% respondents do not have any idea to which authority they have to file an application for copy of *khatian*, mutation of *khatian* and other services and they are also ignorant of procedures of filing an application, only 28% of them are aware of application process. Among total service seekers, 88% respondents are not aware of about the appeal procedure against the decision of subordinate authority. It is an established judicial principle that mutation of a property in the revenue record does not create or extinguish title nor has it any presumptive value on title but it only enables a person to pay the land revenue[21]. Nevertheless, a land owner is always anxious about the title of his/her land after s/he becomes true owner which leads to take step for mutation, and it is the main source of corruption in land office. The principal part of corruption at land office occurs by the brokers who manipulate the simplicity of general people and earn a huge amount of money from service seekers by fraud. It is observed that 80% service seekers completed their land related matters through the intervention of third party brokers which opened the door of corruption. There is shortage of manpower in land office, service providers are not well trained and they are also negligent of their responsibilities which lead to delay in getting service. It is also seen that 65% of total respondents did not get the service within stipulated time. To remove the present anarchy, 80% of total respondents suggested that there should be a strong body which can monitor the unfair practice and corruption; and 88% respondents think that online application, payment and service system should be introduced to reduce harassment in land offices.

Loopholes and Suggestions for Improvement of Present Situation

The legislations, policies and circulars related to land services ought to be circulated throughout the country. The land authorities and welfare associations should build up legal awareness through various programs like campaign, seminar, symposium on land related issues, observation of land services day, and land service fairs, etc. The first requirement is to take initiative to increase the consciousness level of service seekers to improve the situation of services in *Tehsil* Offices so that they can be well informed about the actual procedure of service in land offices. The main drawback of land administration and prime impediment of proper service is enormous corruption[22] by various intermediate brokers, documents writers and land officers which is called white collar crime[23]. In TIB report of corruption land administration always possesses one of the top three positions. Every year, among total corruption in services sectors 40% to 50% corruption occurs in land services. A statistics of corruption in land services has been given below. It is seen that corruption is grossly occurred in mutation service. The reason is that in the application form of mutation service there is an atypical procedure whereby the application can be prepared by a third person on behalf of the land owner as a legal representative. As most of the service seekers are ignorant of law, they often try to avoid complexity of land office and would like to complete their task by any broker or lawyer. Those third persons always manipulate

this opportunity and earn illegal penny. So, by amendment of law this provision of representation by third party in application form shall be removed to get rid of corruption. There are total four bodies involved in land management system namely, land office, registrar office, land survey and land survey tribunal and those institutions are under the subordination of three different ministries. So, there is a complexity as to accountability, coordination, controlling and proper monitoring of this bodies by superior authority. For proper service and adequate functioning of this administration, all four bodies need to be gathered into one single ministry under the same umbrella. Another reason is that there is no proper and strong monitoring authority to monitor and control this practice of corruption and there is also absence of exemplary penal provision of laws. In spite of existing huge corruption among different public offices, the land offices are only institution which can collect 100% revenue (land development tax) of their target. In 2016, South Surma Land Office recovered 30 lac BDT and Sylhet Sadar Land Office collected 3 crore BDT where these offices were able to achieve 100% of their targeted amount. So, it is an important sector for collection of revenue and the government should give special importance to improve the services of land administration. It has been seen during field work that no land office whether at union or *upazila* is bound to prepare any yearly report of their services and other activities and there is no opportunity of public scrutiny. The said offices need to be held responsible to prepare yearly report which shall be publicly notified so that the means of services and their functions can be fair, transparent and effective. In most parts of the country, there are separate union land offices for every *union parishads*. But, Sylhet Sadar and South Surma have less number of union land offices in proportion to the number of *union parishads* whereby the people of two or three *union parishads* have to share one union land office for land related services. Moreover, the number of service provider is very poor in proportion to the total population residing in these two *upazilas*. The land officers have not been given enough logistic support and are neither provided with adequate manpower to assist them. It has been observed from primary data that though there is need of huge number of land matters to be solved, there is absence of enough number of service providers to settle them. So, people hardly get remedy within proper time and often become victim of harassment in land offices. ADR methods are not introduced to settle the land related matters and there is no quasi-judicial authority to solve the matters. The provisions of legislations regarding land management as to penalties for violation of rules, payment system for services like LDT, record of rights and mutation, ADR procedure and powers and function of land officers are not satisfactory and updated[24]. So, necessary amendment as to powers and function of land officers, initiation of fruitful ADR method, updating fine and penalty, introduction of digital payment instead of old court fee system, etc. should be introduced as early as possible. Among twelve offices in union level, only two offices have partial digital services and these are also not in full-fledged. In this century of technological progress, they have no automated software by which they can provide cost effective and less time consuming services and there is no well-designed individual website of those offices. Ours is an age of modern science where in every

public and private institutions service seekers are being provided services through computer and Internet. All of these land offices ought to be brought under the purview of digital services for the welfare of service seekers and advancement of the country. They should start using automated software and launch updated individual website so that general people have easy and immediate access to their services.

Conclusion

The problems in *Tehsil* Office are definitely big loopholes of a country which is able to deteriorate the economic progress. Such a big problem cannot be mitigated overnight and if this situation arises the whole country shall come forward to fight. The responsibility should begin from the government itself and the government has to control the local government in order to select the best project to be implemented and the best developers or contractors to run the project so that the project can be finished on time without any delay. The land services and formal adjudication systems have not been updated to the spirit of rule of law in Bangladesh. So, in order to ensure the land right of the common people and minimize land disputes, the present administration for land management should be reformed without unnecessary delay. There are many welfare associations in our country named the Consumers Association of Bangladesh, *Ain O Shalish Kendro*, Communist Party Bangladesh, Bangladesh Legal Aid and Services Trust and Human Rights and Peace for Bangladesh etc. to deal with the public matters but they are doing nothing to establish a stable situation in land management. The government is trying to improve the situation and it has issued a circular to control the harassment of general people. If this circular can be implemented properly, the anarchy will surely be eradicated.

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