



Jai Hind Sindhu Education Trust's  
**MANGHANMAL UDHARAM COLLEGE OF COMMERCE**

PIMPRI, PUNE - 411 017.

(Affiliated to Savitribai Phule Pune University, Pune)

NAAC Reaccredited 'B++'

☎ : 9028004422

**Dr. Vinita Basantani** (M.A., Ph.D.)  
**Principal**

Ref. No. :

Date :

## CRITERION III

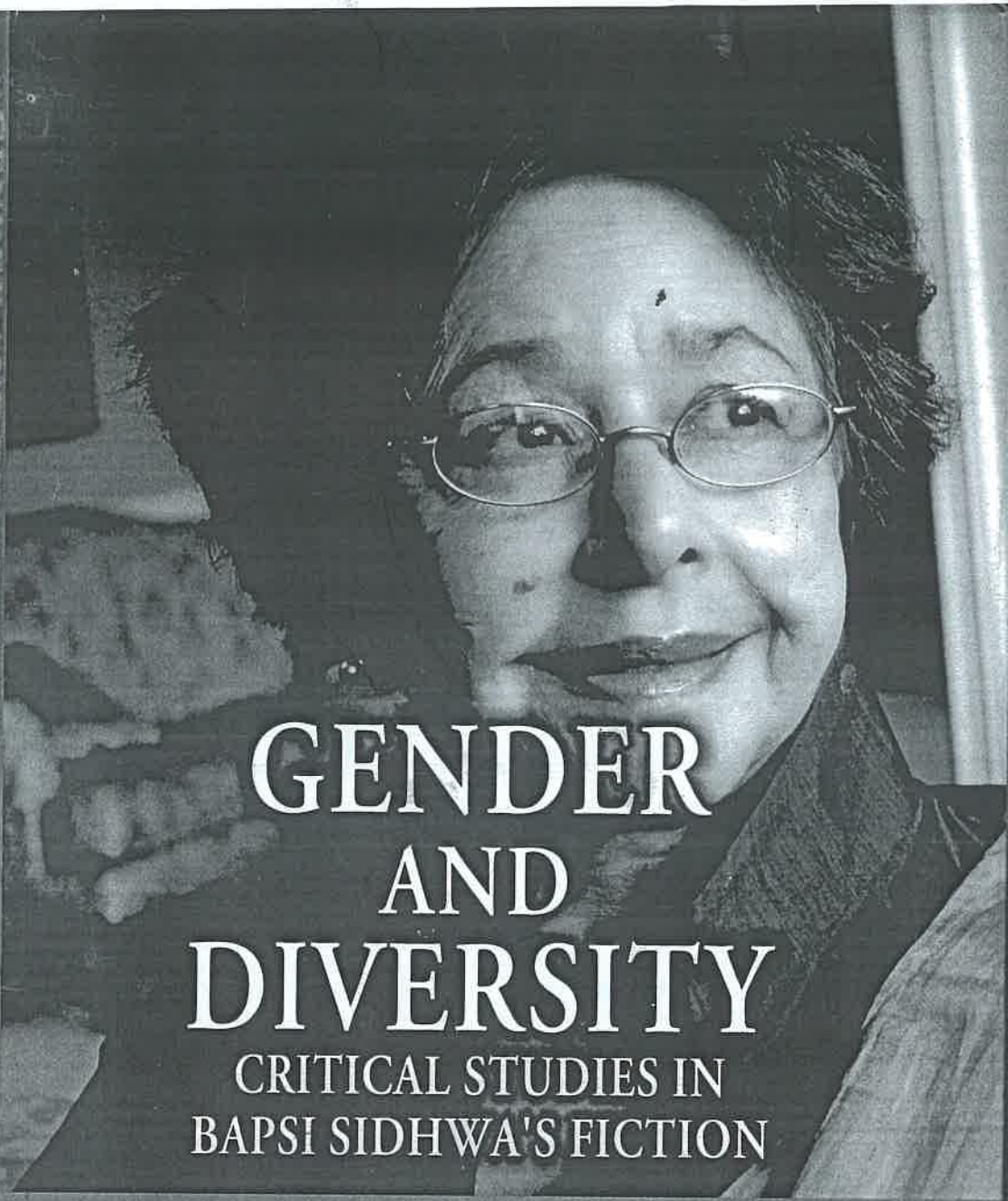
**3.3.2.1 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings**

### 2019-2020

Sl. No.	Name of the teacher	Title of the book/chapters published	ISBN No.
1	Dr Vinita Basantani	Gender and Diversity: Critical Studies in Bapsi Sidhwa's Fiction	978-81-8043-147-0
2	Dr. Vinita Basantani	Unveiling Feminine Power in Bapsi Sidhwa's Cracking India	978-81-8043-147-0
3	Dr. Vinita Basantani	Interview with Bapsi Sidhwa	978-81-8043-147-0
4	Mrs. Palak Chhablani	Economic Analysis for Business Decision	978-93-89066-66-1

*V. Basantani*  
**Principal**

**M. U. College of Commerce**  
**Pimpri, PUNE - 411 017,**



**GENDER  
AND  
DIVERSITY**  
CRITICAL STUDIES IN  
BAPSI SIDHWA'S FICTION

Editors

**Vinita Basantani**

Ajit Kumar

*V. Basantani*  
Principal

M. U. College of Commerce  
Pimpri, PUNE - 411 017.

CREATIVE NEW LITERATURE SERIES-

*Published by:*

**CREATIVE BOOKS**

'SHANTI' CB-24, Naraina, New Delhi-110028

e-mail: creativebooks2004@yahoo.com

Copyright © the Editor

Copyright © All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without the prior permission of the Editors.

Edition: 2020

ISBN: 978-81-8043-147-0

*Typesetting by:*

**PRIYANKA GRAPHICS**

New Delhi

*Printed by:*

**NICE PRINTING PRESS**

Delhi

## Content

**Foreword Note**

*Nilufer E. Bharucha*

ix

**Memories of Bapsi Sidhwa**

*Boman Desai*

xiii

**Classical Avenues: An Introduction of  
Bapsi Sidhwa's Writing**

*Vinita D. Basantani and Ajit Kumar*

xv

1.

**Bapsi Sidhwa's *The Crow Eaters*: A Stylistic Commentary**

*Savita V. Deogirkar*

23

2.

**Unveiling Feminine Power in Bapsi Sidhwa's**

***Cracking India***

*Vinita D. Basantani*

34

3.

**Cultural Contrast and Comparison in  
Bapsi Sidhwa's *An American Brat***

*Prashant Mothe*

41

*Review*

**Principal**  
M. U. College of Commerce  
Pimpri, PUNE - 411 017.



VI GENDER AND DIVERSITY

4.

**Entrapped Women: A Feminist Study of Bapsi Sidwa's  
*The Crow Eaters***

Poonam Mor

49

5.

**An Ecofeminist Reading of Bapsi Sidhwa's  
*The Pakistani Bride***

Mohini Gurav

57

6.

**Conventionalism and Subordination of Women in Bapsi  
Sidhwa's *The Pakistani Bride* and *An American Brat***

Mathpati Sudhir P.

66

7.

**Autobiographical Elements in Bapsi Sidhwa's  
*Ice Candy Man***

Gurpyari Bhatnagar

77

8.

**Bapsi Sidhwa's *Ice Candy Man*: A Woman Authored  
Partition Narrative**

Vaishali Naik

85

9.

**Cultural Sterility and Devaluation of the Female Ethos:  
A Critique on the Tenor of Femininity in  
Bapsi Sidhwa's *The Pakistani Bride***

C. Raju and T. Devaki

97

*12/10*  
**Principal**

**M. U. College of Commerce  
Pimpri, PUNE - 411 017**

10.  
*Partition and the Female Experience in Bapsi Sidhwa's  
Their Language of Love*  
Bhakti Vaishnav  
105
11.  
*The Concept of Emotional Bank Account in  
Bapsi Sidhwa's Water*  
Smita R. Nagori  
114
12.  
*Traumatic Experience of Partition: A Study of Bapsi  
Sidhwa's Ice Candy Man*  
Vishali Sharma  
121
13.  
*Interview with Bapsi Sidhwa*  
Vinita D. Basantani  
132
- Contributors  
136

*V. S. W.*  
**Principal**  
M. U. College of Commerce  
Pimpri. PUNE - 411 017



## Unveiling Feminine Power in Bapsi Sidhwa's *Cracking India*

Vinita D. Basantani

Feminism is a cultural, political and intellectual movement that recognizes the fact that women are subjugated and need to be liberated. Feminism aspires to fight for equal rights and opportunities for women. For achieving this aim, it demands more concern, respect and consideration from the male counterparts. Eisenstein interprets the term feminist or feminism as:

In my understanding of the term 'feminist' then I see an element of visionary futurist thoughts. This encompasses a concept of social transformation that as part of the eventual liberation of women with change all human relationships for the better. Although centrally about women, their experience and condition, Feminism is also fundamentally about men and about social change. (58)

Recent form of feminism (after 1960s) is an emergent socio-political movement that aims at understanding the power structures in the society which are instrumental in assigning a marginalized position to women. Feminist theory also formulates the strategies in order to change the social structures, which can help in emancipation of women. As Simone de Beauvoir writes in *The Second Sex*:

Principal

M. U. College of Commerce

Pimri, PUNE - 411 017

## Interview with Bapsi Sidhwa

Vinita Basantani

**Vinita:** Was writing your childhood passion?

**Bapsi Sidhwa:** my passion was reading. I read anything and everything I could lay my hands on. I think my subconscious absorbed all the skills, so that years later I could write usually and express myself exactly.  
I didn't go to school because of polio.

**Vinita:** In all of your novels, except *The Pakistani Bride*, you deal with the Parsi community. Does it any how reflect your personal life?

**Bapsi Sidhwa:** I am a Parsi. Religion does not figure in a big way with the community but I have absorbed the culture and it has shaped my characters and the content and plots of my stories and novels

**Vinita:** Critics assess that you present women authored partition narrative in all of your novels. How do you view such comments?

**Bapsi Sidhwa:** since I am a woman it's just natural that's my feelings and vision as a woman is paramount in my writing.

*V. Basantani*  
**Principal**

**M. U. College of Commerce**  
Pimpri PUNE - 411 017



"Bapsi Sidhwa here receives the full and serious consideration her novels so eminently deserve. These essays show how her work profoundly extends our understanding of a range of experiences, including the Partition of the Indian subcontinent, Parsi culture, violence against women, and migration."

Lyn Imes, Emeritus Professor of Postcolonial Literatures, University of Kent,  
Canterbury, UK

*Gender and Diversity: Critical Studies in Bapsi Sidhwa's Fiction*, thoughtfully rendered by Dr. Vinita D. Basantani and Dr. Ajit Kumar, gives us a whole view of Sidhwa, something previously impossible without studying her entire body of work oneself. Her journeys, both real and on the ground—and in exploring her complex identity, are all here, in one place, at last."

Amy Gigi Alexander, Editor in Chief, *Panorama the Journal of Intelligent Travel*, the USA

"Bapsi Sidhwa is the Harper Lee of Anglo-Indian literature and her gesture towards peace and understanding among divergent people has been of inestimable value. She writes from the heart and goes to the heart. An author whose work is to be treasured."

Paul Casey, Critic, the USA

"*Gender Diversity: Critical Studies in Bapsi Sidhwa's Fiction* by Dr. Vinita D. Basantani and Dr. Ajit Kumar is a welcome addition to critical insights on one of the leading diasporic writers Bapsi Sidhwa. The book contains an interesting array of articles on Sidhwa's novels that reveal her individual perceptive understanding of the Indian subcontinent's Partition, violence against women, migration to the US, and her affiliation to the Parsi community."

Prof. Anita Singh, Department of English, B.H. University, India



## CREATIVE BOOKS

'SHANTI' CB-24, Naraina, New Delhi - 110028

Email : creativebooks2004@yahoo.com

*13/00*  
Principal

M. U. College of Commerce

Pune, PUNE - 411 017.



# Economic Analysis for Business Decisions

Core (103)

M. B. A. Sem. - I

- Dr. Meenakshi Duggal
- Dr. Palak Chhablani
- Dr. Ashutosh More

As Per  
New  
Syllabus  
2019

Principal  
M. U. College of Commerce  
PUNE - 411 017



**SUCCESS PUBLICATIONS**



**Published by**  
**Dr. Rajesh M. Patne**  
**Success Publications**

Radha Krishna Apartment, 535, Shaniwar Peth,  
Appa Balwant Chowk, Opp. Prabhat Talkies, Pune - 411 030  
Ph. 24434662 Mobile : 9325315464.

**Copyrights**  
With the Publishers

**Printed at**  
**Success Publications**

S.No. 30/27, Laxmi Industrial Estate, Near Prabhat News Paper,  
Dhayari, Pune-41. Mobile: 9028211751

**Edition**  
2019

**Edited By**  
Mr. Valmik Gaikwad

**Typesetting, Layout**  
Mrs. Pradnya Kale

**Cover Designing**  
Mrs. Aparna Mali

**ISBN NO. - 978-93-89066-66-1**

No part of this book may be reproduced or copied in any form or by any means [graphic, electronic or mechanical, including photocopying, recording, taping, or information retrieval systems] or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers.

Every effort has been made to avoid errors or omissions in this book. In spite of this errors may creep in. Any mistake, error or discrepancy noted may be brought to our Notice which shall be taken care of in the next edition. It is notified that publisher shall not be responsible for any damage or loss of action to anyone of any kind in any manner, therefrom. It is suggested to all the readers, always refer original references wherever necessary.

ii

  
**Principal**  
**M. U. College of Commerce**  
**Pimpri, PUNE - 411 017**



**INDEX****M.B.A (Part - I) (Sem. - I)  
Economic Analysis for Business Decisions**

Unit	Topic	Page No.
1	<b>Managerial Economics</b>	1.1 to 1.46
	1.1 Managerial Economic 1.2 Concept of Firm 1.3 Economist Theory of Firm	
2	<b>Utility and Demand Analysis</b>	2.1 to 2.63
	2.1 Utility 2.2 Demand Analysis 2.3 Forecasting	
3	<b>Supply and Market Equilibrium</b>	3.1 to 3.35
	3.1 Supply 3.2 Production Analysis 3.3 Cost Analysis	
4	<b>Revenue Analysis and Pricing Policies</b>	4.1 to 4.65
	4.1 Revenue Analysis 4.2 Pricing Policies 4.3 Market and Market Structure 4.4 Profit Policy	
5	<b>Consumption Function and Investment Function</b>	5.1 to 5.44
	5.1 Consumption Function 5.2 Investment Function 5.3 Business Cycle	