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FOREWORD

In the journey of growth and development, humanity has put many things at stake, the most important being our environment, our natural resources, our planet and our future. Climate change, and its adverse consequences, has become a global concern. It has become imperative, therefore, to review and possibly rethink, restrict, restructure, and reinvent the means and measures we adopt for the growth & development of our nation. The time has come when the individuals act- both at a personal and community level- taking complete onus of not only the plight we stand in today, but also of a remedy that leads us to a better, harmonious, and hospitable tomorrow.

Sustainable development is the only solution to this global problem, it is rather the only hope for redemption. Sustainable Development Goals (SDGs) as delineated by the United Nations, cover a broad range of interconnected issues from economic to social to global public good. St. Xavier's college, Jaipur, initiated a step in this direction through an ICSSR sponsored International conference on "RETHINK, RESTRICT, RESTRUCTURE AND REINVENT: THE SUSTAINABLE DEVELOPMENT PERSPECTIVE". The conference featured discussions and knowledge sessions on key developments in the field of Economic Sustainability, Strategic Commercial Sustainability, Environment Sustainability, Socio Cultural Sustainability, Human Sustainability and Digital Sustainability. It provided a forum to committed academics, corporate leaders, eminent researchers, scholars and students from across the country to deliberate and disseminate not only business and management concepts, theories and models but also provide a platform for initiating collaborative research projects.

The current issue of Impetus is an outcome of our first ICSSR (Indian Council of Social Science Research) sponsored International Conference. It resolves dual objectives of drawing attention to the issues of absolute urgency, as well as provides a welcome platform to find novel ways to come up with solutions to our global problems, we aim to benefit the Nation, the society and the world at large. This volume incorporates selective papers from the critical challenges of human, environmental, socio-cultural, commercial, digital and economic sustainability. We believe this collection will not only satiate but also stimulate the intellectual drive, initiated in the conference, encouraging our readers on the path of sustainability.

Dr Shikha Arora Bakshi
Chief Editor

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CONTENTS

Ancient Tactics and Modern Progress: A Dualistic Approach towards Sustainable India

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Abstract

Historical evidences found from the time of Indus Valley Civilisation have shown elements of sustainability, primarily because of their dependence on natural resources and limited availability thereof. Before technological advancements took place, India had been a home of beliefs and practices such as yogic principle of Aparigraha, rain water harvesting system such as building of step well, protecting wildlife, respecting mother nature and use of reusable and recyclable products.

Even though there is a long history of Indian culture which demonstrates eco-friendly and sustainable products and practices, comfortable and luxurious lifestyle of present times with wide range of choices has led to practices which do more harm than good. This has resulted in the rise of popularity and emphasis on sustainable development and emergence of sustainable eco-friendly product and practices which were already part of the Indian culture.

The paper includes, along with a comprehensive study of ancient Indian practices; their present day importance in conserving environment and impacting economy, a survey study of Indians and their lifestyle choices and daily practices and how much they are influenced by environmental concern.

Keywords: Sustainable Development, Economical Development, Indian Traditional Practices.

Introduction

Long before technological advancements took place, India had a culture of using resources directly drawn from nature. Since resources were limited, people made sure to utilise resources in a sustainable way. This led to practices of respecting and even worshipping nature to the extent that nature was given status equivalent to the gods.

After industrial revolution took place, people were inclined towards leading their lifestyle in a comfortable and luxurious way rather than being driven by necessity. This led to increase in the usage of products such as plastics, petroleum, harmful chemical by-products produced in manufacturing units etc. Even though technological progress had made people's lives easier, the consumption and production of such products did more harm than good.

A balance between the two approaches needs to be attained, so that progress does not thwart sustainable environment, and environmental concern does not prevent progress. The two need to complement each other in a way that suffices the need of present but also leaves sufficient resources for generations to come.

Research Problem

The research revolves around the central idea of sustainable lifestyle choices amongst the young adults and understanding the drive that prompted them to make those choices. Whether the choices made were driven by environmental concern or it was part of their household practice.

Study Objective

The highlight of the paper is to study cognizance in young adults about the practices and products that facilitate in achieving sustainable environment. Along with understanding the reasons that motivated them to incorporate or to not incorporate the practices in their lifestyle, the paper also intends to summarise the dualistic approach to attain environmental sustainability by assimilating ancient practices and methods in the scientific and technological progress.

Methodology

The study is divided into two parts: The First part deals with a study of the chronological order of environmental friendly methods and practices. Beginning from ancient sustainable and environment friendly methods that were prevalent in India to the modern technological progress made in the aforementioned field. This study is done by collecting secondary data from various books, journals and articles.

The second part includes a survey study which is based on a questionnaire of closed ended and open ended questions. The sample size was restricted to 100 random respondents for a selective study on awareness and adoption of sustainable practices, products and methods and identifying the reasons for not embracing the same. The restricted size of respondents limits the number of variables used for the study, which could be overcome by surveying larger groups, hence, leaving a substantial scope for further study.

Environmental Sustainability In Ancient India

Indus Valley Civilisation, or the Harappa as the site is known as, is not only one of the oldest civilisations of the world, but also the most developed civilisation of that time. The site extends from modern-day northeast Afghanistan to Pakistan and northwest India. The civilisation existed from 3300 BC to 1300 BC around the Indus Valley. Communities during ancient and medieval times are known to have inhabited the areas closer to fertile soil, rivers, plateau or wooded areas. This was done for following reasons:

- To have ease of access to natural resources to build tools and weapons
- To obtain food by hunting and gathering
- To have water easily available
- To set up a dwelling place

Since the natural resources were of limited substance and vital for the survival, people in those times took care to instil habits of respecting nature and using the resources diligently. This led to emergence of various beliefs and practices. Even though Harappan texts have not be deciphered, enough pictorial seals depict worshipping trees and animals.

People lived amidst nature and began to consider it as sacred. Essentially Water and Earth sustained life of living beings; hence, they were regarded as the Mother (life giver) and were worshipped. In Rig Veda, river Sarasvati is depicted as goddess, while in post-Vedic time, river Ganga is regarded as the sacred goddess. Many ancient texts like *Vedas, Upanishads, Bhagvad Gita, Kautilya's Arthashastra* mention about environment and its sacredness. Buddhist and Jain teachings from Ancient India resonate with the idea of minimalistic way of leading life and being in harmony with the surroundings, plants and animals alike.

Present Scenario: Climate Change

Human beings begun to settle near the areas which provided adequate resources and made their life easier, for example, the Gangetic plains are densely populated because of its rich alluvial soil which is suitable for agriculture due to the availability of water. Increasing settlements led to deforestations and overuse of land. There has been a rise in the consumption of coals, petroleum in motor vehicles, and energy production has increased. A surge of waste is being produced by the industrial activities; this has contributed significantly in GHG emissions.

The GHG emissions have increased significantly. In the year 2019, a total of 43 billion tons of carbon dioxide emissions was produced from all sources.

India produces close to 20000 tonnes of plastic waste each day of which only about 40% is collected. The uncollected plastic finds its way in the environment, polluting the earth as well as the oceans. The Fast Fashion industry alone contributes to 10% of global greenhouse gases emission, uses up to 93 billion cubic meters of water every year and dumps plastic fibre equivalent to 50 million plastic bottles.

Recently, in the year 2019-2020, Australia experienced the worst Bushfire season. A direct correlation between Bushfire and climate change has been made stating that the rise in global temperature resulted in severe fire. The Bushfire has affected wildlife and has led to death of thousands of animals.

Human society has progressed at the cost of plants and animals. Even though technological progress made people's lives comfortable, the comfort came at the price of destroying out planet which is home not only to the flora and fauna but also human beings.

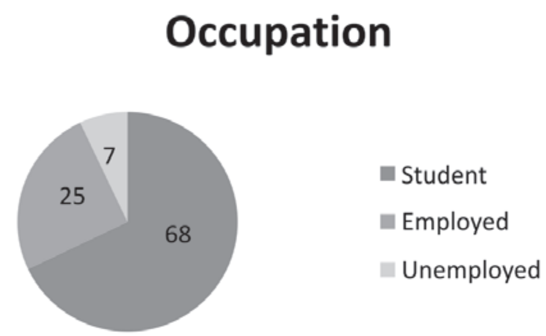
Survey Study

The survey was conducted to assess the habits of the respondents which either directly or indirectly affect the environment. The survey was conducted online.

General Profile of Respondents

A sample size of 100 of young adults aged between 18 and 25 was selected to study their eco-friendly practices, usage of products and incorporation of methods. The composition of occupation was as follows:

Chart 1: Occupations of Respondents



Findings

The study was conducted in the following 5 sections to assess the lifestyle choices of the respondents and how environmental friendly are their choices:

- Integration of Environmental Friendly Practices
- Usage of Environmental Friendly Products
- Adoption of Environmental Friendly Methods
- Reasons for their Lifestyle Choices
- Future Course of Action

The detailed findings are as follows:

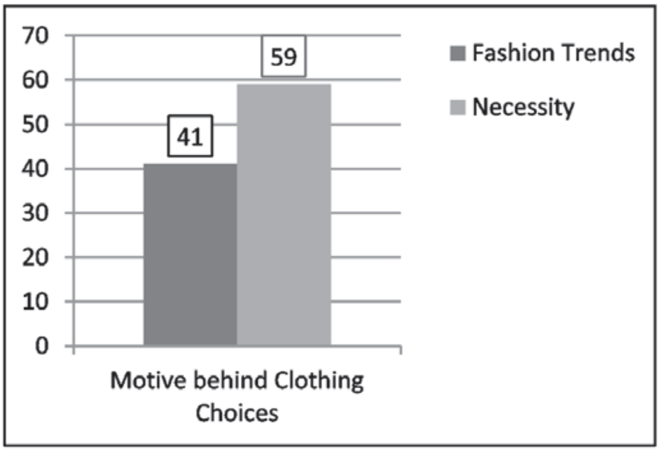
- Environmental Friendly Practices

Table 1: Environmental Friendly Practices amongst Respondents

Practices	Yes	No
Reuse of Leftover Food	74	26
Segregation of Dry and Wet Waste	64	36
Encouraging Eco-friendly Practices in Family and Among Peers	90	10

The table above shows the various practices of respondents. 74% of the respondents stated that they use leftover food from last night. 64% of them said that they do segregate dry waste and the wet waste before disposal. Out of the 100 respondents 90 of them encourage their family and peers to adopt environmental friendly practices.

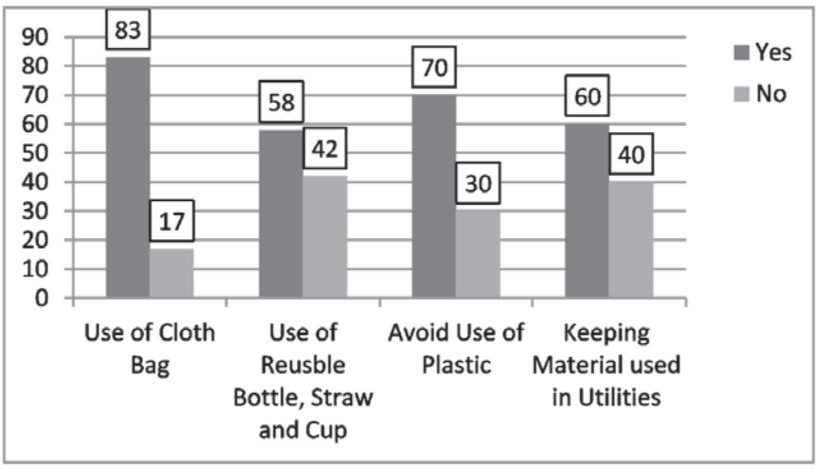
Chart 2: Motive behind Clothing Choices of Respondents



Total of 59 respondents said that their clothing choices while shopping were influenced by necessity rather than fashion trends.

- Environmental Friendly Products

Chart 3: Usage of Environmental Friendly Products by Respondents

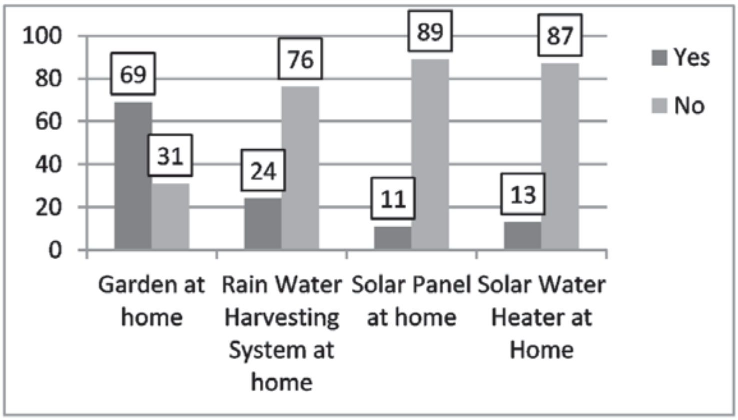


From the chart above, it can be inferred that the majority of the respondents use environmental friendly products. 83 out of the 100 said yes to carrying cloth bag with them while shopping, 58 said yes to using reusable bottle, straw or cup while going out, 70 of them said yes to deliberately avoiding the usage of plastic and 60 respondents said yes to keeping the material used in everyday utilities in mind and the impact they have on the environment.

- Environmental Friendly Methods

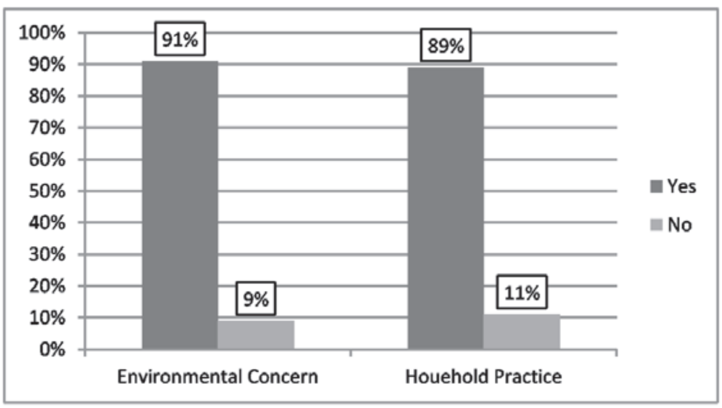
The method chosen were those which could be applied at personal level. The chart shows that the 69 respondents have a garden at their home, but only 24 of them have Rain Water Harvesting system at their home and only 11 and 12 respondents said yes to having a Solar Panel for Electricity and Solar Water Heater at their homes respectively.

Chart 4: Adoption of Environmental Friendly Methods amongst Respondents



- Reasons for the Choices Made

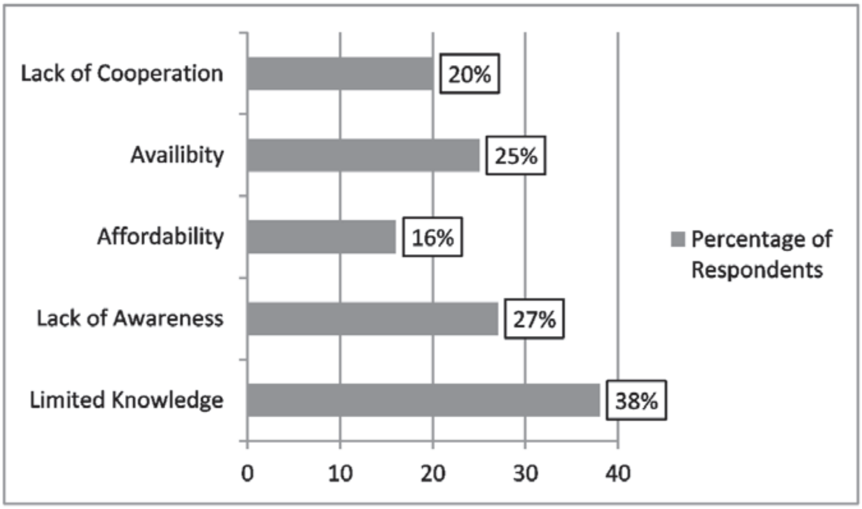
Chart 5: Reason(s) for incorporating Eco-friendly Lifestyle



Out of the respondents who incorporated environmental friendly practices, 91% of them said that they adopted the practices out of environmental concern and 89% of them said that the practices such as reusing leftover food from last night, taking cloth bag with them while shopping, cloth shopping habits, etc., were part of their household practices.

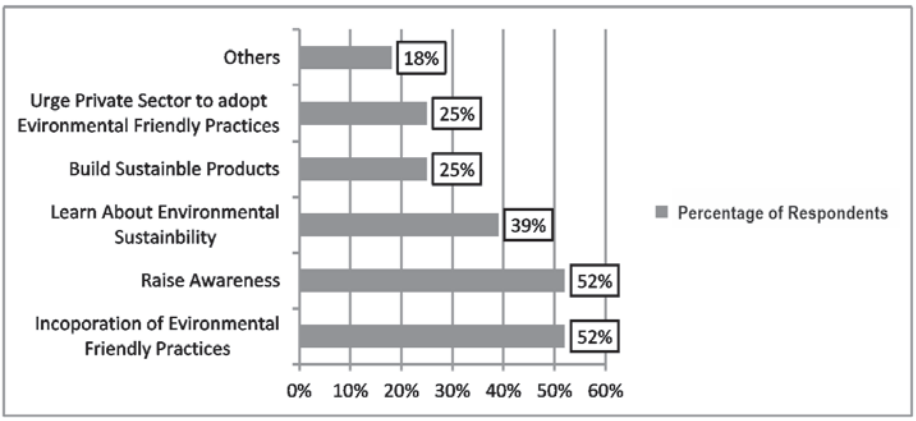
An interesting conclusion can be drawn by this chart that the practices incorporated by respondents in their day to day lives are not only influenced by environmental concern but also because the practices are also part of their household habits.

Chart 6: Reason(s) for not incorporating Eco-friendly Lifestyle



The respondents were asked to opt for all those reasons because of which they did not adopt or incorporate certain practices in their lives. After the completion of the survey the top reasons came out to be limited knowledge about sustainable environmental practices (38%) and lack of awareness about the products and practices (27%) which facilitate the attainment of sustainable environment. Other reasons included affordability and practicality of the products, availability and lack of cooperation from family and friends were opted by 16%, 25% and 20% of the respondents respectively.

Chart 7: Future Action(s) to be taken by Respondents



The chart above shows future course of action(s) a respondent would be taking in a time frame of one year to contribute towards achieving a sustainable environment. 52% of the respondents opted for Incorporation of environment friendly practices in their lives as well as to raise awareness amongst their family and peers. 39% of the respondents opted to learn more about environmental sustainability, 25% chose to work towards building sustainable products as well as to urge private sector to adopt environmental friendly practices. 18% of the respondents suggested other actions that they would be taking to achieve environmental sustainability.

Those other suggestions included use of public transport, e-vehicles, making environmental sustainability study part of school curriculum, get influencers to propagate eco-friendly norms to impact large masses, lawful mandating of the practices to certain extent etc.

Inferences And Conclusion

The survey showed that 76% (average) of the total respondents have eco-friendly practices (segregation of waste, using leftovers, etc) incorporated in their lives. Only little over of 50% shop for clothing based on necessity. A shift in shopping habits and wardrobe practices is needed since the Fast Fashion Industry is close to 10% contributor in global GHG emissions.

Increasing consumption of plastic is yet another threat to our environment, because of which Prime Minister Narendra Modi on 15 August, 2019 set a target to phase out single use plastic. In the survey, an average 67.75% of the respondents incorporated habits such as use of cloth bag, reusable bottle, avoiding use of plastic, etc.

Even though 69 respondents have a garden at their home, on an average 84 of the respondents out of the 100 did not have environmental friendly and technologically advanced methods such as Rain Water Harvesting, Solar Panel for electricity and Solar Water Heater at their home.

Hence it can be concluded that traditional practices of using resources optimally and diligently are part of majority of the households, though the advanced techniques are yet to reach many people at the individual level.

The top two reasons for not leading a sustainable lifestyle were lack of knowledge and lack of awareness. Interestingly, top future course of action suggested was to incorporate such practices in their lives. Thus, there is a willingness to bring changes in their lifestyle for the environmental sustainability.

In ancient India, the lives of people were not easier in comparison to today's time because technological advancements due to industrial revolution had not taken place. In modern era, when advances did take place, the life of a person became comfortable, even luxurious, but the environment suffered because of it. Therefore it is vital to recognize the importance of our surroundings and balancing progress by maintaining harmony with nature.

Limitations

The limitation of the survey is the restricted sample size of 100 respondents. Another limitation could be the short questions that were asked. The brief questions asked could be elaborated and the habits and practices of larger number of respondents could be studied in greater detail, thus, leaving a scope for further studies.

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Strategies to Promote Sustainable Transport Pricing

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Abstract

India as a developing country has been one of the fastest growing economies in the world. The impact of high economic growth is seen in sectors like transportation and automobiles. The theories of microeconomics establish a direct and positive relation between increase in GDP and per capita income with per capita consumption. The rise in disposable income indicates more opportunities for an individual to pursue his personal needs like owning a luxurious vehicle which affects their travel behaviour and indirectly discourages the use of public transit. India holds the position of 4th largest car manufacturer in the world (Indian auto, 2018). Although increase in vehicle ownership indicates growth in the economy, its negative impacts cannot be ignored. The negative externalities (e.g. congestion, vehicular emission, noise pollution, accidents, light pollution, road damages) generated by use of private transit creates significant economic loss to the country. A World Bank study released in 2016 revealed that India lost more than 8.5% of its GDP in 2013 due to air pollution.

The paper seeks to identify through a study of various international examples the best practices and soft policy measures for incorporating external social costs into the price paid.The need of the hour is to develop a mechanism which can internalize the external cost of transport for urban private vehicle users to minimize its use. Pigovian tax is one such measure which can be applied to bring equity within the transport sector, ex- Congestion pricing and eco-tax. The study tries to incorporate the external cost of transport for private vehicle users through policy measures and develop a mechanism to estimate it.

Keywords: Pigovian tax, Externalities, Bid rent curve, Economic sustainability

1 Introduction

1.1 Background

In India, the number of vehicles used increased from 0.3 million in 1951 to 58.3 million in 2001-02. About half the vehicles are concentrated in 39 metropolitan cities. Growing urbanization in India has led to a rapid increase in vehicular pollution. The exposure to toxic vehicular pollution has worsened in India due to staggering pace of motorization. As per a study conducted by the Center for Science and Environment, the number of registered vehicles has gone up 700 times from 0.3 million in 1951 to 210 million in 2015. The air pollution from vehicles in urban areas, particularly in big cities, has become a serious problem. The pollution from vehicles is visible through symptoms like cough, headache, nausea, irritation in the eyes, various bronchial and visibility problems. Transport pricing has always been sought after to solve various traffic associated issues across the world.

1.2 Research Problem

Increase in urbanisation has led to a constant rise in the number of motor vehicles plying on roads in large cities all across the world. This has had an impact on human health, environment, pattern of urban development, road conditions, and safety. The growth process in developing countries like India is putting an increasing pressure on urban transport systems. Use and ownership of motor vehicles continue to grow at a rate that is higher than the growth rate of population. The study conducted by WHO (World health organization) in 2018 shows that about 90% of the world's population is exposed to dangerous levels of pollution and 14 of the world's 15 most polluted cities are in India.

Vehicle ownership growth rate of 15% to 20% per year is common in some developing countries. In India, the total number of registered motor vehicles has increased from about 0.3 million in 1951 to 230 million in 2016; recording a growth rate of about 10.7% annually. The share of cars, jeeps and taxis in the total number of Registered Motor Vehicles was 13.1% for 2016. The total share of buses for the same year was 0.8% (Ministry of Road Transport and Highways, 2015-16).

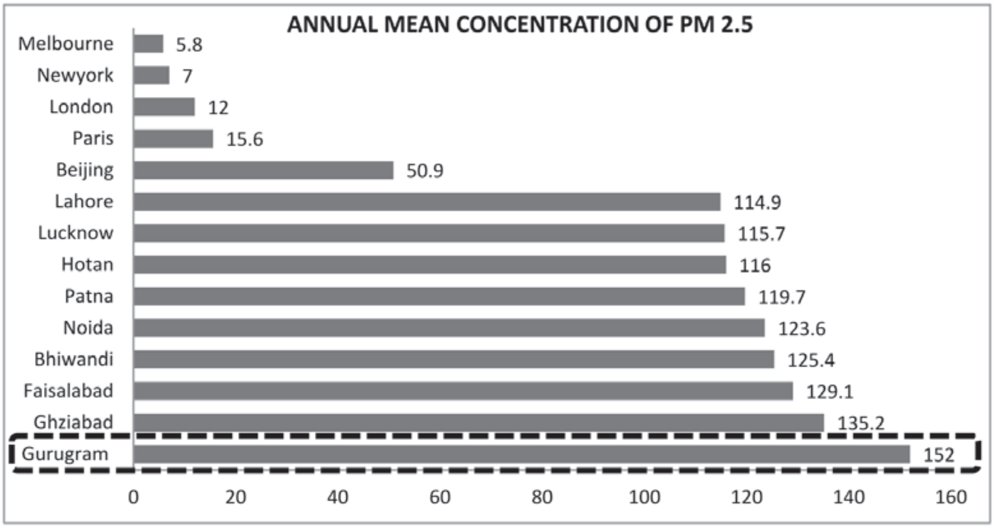
According to a study by Uber, Indian commuters take 1.5 times longer to travel a given distance in peak hours compared to travel time during non-peak hours. Traffic congestion during peak hours in four major cities (Delhi, Kolkata, Mumbai and Bangalore) accounted for a loss of Rs 1.5 lakh crore a year. Ironically, India's current road transport costs ignore these externalities and are less than valid costs. The NUTP (National Urban Transport Policy) 2014, highlights the need to design the roads according to its users rather than the number of vehicles. The need of the hour is to develop a mechanism which can internalize the external cost of transport for urban private vehicle users to minimize its use. As per a report by WHO, Global Burden of Diseases, 2017 air pollution in India is responsible for as much as 3,85,000 deaths in 2015. This highlights the need to focus on external factors also that are responsible for loss of life.

1.3 Site Selection and Justification

The area under study was identified from 100 most polluted cities in India. The cities that exhibited 15 percent rise in Air Quality Index and displayed a noise pollution level of 65 DB (As per standards laid down by CPCB) during peak hour and above were then shortlisted from the list of mapped cities. As per WHO, in 2018 Gurgaon was identified as the most polluted city in the world.

Zone	Permissible noise level standards in the daytime (dB)	Permissible noise level standards at night (dB)
Industrial zone	75	70
Commercial zone	65	55
Residential zone	55	45

The population of Gurgaon was 8, 79,000 in 2011 with a growth rate of about 74% from 2001 and population density of 2608 persons per square kilometer. According to the Census of India 2011, 33% of the households in Gurgaon own a car and 43% own Two-wheelers. The overall PCTR (Per Capita Trip Rate) for Gurgaon was noted to be 1.55 with a motorized share of 1.08 as per CMP (Comprehensive Mobility Plan of Gurgaon) and the average trip length was found to be 8.1 km per person per day.apped cities.



2. Literature Review

2.1 Sustainable Transport Pricing

Transport pricing refers to the method of payment that is paid in exchange of use of transport infrastructure and services. It is also a system that directly charges motor vehicle users for the use of road or associated services. Road pricing is used as a tool to alleviate the problems and challenges of urban road transport and improve efficiency.

Sustainable pricing of any product or service like transport can be defined as a condition that ensures sustainable development of the sector under study. Sustainable development refers to the ability to meet the present needs without compromising the ability to fulfil future requirements.

There are three major aspects associated with sustainable development- (a) Financial Sustainability (b) Social Sustainability; and (c) Environmental Sustainability. Financial sustainability requires that the total value of product be realised through the set price. It calls for efficient allocation of scarce resources. Social sustainability requires special focus due to inability of pricing arrangements to take into account the market conditions that hinder the capacity of certain sections of society to have access to certain resources. It requires that prices for basic necessities like food, transport, water etc. be based on equity considerations. In order to ensure equitable access to all resources, social sustainability lays emphasis on regulation of prices. Environmental sustainability targets conservation of scarce resources and prevention of degradation of natural capital like water bodies. (Sengupta, 2001)

With rising population and urbanisation levels, cities are constantly growing and creating added demands on transportation network. With increasing disposable income levels, private car ownership has shown a considerable rise which has resulted in rising pollution levels in cities. Transportation sector for movement of goods and people makes increased use of motor vehicles which degrades the environment by increasing the use of fossil fuels. The fuel combustion results in release of various harmful pollutants in the surroundings. The prices of fuels however do not take into account the premium on scarcity of resources, neither the harm caused by the emissions. Uninhibited or uncontrolled use of natural resources had caused depletion of natural resources. The absence of monetary regulation makes nature readily available for use and also dumping.

An externality refers to any activity that affects and impacts others but the person responsible for it, for example emissions through a non-compliant vehicle will have immediate effects on people travelling behind it and not the person sitting in the vehicle. The carbon emissions will further add to the existing Greenhouse Gases and thus cause an increase in average temperatures leading to long term harm to everyone. Such externalities, if monetised and reflected in prices can help in optimal utilisation of resources and alter the depletion pattern. Thus, there is a need to alleviate free access to nature and monetise the costs of externalities to reduce environmental degradation and improve quality of life.

Since transport is the backbone of a city and its growth and economy, its sustainability becomes essential. For sustainable development of the sector, it becomes imperative to base its social cost by internalising costs of externalities of pollution, congestion, etc. The costs of externalities can be internalised or included in total social costs by Pigovian tax, a tax that is charged on any good or service which creates negative externalities. The basic objective of the tax is to make the price of good or service equal to the marginal social cost and thus ensure more efficient allocation of resources.Marginal social cost refers to the sum of private cost (owner's own costs) and external cost (effects borne by people other than the user). For example, the cost of manufacturing a car that includes the costs of buying inputs, land for a car plant, and other costs of operation implies the private cost for the manufacturer. In the process of car manufacturing, water or air is also polluted which an external cost is borne by others in the absence of the manufacturer not paying for this external cost or including it in the price of the car. The cost of producing an additional unit of output of a good or service refers to marginal cost.

MARGINAL SOCIAL COST= MARGINAL PRIVATE COST + MARGINAL EXTERNAL COST

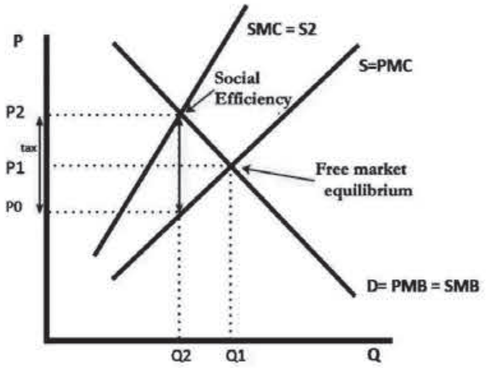


Figure 2-1Pigovian Graph

- In a free market, the equilibrium will be at Q1 – where D=S. At the output calculated, there is social inefficiency.
- At Q1, the social marginal cost (SMC) is greater than the social marginal benefit (SMB) – there is overconsumption.
- If the government places a tax equal to the external marginal cost, then consumers will be paying the full social marginal cost. (SMC)
- This will reduce the demand from Q1 to Q2 and this will be socially efficient because at Q2 (SMC=SMB)

2.2 Why Public Transport

The use of public transport has various benefits associated with it not only for the national economy but also to individual health, finances and quality of life. Public transportation is essential for ensuring urban sustainability. Use of public mode of travel reduces carbon emissions and footprint thus making cities more healthy and liveable. It also enhances accessibility and provides equitable access to transport facilities to all economic sections of society. A large number of benefits are found to be associated with the use of public transport. It is economically beneficial to the community, is healthy due to reduced emissions, reduces congestion and allows better and equitable use of available road space, helps to bring down monthly household expenditure, promotes social relations and is safe and equitable.

2.3 Best Practices

- **Congestion Pricing in London**

The cordon pricing scheme makes use of an automatic number plate recognition system. It consists of cameras at all entrances, pavement markings and signage at streets. Registration of vehicles is done automatically through cameras that take photographs of number plates (Provonsha, 2017).

- **Electronic Road Pricing in Singapore**

The scheme is designed in such a way that it responds to congestion in real time. The system detects the vehicle type, congestion on route at specific times and then deducts a variable fee from the smart card fixed in the vehicle passing through the congested route. The ERP scheme was launched in 1998, replacing a cordon pricing scheme that was first implemented in 1975 (Provonsha, 2017).

- **British Columbia's Carbon Tax**

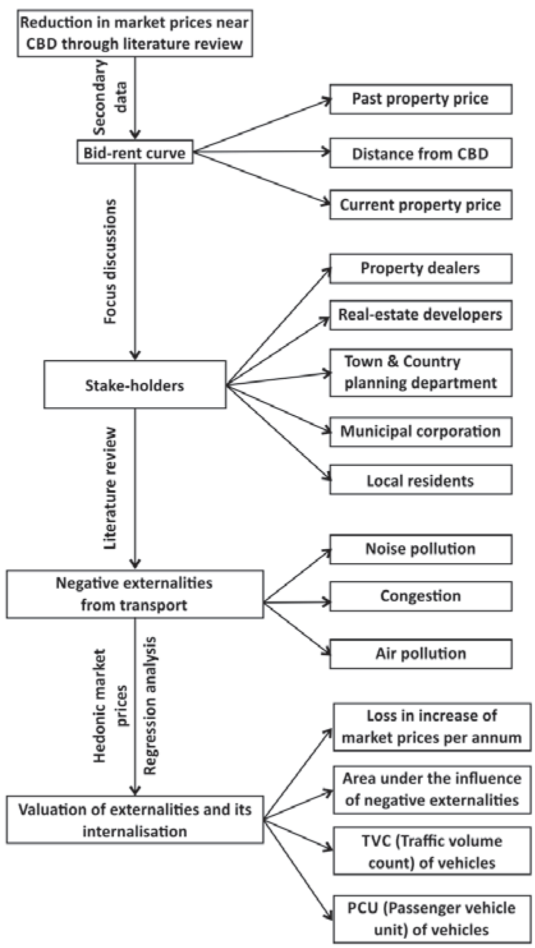
The mechanism includes putting a carbon tax on purchase and use of fossil fuels since they account for approximately 70 percent of greenhouse gas emissions. The mechanism helps in reducing carbon emissions by encouraging low fuel consumption and thus promoting sustainable economic development (Provonsha, 2017).

3. Methodology

The current study will help in assessing the impact of externalities caused by private vehicles using hedonic market price method. The bid rent curve is plotted and used to assess the change in market prices with increasing distance from CBD. The shift in curve is assessed and the external factors responsible for the same are identified. This was done through interviews and discussions held with various stakeholders like Development Authority, Town and Country Planning, Real Estate developers, property dealers and local residents. As per the group discussions conducted by various stakeholders, it was found that negative externalities from private transport, specifically at peak hour are the foremost reason for the declining property prices.

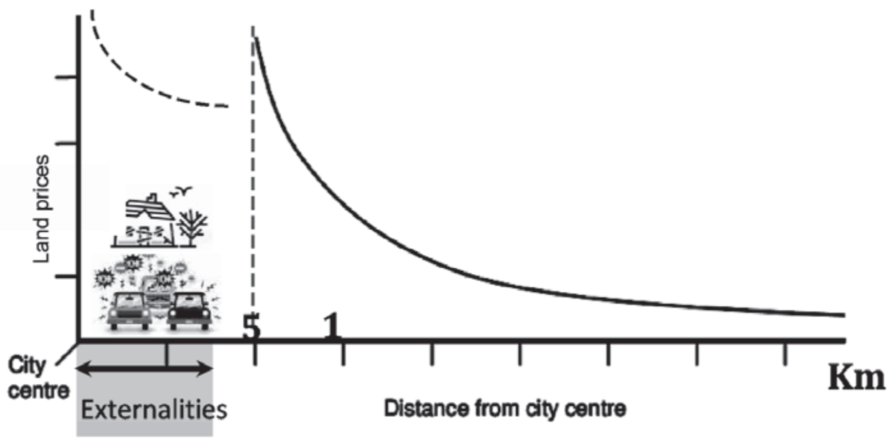
The loss in property value due to negative externalities from private vehicles is evaluated using the market rates with increasing distance from the CBD and the difference is calculated. The loss in increase of property value per annum is then multiplied by the area under the influence of externalities and the final amount achieved from the above calculation is thus assumed to be the monetary loss which the residents have to bear. To internalize the external cost, a toll based mechanism is designed which considers the size of vehicle based on its PCU (Passenger Car Unit). The amount of loss in property is then divided by the total number of vehicles plying on roads during the peak hours. PCU value of vehicles passing in front of the residential area is used. The study considers private vehicles as the main cause for producing negative externalities. This is because the per capita emission rate, per capita space occupied on roads that further leads to congestion and per capita noise emitted from private vehicles was found to be significantly higher as compared to that of public transport.

3.1 Study Approach



4. Analysis and Findings

The bid rent curve for mono centric cities shows decreasing land value over distance from the city center. In the case of Gurgaon, the price of land shows a dramatic slump, depending upon the distance from the city center. The land prices in the city centre are lower than in the next ring which is contrary to the general notion that land is most valuable in the centre. The major reason for this is the poor environmental quality, vehicular congestion, high noise levels and carbon emissions. The price of the land then again escalates and reduces as one moves away from CBD due to reduced externalities caused by transport.



Distance from CBD

For a selected CBD in case study area, price per square feet were plotted against distance from CBD. According to figure 2, the price of land just in the immediate vicinity of the selected CBD showed a decline up to a distance of 2.5 to 3 km due to the impact of negative externalities from current mode of travel. The land price after a distance of 3 km again shoots up and forms a conventional Bid-rent curve. This highlights the loss of land values caused by external factors like noise, congestion, pollution etc. in localities close to CBD. And thus emphasize the greater need to shift to more efficient modes of transport like buses.

The price per square feet for different dwelling units in a residential property were evaluated. It was found that the flats that face park were priced higher than those facing roads. A price difference of about 15 lakhs to 20 lakhs was obtained. In discussion with developers and residents, it was found that more people prefer park facing houses rather than road facing and thus the higher price. This shows that proximity to roads reduces willingness to live there and causes a decline in property prices due to the effect of factors like congestion, noise and air pollution. The change in prices for two similar residential properties over a time period were evaluated, the one close to CBD was priced lower than the one far away from it within a distance of 3 km.

4.1 How Equitable is Current Transport System in Gurgaon

As per the Comprehensive Mobility plan for the city of Gurgaon, the current modal share of the city is in favour of private transport the 31% of it is constituted by cars and 43% by two-wheelers. The average trip length is 16 km, 10 km, 9 km, and 7 km for bus, car, two-wheeler and auto respectively. The amount of fuel consumed per capita for a bus use is 11.25 times lower than that of a car user which shows the externalities caused by use of public transit. A bus caters to 3 times more trips than that of a car and yet consumes less fuel highlighting its efficiency, as the average occupancy is 65 for bus, 2.8 for auto, 2 for car and 1.3 for two-wheelers. A bus consumes 4.5 times less fuel than that of a bike and 5 times less than an auto. A bus makes 2.7 times more trips than a bike and 5.5 times more trips as compared to an auto. (Integrated Mobility Plan for Gurgaon Manesar Urban Complex, 2010)

Fuel consumed				
Mode of Travel	**Bus**	**Car**	**Two wheeler**	**Autos**
Total kms driven/day	49720	140120	203400	58760
Mileage	5	11	40	13
Total fuel consumed/day (in liters)	9944	11916	5085	4520
Value fuel consumed/day 000' (in INR)	775632	893700	381375	339000
Fuel consumption/person for average trip length	0.04	0.45	0.17	0.19
Value fuel consumed/person for average trip length	3.12	33.75	12.24	14.25

5. Research Gap

The prices taken for study depend on one time data since trend for the same was not available. The effects of externalities have thus been evaluated on the current market rates only.

6. Implications

The population growth in the country is significantly visible with the growth of the automobile sector and vehicle ownership per capita. To bring equity in the transport sector it becomes important to introduce policy measures and tools like pigovian tax that take into account the external cost and inspire more people to shift to public transport. The internalization of external cost in private transport is imperative so as to shift the current road pricing system in favour of public transport users.

The difference obtained in land values due to externalities as visible through bid rent curve should be borne by travellers passing through the area during peak hours. Practices from international case examples if implemented can take into account the external cost and thus encourage minimised use of private transport. This will help reduce carbon emission and exhausts from fuel combustion.

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Skills Development Requirement in Indian Tourism Sector for Better India

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Abstract

The two driving forces that are a must for economic growth & social development of a country are the skill and knowledge. For a nation to grow at 8-9% GDP rate, it is mandatory for secondary & tertiary sectors to grow at a rate of 10% to 11%, assuming the agriculture sector's growth at 4%. Therefore, it becomes obvious that migration of a large population would take place from agriculture sector to the other two sectors even though, the skills needed in these two sectors are distinct from that of primary sector. This shows that due to such migrations shortage of skills will definitely occur. This calls for skill development of the workforce. By the year 2022, India is presumed to have a skilled manforce of about 500 million. Tourism is one of the sectors that is supposed to propel the economic growth as well as the employment opportunities. The paper focuses on how trained and educated manpower can boost the tourism industry.

Keywords: Employment, Tourism Industry, Training, Economic Growth, Skill Development

1. Introduction

India is one of the huge and most delectable markets for tourism. It extends an assorted portfolio of various niche products related to tourism – adventure, voyage, games and sports, health and wellness, film, MICE tourism, eco-tourism, religious & rural tourism. India is a spot for spiritual tourism for both types of tourists, i.e. internal and foreign tourists. Uttar Pradesh had allotted Rs 720 crore in March 2019, in order to strengthen the tourism infrastructure.

The contribution of the tourism sector in India's GDP is said to grow from Rs 15.24 trillion in year 2017 to Rs 32.05 trillion in the year 2028. Out of 184 countries, India ranked 7 with regards to the total contribution of travel & tourism to the GDP in 2017. For India, this sector is the third major source of earning foreign exchange. In 2018, FEEs from the tourism sector grew 4.70% year-on-year to 28.59 billion dollar. In the same period, Foreign Tourist Arrivals or FTAs raised 5.20 % year-on-year to 10.56 million. Foreigners coming because of medical cause grew from 427,014 in the year 2016 to 495,056 in the year 2017. In year 2018, tourists coming through e-tourist visa raised to 39.6% per annum upto 2.37 million. And in May 2019, the same grew by 21.7% each year upto 1.23 million.

In year 2017-18, in India, 81.1 million of the population of the country were engaged in tourism sector that accounts for 12.38 percentage of the country's overall employment. The Government has targeted 20 million FTAs till the year 2020 and also twice earnings from forex. Launching of 'Incredible India' & 'Athiti Devo Bhava' by the Indian Government has led to focused & boosted growth.

Also a visa of new type of i.e. the M-visa or medical visa is released so as to encourage medical tourism in country. The 'Incredible India 2.0' campaign was set in motion in 2017. In 2018, the government also launched 'Incredible India Mobile App' for helping the travelers and showcasing the key travelling experiences. The Government has been trying to acquire 1% share in the year 2020 and 2% in the year 2025 in the world's foreign tourist entries.

In 2018, a statue of the Iron Man of India, i.e Sardar Vallabh Bhai Patel, also called the 'Statue of Unity', was inaugurated to attract tourists. This is the world's tallest standing statue with a 182 meter height. It will probably uplift tourism in India.

Efforts are being made in order to hike investment in this sector. 100% FDI is permitted by way of automatic route, in the hospitality & tourism sector. Along with this, tax holiday for 5 years is also offered to 2, 3 & 4 star hotels that are near the World heritage sites of UNESCO (other than Delhi & Mumbai). From April 2000 to March 2019, FDI in this sector was US$ 12.35 billion.

Tourism & Hospitality sector has surfaced among the chief growth drivers of the country's economy. India has a large number of monuments and places of historical significance, pilgrimage, captivating natural beauty, hill stations, varied terrains, rich wildlife, diverse culture and an amicable fusion of religion, philosophy & art. In addition to generating substantial foreign exchange the tourism sector also offers huge employment opportunities. Additionally, the NEEM scheme by the Government also aids in the growth of this sector. The NEEM initiative is in alliance with AICTE. This scheme helps impart skills and professional training as required by different industries.

2. Skill Development Eco-system In India

India has a very heterogeneous population that possess varying and complex skills. Vocational & Educational Training comes under The Human Resource Development Ministry. It oversees the primary, secondary as well as the higher education in India. Colleges are governed by the Universities. Technical Education is imparted by Polytechnic & Engineering institutions. The UGC or University Grants Commission administers and controls the working of colleges & universities. UGC provides funds & also establishes benchmarks for learning, teaching & evaluation. All India Council for Technical Education (AICTE) governs all the technical institutes of the country.

2.1 Budget Allocation to the Ministry

Ministry of Skill Development and Entrepreneurship Details of Budget Allocated to Ministry (Rs. in Crore)												
	Budget Estimates 2017-18			Revised Estimates 2017-18			Actual Expenditure 2017-18 (upto 13.01.2018)			Budget Estimates 2018-19		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
MSDE	1802.86	21.88	1824.74	1886.22	7.50	1893.72	1286.22	6.14	1292.36	2304.61	56.00	2360.61
DGT	963.25	228.15	1191.40	422.00	40.50	462.50	193.08	3.00	196.08	563.05	203.00	766.05
Total	2766.11	250.03	3016.14	2308.22	48.00	2356.22	1479.30	9.14	1488.44	2867.66	259.00	3126.66

Source: Ministry of Skill Development and Entrepreneurship

3. Nationality Employability Enhancement Mission (NEEM)

NEEM, a revolutionary drive of the Indian Government is in association with AICTE. The NEEM aids in skill development for tourism sector:

- Increased Productivity: With the use of skills and expert advice, the productivity of the trainees' increases. It aids in boosting the productivity as well as the profitability levels. So it can be said that the NEEM scheme helps to raise the performance levels of the employees.

- Manpower Development: The need of every industry differs from time to time. The tourism industry also needs to develop its workforce in accordance with the latest trends.

- Maintaining Quality Standards: The quality of products can only be maintained and raised if there is adequate availability of skilled and highly professional workforce.

- Adequate Training: professional courses with varying time span (of 3-36 months) in various fields are provided under NEEM. These training programs help in the development of both the company as well as the trainees.

- Job Satisfaction: Apprenticeship programs aid the employees in getting competitive advantage and also helps boost their confidence level. This hikes company's growth rate by training the employees.

4. Human Resource Development: Current Skill Development Initiatives In Tourism Sector

- The Government is active in several activities related to skill development. Trained workforce is made available through Institutes such as Hotel Management Institutes, Indian Institutes of Tourism and Travel Management, NCHMCT, FCI, etc. In the year 1982, National Council for Hotel Management and Catering Technology was established. The Tourism Ministry attempts to emplace a proper professional training and education system with requisite infrastructural support which is able to generate sufficient manpower to match the increasing demands of this sector, in both quantitative and qualitative terms.

- There are 29 Hotel Management Institutes, including 21 at central and 8 at State level. Moreover, 5 Food Craft Institutes have been set up with the Ministry's aid.

- These self-governing and autonomous institutes were set up to educate & train people for hospitality industry.

5. Training Programs

The training programs in Hotel Management were initiated by the government under the Ministry of Agriculture, in 1962. Initially, 4 such institutes were setup at Mumbai, New Delhi, and Kolkata & Chennai. 12 Food Craft Institutes were also established in the country. In 1982, various training programs were restructured in order to match the expanding professional workforce requirements.

5.1. Main objectives for setting up the Council at the apex level were:

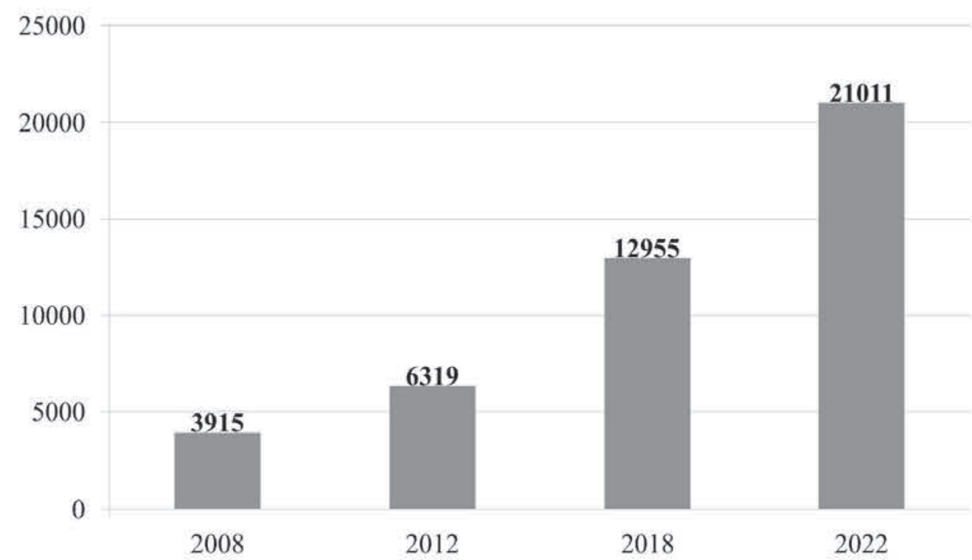
- To assist the Government in harmonized growth of hotel management education.
- To impart international standards in the hospitality sector.
- To advise and instruct the institutes on educational courses and exam conduction.

- To advise and instruct the institutes on educational courses and exam conduction.
- To focus on the infrastructural needs of the sector.
- To organize faculty development programs in the related institutes.

The hotel management educational courses have witnessed high popularity after the modernization and high growth in the sector. Higher number of students are looking for admission in these courses.

6. Analysis and Interpretation

Projected Size of the Tourism Industry (Rs. in Billion)



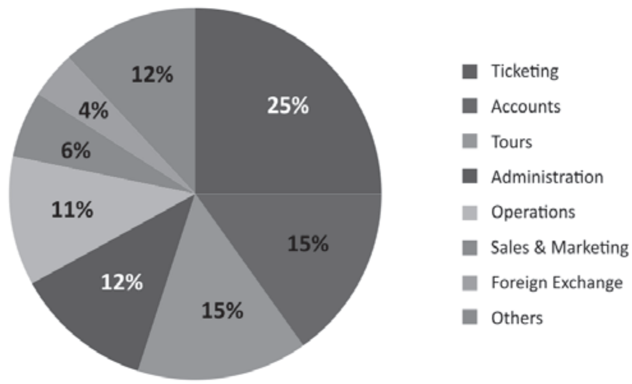
Source: World Travel & Tourism Council and IMaCS analysis

Direct and Indirect Employment in the Tourism Industry (in' 000s)-2008-22

PARTICULARS	2008	2012	2018	2022	Incremental (2008-22)
Direct Industry Employment	12,602	13,730	15,614	17,011	4,409
T&T Economy Employment	30,330	33,552	39,039	43,187	12,857

Source: Ministry of Tourism Council and IMaCS analysis

Function-Wise Distribution of Human Resource in Travel and Tour Operators Segment.



Source: World Travel & Tourism Council and IMaCS analysis

PARTICULARS	2008	2012	2018	2022	Incremental (2008-22)
Hotels	1,289	1,869	2,939	4,065	2,775
Restaurants	2,112	2,481	2,639	2,834	723
Tour operators	129	164	220	273	144
Total	**3,530**	**4,514**	**5,798**	**7,172**	**3,642**

Source: Ministry of Tourism, Government of India and IMaCS analysis

7. Conclusion

The Government has focused on expansion and improvements in training and educating skills to the youth. The New Policy of Skill Development and Entrepreneurship consists of various initiatives that, if imparted efficiently, would surely minimize the demand-supply gap. Vocational education and training program has a crucial role in the development & success of the industries. This study highlights the few best practices that may prove beneficial in the country's skill development. In order to meet the challenges related to the skills, it is necessary to take steps such as integrating skill development and formal education system, and investment in creating new training programmes for students and teachers, inducing the industry to make active participation in training by way of providing apprenticeship and taking on innovative mechanisms for skill development. On the basis of analysis made, recommendations to ameliorate the training quality and to shrink the skill gap in India are as follows:

Evaluation of the Training Institutes

To improve the employability opportunities, there is an instant need to provide quality training and education to the students,. Along with providing grants to these institutes, NSDC must introduce techniques for performance evaluation of these institutes & induce them towards better performance. One initiative can be providing incentives to these training institutes on performance basis that should be evaluated on certain set parameters. For example, total students placed with justifiable salary packages. Financial aid can be given to these institutes, this will increase the competition among the institutes to provide better quality training & to get increasing number of placements.

Skills Survey

Figuring out the principle cause is very important, in order to reduce the gap between the needed and available skills. One of the ways to ascertain what type of skills are needed by the employers is conducting surveys. Analysis of these surveys will prove helpful in designing standardized training courses.

Student Enlightening

with the help of newspapers, magazines and other means students should be made aware of the present training institutes, courses they offer and also the career opportunities. Also, time to time updating of the placement records and ranking of institutes should be done. This will make it easy for the students to decide which institute and course to select according to their interest and current market scenario.

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Sustainable Development for SME's by Tackling Financial Distress

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Abstract

Financial distress may be interpreted as a wake up or early bankruptcy phenomenon with regard to the financial condition faced by a company or business, also known as pre-failure or liquidation vacation conditions. Both large businesses or small business can overcome a financial distress or bankruptcy by predicting things that can cause bankruptcy by analysing existing condition of financial distress. Such bankruptcy may be caused by the company's failure to generate profit in its operational activities and the company's failure to pay off its debt. The objective of this research is to identify the main factor which causes financial distress for SME's. With this purview, the research focuses on behavioral traits that have the ability to manage finances and stay out of financial distress. Data was collected by questionnaire and distributed to each of the small and medium sized enterprises who were selected on the basis of simple random sampling.

Keywords: Financial distress, Sustainable development, SME's, bankruptcy

1. Introduction

India represents one of the world's fastest growing economies. Economic growth has been steadily accelerating in the last half decade and, most importantly, has remained very stable. This growth was driven by the Government's vigorous socio-economic policies, an influx of domestic and foreign capital, and a rise in disposal income and consumption among many other attributes. Small and Medium enterprises (SME) sector is being said as one of the key factor that is being claimed as the backbone of India's economy. Comprising of manufacturing, transportation, service industry, food processing, packaging, chemicals and IT, the SME sector has emerged as the Indian economy's most vibrant and competitive growth driver in the last few decades. This sector employs around 460 million i.e.40% of India's workforce, which is next to agriculture. Its contribution towards Indian GDP is 30% of the total GDP. Increasing population and growing urbanization have resulted in a huge rise in demands for consumption in India. This challenges the sustainability of the strong economic growth. In times when policies such as Make in India and Startup India promote manufacturing and young entrepreneurship in India, SMEs are seen as an important opportunity.

2. Literature Review

Meher, Kishor. (2018) in the research titled "Financial Sustainability of SMEs by Injecting Debt Finance" seek to assess the impact of debt financing on the financial health of SME's by taking debt finance as an explanatory variable, the study adopts quantitative approach. The determinants of financial performance taken as dependent variables are short-term financial position, long term financial position, assets turnover ratio, degree of financial leverage and profitability as financial performance brings financial sustainability to SME's. The results indicate that debt financing has a positive impact on both the short-term and long-term financial position, which indicates that SME's have gained the ability to pay current liabilities and are able to pay long term interest resulting in financial sustainability".

Bansal, Rohit & Singu, Hari Babu. (2017) in their study "Financial distress prediction of Indian companies: Future perspectives "identified the need on the basis of literature surveyed that there is a need of models which can make dynamic predictions by using dynamic variables. Identification of these dynamic variables will warn the management to take appropriate steps and decisions in advance to avoid financial distress and costs associated with business failure".

Rathod, Chirag & Ranpura, Darshan & Patel, Chirag. (2016) in their study "SMEs and Economic Growth in India: A Comparative Study", identified that the damaging factors faced by SME have been cited as low capital base, technology access difficulties, credit restriction, low access to business services, human resource efficiency constraint, low market knowledge, low lobbying ability and infrastructural constraints".

Jahur, Mohammad & Quadir, S.(2012) in their research " Financial Distress in Small and Medium Enterprises (SMES) of Bangladesh: Determinants and Remedial Measures" identified the causes of financial distress among SME's of Bangladesh, wherein they employed both financial and statistical tools to analyze the data. The study identified several potential financial distress related problem areas, such as rate adequacy, market patterns, indebtness, management capacity, financial planning etc.

Thus financial distress means stress from intimate, social and financial circumstances. Financial distress is a situation where the short-term and long-term liabilities of any company cannot be paid off. In fact, the assets of the company are not enough to settle its financial obligations. Baldwin & P Mason (1983) define it as "When a company deteriorates to the point where it is unable to fulfill its financial obligations", it is said to be in financial distress. Pindado (2005)Ward (1997) concluded that "if a corporation has negative accumulated earnings for consecutive years, merely recognized as cumulative losses and diminished results, it will be subject to a situation of financial distress".

3. Method

3.1 **Type of Research:** With the help of explanatory study hypothesis as to how financial behavior traits consist of self control, planning and patience capacity affect financial distress is undertaken.

3.2 Hypothesis

- Ho: There is no significant relationship between financial behavior and financial distress of SME's

  Ho1: There is significant relationship between financial behavior and financial distress of SME's

The first variable of the study is financial behavior. To study this behavior questions related to management, procurement, investment of funds was asked by the entrepreneurs. The second variable of the study is financial distress. To study this variable, questions related to the ability to manage critical situations of finance were asked by the entrepreneurs.

A judgmental sampling technique was used to collect the data from owners of the SMEs. A self structured method was designed to measure the relationship among the variables.

3.3 Data Analysis and Findings

The main findings of the study are discussed as follows:

Demographic characteristics of the respondent

Age	Number	Percentage
20-30	6	20
31-40	11	36.66
41-50	9	30
51 or above	4	13.33
Total	30	100

Table I: Age of the Respondent

Table I represents the age group of the owner of SMEs. From the data it is revealed that 36.66 percent of the respondents belongs to the age group of 31-40. It shows lack of interest and inability of the youngsters towards the entrepreneurship.

Education	Number	Percentage
Secondary	7	23.33
Higher secondary	16	53.33
Graduation	4	13.33
Post-graduation	3	10
Total	30	100

Table II: Education of Respondent

According to table II, out of the total respondents, 53.33 percent respondents belong to the higher secondary education which shows that entrepreneurs are managing their SMEs since years without even meeting the basic educational qualifications.

Type of Business	Number	Percentage
Manufacturing	18	60
Retail	12	40
Total	30	100

Table III: Nature of SMEs

Out of the total respondents surveyed, 60 percent of the SMEs belong to the manufacturing sector and 40 percent are from retail sector. In Rajasthan,SMEs are mainly in manufacturing and retail as compared to the other sectors.

SMEs experience	Number	Percentage
0-05 years	3	10
06-10 years	14	46.66
11 to 15 years	11	36.66
15 years of above	2	6.66
Total	30	100

Table IV: Length of SMEs

SMEs were also categorized based on experience. Out of the total SMEs surveyed, 46.66 percent of the SMEs are in the business from 06- 10 years which is highest among all the categories.

Variables	1	2
Financial behaviour (1)	-	
Financial distress (2)	*-.65*	-

Pearson's Correlation

From factual evidences, it was found that there is a negative correlation between financial behavior and financial distress. As the financial behavior of the owners of SMEs increases, financial distress decreases. Financial behavior is the ability of the owners of SMEs to manage their funds which leads to sound decision making. Financial behavior often comes with experience and SMEs having more than 5 years of experience are stronger in terms of financial behavior. Sound financial behavior enables the owners to overcome financial instability which may lead to financial loss and inability to pay their debts. Both the variables of the study are affected by number of factors which includes experience & age of SMEs, their nature, education of SMEs owners. All these factors collectively affect the financial behavior of SMEs and as a result further financial behavior influences financial distress.

4 Recommendation

The financial distress is characterized by various characteristics. SMEs as a buffer of the economic system contribute to the economy. So the most critical job of government. Apex Body, Regulatory Agencies, professional bodies is to avoid SME's from becoming financially distressed. Therefore, the following policy and strategic steps were suggested to grow non-distressed SMEs as well as to reinforce distressed SME's on all fronts in order to get them out of financially distressed circle:

- Financial Planning should be appropriate to SME's
- SME's will maintain all the financial transaction records in a device manner, In this case qualified accountants should be named to prepare the financial statements by following provisions of companies Act 2013 and the International Financial Reporting Standards adopted by IAS. This will provide correct accounting and financial information for management of SMEs for making routine as well as non-routine management decisions. This will also enable lending agencies to conduct credit risk analysis; and rating agency to carry out the rating job for the SME's.
- SMEs should implement internal audit to restore effective SME financial control
- SMEs need to have both an effective management system and skilled and skilled workforce. This should have a positive influence on the efficiency and productivity of SME's. Good culture within the company creates leadership within the organization that can track the financial distress early and thus avoid SME's from exposing themselves to financial and operational risk.

5 Conclusion and Recommendation

Thus on the basis of results obtained it can be concluded that financial behavior has a positive effect on financial distress. Hence if someone wants to avoid getting into financial distress, they can manage to do so by controlling Financial behavior traits like planning, patience and capacity of control. Everyone can come up with a better financial condition if everyone has the patience to manage their money and gain more money in future. Financial success demands that everyone know how to manage their money.

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GREEN MARKETING AND SUSTAINABLE DEVELOPMENT

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Abstract

In the modern era of globalization, it has become a challenge to keep the customers as well as the consumers in fold thereby keeping our natural environment safe which is the biggest need of the hour. Growing demand among consumers for green products, desire for healthy living, concern for animals and environment and anxiety about the health of their future generations has forced the companies to cater to this different category of consumers for which they would have to adopt green and social marketing strategies. Due to this shift from traditional marketing to green marketing, companies these days are facing major challenges. Green Marketing is an emerging branch of marketing which focuses on environmental protection along with customer satisfaction. It also focuses on the strategies that making the environment eco-friendly. The companies who are using green practices in their functioning will achieve the sustainable success.

Yet, there are many companies who need to work upon the same. This paper intends to substantiate how green marketing can help in sustainable development. It begins with the subjects of sustainable development and sustainable marketing as they are discussed in literature. It will come out with conclusions which can be applied in current market scenario.

Keywords: Green Marketing, Environment, Sustainable Development, Consumers

Introduction

According to the American Marketing Association, Green Marketing is the marketing of products that are presumed to be environmentally safe. Green marketing includes a variety of activities, like product modification, changes to the production process, packaging, as well as modifying the way the product is advertised. The term Green Marketing also has its alternative names such as sustainable marketing, environmental marketing, green advertising, eco marketing, organic marketing. The concept being similar, green marketing spreads a message to capture market and services that are better for the environment. Green marketing appeals to a variety of issues through items that can save water, reduce greenhouse gas emissions, cut toxic pollution, clean indoor air, and be easily recyclable.

Sustainability is a vital concern of the world today as the consumers are now aware of preserving the resources for the present and for future generation. Our Common Future (1987), was the first ever sustainability report published by World Commission on Economic Development (WCED). The report was also known as Brutland Report. This gave a boost to further research on sustainability.

UN Global Compact-Accenture (2014), reported view of 1,000 CEOs on sustainable business practices. According to this report, despite increasing commitment to environmental and sustainability issues, the global economy is lagging behind in actions needed to set society on a more sustainable pathway. It also stated that most of the CEO's believe that Sustainability is the way for future success but also termed it as a 'frustrated ambition' because rewards are less as compared to efforts.

Companies are now choosing to develop products using innovative techniques to produce green products to reduce the environmental impact. They are also adopting Green packaging in their marketing efforts because of the negative impact of discarded packaging on the environment. Some businesses are also trying to gain competitive advantage by repackaging their products into environmentally safe packages, reducing their waste materials, and using eco-labels, all of which are considered to be effective methods to green marketing. Another concept, Green promotion is one of the most controversial areas, and is more often criticized for presenting oversimplified solutions to complex environmental issues, however, it has played a vital role in bringing the market information about environmental sustainability.

Studies also show the different ways in which marketers have responded to the green marketing agenda. At the beginning, companies adopted a reactive approach towards customers with increased awareness of sustainability issues, while, more recently, studies have shown a proactive role of companies in approaching sustainability. Businesses have to be aware that sustainability is no longer an option, rather it has become a requirement, and protecting the environment must not only be a compliance with increasing environmental pressures but it should be seen as a market opportunity to help sustainable development. Emphasis should be given on sustainability, environmental responsibility, and corporate social responsibility, proving marketing's commitment to social change as a powerful tool for changing consumers' attitudes with the aim of reducing harmful environmental impacts.

According to an article by Zakes (2017) published in Huffington Post, consumers think that green and sustainable products or services are 'more expensive and less effective'. This can be justified as many sustainable marketing strategists only focus on sustainability thereby neglecting cost, efficacy and quality. Because of this change in consumer behavior, traditional 4P's (Product, Price, Place, Promotion) of marketing mix are essentially replaced with '4Cs' of sustainability marketing mix; Customer solutions, Customer cost, Convenience and Communication (Belz and Peattie, 2009).

TRADITIONAL MARKETING MIX	SUSTAINABLE MARKETING MIX
Product	Customer solution
Price	Customer Price
Place	Convenience
Promotion	Communication

Source : Belz and Peattie (2009)

Figure 1. Traditional and Sustainable Marketing Mix

Objectives of the Study

Following are the objectives of the study:

- To analyze how green marketing can help in sustainable development.
- To analyze various green marketing strategies adopted by businesses.
- To Find out the challenges and opportunities posed by green marketing.

Research Methodology

This study uses descriptive research design and uses secondary sources of data. It is based on secondary sources of information from various research publications, newspapers, journals, magazines, websites and books.

Green Companies

Companies contributing to conservation of environment, producing environment friendly products, focusing on conservation of energy, water and natural resources, climate protection, giving its valuable contribution in maintenance of schools, roads, parks, and also providing assistance for the growth of the rural sector and the underprivileged are termed as Green Companies.

Companies have become more responsible in saving the environment because they have realized that they can reduce pollution and increase profits at the same time (Hart, 1997).

Green Marketing from the Perspectives of Marketing Professionals

Green marketing is a way to brand a marketing communication in order to create consumers desire to choose products and services that are better for the environment thereby occupying a large market or itself too. This can be done by relating its business to the environment through its functions/operations. Green marketing includes a variety of activities like reducing its everyday energy and water consumption, minimizing pollution and properly managing waste etc. It may also take forms such as

- **Green Products:** creating products that are less toxic and more eco-friendly.
- **Green Pricing:** Initial price of the product may be high but the operating cost throughout its life is low.
- **Green Advertisement:** Positioning the company's products as eco-friendly in marketing communications.
- **Green Distribution:** Logistics and supply chain should be used in an optimized way so that there is minimum wastage of fuel, time, energy and money.
- **Sustainable Marketing:** Green marketing system should focus on procurement, production, supply chain management and effective disposal after the product's " life span.
- **Eco-Friendly Behavior** of the companies itself is also a part of sustainable marketing.

Sustainable Development

United Nations General Assembly (1987) defined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The goal of sustainable development (SD) is the long-term stability of the economy and environment; which can be achieved only by integrating and acknowledging economic, environmental, and social concerns throughout the decision making process.

Green Marketing and Sustainable Development

People believe that green marketing refers only to the promotion or advertisement of the products with environmental characteristics. In broader terms, green marketing can be applied to consumer goods and industrial goods and services (Polonsky, 7994).

Sustainable development requires "sustainable marketing" that is marketing efforts that are not only competitively sustainable but are also ecologically sustainable (Polonskyet al., 7997).

Indeed, marketing's role in the development process is well recognized (Kinsey, 7982; Riley et al., 1983; Dholakia, l984; Carter 1986; Kotler, 1986). However, marketing's critical role in development will only be appreciated when, through sustainable marketing, it meets the needs of the present without compromising the ability of future generations to meet their own needs (Polonsky et al,, 1997).

Green marketing undertakes all marketing activities that protect the environment. On the other hand sustainable development demands that the future generations inherit the natural environment in the same state or better as inherited by the previous generations. This calls for the protection and improvement of the environment. Therefore, sustainable development is a dependent variable of green marketing and other factors as independent.

Challenges of Green Marketing

- **New Concept:** Indian consumers are becoming more aware of the advantages of using green products. But the concept is still new for masses. The consumers need to be educated about the environmental threats and also about how green marketing can be of help in saving the environment.

- **Lack of Standardization:** It is observed that only a few marketing campaigns are green in the true sense whereas others are mere commitments to society. There is a lack of standardization to authenticate these claims. Therefore, a standard quality control needs to be implemented.

- **Long Term Investment:** Green Marketing should be considered as a long term investment which will become a source of return in future. It will take time to create this mindset in the companies and investors, it will take time.

- **Avoiding Green Myopia:** All the activities under Green marketing should be customer centric. Customers should be made aware of the benefits of buying green products. They should be motivated to switch over to our brand from other brands. But this would happen only when the consumer's perceived benefits are more against their cost of opting for the alternative.

Opportunities of Green Marketing

- **Eco-friendly Behavior:** In India consumers have started using eco-friendly products in their routine lives. They have given acceptance to herbal products, recyclable products, eco-friendly packaging in products, lead free products, etc. even if they are costly. This is an opportunity for companies to offer products which are environment friendly.

- **Social Responsibility:** Organizations have realized that it is important to not only be financially strong at performance but also be socially responsible which now counts in the scorecard of the organizations. This has resulted in environmental issues being integrated into the firm's corporate culture.

- **Competitive Advantage:** Innovative products, competitive prices, differentiated distribution strategy, packaging, promotion strategies have become conventional ways to gain competitive advantage over the competitors. Green marketing has proven to play an important factor in helping the companies gain competitive advantage.

- **Cost Reduction:** Companies adopting green marketing strategies like reduction in harmful wastes, reuse of water in industrial manufacturing, reusable packaging, recyclable products, etc. have resulted into substantial cost saving through green marketing.

Conclusion

This study concludes that environment in today's era is a burning issue for government, academics, society, and businesses at large. Everyone is addressing challenges posed by the environment in different ways. Businesses have also responded to environment problems in many ways and the concept of green marketing has emerged as solutions for many of them. This study also concludes that green marketing and specifically green marketing strategies are helping the companies improve on their organizational performance and also gain competitive advantage over other companies who are still to adopt the green practices. It can also be said that better physical environment will lead to sustainable development.

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TV SHOW POPULARITY ANALYSIS USING DATA MINING

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Abstract

Television plays a crucial role in today's era with various similar categories of television shows being telecasted on daily basis. As an outcome, it produces opposition amongst makers and it is actually tough for the end users to make a selection amongst diverse Television plays. To pattern the approval for these shows Television Rating Point (TRP) is computed with data mining methodologies. Accurate and appropriate prediction of TV show popularity is of great significance for content providers, promoters, and broadcast television operators. This information may be valuable for operators in TV program procuring choices and might help promoters to articulate low-cost advertising venture suggestions. This paper presents enhanced TV show popularity prediction analysis with K-Means Clustering and R studio. The motive of this paper is to evaluate the recognition of TV Plays and also examine the people enjoying a specific show and predicting popularity of that shows, depending upon the user reviews using R-studio.

Keywords: Data Mining, Prediction Analysis, K-Means Clustering.

Introduction

Television community is fast expanding with the dissolute extension of hypermedia and network broadcast proficiency. Moreover, abundant television insides with additional consumption practices granted to consumers has also increased viewership.

Data Mining can be defined as a methodical process intended for inspecting data for expedition of reliable frameworks and/or competent links amongst variables, and to authorize the outcomes by realizing the differentiated frameworks to innovative subclasses of data. Data mining can also be defined as a practice of involuntarily realizing treasured data in massive data warehouses. It's core objective is forecasting and predictive data mining is the most common kind of data mining. The purpose of establishing data mining procedures is defining substantial frameworks from datasets and also propose capabilities and abilities to estimate the outcome of a forthcoming learning.

Cluster Analysis is the process of isolating data into groups of equivalent objects. It patterns data through its group of clusters. Data modelling places clustering in an ancient outlook engrained in computation, statistics, and arithmetical assessment. K-means clustering as the greatest spontaneous and widespread clustering practice, which is segregating a dataset into K number of clusters in the zone of its commencement like that an unprejudiced role well-defined in situations of the whole within-group sum-of-squares is diminished.

K-Means Clustering Algorithm

The K-means clustering is a known segregating method. The objects are categorized into any of the K-groups. Outcomes of Partitioning approaches are a set of K clusters, every single object of data set is going to a single cluster.

Every cluster contains a cluster representative. As stated earlier, clustering can be defined as a separation of a dataset into number of groups so that similar items fall to similar groups. To assemble the database, algorithm uses a repetitive pattern. The input required is the number of anticipated clusters and the preliminary means and creates concluding means as output. If the algorithm need is to generate K clusters then there will be K primary means and final means too.

To collect the data items in dataset in figures of groups, the following algorithm is used. To accomplish this mission, it creates certain repetition till certain meeting standards are encountered. After repetition of individual lately computed means are changed so that they come nearer to the concluding means. And at last, the algorithm unites and then halts executing repetitions.

k-means clustering involves subsequent two inputs:

k = number of clusters

Training set(i) = {a1, a2, a3………..., ai}

Tool Used for K-Means Clustering

Algorithm Implementation

The instrument that is used for the execution of k-means clustering procedure is the R Studio.

Essentially, R software is mostly inscribed in C, FORTRAN and R. It is upheld in Mac OS, Windows and Linux. R has objects that can be installed with C, C++, java, .net, Python. R studio is the frequently suggested Graphical User Interface for R. To envision data in R, certain packages might necessary to be installed. Installing these packages may produce extra supplementary memory in the main system. Most of the packages in RStudio are completely reachable in each data mining apparatus presented at CRAN and GitHub, which construct it diverse in comparison to others. Approximately entire machine learning measures are available in R.

The leading usage of R is in finances, genetics, machine learning fields.

Experiments and Observations

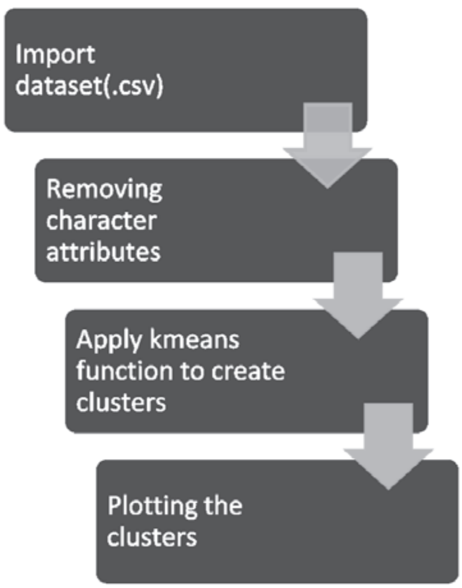
Dataset

The experimental data originate from BARC (Broadcast Audience Research Council India), which is one of the largest broadcast TV platforms in India. The data set is summarised in Table 1. It is a sample dataset that covers broadcast TV period over 7 days between February 1st and February 7th, 2019. The dataset contains 4 attributes and 57 instances. We have taken prime-time shows from topmost evaluated channel in India. The primary attribute is the Telecast By channel which comprises 4 most widespread channels network namely STAR Plus, Zee TV, Sony Entertainment Television, Colors. The next attribute is the TV Serial which contains the popular shows of these channels. The third attribute is the Genres which designates the category of these shows like Drama, Fiction etc. The last attribute is the View Counts of the viewers.

Telecast by Channel	TV Serial	Genres	View Count
Zee TV	Aap Ke Aa Jane Se	Soap Opera	4896
Sony Entertainment Television	C.I.D. (1998-)	Crime Fiction	3770
Sony Entertainment Television	Chandragupta Maurya (2018-)	Drama	7145
Colors	Court Room- Sachchai Hazir Ho	Drama	4883
Star Plus	Dil Toh Happy Hai Ji	Soap opera	7740

TABLE 1. Summary of the data set.

Methodology



Results

I. Visualizing Shows Popularity of Discrete Channel

The graph shown below in figure1 depicts the top watched show of STAR Plus channel. The parameter that is reserved for predicting the popularity of the show is the View Counts. Here are the screenshots of graphs produced from the sample dataset.

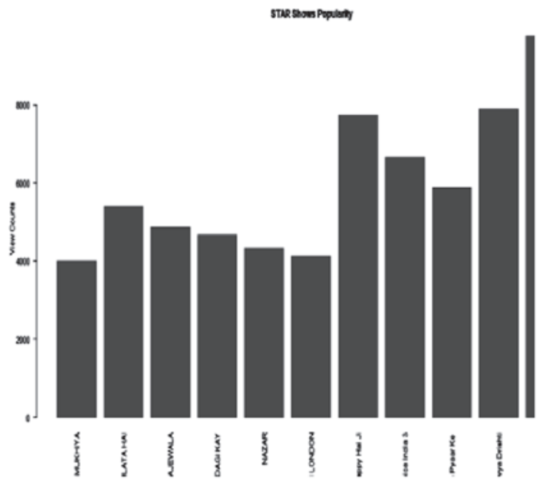


Figure 1. STAR Plus shows popularity

According to the above graph we can state that the show "Yeh Hai Mohabbatein" is the top viewed show among all the shows that are running on channel STAR Plus.

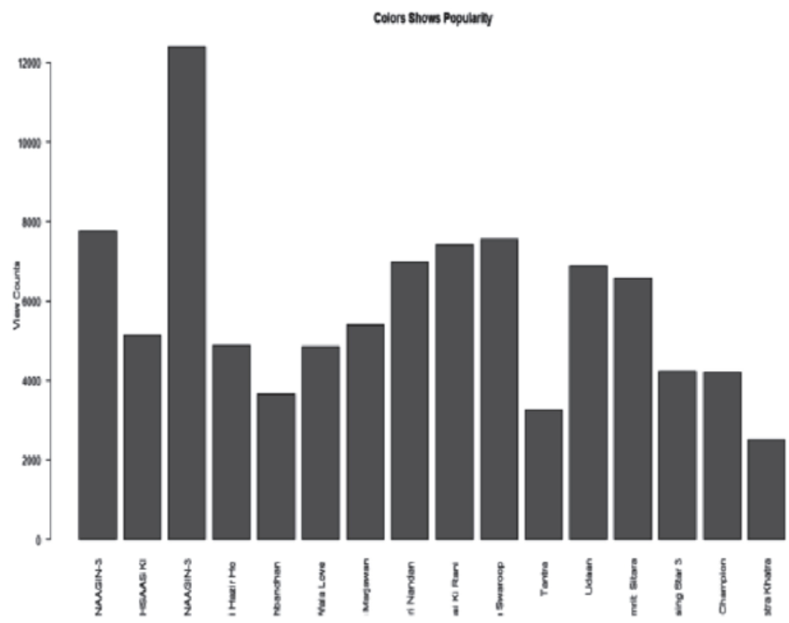


Figure 2. Colors shows popularity

There are numerous TV shows that are telecasted on channel Colors. Every show has its individual fascinating matter to larger budding audiences. From the plotted graph we can say that maximum of the individuals watch the show "Naagin 3".

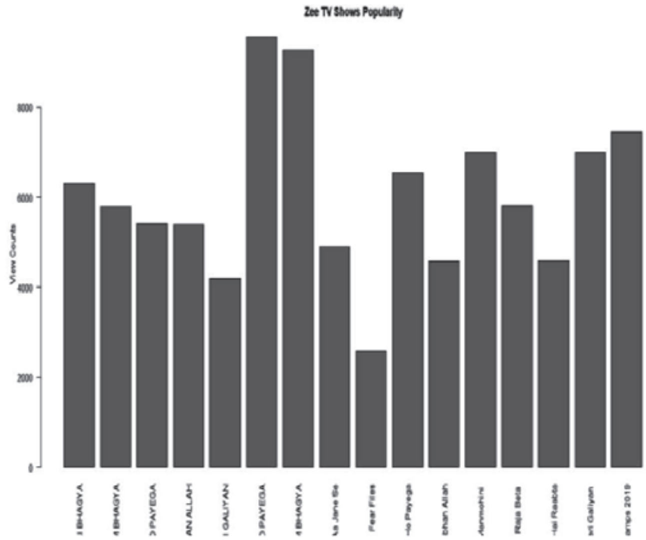


Figure 3. Zee TV shows popularity

Coming to Zee TV, that is a renowned channel in Indian Television because of its extended consecutively running shows. The top viewed show on this channel is "Tumse Na Ho Payega". Running back "Kumkum Bhageya" can also be taken as an opponent of "Tumse Na Ho Payega". There might be chances that "Kumkum Bhageya" will beat "Tumse Na Ho Payega" in the future.

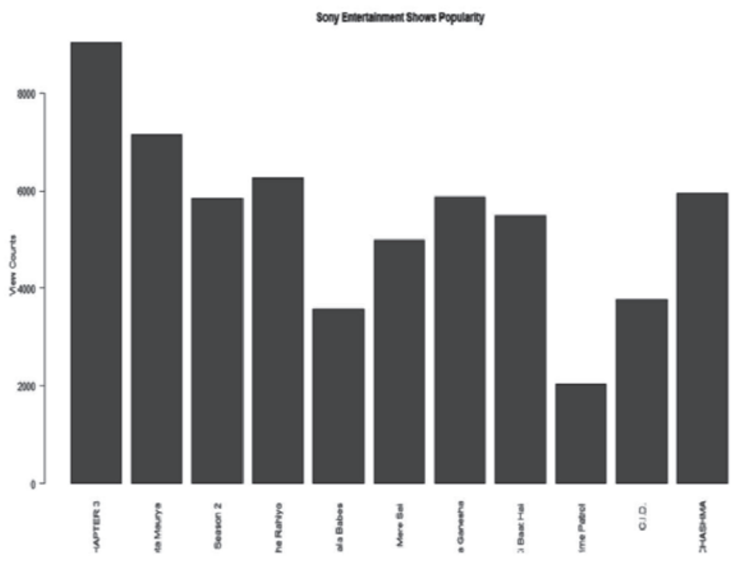


Figure 4. Sony Entertainment shows popularity

There are several shows that are telecasted on this channel but we can see that the show named "Super Dancer Chapter 3" stands first position in the popularity of this channel. "Chandragupta Maurya" is also standing sound and holds some level of fame which is a handy opponent of the show "Super Dancer Chapter 3". The show "Crime Petrol" is not as popular as other shows of this channel.

I. Visualizing K-Means Clustering Algorithm

The graph below predicts the consequence of K-Means Clustering. This graph contains 3 clusters in which the first cluster depicts the less popular shows, second cluster illustrates the average shows and the third cluster illustrates the least popular shows.

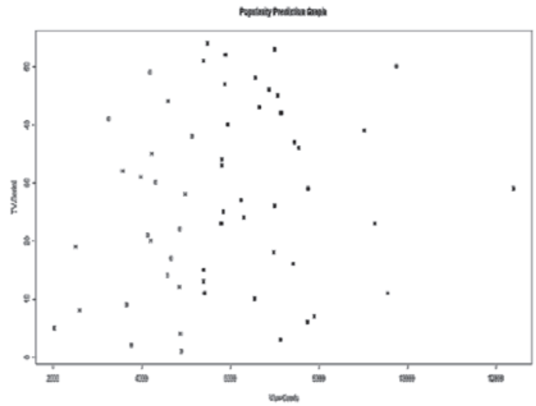


Figure 5. Clusters in K-Means Clustering Algorithm

As revealed in the graph, clusters are formed with correctness and are well distinguished from each other as cluster1 is symbolized with green colour, cluster 2 is symbolized with black colour and cluster 3 is symbolized with red colour.

These clusters are formed on the basis of view counts of the shows telecasted.

Clustermeans:

	View Count
1	6515.500
2	4086.818
3	10002.800

Figure 6. Showing Means of Clusters

Figure 6 demonstrates the cluster means that are formed subsequently applying K-Means clustering.

These means are computed for each cluster on the basis of view counts of the shows. The data points whose remoteness is least from the given cluster is allocated to that precise cluster.

	1	2	3
Comedy	1	1	0
Crime Fiction	0	1	0
Drama	16	11	2
Horror	0	1	0
Mythological	1	0	0
Reality	2	3	1
Religious	1	0	0
Romantic Thriller	1	0	0
Sitcom	1	0	0
Soap Opera	4	2	1
Spiritual	0	1	0
Supernatural	3	2	1

Table2. Cluster Analysis on the Basis of Genres

Table 2 above shows clusters that contain various shows belonging to different genres.

Conclusion

We have applied k-means clustering by which three clusters are formed. According to these clusters the TV shows have been separated into three categories according to their popularity.

- Cluster 1: 30 shows (Less Popular Shows)
- Cluster 2: 22 shows (Average Shows)
- Cluster 3: 5 shows (Popular Shows)

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Mobile Augmented Reality: In Reference to UTAUT Perspective in Relation to Smart Tourism

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Abstract

Purpose

Man's unending need for getting more, discovering for more insatiable thirst which gives the purpose to the tourist for tourism. Destination search is not limited with only brick and mortal websites through desktop computers with the increase acceptance of mobile device and enhanced used of innovation in wireless networks; mobile is used as a new way for destination search as mobile tourism. The aim of the study is to find out the impact on users in accepting or adopting the augmented reality with the use of mobile in tourism and destination search. A conceptual model is proposed, combining the two theories that is Unified Theory of Acceptance and Usage of Technology (UTAUT) with the Task Technology Fit (TTF) to study behavioral pattern and user behavior on any four dimensions: (1) Performance Expectancy (2) Effort Expectancy (3) Social Influence (4) Facilitating Conditions.

Design/ Methodology/ Approach

A Questionnaire was completed by a sample of 100 respondents in Lucknow, Uttar Pradesh. Both the methods UTAUT and TTF were combined to form a new model. A hypothesis is created according to the available literature.

Research Implication

The conceptual framework provides valuable facts for increased used of mobile for tourism and travel related needs of the tourist.

Findings

The result will try to explain that model account for 70% of the variance in Behavior Intention (BI) in relation to the actual use of augmented reality for mobile phones is about 50%.

Originality Value

With the increase in the use of mobile phones and vast availability of web 2.0 through the use of internet and the use of augmented reality mobile technology is increasing and customers are gathering diversified information in relation to real work and increased use of Augmented Reality in Tourism.

Keywords: Mobile Augmented Reality, UTAUT, TTF, E-Tourism, Behavior Identification

1. Introduction:

With the increase in the use of internet and ICT technology the use of augmented technology in the tourism sector is also increasing with leaps and bounds. Augmented Reality (AR) has increased the number of application usage in travel and tour purposes of the travelers and tourist in time of their destination search. The further study will help to understand the mobile technology with the amalgamation of Augmented Reality Technology (ART) to satisfy the needs of the tourist through an application on mobile phones (Olsson et al., 2011). The main aim of the research is to find out the behavior of the tourist/travelers regarding the use of Mobile Augmented Technology in tourism.

This paper examines two theories namely:

(1) Unified Theory of Acceptance and Usage of Technology (UTAUT)

(2) The Task Technology Fit (TTF) model.

Firstly, according to Venkatesh et al., 2003 the Unified Theory of Acceptance and Usage of Technology, UTAUT and UTAUT2 (Venkatesh et al., 2012), investigates the communication of users with the technology and subsequently finding their behavior and analysis of it. Secondly, according to Goodhue and Thompson, 1995 The Task Technology Fit (TTF) model examines how the consumer according to his task and degree of requirement select a particular technology and fit into that technology. This study aims at studying the two models that is UTAUT, UTAUT2 and TTF model. This study will provide the outline on the importance of Mobile Augmented Reality Technology and its uses and behavior impact on tourism and tourists of Lucknow region.

2. Literature Review:

2.1 Augmented Reality with the use of mobile in tourism and destination search:

With the increase use of web 2.0 and with the increase use of mobile phones, the shift of the technology to the mobile phones has created the use of Augmented Technology and the applications based programs helps the tourist to search the destination for their travel needs. Augmented reality enables the tourist to use live information about the destination they are searching for and get relatable information regarding the destination (Kourouthanassis et al.,2014), this not only help the tourist with guidance of the destination but the basic need of the traveler as accommodation, cabs, restaurants, locations of certain places and tourist attraction places. According to, Chen 2014, Augmented reality help the tourist with conducive information regarding the ATM's, car parking areas, metros, weather forecast of that particular area visited by the tourist. In the words of Trojan 2016, the convenient information which is provided by Augmented Reality application help the traveler to organize their trip with customization and personalization and according to their POI (Point of Interest). As web 2.0 and internet has become the most important part of users life, therefore Augmented Mobile Reality provide the consumers an opportunity not only to use the application for their support but also use the social media for sharing their destination needs, for searching information, for posting their views, sharing their pictures, and sharing related information and tips (Kounavis et al., 2012). According to, Lashkari et al., 2010, researchers have analyzed that Mobile Augmented Reality Technology has enabled the users to know about the surroundings and the environment of that tourist places for further help in their destination search. The Mobile Augmented Technology for Tourism helps the tourist to be more defined about their destination in a more creative way or in a creative approach (Richards 2011) and impromptu in their behavior (Wang et, al., 2012). Not everything is perfect with the Mobile augmented Technology, as limited use and availability of the appropriate content which the user require and unavailability of Visual Reality (VR), so user or traveler are unable to see through what they know in details about the surroundings and the prevailing environment (Yovcheva et al., 2012).

2.2 Technological Compliance:

The Unified Theory of Acceptance and Usage of Technology (UTAUT) formulated by Venkatesh et al., 2003, aims to explain the user's objective to search for information system for consecutive user behavior. The proposed theory explores that there are four constructs that are (1) Performance Expectancy (2) Effort Expectancy (3) Social Influence (4) Facilitating Conditions. Among the four proposed theories the first three are the direct determinative of user behavior and intention for using the augmented technology, whereas the fourth determinant has the direct relation with the intention of the user. In this the Gender, Age, Experience and Voluntariness act as a moderator to impact the four key construct on the user intention and behavior. Later Venkatesh et, al. 2012 also developed the Unified Theory of Acceptance and Usage of Technology 2 i.e., UTAUT2, assimilating the three other construct sybaritic motivation, monetary value and habit. The extended model of UTAUT, UTAUT2 has postulated more of the social network technology delivering network usage technology and makes it more user friendly from the consumer's point of view. Hedonic Motivation is an important part in consumer value and technological acceptance (Dickinger et al., 2006), with the addition of monetary value and habit of the user, the advance model UTAUT2 has become more prominent as with the passage of time and effort with motivation and monetary value and habit of the user has also been observed. It has been also observed that the use of habit and monetary value has also intensifies the user intention and behavior while using mobile internet for using Mobile Augmented Reality application for tourism. According to Goodhue and Thompson, 1995 The Task Technology Fit (TTF) model examines that how the consumer according to his task and degree of requirement select a particular technology and get fit in into that technology. It also depends on the user intention to adopt a particular technology or advances in technology until and unless it fit between their task and uses and doesn't hamper their performance or improve their performance (Junglas et al., 2008; Lee et al., 2007).

3. Conceptual Framework:

The Task Technology Fit (TTF) may define TTF as Performance Expectancy (PI), Behavioral Intention (BI) and User Behavior (UB) and UTAUT, UTAUT2 in Mobile Augmented Technology in Tourism. Under mentioned is the construct of both TTF and UTAUT, UTAUT2 model are elongated. In the words of Gebauer and Ginsburg (2009), observed that Task Technology Fit of using mobile technology is considered by task attribute combined by technology acceptance leads to following hypothesis.

H1: The impact of task attributes will be positive on Task Technology Fit

H2: The impact of technology will be positive with Task Technology Fit.

According to Schrier et al., 2010, Task Technology Fit (TTF) influences the user performance expectancy. It varies according to the user/tourist/ traveler demand for Mobile Application performance to be according to their will, less time taking, omnipresent, user- friendly to improve their performance.

H3: The Impact of Task Technology Fit will be positive on user's Performance Expectancy (PE)

Accordingly, a good Fit Technology will improve the User Behavior (UB) and Behavior Intention (BI), whereas if the task doesn't fit the user need so there will be negative User Behavior (UB) and Behavior Intention (BI) (Lee et al.,2007).

H4: The Impact of Fit Technology will be positive towards User Behavior (UB)

H5: The Impact of Fit Technology will be positive towards Behavior Intention (BI)

With the use of technology, user can take benefits of Mobile Augmented Technology as it is pervasive in application, immediacy, which enable the user to use the application without hassle and feel easy and saves time and effort (Zhou at al., 2010).

H6: The impact of Fit Technology will be positive on user Effort Efficiency (EE)

Performance Expectancy (PE) as the name suggest is the behavior of the user to expect from the Mobile Augmented Reality for tourism that they do the task as efficiently as the user expect the application to do and they ensure that the service is providing them the desired inputs for the task to be accomplished (Venkatesh at al., 2003).

H7: The impact of performance Expectancy (PE) on Behavior Intention (BI) will be positive on the user depending on their age and gender.

According to The Unified Theory of Acceptance and Usage of Technology (UTAUT), Effort Expectancy can be defined as the lack of difficulty faced by the user at time of defining the users Behavior Intention (BI) using the Mobile Augmented Technology for Tourism (Venkatesh at al., 2003). In addition to the above, Effort Expectancy (EE) also affect Performance Expectancy (PE). This is explained in a manner that every user has certain expectations with the Mobile Augmented Technology and if the application is good then the effort to use the application will be lesser in comparison to other applications.

H8: The impact of Effort Expectancy will be more and positive on Behavior Intention (BI) depending on the age and gender of the user.

H9: The impact of Effort Expectancy will be more and positive on Performance Expectancy (PE) depending on the age and gender of the user.

Social Influence (SI) as the names suggest that the user is influenced by the social group and the decision making is influenced by the environment in which the user entails, such as peer, family, colleagues and friends (Lopez-Nicolas et al., 2008). Their opinion enables the user to take the decision regarding the Mobile Augmented Reality Technology for tourism related searches (Zhou et al., 2010).

H10: The impact of Social Influence (SI) on Behavior Intention (BI) is positive depending on the age and gender of the user.

Facilitating conditions (FC) has a significant importance towards attitude and usage of user in terms of be behavior control and this will reflect the technical know-how of the Mobile Augmented Reality Technology in Tourism and the generating the knowledge, ability and resources (Venkatesh et al. 2003; Venkatesh et al. 2012). In a way the user behavior is accessed through user intention.

H11[1]: The impact of Facilitating Condition (FC) on User Behavior (UB) will be positive depending on the age and gender of the user.

H12[2]: The impact of Facilitating Condition (FC) on User Intention (UI) will be positive depending on the age and gender of the user.

While defining Hedonic Motivation, the user uses the fun and active part of the technology, where user is motivated through the pleasure that is provided by technology (Brown and Venkatesh 2005). Therefore, Hedonic Motivation is led as a prognosticator to use the mobile Augmented Technology in searching their destinations.

H12: The Impact of Hedonic Motivation (HM) on users Behavior Intension will be positive depending on the gender and age of the user.

Another construct of the theory is Price Value (PV) that is when the user takes the application above the monetary value and has a positive influence over the intention of the user (Venkatesh et,al. 2012). Usually the monetary value is considered as when the user uses the mobile augmented application, so for running that application the need for internet is very important and recharges of using internet pertains to monetary value.

H13: The impact of Price Value (PV) on User Behavior Intention (BI) will be positive depending on the age and gender of the user.

Habit is a construct that reflect the past experiences of the user and accordingly take the recent decisions (Venkatesh et,al. 2012). According to Kim and Malhotra (2005) user previous usage also help them to decide or accept the recent technologies and future use of it.

H14*1: The impact of Habit on User Behavior Intention will be positive depending on the age and gender of the user.

H14*2: The impact of Habit on User Intention (UI) on technology will be positive depending on the age and gender of the users.

According to, Venkatesh et.al, 2003, there is a theory for each and every model that user Behavior Intention (BI) will have positive impact on user Behavioral Technology (UBT).

H15: The impact of user Behavior Intension (BI) on user Behavior Technology (UBT) will be positive depending on the age and gender of the user.

4. Research Methodology:

The entire construct is available for the measurement from the Literature. The measurement was done using the seven point Likert Scale, ranging from Strongly Agree to Strongly Disagree. The questionnaire was filled by 100 respondents. When correlation between the two sample distributions of the first and second respondent groups was analyzed using the Kolmogorov-Smirnov (K-S) test, we found non-response bias (Ryans, 1974). In addition to this, common method bias was also examined using Harman's one factor- test (Podsakoff et al., 2003), and found to be of no significance in the data set.

5. Data Analysis and Findings:

The study is conducted to analyse the relationships defined in the research model, Smart PLS 2.0 M3 (Ringle et al., 2005) was used for three different reasons: (i) not all items in the data were distributed normally ($p < 0.01$ based on Kolmogorov-Smirnov's test); (ii) the research model had not been previously developed; and (iii) the research model was considered to be complex.

Table 2 presents the t-values, average variance extracted (AVE), composite reliability (CR) and Cronbach's alpha (CA). Since the reliability indicator unit loading must be greater than 0.7 (Henseler et al., 2009), the items FC4 (0.68), U4 (0.56), U5 (0.56), and U6 (0.66) were eliminated as they presented a lower value than that required and it also lacked statistical data for evidences. All items were statistically significant at 1% according to the analysis of the t-statistics values.

The constructs reliability is measured considering two indicators into account: (1) Composite Reliability (CR) and (2) Cronbach's Alpha (CA). According to Hair et al. (2010), CR analysis the reliability and internal consistency of each construct and degree at which the items constitute the mentioned constructs. CA approximates the reliability, taking into consideration the indicator inter-correlations and infer that all indicators are equally reliable (Henseler et al., 2009).

Finally, to test discriminant validity of the constructs the data present in Table 3 could be analyzed through two criteria: i.e. (1) Fornell-Larker measure and cross-loadings. The first theory states that the square root of AVE must be greater than the correlations between the construct (Henseler et al., 2009), while the another one necessitates that the loading of each indicator must be higher than all the cross-loadings (Chin, 1998). As conferred in Table 3, the square roots of AVE (elements exhibited in the diagonal) were greater than the correlation between each pair of constructs (elements exhibited off-diagonal). Moreover, our findings proved that the patterns of loadings exceeded the cross-loadings, consequently both measures were fulfilled. Regarding UTAUT2, not all direct constructs were statistically significant. Performance Expectancy (= 0.11; $p < 0.10$), Facilitating Conditions (= 0.15; $p < 0.01$), Hedonic Motivation (= 0.21; $p < 0.01$), and Habit (= 0.38; $p < 0.01$) were symbolic in defining Behavioral Intention to use Mobile Augmented Technology in tourism, whereas, Effort Expectancy, Social Influence and Price Value were not included. TTF had good indicator (= 0.14; $p < 0.01$) for determining Behavioral Intention to use Mobile Augmented Technology in tourism. It is also crucial to note that Effort Expectancy (= 0.40; $p < 0.01$) was proved to justify Performance Expectancy.

Table 3 summarizes the results of PLS estimation and findings revealed that not all of the constructs were statistically significant.

Task Characteristics (= 0.17; $p < 0.01$) and Technology Characteristics (= 0.49; $p < 0.01$) were statistically significant in determining Task Technology Fit (TTF). In addition, TTF was statistically significant in determining Behavioral Intention (0.14; $p < 0.01$) for Mobile Augmented Reality Technology in Tourism, and also demonstrated to have a positive effect on Performance Expectancy (= 0.37; $p < 0.01$). Technology Characteristics (= 0.66; $p < 0.01$) was also used to examine the Effort Expectancy. With reference to, UTAUT2, not all effects explicitly statistically significant. Performance Expectancy (= 0.11; $p < 0.10$), Facilitating Conditions (= 0.15; $p < 0.01$), Hedonic Motivation (= 0.21; $p < 0.01$), and Habit (= 0.38; $p < 0.01$) were significant in determining Behavioral Intention to use Mobile Augmented Technology for tourism, whereas Effort Expectancy, Social Influence and Price Value were not taken into consideration. Also, TTF had good indicators (= 0.14; $p < 0.01$) for determining Behavioral Intention to use Mobile Augmented Technology. It is also necessary to idenify that Effort Expectancy (= 0.40; $p < 0.01$) was confirmed to examine Performance Expectancy. Conclusively, all indicators classifying usage of Mobile Augmented Technology were confirmed, TTF =0.29; $p < 0.01$), Habit (= 0.31; $p < 0.01$) and Behavioral Intention (= 0.15; $p <0.10$), except the Facilitating Conditions. Regarding UTAUT2 mediators (age and gender), they are unable to satisfy the relevant value (≥ 1.65; $p \leq 0.10$) to be statistically significant for the research model.

6.1 Theoretical Implications

Findings show that Facilitating Conditions (FC) have low consequences on the intention to use (H11^1) and possibly they are not influenced to user behavior (H11^2), compairing with UTAUT2 model. Though Fascinating, the result was a type of the study conducted by San Martín and Herrero (2012), the evaluation of which was how consumers from the rural area find their accommodation by tourist, when it was put in to consideration with respect to hospital services (Aggelidis and Chatzoglou, 2009) and resultant to which it was found that FC to influence behavior.

Such results also show the updated knowledge of tourists regarding technological innovations when using mobile applications and it make it easy for the user to use (Ukpabi and Karjaluoto, 2016). In coordination with this finding is the analysis of a correlation between TTF and UTAUT2 constructs, as Technology Characteristics strongly influence EE, suggesting that a higher use of technology and user friendliness in mobile application users powers facilitating conditions.

The results regarding EE, Social Influence (SI), and Price Value (PV) over Behavioral Intention (BI) suggest that respondents are not anxious with the use of Mobile Augmented Technology for tourism, nor they are concerned with the opinion of others – relatives, friends and colleagues – regarding these technologies or their price. Finally, considering the effects on Use Behavior, all constructs (TTF, Habit, and BI) were significant except FC, meaning that respondents are not concerned to adopt the technology. This further examines the fundamental nature of Mobile Augmented Technology in tourism, which still needs to be tested and examined when compared to acceptance of other mobile technologies (Han et al., 2013).

6.2 Practical Implications

Mobile Augmented Reality Technology in tourism service providers should devote themselves examining the different aspect of the market with the objective of understanding the consumers and by this they can understand the consumer and know how to gratify them. A tourist whose aim to enjoy the moment they have been for the destination will only need the particular and important information regarding theplaces and the destination they want to cover. Consumers in different stages of their lives think thoroughly regarding their demands and needs. It can vary to age group and gender and also according to their demographics. Moreover, it is necessary to understand that consumers are becoming more demanding, and an easier way to entertain and attract them towards the services provided by the service providers. The user feels more anxious towards (Hedonic Motivation – HM) the use of an application that is meant for their destination searches (Performance Expectancy – PE), and with technological developments (Facilitating Conditions – FC) an application can be helpful to a tourist in defining their road map towards their destination search. Prior to a trip, consumer always plan for the different things for beginning the trip (i.e., weather condition, transportation facility, how and where to book a hotel), or if they explore new ways, they will definitely need a navigation system. They will explore about the places to be visited, where to find the tasty food and how to explore that area (i.e. cultural guidance, restaurant advice, events in town). Sometimes, if the tourist is travelling outside the country will be needing translation tools that would be extremely useful. Finally, Mobile Augmented Reality Technology will be benefiting both suppliers and tourists as it will provide both efficacy and convenience.

6.3 Limitations and Future Research

The 100 responses provided a significant overview of Mobile Augmented Reality Technology for tourism acceptance. In addition, this study could be used to study other geographical areas. This will not only conduct segmentation analysis from a consumer perspective but also the defining different solutions according to attributes and anticipated benefits of using the technology.

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Constructs	Items		Source
	I find mobile internet useful in my destination search	PE1	
	I think that mobile internet enhances my chances of		
Performance	getting things that are important to me in my destination search	PE2	
Expectancy (PE)			
	I think mobile internet would enable me to conduct destination searches		
		PE3	
	activities more quickly		
	Learning how to use mobile internet for destination search activities		
		EE1	
	its easy for me		
	My interaction with mobile internet in destination search activities is		
Effort Expectancy		EE2	
	clear and understandable		
(EE)			
	I find mobile internet easy to use in destination search activities	EE3	
	It is easy for me to become adept at using mobile internet		
		EE4	
	in destination search activities		
	People who are impacted by my behaviour think that I should use		Venkatesh et al.
	mobile internet in my destination search activities	SI1	(2003),

	People who are paramount importance to me think that I should use		Venkatesh et al.
		SI2	
	mobile internet in my destination search activities		(2012)
Social Influence (SI)	People in my peer who use mobile internet services		
	in destination search have more prominence than those who do	SI3	
	not		
	Having mobile internet services in destination search is a		
		SI4	
	Prestige symbol in my peer		
	I have the necessary resources to use mobile internet in		
		FC1	
	Destination search activities		
	I have the available knowledge to use mobile internet in		
		FC2	
Facilitating	Destination search		
Conditions (FC)	Mobile internet in destination search is compatible with		
	other technologies I use	FC3	
	I can get help from others when I have difficulties using	FC4	
	mobile internet during my destination search		

	Using mobile internet in destination search is fun	HM1	
Hedonic Motivation	Using mobile internet in destination search is funfilled	HM2	
(HM)	Using mobile internet in destination search is very		
		HM3	
	captivating		
	Mobile internet for destination search is fairly priced	PV1	
	Mobile internet for destination search is a good value for the		
		PV2	
Price Value (PV)	money		
			Venkatesh et al.
	At a prevailing price, mobile internet destination search		
		PV3	(2012)
	provides a good value		
	The use of mobile internet in destination search has become	H1	
	a habit for me	H2	
	I am addicted to using mobile internet for destination search		
Habit (H)			
	I should use mobile internet in destination search	H3	
	Using mobile internet in destination search has become	H4	
	Everyday activity for me		
	I intend to continue using mobile internet in destination search	BI1	

	in the future activities		Venkatesh et al.
Behavioural	I will always try to use mobile internet in my destination search	BI2	(2003), Martins
Intention (BI)	I am planning to continue to use mobile internet intermittently in		et al. (2014)
		BI3	
	Destination search		

Table 1: List of al constructs

Construct	Item	Loading	*t-Value*	AVE	CR	CA
Task Characteristics (TKC)	TKC1	**0.9599**	97.98	0.93	0.96	0.92
	TKC2	**0.97**	151.17			
Technology Characteristics (TEC)	TecC1	**0.85**	33.58	0.80	0.94	0.92
	TecC2	**0.93**	93.00			
	TecC3	**0.93**	97.58			
	TecC4	**0.87**	48.57			
Task Technology Fit (TTF)	TTF1	**0.95**	118.04	0.89	0.96	0.94
	TTF2	**0.95**	88.98			
	TTF3	**0.93**	75.64			
Performance Expectancy (PE)	PE1	**0.89**	61.34	0.82	0.93	0.89
	PE2	**0.93**	83.36			
	PE3	**0.89**	54.45			
Effort Expectancy (EE)	EE1	**0.91**	65.55	0.83	0.95	0.93
	EE2	**0.91**	54.75			
	EE3	**0.90**	44.19			
	EE4	**0.92**	57.53			
Social Influence (SI)	SI1	**0.90**	63.86	0.71	0.91	0.87
	SI2	**0.92**	84.11			
	SI3	**0.78**	24.50			
	SI4	**0.75**	20.54			
Facilitating Condition (FC)	FC1	**0.84**	37.75	0.69	0.90	0.85
	FC2	**0.89**	63.20			
	FC3	**0.90**	83.01			

Hedonic Motivation (HM)	HM1	**0.96**	147.63	0.89	0.96	0.94
	HM2	**0.95**	127.41			
	HM3	**0.93**	83.80			
Price Value (PV)	PV1	**0.93**	68.77	0.90	0.96	0.94
	PV2	**0.96**	147.46			
	PV3	**0.94**	99.80			
Habit (H)	H1	**0.91**	85.50	0.77	0.93	0.90
	H2	**0.81**	36.94			
	H3	**0.86**	39.11			
	H4	**0.93**	126.25			
Behavioural Intention (BI)	BI1	**0.89**	56.50	0.82	0.93	0.89
	BI2	**0.89**	65.30			
	BI3	**0.93**	87.50			
Usage Behaviour (U)	U1	**0.89**	19.09	0.00	0.00	0.00
	U2	**0.86**	17.66			
	U3	**0.72**	11.24			

Table 2: The Loading measurement model of reliability measures (CR and CA) and AVE.

	Mean	SD	TKC	TEC	TTF	PE	EE	SI	FC	HM	PV	Habt	BI	U	Gender	Age
TKC	4.5	1.75	**0.96**													
TEC	4.64	1.49	0.59	**0.90**												
TTF	4.72	1.51	0.56	0.76	**0.94**											
PE	5.08	1.60	0.58	0.60	0.55	**0.90**										
EE	5.40	1.48	0.34	0.49	0.45	0.56	**0.91**									
SI	3.49	1.85	0.36	0.43	0.41	0.48	0.31	**0.84**								
FC	5.12	1.62	0.35	0.48	0.48	0.46	0.71	0.31	**0.83**							
HM	4.67	1.65	0.50	0.54	0.56	0.68	0.50	0.50	0.50	**0.95**						
PV	3.59	1.60	0.21	0.39	0.31	0.33	0.29	0.27	0.37	0.31	**0.95**					
H	3.68	1.85	0.64	0.59	0.56	0.69	0.47	0.52	0.50	0.68	0.32	**0.88**				
BI	5.04	1.70	0.53	0.61	0.59	0.67	0.54	0.45	0.57	0.71	0.31	0.76	**0.91**			
U	3.42	1.07	0.60	0.54	0.54	0.53	0.36	0.31	0.35	0.45	0.25	0.57	0.54	**NA**		
Gender	0.37	0.48	-0.08	0.02	0.08	0.02	0.00	-0.04	0.05	-0.04	-0.04	-0.01	0.03	-0.05	**NA**	
Age	30.09	8.93	-0.15	-0.10	-0.09	-0.03	-0.09	-0.06	-0.11	-0.05	0.02	-0.11	-0.05	-0.03	0.16	**NA**

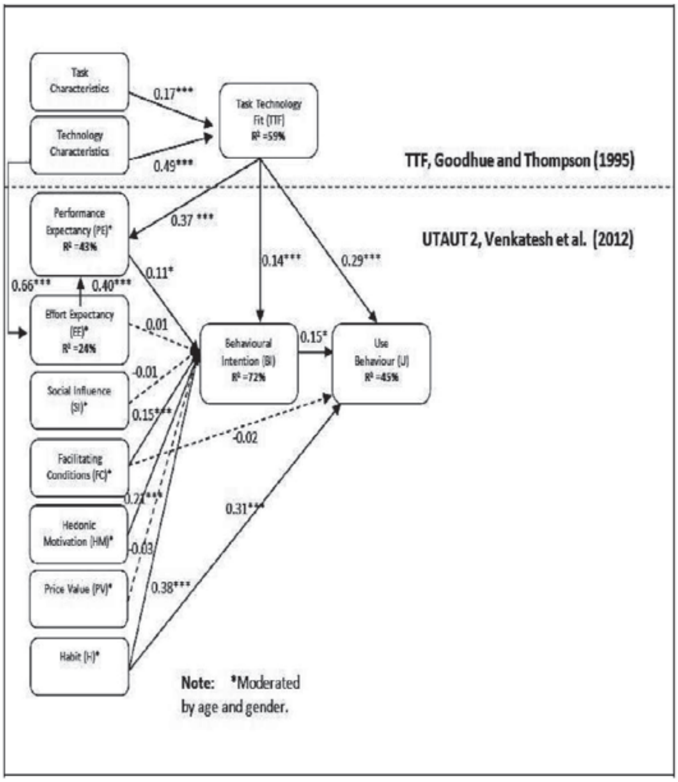

Figure 1: Research Model

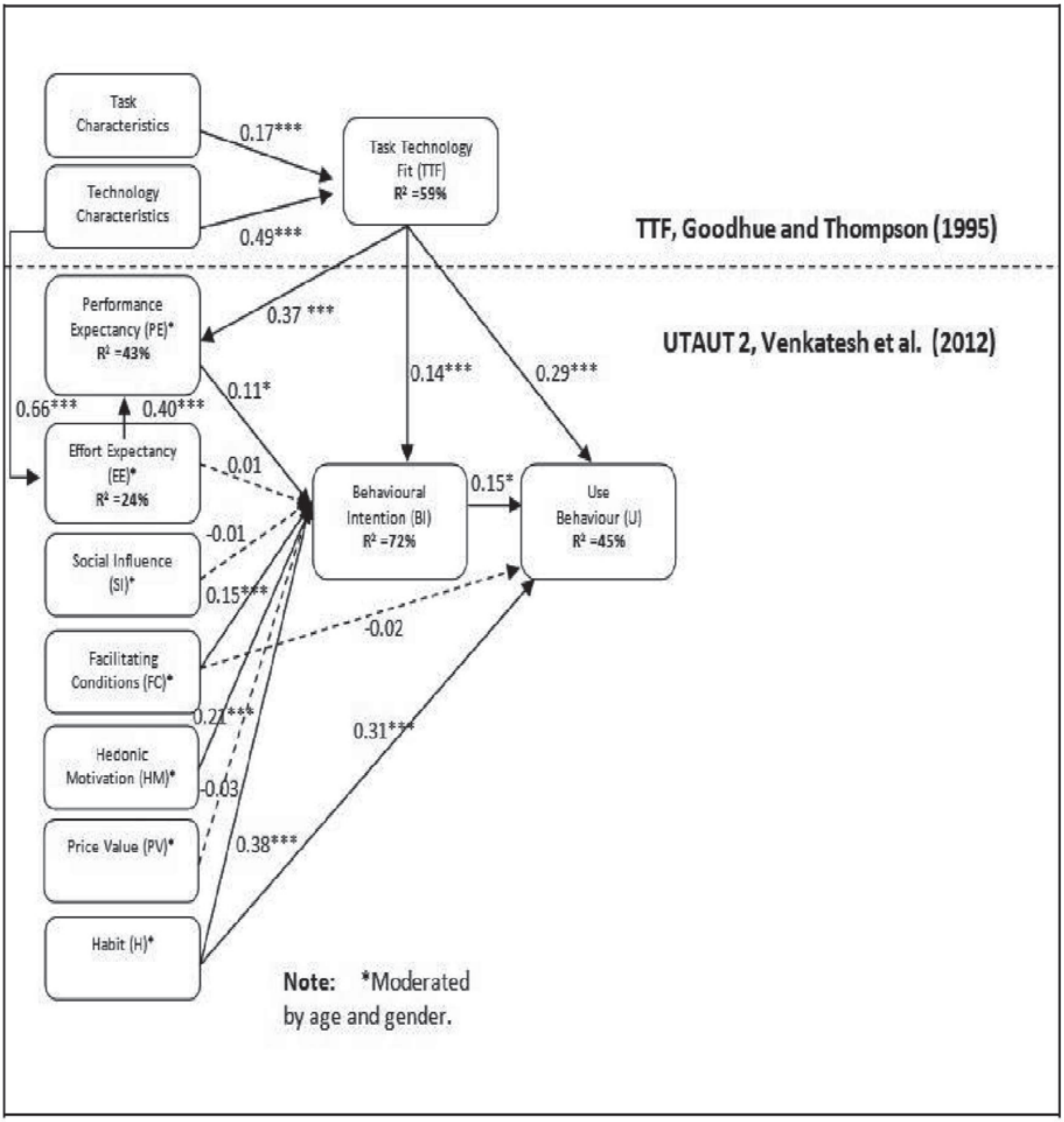

Figure 2: Resultant Model for TTF+UTAUT2 with path co-efficient and r-square

Hypotheses	Path	Findings			Moderators	Conclusion
		R^2		*t*-value		
	Task Technology Fit	59%				
H1	Task Characteristics		0.17	3.15 ***	None	Supported
H2	Technology Characteristics		0.49	8.50 ***	None	Supported
	Performance Expectancy	43%				
H3	Task Technology Fit		0.37	6.06 ***	None	Supported
H9	Effort Expectancy		0.40	6.37 ***	Age, Gender	Partially supported *
	Effort Expectancy	24%				
H6	Technology Characteristics		0.66	14.21 ***	None	Supported
	Behavioural Intention	72%				
H4	Task Technology Fit		0.14	2.80 ***	None	Supported
H7	Performance Expectancy		0.11	1.76 *	Age, Gender	Partially supported *
H8	Effort Expectancy		0.01	0.10	Age, Gender	Not supported

Figure 3: Resultant Model for TTF+UTAUT2 with path co-efficient and r-square

H10	Social Influence		-0.01	0.23	Age, Gender	Not supported
H11a	Facilitating Conditions		0.15	2.68 ***	Age, Gender	Partially supported *
H12	Hedonic Motivation		0.21	3.64 ***	Age, Gender	Partially supported *
H13	Price Value		-0.03	0.75	Age, Gender	Not supported
H14a	Habit		0.38	6.89 ***	Age, Gender	Partially supported
	Use Behaviour	45%				
H5	Task Technology Fit		0.29	3.82 ***	None	Supported
H11b	Facilitating Conditions		-0.02	0.27	Age, Gender	Not supported
H14b	Habit		0.31	4.75 ***	Age, Gender	Partially supported *
H15	Behavioural Intention		0.15	1.65 *	None	Supported

Table 4: Structural Model results for TTF + UTAUT2

PSYCHO-SOCIAL FACTOR AND POLICE PERSONNEL SUSTAINABILITY

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Abstract

Indian police personnel tend to have certain job-related factors which act as specific stressors such as working conditions, work overload, lack of recognition, fear of severe injury or being killed on duty, inadequate equipment, shooting someone in the line of duty, anti-terroristic operations, confrontation with the public, lack of job satisfaction and Police hierarchy which to some extent may affect the physical, mental and interpersonal relationships of police personnel.

Perhaps no topic in the field on police psychology has received as much attention as that of stress and mental health in law enforcement. (Anderson, Swenson, & clay, 1995; Brown & Cambell, 1994; Toch, 2002).

The present piece of research was under taken to study the level of Emotional Intelligence, personality traits and stress amongst police personnel. The present investigation was carried out on 10% of the working police personnel RPS, Sub Inspectors & Constables. The sample was collected from Jaipur & Jodhpur Commissionerate. The purposive sampling method was used for the present study. Selections of validated and reliable tools were administered for the present study. The tools were translated in Hindi. The tools applied for the present research are Emotional Intelligence Scale: Wong, C.S. & Law, K.S. (2002), Perceived Stress Scale: Cohen, S. (1983) and Personality Questionnaire: Holland, J. (1970). The data collected was treated by mean, SD, correlation and 't' test. The processing, tabulation, analysis and interpretation of data were done using statistical package for social science developed by SPSS Inc.

In order to, perceive the relationship between emotional intelligence and personality of police personnel. The correlation on emotional intelligence and personality in all the three dimensions was found insignificant but in the fourth dimension i.e. Regulation of Emotion was found significant with Realistic and negatively significant with Conventional.

Secondly to, find out the negative significant relationship between emotional intelligence and stress amongst police personnel. The correlation on emotional intelligence dimensions and stress variable was found negatively insignificant in all the four dimensions of emotional intelligence with stress.

Keywords: Emotional Intelligence, Stress, Personality, Police Personnel

Introduction

Indian police personnel tend to have certain job-related factors which act as specific stressors, for example working conditions, work overload, lack of recognition, fear of severe injury or being killed on duty, inadequate equipment, shooting someone in the line of duty, anti-terroristic operations, confrontation with the public, lack of job satisfaction and Police hierarchy which to some extent may affect the physical, mental and interpersonal relationships of police personnel.

Hence the present research is aimed to study the level of, Emotional Intelligence, Stress and Personality traits amongst police personnel.

Objectives

- To find out the level of emotional intelligence, stress, personality traits of police personnel.
- To study the relationship between emotional intelligence and the personality of police personnel.
- To find out the relationship between emotional intelligence and stress of police personnel.
- To study the relationship between personality and stress of police personnel.

Survey of Research Literature and Gaps

Perhaps no topic in the field on police psychology has received as much attention as that of stress and mental health in law enforcement (Anderson, Swenson, & clay, 1995; Brown & Cambell, 1994; Toch, 2002). Indeed, investigative and anecdotal reports dating back nearly a quarter of a century (Richard & Feil, 1976; Steinberg & McEvov, 1974) attest to the problem of stress and its deleterious sequelae in police officers as well as their families (Depue, 1981; Kannady, 1993). The focus of much of the early work in this area was on the identification of sources of stress in police officers and their jobs. As Reese (1986) cogently pointed out, law enforcement professionals, "must function as counsellors, social workers, psychologists, negotiators and investigators, as well as traditional police officers.

Hypothesis

- There will be a significant difference in the level of emotional intelligence, stress and personality amongst RPS, Sub Inspectors and Constables Police personnel of Rajasthan.
- There will be a positive relationship between emotional intelligence and personality amongst RPS, Sub Inspectors and Constables Police personnel of Rajasthan.
- There will be a negative significant relationship between emotional intelligence and stress amongst RPS, Sub Inspectors and Constables Police personnel of Rajasthan.
- There will be a negative significant relationship between personality and stress amongst RPS, Sub Inspectors and Constables Police personnel of Rajasthan.

Methodology

Sample

Purposive sampling technique is used for the present study.

Ranks	Jodhpur	Jaipur	Total	10%
RPS	17	51	68	7
Sub Inspectors	71	288	359	36
Constables	1666	8044	9710	971
Total	**1754**	**8383**	**10137**	**1014**

- 10% of the working police personnel (RPS, Sub Inspectors & Constables) are taken as sample from Jaipur & Jodhpur Commissionerate.
- The study is conducted on police personnel from Rajasthan Police.
- The age of employees is between 21-40 years.
- The minimum educational level is secondary.

Sample Design

Designation	RPS	SI	C	Total
Police Personnel From Both Commissionerates	7	36	971	1014

RPS – Rajasthan Police Service
SI - Sub Inspectors
C - Constable

Data Collection

Primary data is collected through administering valid and reliable questionnaires mentioned below.

Inclusion And Exclusion Criteria

Inclusion Criteria:

- Age range between 21-40 years.
- Educational Status secondary.
- Police Personnel with 5 years of experience in Rajasthan Police are included in the study.
- The sample is drawn from Jaipur and Jodhpur commissionerates.

The area of research will be Rajasthan.

Exclusion Criteria:

- Police Personnel below the age of 21 Years and above the age of 40 years are not taken for the study.

- Police Personnel with less than 5 years of experience while working in Rajasthan are not included in the study.
- The area of research is not out of the Rajasthan.

Variables

For the present study variables selected are as follows:

- Emotional Intelligence
- Self Emotional Appraisal
- Others Emotions Appraisal
- Use of Emotion
- Regulation of Emotion
- Perceived Stress Scale
- Personality Questionnaire
- Realistic
- Investigative
- Artistic
- Social
- Enterprising
- Conventional

Research Design

The present study is an effort to study the relationship between psychological variables such as emotional intelligence, personality and stress. It involves a correlational design as no experimental manipulation of variables was done. Correlation index indicates how the two or more entities change in relation to each other.

An index of such a relationship between many variables called multi-variable correlation was used. The coefficient of correlation is used to indicate the relationship of two random variables. It provides a measure of the strength and direction of the correlation varying from -1 to +1. Positive value indicates that the two variables are positively correlated, meaning the two variables vary in the same direction.

Negative values indicate that the two variables are negatively correlated, meaning the two variables vary in the opposite direction. Values close to +1 or -1 reveal the two variables are highly correlated.

Tools

Selections of validated and reliable tools were conducted for the present study. The tools were translated into Hindi language as maximum of the sample were not comfortable in reading or understanding English. Questionnaires are enclosed with the present report for perusal.

The tools applied for the present research are:

- Emotional Intelligence Scale: Wong, C.S. & Law, K.S. (2002). .
- Perceived Stress Scale: Cohen, S. (1983).
- Personality Questionnaire: Holland, J. (1970).

Statistical Analysis

In order to test the proposed hypotheses the Pearson correlation 'r' coefficient is computed for each of the variables viz. emotional intelligence, multiple intelligence, personality, stress and social support.

Results & Discussion

Our first hypotheses is that there will be a difference in level of emotional intelligence, stress and personality amongst RPS, Sub Inspectors and Constables Police personnel of Jaipur and Jodhpur commissionerate of Rajasthan.

DESCRIPTIVE ANALYSIS				
Variables	**Group**	**N**	**Mean**	**Rank of Mean**
Emotional Intelligence	RPS	7	48.00	3
	SI	36	50.00	2
	Const	971	50.04	1
Personality	RPS	7	27.00	1
	SI	36	22.36	3
	Const	971	24.16	2
Stress	RPS	7	17.86	2
	SI	36	16.14	3
	Const	971	19.18	1

Table 1.1: DESCRIPTIVE ANALYSIS ON EMOTIONAL INTELLIGENCE, PERSONALITY AND STRESS

The present table highlights the level of emotional intelligence, multiple intelligence, RPS's and personality, stress and social support of RPS's, Sub – Inspectors and constables sample collected from both Jaipur and Jodhpur Commissionerates.

It could be seen from the above table on the mean basis that while analyzing the level of emotional intelligence that Constables have a high level of emotional intelligence followed by sub-inspectors and then RPS's. In case of personality variable, RPS's are on higher side followed by constables and then sub-inspectors. While concerns about the level of stress which is a very important variable it could be seen that Constables are more stressed followed by sub-inspectors.

	Personality					
Emotional Intelligence	Realistic	Investigative	Artistic	Social	Enterprising	Conventional
Self Emotional Appraisal	-.001	.039	.003	.002	.003	.009
Other Emotional Appraisal	.004	.054	.012	.050	-.047	.042
Use of Emotion	.046	.042	.054	.014	.009	.031
Regulation of emotion	.063*	-.020	-.012	-.045	.048	-.100**

Table 1.2: Correlation between Emotional Intelligence and Personality

Our Second hypothesis was that there will be a positive relationship between emotional intelligence and personality amongst RPS, Sub Inspectors and Constables Police personnel of Jaipur and Jodhpur commissionerate of Rajasthan.

Table 1.2 shows the relationship between emotional intelligence and personality RPS, Sub – Inspectors and Constables on a sample of 1014. The correlation on emotional intelligence and personality in all the three dimensions were found insignificant but in the fourth dimension i.e. Regulation of Emotion was found significant with Realistic ($r = .063$) at .05 level and negatively significant with Conventional ($r = -.100$) at .01 level.

Cording to Olugbemi & Bolaji (2016) in a study "Psychosocial predictors of emotional intelligence among police officers in Nigeria" finds that the personality attributes extraversion, neuroticism and psychoticism did not significantly predict emotional intelligence jointly ($F(3, 256) = 1.65$; $p > .05$), and only neuroticism significantly predicted emotional intelligence independently ($\beta = –.15$, $p < .05$). Finally, there was no significant influence of the interaction of gender and the personality attribute of extraversion introversion on emotional intelligence among Nigerian police officers in Ibadan.

In a study by Omar & Garner, Iain & Magadley, Wissam (2011) "An Exploration of the Relationship Between Emotional Intelligence and Job Performance in Police Organizations."

Show significant correlations between EI levels and police job performance. After controlling for general mental abilities and personality traits, EI has been found to explain additional incremental variance in predicting police job performance.

Emotional Intelligence	Stress
Self Emotional Appraisal	-.034
Other Emotional Appraisal	-.060
Use of emotion	-.047
Regulation of emotion	-.015

Table 1.3: Correlation between Emotional Intelligence and Stress

Our third hypothesis was that there will be a negative significant relationship between emotional intelligence and stress amongst RPS, Sub Inspectors and Constables Police personnel of Jaipur and Jodhpur commissionerate Rajasthan.

Table 1.3 shows the relationship between emotional intelligence and stress of RPS, Sub – Inspectors and Constables on a sample of 1014. The correlation on emotional intelligence dimensions and stress variable was found negatively insignificant in all the four dimensions of emotional intelligence with stress. The relationship between Self Emotional Appraisal and Stress ($r = -.034$), Other Emotional Appraisal and Stress ($r = -.034$), Use of Emotion and Stress ($r = -.047$) and Regulation of Emotion ($r = -.015$).

Rani (2013) culture supports the generalizability of theories developed in previous research. Practical implications for reducing the negative influence of WFC on employees' job satisfaction are also provided, such as the potential value of emotional intelligence for the training and development of employees in teaching professions.

Kong,. Zhao. (2013) 94 examined the affective mediators of the relationship between trait emotional intelligence and life satisfaction in young adults and the widespread or limited affective mediators between the different groups in demographic factors, e.g., gender, students and non-students, family conditions. Six hundred and twenty participants completed the Wong Law Emotional Intelligence Scale, the Satisfaction with Life Scale and the Positive Affect and Negative Affect Scale.

Results using structural equation modeling showed that both positive affect and negative affect acted as mediators of the relationship between trait EI and life satisfaction and the indirect effect of trait EI on life satisfaction via positive affect was stronger than that via negative affect. Moreover, multi-group analyses found that the paths did not differ by gender and family conditions, but positive affect was more strongly associated with students' life satisfaction, compared to non-students.

Rani (2013) conducted a study on stress and coping behaviour of teachers in relation to emotional intelligence and personality traits. The study was confined to 4 districts of Haryana state. Out of these four districts, 14 schools (7 Govt. & 7 Private) were selected. From each school, 12 teachers were selected. The sample size was 168 and the sample was randomly selected from the list of teachers working in that school. There is no significant difference in emotional intelligence of male and female teachers. It was concluded that emotional intelligence of teachers is not affected by their gender. The teachers belonging to rural and urban areas do not differ significantly on the variable of emotional intelligence. No significant difference exists in emotional intelligence of teachers working in govt. and private schools. There is significant and negative relationship between emotional intelligence and stress of teachers. As the emotional intelligence increases the stress among teachers decreases and vice versa. There is significant difference in stress of teacher having high and low emotional intelligence. Teachers with high emotional intelligence have less stress as compared to teacher with low emotional intelligence. Teachers with high emotional intelligence have good coping behaviour as compared to teachers with low emotional intelligence.

Sharma, Kumar. (2013) studied the relationship of emotional intelligence with adjustment, stress and achievement among senior secondary students. 200 senior secondary students from the urban and the rural schools were selected randomly. It was found that there exists a significant relationship between emotional intelligence and stress which shows that emotional intelligence directly influences the stress among senior secondary students. This shows that as the scores of emotional intelligence increases, the stress scores decreases. There exists significant positive significant relationship between emotional intelligence and academic achievement among senior secondary students. It means that the students having high emotional intelligence show better academic achievement.

There was no significant difference between the mean Stress scores of male and female students having low Emotional Intelligence.

Mehta (2013) study was based on the assumption that application of emotional intelligence can increase teacher effectiveness and reduce occupational stress among teachers. Three hundred secondary school teachers were selected as a sample for the study. Emotional Intelligence Scale (EIS) was used to measure the emotional intelligence of teachers, Teacher Effectiveness Scale (TES) was used to measure the effectiveness among teachers and Occupational Stress Index (OS1) was used to measure the stress among teachers. The main assumption of the research has been proved according to the relationship between emotional intelligence and occupational stress and showed that by increasing the emotional intelligence one can reduce the occupational stress of employees and improve their work.

Rosman Bin Md Yusoff, Khan & Azam (2013) investigated the relationship between Job Stress, Performance and Emotional Intelligence in academia of Pakistan. In order to examine such relationship a sample of 65 faculty members was taken from two universities of Pakistan including one 86 public and one from the private sector. Data was collected through Self Administered Questionnaire and was analyzed both through descriptive and inferential statistical techniques. It was found that exists between Job Stress and Performance, whereas strong positive was found between Emotional Intelligence and Job Performance.

Kazi & Shah (2013) critically reviewed the conceptualization and relationship between Occupational Stress, Performance and Emotional Intelligence as supported by empirical evidences through a non-systematic narrative review of the existing literature. It was found that the three concepts have been historically developed through different stages. The empirical evidence shows that complex multifold relationship exists between them. It has been the contributing factor of Occupational Stress, Performance and Emotional Intelligence so that their management could be ensured in an efficient and effective way.

Laborde, Lautenbac Allen, Herbert & Achtzehn (2014) explored the role of trait emotional intelligence (EI) in emotion regulation and performance under pressure. Twenty-eight tennis players performed two series of 35 serves, separated by a pressure manipulation. Reaction to pressure was assessed using both subjective (self-report emotion questionnaire) and objective (cortisol secretion, tennis serve success) measures. The pressure manipulation was successful with observed increases in anxiety and decreases in self-confidence and tennis serve performance. Trait EI was found to predict cortisol secretion over state emotion measures. Performance under pressure was predicted by self-confidence and cortisol secretion, but not by trait EI. These findings provide some preliminary evidence that trait EI and cortisol secretion are important in athlete responses to pressure situations.

Personality	**Stress**
Realistic	-.018
Investigative	-.013
Artistic	.007
Social	.017
Enterprising	-.016
Conventional	.041

Table 1.4: Correlation between Personality and Stress

Our fourth hypothesis was that there will be a negative significant relationship between personality and stress amongst RPS, Sub Inspectors and Constables Police personnel of Jaipur and Jodhpur commissionerate of Rajasthan.

Table 1.4 shows the relationship between Personality and stress of RPS, Sub – Inspectors and Constables on a sample of 1014. The correlation between Personality and stress was found negatively insignificant in Realistic and Stress (r = -.018), Investigative and Stress (r = -.013) and Enterprising and Stress (r = -.016). In the rest of the relationships no correlation was found.

Kaur, R., Chodagiri, V. & Reddi. V (2013). In their study on "A Psychological Study of Stress, Personality and Coping in Police Personnel" found that the personality traits and coping methods have significant independent and interactive role in the development of high psychological stress in police persons, thus placing them at a high risk of developing psychiatric disorders.

Hart, Wearing and Headey. (1995) "Police stress and well-being: Integrating personality, coping and daily work experiences" found in their study that two structural equation models showed that positive and negative work experiences independently contributed to an officer's Perceived Quality of Life (PQOL), and that organizational rather than operational experiences were more important. A third model supported these findings, but showed that the personality dimensions of neuroticism and extraversion were the strongest predictors of an officer's PQOL.

It was also shown that problem-focused coping resulted in positive work experiences, whereas emotion-focused coping contributed to negative work experiences. Comparisons with other community and occupational groups suggested that police reported relatively favourable levels of psychological well-being. Collectively, these results indicate that policing is not highly stressful, and demonstrate the need for a systemic view in order to understand police officers' psychological responses to their work.

Findings

- The first hypothesis of the study was that there will be a difference in the level of emotional intelligence, stress and personality of police personnel. It is seen from the results, while analyzing the level of emotional intelligence, Sub Inspectors and constables have better emotional intelligence as compared to RPS. In case of the level of personality factors the RPS's personality have reflected better as compared to Sub Inspectors and Constables. Looking at the stress variable, it is seen that Constables are highly stressed as compared to RPS's and Sub Inspectors.

- Our Second hypothesis was that there will be a positive relationship between emotional intelligence and personality of police personnel. The correlation on emotional intelligence and personality in all the three dimensions were found insignificant but in the fourth dimension i.e. Regulation of Emotion was found significant with realistic and negatively significant with conventional.

- Our third hypothesis was that there will be a negative significant relationship between emotional intelligence and the stress in police personnel. The correlation on emotional intelligence dimensions and stress variable was found negatively insignificant in all the four dimensions of emotional intelligence with stress.

- Our fourth hypothesis was that there will be a significant relationship between personality and stress of police personnel. The correlation between Personality and stress was found negatively insignificant in Realistic and Stress, Investigative and Stress and Enterprising and Stress.

Conclusion

Police profession is a great profession with power, dignity, authority, trust, morality and has the potential of leading by example etc., but, many internal problems like bossism, humiliation, work pressures, confidentiality etc contribute to a lot of work related stress adding to family issues and child development problems are leading to depression in turn suicide rates are shooting up in the Police Department. This, in turn, is becoming a blot on the dignity of department, wrong signals of mental power of police department are sent to the public, some constructive development should be carried out to stop suicides in the Police Department. When we look into the reasons for police suicides, the reasons are both work-related as well as issues related to personal and family life.

Work related pressure, is a real killer, as the police force are forced to work for extended hours many times beyond 8 hours reaching upto 12 to 14 hours, police forces have to work very hard during fairs, festivals, political meetings, bandhs, emergency, unrest, crisis and disasters, etc. Thus, they are put under lot of pressure during these duty hours.

It is revealed from the present research that only constables have shown a difference and positive relationship with different psycho-social variables. More work on policy framework needs to be done by the department in order to keep them fit both mentally and physically.

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The Innovative Role of NGOs in Corporate Agricultural Sustainable Practices: Evidence from India

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Abstract

The main role of Non-Government Organizations (NGOs) is to help the society through a systematic way to help in social improvement and welfare activities with the help of funding and support. Some NGOs working in rural and agriculture work with the support of corporate fund who wants to fulfill their corporate social responsibility (CSR) work for society.

This study is descriptive in nature and based on qualitative research. The study shows that a new and innovative agriculture-based approach has a great impact on rural people with the support of CSR fund. Corporates and NGOs are collaborating to provide a sustainable solution of the livelihood to rural people especially farmers. The CSR fund is utilized and has a great impact on the development of agriculture with the help of NGOs. The agriculture approach based NGOs in India are more engaged in improving small farmer's social and economic conditions due to poverty, low awareness and lack of knowledge of new agricultural technology. The agriculture based NGOs with innovative approaches working proactively by collaborating with corporates, foundations, government, national and international organizations, and other stakeholders. In a water crisis situation, Indian agriculture uses more than 80% of freshwater in its production, so with the help of cost-effective technology with local recourses of natural resources and with sustainable model without any conflicts in society. This implies that CSR funds should play a pivotal role in this regard since it is the corporate thematic area of activities that dictates the NGOs, agriculture development programs and corporate find better sustainability of their business with the help of sustainable agricultural product supply.

Keywords: Non-Government Organizations, Corporate Social Responsibility, Stakeholder, Agriculture, Sustainable Development.

Introduction

India is the largest democratic country, areawise where the main motto of government is the welfare of its society. As the mandatory CSR policy of corporations indicate the strong desire of the government to involve the corporate directly in social development. In the last few years, corporate social responsibility in India has acquired new status with the Companies Act, 2013. As per Companies Act 2013 the NGOs would be the main CSR partner for implementation of social and welfare projects. Indian agricultural sector continues to be weak factor in the economic growth of India. Although, the rising demand for food in domestic and global markets can create huge possibilities, small and declining land holding, price volatility, soil degradation, and climate risks continue to trouble the farmers. Fewer opportunities and constraints to improve the agricultural sector also affect the farmer's income, especially small and marginal farmers.

The overall development of agriculture needs to involve various service providers such as private agribusiness companies, NGO's in dissemination of agricultural technologies with knowledge, skills, expertise and leveraging corporate social responsibility (CSR) funds.

NGOs have developed that type of technology which is much useful for individual farmers or group to group farmers that they find it there situation (e.g., Sollows, Thongpan, and Leelapatra, 1993). for example, PRADAN's endeavors in India to downsize advances created by government for mushroom and raw silk production, thus making them available to small scale farmers (Vasimalai, 1993) In the context of developing countries, Non-Governmental Organizations (NGOs) are well-positioned to have a powerful impact on corporate social responsibility partner in agriculture and rural development as any other stakeholder. According to Arenas et al, NGO and rural-based development organization is a powerful and important stakeholder, representated by key stakeholder groups and trusted institution. By taking these major agriculture development issues of India into consideration, our study contributes to the existing studies in three key areas. First, it brings a perspective from a developing country, India, into the studies of corporate social responsibilities. Second, it contributes to the literature on secondary stakeholders. Third, it provides an original framework that agriculture NGOs can make use of influencing companies to improve their social responsibility impact.

Literature Review

1. Bhaskar Suresh (2014) - investigates that NGOs engaged in health, hygiene sanitation field in the rural area with the support of government and foreign funding project approaches areas with high needs. In this paper, it analyses the participation of people in NGOs promoted projects and their satisfaction of the services.

2. Schools Lawrence (2012) - In this research paper rural development NGO were classified in four categories according to their functions in a rural development project in India. They were classified as local, regional, national and international according to their working areas. The regional and national NGOs are better in their funding and ground approach to implement the rural development work than having greater impact.

3. Das Bijoy (2019) - The researcher investigates that NGOs provide their health services to rural north east India with the help of government collaboration. The government provided support to NGO in terms of funding and other resources and the NGO gives the quality based service to the rural and poor people of village. This type of NGO is specially recommended by World Health Organization. In 2003, primary health care indication of health system consider it as a responsibility of the state where NGOs have a scope to increase their role in providing different types of services.

4. P Manikanta and Osudhakar Reddy (2013) - In this paper some rural based NGOs provide their services for extension and development of rural agricultural technology for sustainable development of the society. They develop some easy and practical agricultural based technology, which is cost effective and more productive on ground level to improve the livelihood and basic standard of the rural farmer. These types of NGOs also tie up with the government for development in extension of rural technology in different sectors like agriculture, water harvesting, skill development, employment generation, rural infrastructure, health and sanitation.

5. Anushree Prakash & Sandhya Praniti (2018) - This report links the government, corporate and NGOs working for rural development projects and try to find out maximum benefit of all three sectors.

It provides some case study to CSR focus areas of rural development and give the road map of the mobile location of the village community and its participation in rural development programmes and taking the ownership of the sustainability of the project.

There is a limited study on agriculture activity taken by CSR organization and companies. Even though these initiatives use new innovation tools which benefits the farmers with low cost to hire on return. Maximum NGOs are working on agriculture projects take care all these points of success on grass root level in rural areas and depend upon profitability in implementations that have good impact on agricultural sustainability development. The four highest agriculture support CSR program were declaring of environmental sustainability, social development, market development & scientific advancement in agriculture.

Research Methodology

Research Problem

After the Companies Act 2013, there are so many studies conducted in corporate, NGOs and communities development, but there are no study in CSR, agriculture development and NGOs for the important role they play for better implementation of rural development projects especially sustainable agricultural development practices.

Not only in India but there are thousands of NGOs working for the development of society and agriculture worldwide. The use of innovative approach in different climate and cultural regions globally indicate that different top rural based development organization specially working in agriculture development have a positive impact on all stakeholders. This research study discloses the best practices with utilization of corporate funds in agricultural development actives with the help of NGOs. It also discloses that agriculture development activities provide directly and indirectly for long term sustainable supply chain management system to the corporate.

Research Gap

1. There are so many studies about CSR and NGOs, yet there is a lack of study conducted on the innovative working style of the top ten rural-Agri based NGOs and their utilization of corporate fund for better impact on the community.

2. This study shows that Agri-based NGOs adoption and mainstreaming of Good Agriculture Practices (GAP) approach to small and marginal farmers with cost effective and sustainable requirements of energy, water and labour resources minimize the impact on environment. Presently, there is no study which clearly discloses what is the best approach of an agriculture and rural NGO that has better to good impact on communities.

Objectives

- To understand the innovative role of NGOs in corporate agricultural CSR practices.
- To find out the new technology/model in agriculture development.

Hypotheses

H0: There is no significant role of NGOs in innovative corporate agricultural CSR practices.

H1: There is significant role of NGOs in innovative corporate agricultural CSR practices.

Data Collection and Methodology

The nature of the study is descriptive and sample method was adopted through a questionnaire. The questionnaire had 30 questions belonging to NGO, CSR, innovation, organization method, plan and implementation of CSR program and impact on rural and agriculture development. The questions were circulated among leading reputed NGO and foundations which are directly supported by corporates. Through CSR programme officers and managers of these NGOs were shortlisted people with minimum graduate degree with 5-year experience in organization and rural agriculture development activities were chosen. The questionnaire include 30 questions, which is selected from 10 most reputed agriculture development NGOs. In this study, stratified random sampling, which is also called quota random sampling and proportional sampling was used, that divides the population in subgroups, each group is called strata.

In India, there are a million registered NGOs in working or non-working mode while working in different sectors of welfare and development like education, livelihood, sanitation, health, disaster, urban development, rural development and many more. For collecting the secondary data to this study, we used the memorandum and article of association of corporates, annuals reports, CSR reports, policy, corporate strategy documents, and publications, online reports of CSR organization and consultant, press releases, relevant proclamations, websites of the NGOs corporate, government and private CSR firms. We employed content analyses to analyse the collected data.

Successful Agriculture CSR Projects in India

Some reputed agriculture CSR projects "Assistance to the Farmer" (HDFC Bank) "Soil and Water Testing" (Bank of Maharashtra) "Krishi Mitra" (Mahindra and Mahindra Limited) "Agriculture Skilling" (Cash India Limited) "Farmers Centric Watershed Management" (The Rural Electrification Corporation Limited) "Farmer Support Programme" (Adani Ports and Special Economic Zone Limited) "Assistance to Apple Growing Farmer" "Seeds the Rice" (Mahindra and Mahindra Limited) "Wardha Farmer Family Project" (Mahindra and Mahindra Limited) "Irrigation Support"(Bharat Heavy Electricals Limited) "Farmer First" (Numaligarh Refinery Limited) are implemented and used in different states of India. This long term programme was divided in many sub-programs which supported different sectors of agriculture in collaboration with NGOs, Foundations and communities based organization (CBOs). They also mobilize resources with different sources of Government and Non-Government organization.

Reputed Agriculture NGOs of India

Identifying the right NGO for CSR intervention is not an easy task. It takes years to identify a NGO on the basis of operation, geographical areas, reputation, certification (Income tax exemption, FCRA, service tax, proper internal document, relevant experience, leadership and credentials).

In India, there are top NGO's that play important role in rural and agricultural development with their new and innovative approaches. They have also research-based activities which have the greatest impact on rural life. The most important NGOs are Sewa Mandir-Udaipur (Rajasthan) ,PRADAN (Professional Assistance for Development Action)- New Delhi, SRIJAN (Self-Reliant Initiative through Joint Action)- New Delhi, ISAP (India Society of Agri-Business Professionals)- New Delhi, Reliance Foundation- Nevi Mumbai(Maharashtra),BAIF Development Research Foundation-Pune (Maharashtra), Sehgal Foundation, Gurugram(Haryana) , ACCESS Development Services-New Delhi, Bajaj Trust-Sikar (Rajasthan) and N. M. Sadguru Water & Development Foundation- Dahod (Gujarat) that are mainly working on agriculture and rural development work of remote areas with support of CSR funds .

S. No	Name of the Organization	Major CSR Funding Partners	Innovative Activity
1	Sewa Mandir-Udaipur (Rajasthan)	Axis Bank Foundation	Natural Resource Management, New Agricultural Techniques
		Colgate Palmolive (India) Ltd:	Rural Women Self-Help Groups (SHGs), Promote Farming of Flowers
		JK Tyre & Industries Limited:	Self-Help Groups (SHGs), Water Harvesting, Natural Resource
2	PRADAN (Professional Assistance for Development Action)- New Delhi	Tata Trust	Producers' Company (Pc) ,Market-Linked Production
		ITC Limited	Water Harvesting Structure, Market-Oriented Production Models
		Aditya Birla Capital Limited	Self-Help Groups (SHGs), Input-Output Linkages, Natural Resource
3	SRIJAN (Self-Reliant Initiative through Joint Action)- New Delhi	Axis Bank Foundation	Self Help Groups, Farmer Producer Organizations,
		Azim Premji Foundation	Smallholder Horticulture Through Nano-Orchards Demonstration
		Mahindra & Mahindra Ltd.	Sustainable Agricultural Practices, Natural Resource Management
4	ISAP (India Society of Agri-Business Professionals)- New Delhi	Dupont India Pvt. Ltd.	Women SHGs),Farmer Producer Organizations (FPOs),
		Walmart India	Income Through Innovative Technologies and Cultivation Of Crops.
		Mahyco Monsanto	Promotion Of Enterprises, Rain Water Harvesting
5	Reliance Foundation- Nevi Mumbai(Maharashtra)	Tata Trusts	Sustainable Livelihood Solutions, Community Infrastructure
		Bill & Melinda Gates Foundation	Water Conservation And Rain-Water Harvesting, Improving Food Security
		Reliance Foundation	Farmer Producer Organizations (FPOs),Awareness for Improving Life
6	BAIF Development Research Foundation- Pune (Maharashtra)	ITC Ltd	Generating Rural Livelihoods, Management of Natural Resources
		Hindustan Unilever Limited	Tree-Based Farming System, Value Chain Management
		Ultra Tech Cement Ltd.	Enterprise Promotion, Proper Use of Water Resources In Agriculture
7	Sehgal Foundation, Gurugram, Haryana	Mosaic	Agricultural Awareness, Improved Agriculture,
		Coca-Cola India	Demo Plot Micro-Irrigation System, Sustainable Farming Practices
		Buyer	Integrated Nutrient Management, Training on Modern Agriculture
8	Ambuja Cement Foundation,Andheri (E), Mumbai	HDFC Bank	Revival Of Traditional Water Sources, Water Harvesting
		Cipla Foundation	In Situ Moisture Conservation, Promote Micro-Irrigation System
		Tech Mahindra Foundation	Farmer Producer Organizations (FPOs), Training And Awareness
9	Bajaj Trust-Sikar (Rajasthan)	Bajaj Auto	Soil And Water Conservation, Farm Based Livelihoods, Energy
		Bajaj Electrical	Bio-Gas Production, Watershed, Natural Farming
		Bajaj Allianz General Insurance	Self-Help Groups (SHGs),Rural Development
10	N. M. Sadguru Water & Development Foundation- Dahod (Gujarat)	Axis Bank	Micro Watershed Development, Lift Irrigation Federations
		Coca-Cola Foundation	Horticulture Cooperatives, SHGs ,Farmers Producers Organization
		Ratan Tata Trust	Check Dams Renovation, Seeds Production and Marketing

Source: Self-Occupied

Agricultural Challenges and their Possible Solutions in India

Agriculture is the backbone of Indian economy, which has contributed 14% of all over the GDP of India, but its CE impact on manufacturing and service sector of India where the rural population depend directly on agriculture-related activity. Nearly 86% of them it's main 140 million farming family landholding left to go to acres. Small land holding restricts the farmer who adopts the agriculture technology and investment to improve theirs for square meter productivity the agriculture is a primary source of lively food near about 50% of the working population of a rural part of India.

Agricultural Challenges In India	Possible Solutions
Small and Fragmented Land-Holdings	Consolidation of Holdings, Cooperative Farming
Lack of High Quality Seeds	Produce and Distribute Adequate Quantity of Quality Seeds
Low Supply of Manures, Fertilizers and Biocides	Distribute Adequate Quality Fertilizers/Bio-Fertilizer/Pesticides
Inadequate of Irrigation	Extend Canal Area, Permote Micro Irrigation System, Water Harvesting
Lack of Mechanisation	Encourage and Aware of Advanced Agricultural equipment's
High Level Soil Erosion	Aware to Manage Fertility with Sustainable Methods
Agricultural Marketing	Promote of Organised Marketing Structure
Inadequate Storage Facilities	Permote Scientific Storage in Govt. And Pvt. Sector
Inadequate Transport	Development of Rural Infrastructure
Scarcity of Capital	Develop of Rural Credit Scenario with Banks/Co-Operative Institutes

Table- 2: Agricultural Challenges and Possible

Findings and Suggestions

Most of the organizations that work with CSR activities in the agricultural development sector, generally select their factory surrounding areas. It is indicated that corporate do their social marketing to the local community that if they use a local resource like land, water, the air they feel obligated to protect the natural resources of that area. They also support the local farmers in many kinds of agri- inputs; fertilizers, seeds irrigations and others with free of cost or subsidize the system. It also minimizes the competition between local community farmers and the company.

	Cronbach's Alpha	Number of Questions
Economic	0.713	10
Social	0.0710	10
Environmental	0.730	10
NGO	0.735	10

Source: Primary data

Table 3 Cronbach's Alpha

Responses	Economic	Social	Environmental
Most satisfied	24	27	22
Satisfied	57	58	62
Neutral	9	8	3
Unsatisfied	4	5	7
Most unsatisfied	6	2	6
Total Percentage	100	100	100

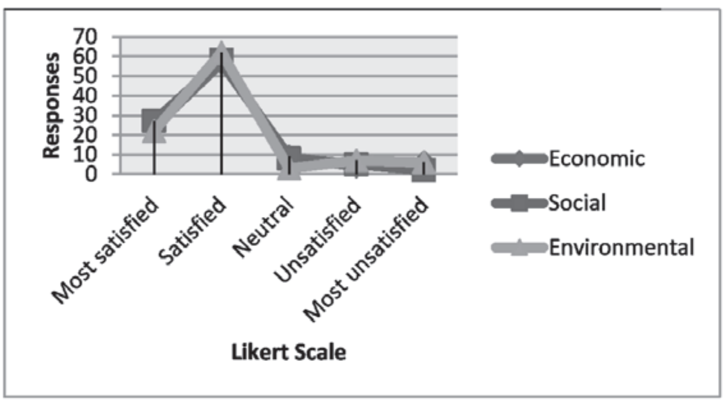

Table 4 NGOs innovative role in Economic, Social and environmental development

1. Maximum NGO's and foundations receive multiple funds from different sources like government CSR funds, national and international donors in order to better manage long term sustainability of their organization. They work from project to project as per funding agency's requirements.

2. All the organizations link the agriculture and rural development projects with one other, so that impact factor can be improved.

3. The CSR funder monitors from time to time monitors NGOs, social and financial field activities so that the project can be run in the proper direction in order to fulfill its main purpose.

4. In holistic agriculture development NGOs and foundations use multiple activities which improve the income of rural poor farmer with basic needs like education, health and sanitation.

5. Market linkage strategies, concept of organic farming and Integrated Pest Management(IPM) are very important for the sustainability of agricultural projects in the planning phase and they include, supporting sustainable community income even after the project is completed.

6. The maximum staff thing so that if free scream distributed in project area, it is today fail or not sustainable of areas so they provide small external support to the farmer in any kind of improved seed fertilizer small agriculture implementations and irrigation system for their basic agriculture need.

7. All believe that the use of organic farming, natural farming, drip irrigation system, sprinkler irrigation system improve production quality and have more economic benefits in the long term agricultural production.

8. The common practices found in NGOs foundation is that the primary selection of their project is a small and marginal farmer, women of schedule castes and schedule tribes and they mainly approach remote rural areas where agriculture development optimize patients need maturity of development organization selection that type of area which is much backward in education, economic and agricultural development.

9. Their approach is of self-help and they depend only on local resources and resources that can be developed locally so that expenses are minimum and the sustainability of the project is maximized.

Implication of the Study

In every agriculture development activity, water is the basic need for produce to improve the production. Presently NGOs are more focused on spreading awareness for rain water harvesting for better irrigation (micro irrigation system). The corporate and NGOs use market linkages, farmer producer companies, organic farming and natural farming activities with low cost of cultivation with good prize to produce sustainable agriculture products.

Limitations and Scope of Further Research

The present study gives an idea that an NGO uses a systematic approach to the development of needy small and marginal farmers in rural areas with the help of corporate fund and other recourses.

- The different agriculture development activities should be focused more on water saving techniques so the concept of per drop more crop is developed.

- These study was limited to the top ten NGOs foundations that are working on some agriculture development project with reputed national and international companies with CSR funds, so that thousands of other NGOs with their working style and innovative ideas can be benefitted.
- CSR funded projects in this proper is belongs to different state of India, but there are many other NGO and corporates working of on agricultural development activities this study NGO and CSR activities very fruitful two other organization and corporates.

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Disability Act-2016: An Analytical Study

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Abstract

Presently human rights are being considered as a moral principle of life in the whole world. All human beings should enjoy equal rights without any discrimination on the basis of race, sex, nationality and capabilities. Thus the rights of people with disabilities have become an important issue throughout the world. Several steps are being taken for the welfare and development of disabled people. Rights of Persons with Disabilities (RPWD) bill was passed and came into force as RPWD Act 2016 on 19th April 2017. United Nations convened a convention on the Rights of Persons with Disabilities (UNCRPD) in 2006 ratified by India in 2007. Persons with Disabilities (PWD) act 1995 based on medical perspective of disability is replaced by this act which is more comprehensive. The number of disabilities increased to 21 from 7 along with a number of new provisions of education especially inclusive education through institutional arrangements. The act RPWD-16 is definitely a milestone in the process of optimum development of persons with disability. Society and Countries were not much aware regarding the education of person with disabilities. People always underestimate their abilities. But they prove that they are differently abled in many ways and the needs of their education in inclusive environment has come into focus. Both inclusive education and RPWD Act now work for welfare and development of disabled people and helps to achieve desirable aims. The act has played an active role in encouraging and ensuring inclusive education. This paper intends to highlight the role of the act in ensuring the educational rights of persons with disabilities through inclusive education to educate them.

Keywords: Human Rights, inclusive education, persons with disabilities act, RPWD act, UNCRPD

Introduction

Disability actually is an umbrella term and it covers impairment, activity limitation and participation restriction. The attitude towards persons with disabilities has now begun to change. According to Article 41 of the Constitution of India (1950) embodied in its claws the Right To Free And Compulsory Education for all children up to age 14 years. "The Indian Constitution by its 86th amendment act 2002 Article 21 A ensures free and compulsory education for all children in the age group of 6 to 14 years as a fundamental right in such a manner as the state may by law determines with effect from 1st April 2010" (The Gazette of India August 27, 2009).

The year 1981 was declared as "The International Year of Disabled Person" Since that time the essential needs and priorities of rights of disabled people have been acknowledged by the society instead of old conservative definition of being "Punished by God". More recently "The Convention on the Right of Persons with Disabilities of United Nation" (UNCRPD) was 2008 signed by 160 countries of the world including India to ensure the rights of equality, a life of dignity and respect.

Rights of persons with disabilities (RPWD) bill was passed by Rajya Sabha on 14th December 2016 and was enforced as RPWD Act 2016, on 19th April 2017 replacing persons with disabilities (PWD) act 1995.

United Nations General Assembly adopted its convention on the right of persons with disabilities on 13th day of December 2006 based on the following 8 principles:-

- Respect for inherent dignity, individual autonomy including the freedom to make one's own choices and independence of persons
- Non discrimination
- Full and effective participation and inclusion in society
- Respect for difference and acceptance of persons with disabilities as part of human diversity and humanity
- Equality of opportunity
- Accessibility
- Equality between men and women
- Respect for the evolving capacities of children with disabilities and respect for the right of children with disabilities to preserve their identities.

Salient Feature of RPWD Act -2016

The act consists of 17 chapters and one schedule. The act is addressed to the appropriate Government and the local authorities to enforce its provisions for taking suitable measures to ensure that the said rights are enjoyed by persons with disabilities.

- One of the most important RPWD Act 2016 is that the number of recognised disabilities have been increased to 21 from 7.
- The definition of disability is based on an evolving and dynamic concept.
- The central government is empowered to add more types of disabilities, and free education from 6 to 18 years of the age to every child with benchmark disability.
- Reservation has been increased from 3 % to 4% for the differently abled person in the education and government jobs.
- All the existing infrastructure and premises should be made disabled friendly within the provided time limit.
- The obligations laid down in the Act are mandatory for both Government and private establishments.

- National and state funds will be created to provide financial support.
- The existing funds will be subsumed with the national fund.
- Grant of guardianship by District Court.
- Each district will be designated with special Courts to handle cases concerning violating of rights of PWDs.
- Additional benefits to persons with benchmark disabilities like reservation in higher education, government job, land allocation, poverty alleviation schemes etc.

The number of disabilities in this act increased from 7 to 21, so as to ensure the educational right of all children and encourage & ensure active role of the Institution and regular classroom teachers, special educators, and administrators even more. All the teachers should be equipped with better & more comprehensive skills to cater to the special educational needs of students with wider spectrum of disability.

Specific Provision for Education:

Chapter III, section 16 of the act discusses the educational rights of the persons with disability, admission without any discrimination.

Sports and recreational activities with others:

- Make building campus accessible with various facilities to provide support services to optimize their social and economic development.
- Appropriate language modes for communication for the blind with deaf and the blind individuals.
- Children with specific learning disabilities should be early identified and intervention is ensured as early as possible.
- Reasonable accommodation should be provided according to requirement
- Monitor participation progress in terms of attainment levels and completion of education in respect of every student with disabilities
- Children with disabilities should be provided with transportation facilities along with the attendant of the children with disabilities having higher support needs.

Section 70 of RPWD ACT 2016 describes the following measures to implement section-16:

- To conduct a survey school going children in every 5 years to identify children with disabilities.
- Establishment of adequate number of Teachers Training Institutions.
- To train professionals and staff to support inclusive education.
- Adequate number of resource centers to support inclusive education.

- To provide books, other learning materials and appropriate assistive device to student with bench mark disabilities free of cost up to the age of 18 years.
- To provide scholarship in appropriate cases to students with benchmark disabilities.
- To make suitable modification in the curriculum and examination system.
- To promote research to improve learning and other measures as may be required.

The section 19 of the chapter IV of this act related with skill development and Employment of persons with disabilities especially for their vocational training and self employment.

- Inclusion in all mainstream formal and nonformal vocational and skill training schemes and programs.
- To ensure the adequate support and facilities to level specific training.
- Skill training program linking with the market.
- Loans at concessional rates including micro credit.
- To market the product made by persons with disabilities.

Chapter V of this act deals with social security health rehabilitation and recreation. Section 24(3) provides social security to orphans, homeless and abandoned children with disabilities to enable them to live with dignity. Disability pension, unemployment allowance, caregiver allowance, comprehensive insurance scheme for persons with disability are also promoted.

Section 27 of the chapter directs competent authority to provide rehabilitation services and facilities for health education and employment.

Chapter VI and section 31 of the act provides the right to free education in a neighborhood school or in a special school of his/her choice in an appropriate environment between the ages of 6 to 18 years of every child with benchmark disability.

Section 32(1) provides reservation to persons with benchmark disabilities in all higher educational institute receiving government grant is not less than 5%.

Section 32(2) also provides upper age relaxation of 5 years to persons with benchmark disabilities.

Section 34 (1) provides 4% reservation in government jobs to persons with benchmark disabilities.

Chapter VIII and section 45 (1) are extremely useful for empowerment of persons with disability through education and employment.

Section 45(1) directs competent authority to make accessible to all public buildings including schools, colleges within a period not exceeding 5 years accessible to all.

Section 47 (1) directs competent authority for induction disability as a component for all education courses available in schools, colleges and universities with special focus on sports, games adventure activities for the persons with disabilities. Proper provision for creating awarness for inclusive education at different levels is made through this section.

Chapter XVII titled miscellaneous of this act mentions the legal powers that the Central, State or the local governments have inorder to ensure the welfare of persons with disabilities.

Inclusive Education

The word inclusion literally means "to include" or "bring together". Inclusive education is when all students, regardless of any challenges they may have, are placed in age appropriate general education classes that are in their own neighborhood schools to receive high quality instructions, interventions and supports that enable them to meet success in the core curriculum. (Bui,Quirk,Almazan & Valenti; 2010;Alquraini & Gut,2012). According to the census of 2011 the number of PWDs in India are 21.8 million and our education system should be able to provide an opportunity for inclusive education otherwise large number of PWDs will remain uneducated. So the great need of inclusive education is recognised and inclusive education believes that,

- Every child has the ability to learn.
- Able to attend appropriate general class in neighboring schools.
- Should be provided with individualized education program.
- Should be provided in appropriate curriculum according to their needs.
- Should participate extracurricular activities.
- Proper cooperation from every angle.
- Use of optimum capability of every child.
- Instruction by properly trained special educator and teachers.

"All the power is within you, you can do anything and everything. Believe in that don't believe that you are weak. Stand up and Express the divinity within you." - Swami Vivekananda.

Inclusive Education and RPWD Act 2016:

Plato states-"Education developing in the body and in the soul of people, all the perfection he is capable of" Aurobindo states- "Education means helping the growing soul to draw out this is in itself".

Gandhiji says, "by education I mean all round drawing out the cost in child and man body mind and spirit". Swami Vivekananda has said, "Education is the manifestation of perfection already existing in man" But the people, Society and Nation were not much aware regarding the education of people with disability. People always underestimate their abilities. But it has been proved that they are differently abled in many ways and the needs of their education in an inclusive environment come into focus. Both inclusive education and RPWD Act now work together for the welfare and development of disabled people and helps to achieve desirable aims. The act plays active role for legislation to work more freely and sincerely of inclusive education.

RPWD Act and It's Implications for Inclusive Education:

Some chapters of the said act directly or indirectly related with inclusive education as for example chapter number II,III,IV,V,VI,VII,VIII & IX. This act already accepts and describes 21 disabilities and enforces a number of laws to take appropriate measures for the development of persons with disabilities.

- Chapter I focuses the definition of inclusive education and its implication as a mode of education.
- Chapter III describes discrimination free education system suitable for every individual with diversity.
- RPWD act helps to get equal space for everyone and provides an equal and non - discriminating environment to disable persons in general schools.
- Discusses the admission, retention, and full participation of children with disabilities.
- It focuses the objectives of inclusive education. Awareness campaign for rehabilitation of PWDs and prevention of the diseases that may cause disabilities.
- Focuses on the barrier free environment in schools colleges and Society.
- Focuses on cooperation from the society, active participation of parents and family and issuing of disability certificate for proper identification, social security and safety.
- This act focuses for age relaxation of PWDs.
- Focuses on research work on disabilities.
- The act through special measure and provision helps benchmark disabilities for inclusive education to get better facilities and jobs.
- This act includes 21 categories of disabilities and helps to make education more accessible and inclusive for everyone.
- The Act has mentioned the penalties and punishment for refusing admission by Educational Institutes to encourage inclusive education.
- This act connects the PWDs to the society actively by facilating polling rights, which is the main aim of inclusion.
- This act provides materials, information and facilities to Educational Institutes in order to promote inclusive education.

Conclusion

The main reason of this act is that disability is an integral part of human diversity. So now there is a powerful legal instrument for PWDs for inclusion in the social, cultural and political life in the community without any physical and attitudinal barrier. However, lack of awareness campaign to adopt inclusive attitude and lack of competent specialised teachers and lack of proper evolution system for disabled persons sometimes create problems to achieve the determined goal of the inclusive education magnanimously. For learning of the effectiveness of the RPWD act in our social and national context more studies are required.

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A Study Of Waste Disposal Practices of Homemakers in District Uddham Singh Nagar, Uttrakhand

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Abstract

Waste disposal is a major and burning problem of today not for any single country but for the entire world. The municipal authorities alone cannot tackle this problem by themselves. There are many things the public could do to reduce the quantity of waste generated on an individual basis. Women are the key informant of any household. Therefore, the need was felt to assess the solid waste disposal practices of homemakers.

The random-cum –purposive sampling technique was used to select the total sample of 120 homemakers from Kashipur and Jaspur of district Uddham singh nagar of Uttrakhand. Data was collected with the help of schedule through personal interview method.

It was found that the majority of the homemakers followed good practices of solid waste disposal like disposal practices regarding waste food items paper and newspapers, polythene bags, glass bottles, containers, garbage and so many other things. Few of them sometimes threw leftover food, garbage, disposable glass bottles and other things on the road or neighboring areas. Very little number of them followed poor practices of solid waste disposal.

Keywords: *Solid Waste, Waste Management Practices*

Introduction

Rising incomes, rapidly growing but unplanned urbanization, and changing lifestyles have resulted in increased volumes and changing composition (increasing use of paper, plastic and other inorganic materials) of municipal solid waste in India. The volume of waste is projected to increase from 64-72 million tones at present to 125 million tones by 2031. Untreated waste (a mixture of biodegradable or wet waste and non-biodegradable waste) from Indian cities lies for months and years at dumpsites where land was originally allocated for developing landfills for safe disposal of only the residual waste.

Solid Waste Management Rules (2016) provide a reasonable framework to address multiple challenges of municipal solid waste management in India. They are a significant improvement over the Municipal Solid Waste Management Rules (2000), which was the first time such rules were ever notified for Indian cities. Strategic direction and funding by the Government of India through national missions such as JNNURM, AMRUT, Smart Cities and Swachh Bharat Mission have also created an environment in which there is more but by no means adequate focus on the problem.

It is extremely important to translate the vision from rules and convert this mission into an operational integrated strategy of solid waste management.

Waste was been a part of human activity from the times immemorial (Khoshoo,1986). Everything around us is changing faster than what we anticipate. The world is changing and India is only a part of this changing world. What is not changing is the human soul and are own social thoughts.

When population was small, needs were few, resources were abundant, the generation of waste was such that got naturally recycled being mostly bio degradable. Society has been now transformed to a "throw away culture". Due to numerous disposable products available in the market that are convenient to handle and to replace than to repair. This is a great contribution to the increase in solid waste generation. Few people do not consider that they are the polluters when they do such things which pollute the environment and if they realize that they are creating some form of solid litter, they always say to themselves that their bits of waste will not make much difference. It is very convenient on the part of the polluter, as it never seems to them that they are doing great harm in just the little action. There may be heavy expenses involved in trying to clean up the waste which the polluter does not realize. Much of the solid waste ends up in open dumps. Implication for public heath and other problems have been linked to mismanagement of solid wastes. Rats, flies and other disease vectors breed in open dumps and in residential areas or other places where food in the form of waste is easily available.

Open residues resulting from mismanagement of solid wastes are not readily eliminated or degraded and some are hazardous to human health, others adversely affect desirable plants and animals. The ever growing thousands of open dumps spoil the landscape. There is litter along roads, sidewalks and beaches that besides working ugly are a threat to health. Most of the resources that may soon be in short supply are present in disposed solid waste.

Thus rising waste is an alarming situation, that calls for an immediate attention and action.

1. To reduce the waste generation so that the ill effects and problems related to solid waste disposal can be minimized.

2. To dispose waste is such a way that it facilities recovery of resources by the way of recycling

Methodology

The main purpose of the present investigation was to study homemaker's solid waste disposal practices. So descriptive research design was considered the most appropriate for interview schedule was used for data collection. The purposive- cum- random sampling design was used to select the total sampling of 120 homemakers from Kashipur and Jaspur from district Uddham Singh Nagar, Uttrakhand.

Result and Discussion

Practices Regarding Household Solid Waste Disposal

This section deals with the findings various practices followed by the homemakers regarding disposal of solid waste from the household. These practices show how the homemakers discard their solid waste and to what extent they follow good, fair or poor practices. The practices were categorized under six groups.

1) Practices regarding cleanliness of dustbin and place of garbage disposal

2) Practices regarding disposal of large and intact waste items

3) Practices regarding disposal of paper

4) Practices regarding disposal of waste food item

5) Practices regarding disposal of waste glass article

6) Practices regarding disposal of miscellaneous item

The summated rating scale was developed to elicit the information practices regarding cleanliness of dustbin and place of garbage disposal:

This section of the scale included the practices of home makers regarding cleanliness of dustbin, and place of disposing household solid.

Distribution of home makers according to extent of following good practices:

An attempt was made to assess the practices in terms of good, fair and poor. For this three categories were made based on the equal class intervals of the possible score on the sub scale of dustbin and garbage. The respondents who scored poor on the scale were considered as follower of poor practices, who scored moderate scores, were considered as follower of fair practices. Similarly, those who scored high were considered as follower of good practices.

	Extent of Following Good Practices	Range of Scores	Respondents				Total N= 60	
			Kashipur		Jaspur			
			f	%	f	%	f	%
1.	Poor	11-18	-	-	1	1.66	1	00.83
2.	Fair	19-25	30	50	33	55.00	63	52.50
3.	Good	26-33	30	50	27	45.00	57	47.50
	Total		60	100	60	100.00	120	100
	Mean		27.3		25.4		26.3	

Table 1. Frequency and percentage distribution of home makers according to extent of following good practices related to dustbin and garbage disposal

Table 1 revealed that from the Kashipur 50% of the homemakers were high scorers and 50% of them were moderate scorers which mean that they followed good practice and fair practices equally.

Majority of the homemakers from Jaspur were in the high score category which means that they followed fair practices and some were lying in the moderate score category which reveals that they followed good practices regarding cleanliness of dustbin and place of garbage disposal.

The mean score of the total sample was found to be 26.9 whereas, the mean score of Kashipur was 27.3 and the mean score of Jaspur was comparatively less.

Practices regarding disposal of large and/or intact waste items of glass, paper, wood, clothes, leather, metal:

Distribution of homemakers according to extent of following good practices:

A wide majority of the homemakers from Kashipur and 75.0 per cent of the homemakers from Jaspur scored high. The remaining followed fair practices (Table 2).

	Extent of Following Good Practices	Range of Scores	Respondents				Total	
			Kashipur		Jaspur			
			f	%	f	%	f	%
1.	Poor	15-25	-	-	-	-	-	-
2.	Fair	26-35	12	20	15	25.00	27	22.50
3.	Good	36-45	48	80	45	75.00	93	77.50
	Total		60	100	60	100.00	120	100
	Mean		38.5		35.3		36.9	

Table 2: Frequency and percentage distribution of homemakers according of extent of following good practices related to disposal of infacted waste items

None from the Kashipur and Jaspur scored low. About 25.0 percent homemakers from Jaspur scored moderate which indicated that they followed fair practices. On the whole more than half of the respondents followed good practices.

Practices Related to Disposal of Paper:

This scale contained statements which expressed the practices of homemakers related to disposal of paper.

Distribution of Homemakers According to the Extent of Following Good Practices:

On the whole more than half of the homemakers followed good practices related to disposal of paper.

From the table 3it is clear that majority of the homemakers from Kashipur 78.33 per cent scored high, thus they followed good practices. About 41.66 per cent of the homemakers scored moderate and thus followed fair practices and approximately 58.3 per cent of them followed good practices.

The mean score of the total sample was 14.7 whereas, the mean score of Kashipur and Jaspur were 15.2 and 14.3, respectively.

	Extent of Following Good Practices	Range of Scores	Respondents				Total	
			Kashipur		Jaspur			
			f	%	f	%	f	%
1.	Poor	5-8	-	-	-	-	-	-
2.	Fair	9-12	13	21.66	25	41.66	27	31.66
3.	Good	12-15	47	78.33	35	58.30	93	68.33
	Total		60	100.00	60	100.00	120	100.00
	Mean		15.2		14.3		14.7	

Table 3. Frequency and percentage distribution of the homemakers according to extent of following good practices related to disposal of paper

Practices Related to Disposal of Waste Food Item:

This subscale contained statements showing practices regarding disposal of waste food item.

Distribution of Homemakers According to Following Good Practices on Subscale:

On the whole the practices related to disposal of waste food items a majority i.e. 85.00 per cent followed good practices as they scored high. Majority of the homemakers from Kashipur percent scored high and thus they followed good practices and the remaining i.e. Jaspur scored moderate and thus followed fair practices. None of the respondents had poor practice regarding disposal of waste food items (Table 4).

	Extent of Following Good Practices	Range of Scores	Respondents				Total	
			Kashipur		Jaspur			
			f	%	f	%	f	%
1.	Poor	5-8	-	-	-	-	-	-
2.	Fair	9-12	13	21.66	25	41.66	27	31.66
3.	Good	12-15	47	78.33	35	58.30	93	68.33
	Total		60	100.00	60	100.00	120	100.00
	Mean		15.2		14.3		14.7	

Table 3. Frequency and percentage distribution of the homemakers according to extent of following good practices related to disposal of paper

Practices Related to Disposal of Waste Food Item:

This subscale contained statements showing practices regarding disposal of waste food item.

Distribution of Homemakers According to Following Good Practices on Subscale:

On the whole for the practices related to disposal of waste food item majority i.e. 85.00 per cent followed good practices as they scored high. Majority of the homemakers from Kashipur percent scored high and thus they followed good practices and the remaining i.e. Jaspur scored moderate and thus followed fair practices. None of the respondents had poor practice regarding disposal of waste food items (Table 4).

	Extent of Following Good Practices	Range of Scores	Respondents				Total N= 60	
			Kashipur		Jaspur			
			f	%	f	%	f	%
1.	Poor	7-11	-	-	-	-	-	-
2.	Fair	12-16	9	15	39	65.00	48	40
3.	Good	17-21	51	85	21	35.00	72	60
	Total		60	100	60	100.00	120	100
	Mean		16.5		15.9		16.2	

Table 4: Frequency and percentage distribution of the homemakers according to extent of following good practices related to disposal of waste food item

The mean score of the total sample was found to be 16.2 whereas, the mean scores of Kashipur was higher as compared to Jaspur.

Practices Related to disposal of Waste Glass Article:

The subscale containing statements showing practices regarding disposal of waste glass article is discussed here.

Distribution of Homemakers According to Extent of Following Good Practices on Subscale:

On the whole more than two third of all the homemakers followed good practices regarding disposal of the waste glass articles (Table 5). Majority of the homemakers from Kashipur scored high and thus they followed good practices related to waste glass article disposal. A wide majority of homemakers from Jaspur scored high and followed good practices and the remaining scored moderate and thus followed fair practices.

	Extent of Following Good Practices	Range of Scores	Respondents				Total N= 60	
			Kashipur		Jaspur			
			f	%	f	%	f	%
1.	Poor	5-8	-	-	-	-	-	-
2.	Fair	9-12	9	15	21	23.33	23	19.16
3.	Good	13-15	51	85	46	76.66	97	80.33
	Total		60	100	60	100.0	120	100
	Mean		15.2		14.9		15.05	

Table 5: Frequency and percentage distribution of the homemakers according to extent of following good practices related to disposal of waste glass articles

The mean score of the total sample was found to be 15.05 whereas, the mean score 15.05 whereas, the mean score of Kashipur and Jaspur were 15.2 and 14.9, respectively.

Practices Related to Disposal of Miscellaneous Waste Items:

The statements showing practices regarding disposal of miscellaneous waste items were included in the last subscale.

Distribution of Homemakers According to Extent of Following Good Practices:

On the whole a wide majority of homemakers followed good practices regarding disposal of miscellaneous waste item. Remaining of them followed fair practices very few number followed poor practices (Table 6).

	Extent of Following Good Practices	Range of Scores	Respondents				Total N= 60	
			Kashipur		Jaspur			
			f	%	f	%	f	%
1.	Poor	11-18	-	-	2	3.33	2	1.66
2.	Fair	19-25	11	18.33	12	20.0	23	19.16
3.	Good	26-33	49	81.66	46	76.66	95	79.16
	Total		60	100	60	100.00	120	100
	Mean		25.6		23.2		24.4	

Table 6: Frequency and percentage distribution of the homemakers according to extent of following good practices related to disposal of miscellaneous waste items

Probing further it was found that all the homemakers from Kashipur scored high, thus they followed good practices. Some respondents 20.0 per cent from Jaspur followed fair practices as they scored moderately in their practices.

Conclusion

In conclusion, it was observed that homemakers play the most important role in solid waste disposal practices, as they are responsible for the activities like disposal of garbage, disposal of perishable waste, solid waste. Majority of the homemakers were followed fair to good practices of solid waste disposal and very few homemakers followed poor practices.

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Nature's Boundaries; Shaping Human Beings' Re-Balancing Acts – Reading E.B. White.

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Abstract

E.B. White once said, reading his literature is one of the simplest acts, it is not about writing about its themes or critiquing about it. It is about reading and just expressing how one feels about it or thinks about it. White wrote primarily about children. The simplicity of his writing makes him an unchallenged writer of children's books. White said while writing for children one has to 'write up' not down. Children are most attentive, observant, sensitive, quick, eager, and generally congenial readers of this earth. This paper is a tribute to E.B. White's contribution to children's literature. It signifies his responses and responsibility that he felt towards writing for children. White's stories represent plainness, simplicity, orderliness, sincerity that lead to balance in thought and action. It pronounces more what man is than what man knows. White transmits his love of life at his best along with his appreciation of the world. White confirms to nature's boundaries with integrity and honesty. His mouse child Little Stuart, his dying heroine, and the defective trumpeter are faithful in their own manners to life and nature. The characters, scenes and events in his books present life and humans, human and animals and nature in their balancing actions. White loved Walden his home since childhood and called it his favorite book. Walden is the chief character of his stories which invites him always to life's dance. For him life is a dance, a habitat both for animals and humans. White propagates co-existence of both. He inspires the imagination of his readers for a safe and secure environment for all. He allows the humans and animals to speak for themselves by remaining in their own boundaries. His books call for shaping a new world. Environmentalist must have been thinking children once, is White's prophecy for the world.

Keywords: E.B. White, Nature, Man, Sustainable, Responsibility, Children's Literature, Reader-Writer-Society, Environment

Reading E.B. White, the creator of the eternal character of Children's Literature – 'Stuart little' deeply explicates Love and Respect for nature. White's writing is a remarkable benchmark in exploring the relation between man and nature explicitly. His books and essays loudly proclaim that the Goods of nature are not unlimited Goodies. Nature has its boundaries and Man needs to be responsible in not devouring them.

Elwyn Brooks White, as named by his parents, never liked this name. “I never liked Elwyn. My mother just hung it on me because she'd run out of names,” he told The New York Times in 1980. White was the youngest child of a large family. His parents loved kids; that's probably where his passion for writing children's books came from. He has always said so, “We should all do what, in the long run, gives us joy, even if it is only picking grapes or sorting the laundry”.1 White, a private human being right from his childhood always shied away from speaking in public. He only loved the typewriter.

He loved to live away from the buzz and Bustle of the city. This made him escape with Katherine – his wife to this farm house in Maine. His experiences at the farm firmly furnished his writing further.

He says, "Just to live in the country is a full- time job; you don't have to 'do anything'. The idle pursuit of making-a-living is pushed to one side, where it belongs, in favor of living itself, a task of such immediacy, variety, beauty and excitement that one is powerless to resist its wild embrace'. 2

White's joy at the farm was unbounded. He had rather contrasting thoughts about the New York City's Bustle. It metaphorically sketches the city's geo-socio-cultural set up. He is often quoted:

> "There are roughly three New York ; There is, first, the New York of the man or woman who was born here, who takes the city for granted and accepts its size and its turbulence as natural and inevitable. Second, there is the New York of the commuter-the city that is devoured by locusts each day and spat out each night. Third, there is the New York of the person who was born somewhere else and came to New York in quest of something. ...Commuters give the city its tidal restlessness; natives give it solidity and continuity; but the settlers give it passion".3
>
> - E.B White, Here Is New York

This mosaic of the City's restlessness, solidity and continuity, and its passion could never have been drawn with such insightful pen. The relation between people and cities, urban and rural, man and nature, and development and sustainability remains the core of E.B. White's thought. However, White's natural world, his Heart as well as his Hearth, is more than just the beasts, leaves or lakes. It is an archetype of our oneness with the earth. E.B. White's name has been synonymous with Books of Children in the long span of Nineteenth Century, When his book CHARLOTTE'S WEB ranked in the top One Hundred Children's Book in a 2012 Survey of the United States School Library Journal.

This paper is a tribute to White's contribution to Children's Literature. Here is White, The Child of Nature. Nature nourishes him, flourishes him as well. Nature moulds the boyish responses of the person that E.B White is. Nature even shapes the responsibilities of the writer that he is. The glow of his 'Love for the Published Word is likened to the 'Essential Goodness' of the 'Smell of the Leaf Mould'. Studying White's Children's Books is like a guiding light to the thought process of not only a growing child but also to an adult's perception of responses and responsibilities. E.B. White's books present vistas on a little boy's/girl's growth in a sustainable manner. They also further contribute to a long, sustainable and inclusive development of the society and culture into a well-thinking, responsible unit, necessary for the socio-economic, environmental and global existence. The paper translates the need to save the globe, to save the children's dreams for a bright and secure future. It is in going back to nature, in being one with it that this objective could be achieved.

The objective of the paper is thus to restore White's communion with every aspect of nature in this books seeks to re-invent the thought of saving the earth for posterity. Echoes from E.B. White's stories are no empty words. The Jacket Art C 2016 by Melissa Sweet is a book that interestingly starts with the taste of the typewriter tapping and White's love for words. His earliest responses towards writing come when he said:

"I fell in love with the sound of an early type-writer and I have been stuck with it ever since." - E.B. White.

White loved words; he chased words as a child. Dictionary was his favourite play tool, which he used to extract words in order to craft them into poetry. He wrote poems for St. Nicholas magazine. It was his love for words that led him to big-city news papers and writing jobs and eventually 'The New Yorker'. He spun his words into classics such as 'Stuart little', 'Trumpet of The Swan', 'Charlotte's Web' – He has made his readers chase his words.

Nature, especially at Maine, inspires E.B. White to record his own unique perception. He is the chronicler of the resonance, the tone, the rhythm, the clarity, the reality, the fantasy, and the obscurity reverberating and chained to the human world. E.B White's relationships with the earth emphasise the eternal existence of both the goodness of the words and the sounds of nature. White might differ a little from John Burroughs:

"The works of a man dwindle and the original features of the huge globe come out...you discover with a feeling of surprise that the great thing is the earth itself which stretches away on every hand so far beyond your ken."

White's journey in 'Some Write seems closer to the philosophical and literary questions which John Muir would have pondered over in his spiritual quality and enthusiasm towards nature, in his understanding and envisioning a writers relationship with the natural world – as Ansell Adams has mentioned many times in his photographic explorations. Also, White is seen in the light of what Stevens Holmes once critiqued about John Muir.

"A personal guide into nature – the archetype of our oneness with nature." 4

White sails through nature smoothly. His characters evolve and go through what he goes through. They grow and evolve along with him. The journey of evolution is literal as well as symbolic. Just as in the 'Charlotte's Web' Charlotte and Wilbur have a poignant talk at the barn: "You mean you eat flies?" gasped Wilbur. " Certainly, flies, bugs, grasshoppers, choice beetles, moths, butterflies, cockroaches, gnats, midgets, daddy-long-legs, centipede mosquitoes, crickets – anything that is careless enough to get caught in my web. I have to live don't I?' 'It's cruel' replied Wilbur, who did not intend to be argued out of his position. " Well, said Charlotte. 'You have your meals brought to you in a pail. Nobody feeds me. I have to get my own living. I live by my wits. I have to be sharp and clever, lest I go hungry. I have to think things out, catch what I can, and take what comes...And furthermore,' said Charlotte, shaking one of her legs, 'do you realize that if I didn't catch bugs and eat them, bugs would increase and multiply and get so numerous that they'd destroy the earth and wipe out everything." 'Really? Wilbur Said,. 'I wouldn't want that to happen. Perhaps your web is a good thing after all." 5

This isn't a bad trap at all, as the 'Charlotte's Web' pronounces. Not as disastrous as the Human trap that devastates the earth. The planet that is the earth is as much as for a web, or a pig, a goose, as much as it is for man. Yet mortals have shown 'scant respect' for the mother earth. Man has perhaps forgotten that nature is his/her home and to manage the goods of nature as the gift of goodies is of utmost and comprehensive responsibility.

White writes for children, yet his thought is for all ages. The best of his eloquent essays – that appeared in 'Harper's , The New Yorker, and The Atlantic in the 1930s, 1940s, 1950s, have now come as a reprint in Essays of E.B white (Harper Perennial, 1999). His 'Death of a Pig' is an' adult version' of the "Charlotte's Web. Another essay 'Once more to the Lake' is a 'startling meditation on mortality.'

The responsibility of a writer is to reflect, interpret, inform and shape life. Once he was asked about the responsibility of the writer. In 1969 responding to The Paris Review about the writer's commitment to national, international, or environmental affairs he said:

"A writer should concern himself with whatever absorbs his fancy, stirs his heart and unlimbers his typewriter. I feel no obligation to deal with politics. I do feel a responsibility to society because of going into print: a writer has a duty to be good, not lousy; true, not false; lively, not dull; accurate not full of error. He should tend to lift people up, not lower them down. Writers do not merely reflect and interpret life, they inform and shape life."

Truly so as White once recorded "Writing is an act of faith, not a trick of grammar. Ascent is at the heart of the matter." 6

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Ratiocinating Through an Ecocritical Lens: Amitav Ghosh's *'The Hungry Tide'*

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Abstract

Ecocritical exploration is a recent phenomenon. Ecocriticism is an interdisciplinary area of study that is basically concerned with the relationship between literature and environment. It deals with human association, interaction and involvement in Nature as reflected in literature. The concern for continuous exploitation and waste of our environment has been a recent phenomenon that came under the purview of the writers of contemporary era and their sagacity to save environment through literature has given rise to ecocriticism. This paper examines the eco-critical issues in 'The Hungry Tide' written by Amitav Ghosh placing the perspective in the dynamic equation and rationale of man's relationship with nature in the contemporary form of life. Ghosh's novel exposes the heart wrenching condition and the sham of modesty implicit in the attempt to preserve the flora and fauna of the Sundarbans. This is done through the interactions between the state, the impoverished and the physical environment. This paper undertakes to locate the gap existing within human communities leading to intra-communal conflicts and it examines how this extra-discursive reality of human relationships and his constant interference in the ecosystems of the Sundarbans affects Nature, bringing change in Nature. It will also show that mass awareness and transformation in society is possible following legal procedures, implementation of laws and socio-economic initiatives, but literature can be taken as one of the most engaging medium to focus on the ecological question.

"Always to strip down Nature, its 'laws' and its 'limits,' so as to expose History there, and finally to posit Nature as itself historical". (Mythologies, 1957)

-Roland Barthes

Ecocritical exploration is a recent phenomenon. Ecocriticism is an interdisciplinary area of study that is basically concerned with the relationship between literature and environment. It deals with human association, interaction and involvement in Nature as is reflected in literature. The concern for continuous exploitation and waste of our environment has been a recent phenomenon that came under the purview of the writers of contemporary era and their sagacity to save environment through literature has given rise to ecocriticism.

The fruition and progress of ecocriticism in the West, as stated by Lawrence Buell, arrived in two different segments: "the first wave" followed by the "second wave" ("Ecocriticism" 138).

The first wave of ecocriticism drew heavily from the ideologies of anthropocentricism, bio-centrism, eco-centrism and humanism. A remarkable transition from the pastoral to the city life and from 'Nature' to the study of environment is noticeable in the second wave of ecocriticism. This encouraged the study of ecocriticism to be more socio-centric. The second wave of ecocriticism focused more on the bioregional theories, eco-political theories and theories based on postcolonialism. In 'Ecocriticism: Some Emerging Trends,' Buell draws the attention of the critics towards to the scope of ecocritism in the so-called "third world" countries by analysing and comparing the philosophies, principle, beliefs and ideals of various schools of ecocriticism of the European countries, Britain, America, Japan, China and India too. Rayson Alex records the development of ecocriticism in India when:

> Nirmal Selvamony introduced in 1980 a course entitled "Tamil Poetics" at Madras Christian College and this was the beginning of ecocriticism in India. Selvamony used translated Tamil texts as primary sources for the course and the course drew heavily from his extensive eight-year Ph.D. research entitled Persona in Tolkappiyam…. Selvamony renamed the course "Ecoliterature" in 1996, following which the Department of English at Madras Christian College organized the 3rd World Conference and the 11th All India English Teachers' Annual Conference in 2004, the first conference in India addressing environmental issues in literature…. This was the evolutionary phase of ecocriticism in India and I call this 1980-2004 phase of Indian ecocriticism the rockbed layer (the base layer). ("A Survey of the Phases of Indian Ecocriticism" 2)

This paper examines the eco-critical issues in 'The Hungry Tide' written by Amitav Ghosh placing the perspective in the dynamic equation and rationale of man's relationship with nature in the contemporary form of life. Ghosh's novel exposes the tragedy and the sham modesty of the state that is implicit in their conservation efforts of both the flora and fauna of Sundarban. This is done through the interactions between the state, the impoverished and the physical environment. This paper undertakes to locate the gap existing within human communities leading to intra-communal conflicts and it examines how this extra-discursive reality of human relationships and his constant interference in the ecosystems of the Sundarban affects Nature, bringing change in Nature.

The plot of the novel is set in the villages such as Garjontola, Lusibari and Morichjhapi in Sundarban. This place is also referred to as the 'Tide Country' in the text. In his novel 'The Hungry Tide', Amitav Ghosh exhibits the skirmishes between the dwellers and the biota of the Sundarbans. It shows the travails of terra firma and the pelagic part of the Sundarban generating a relentless confrontation between the flora and fauna there. In the adept hands of Amitav Ghosh, Sundarban principally appears to be a bioregion, mostly shielded by the mangrove forest. The unreal lines drawn between the countries (here the reference is to India and Bangladesh), and thereafter the directions of the wind and the high and the low ebb s take the fishermen to the estuaries that stand as an intemperate source of fresh and salt water.

At the exposition part of the novel, the readers are introduced with a businessman from Delhi, Kanai Dutt who works as a translator too. He visits Nilima, his aunt, at the Island of Lusibari in Sundarban. Nilima and her husband Nirmal came to the Sundarbans when Nirmal evolved as a revolutionary in Calcutta and he had premonitions that it might invite trouble for him if he stays back at his place. Nirmal's journal acts as a repository of information about Morichjhapi in Sunderban, the place known for the project of tiger preservation. It narrates Nirmal's life too.

Another major character Piyali Roy, an American cetologist (one who studies different species of Whales and dolphins), visits Sundarban to inspect the Irrawaddy dolphins which dwell in the fresh water of the rivers of the place.

Piyali takes help of a boatman, Fokir, who guides her to accomplish the task. Kanai too joins them. Piyali arrives at canning and hires from the government officials a guard and a dubious guide with whom she remains unconvinced. Fokir and Piya connect to each other by communicating non-verbally as they do not know each other's language. They travel to inspect the dolphins while Kanai comes back from the trip. Therefore, Ghosh is successful in relating the human relationship with the flora and fauna of the place.

In another instance, Ghosh has brilliantly naturalized the everyday custom of 'widowhood' in this novel. The women of Sundarban shed their marital-marks everyday usually when their husbands go out for fishing. Ghosh describes:

> When the men folk went fishing it was the custom for their wives to change into she garments of widowhood. They would put away their marital reds and dress in white saris; they will take off their bangles and wash the vermilion from their heads. It was as though they were trying to hold misfortune at bay by living through it over and over again. (Hungry Tide 85-86).

Even Moyna and Kusum have survived in Sundarban this way.

Sundarban substantiates an extremely unpredictable and insecure life for settlers. Life is too uncertain there. Attacks by tigers, discontent, turbulence and dislodgment are continual fears that often haunt in everyday life. There is sudden onrush of tidal floods without any warning that demolish the arrangement of life in Sundarban. 'The Hungry Tide' repetitively cogitates on man's struggle amidst nature keeping Sundarban in the background. It reminds how man causes harm to Nature and about his extreme mistreatment towards it too. Sundarban being a rough terrain, bursting with perils and dangers often repay man with many forms of death. He writes: "At no moment can human beings have any doubt of the terrain's hostility to their presence, of its cunning and resourcefulness, of its determination to destroy or expel them. Every year, dozens of people perish in the embrace of that dense foliage, killed by tigers, snakes and crocodiles" (Hungry Tide 7).

Through this novel, Ghosh reciprocates that the world's impoverished can prosper if both the haves and the have-nots are united. The union between Fokir and Piya is suggestive and the cultural differences exist between them which is projected through the tiger killing incident in the novel. The villagers have grieved a lot over the sudden attack of tigers, but the government officials have levied restrictions on its poaching. Rather they have started the conservation of these tigers. To Piyali, poaching and slaughter of tiger by these residents appear brutish, vicious, ravening, and inhumane, since she comprehends this matter from an outsider's point of view. Modernity has brought along with it the concept of industrialization. It has increased man's greed for poaching of tigers too which has its far reaching devastative impact on the physical environment. This impact of modernity and industrialization is also prominent in the contrast between Nature and the human crowd which is well expressed by Kamala Markandaya's in Nectar in a Sieve, when Rukmani says:

> Not in the town, where all that was natural had long been sacrificed, but on its outskirts, one could still see the passing of the seasons. For in the town there were the crowds, and streets battened down upon the earth, and the filth that men had put upon it, and one walked with care for what might lie beneath one's feet or threaten from before or behind; and in this preoccupation forgot to look at the sun or the stars: and knew nothing of the passage of the time save in dry fry frenzy, by looking at a clock.

> But for us who lived by the green, quiet fields, perilously close though these were to the town, nature still gave its muted message. Each passing day, each week, each month, left its sign, clear and unmistakable. (Nectar in a Sieve 117)

These words remind us two famous poems by Wordsworth, 'The World is Too Much With Us' and W. H. Davies, 'We have no time to stand and stare'.

'The Hungry Tide' ends when Fokir and Piya are trapped in the whirlwind of a cyclone, their fight for survival bring them closer to each other. This is the portrayal of the quintessential relation between human beings and between man and Nature in 'The Hungry Tide'. Piyali mistranslates the action of the people and environment around her. Ghosh therefore urges that there is a dire need to promote cross cultural relations in order to evince a positive change in social anthropology and this would be highly beneficial to our posterity.

'The Hungry Tide' is a saga of the journey of the settlers and their relationship with the physical environment in the 'Tide Country'. At the same time, it is a quest into the cores of the characters. This paper thus locates the agony of existence of the dwellers of Sundarban. It gives a call to the present generation to move forward to uplift the condition of the inhabitants of Sundarban and their ways of living in a fragile and imperiled ecosystem.

'The Hungry Tide' is a social novel that records social changes. This paper thus brings into being how the wind of modernity blew through the Nature bringing erosion of the beauty of Nature and how man has been alienated from his simple spiritual identity along with a definite loss of his innocence. Modern man has become complex in character. Therefore, this paper shows that mass awareness for preservation of Nature is the need of the hour. To bring back balance in the ecological system, transformation in attitude of the people of our society is required and is possible through many ways, and one among them is by following legal procedures, implementation of laws and socio-economic initiatives, etc. But literature can be taken as one of the most engaging and effective medium to focus on the ecological question because liability and responsibility of mankind towards the environment forms a crucial segment of the moral and ethical alignment of the texts.

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Edward Said and his Anti-West Philosophy

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Abstract

It has been found that mainstream western philosophers and writers write a number of books on the Middle East, basing themselves on certain prevalent stereotypes. They actually do not have any real connect to the people, society, and culture of this region. History witnesses that their writings are biased and xenophobic. It is a fact that the rich philosophical traditions of the Middle East and the indigenous people are completely undermined, ignored and criticized by almost the majority of the writers in the West and in other countries. Edward Said, a Palestinian born American writer, claims that the Western thought about the Middle East is negative. "The structure of Orientalism represented by them is nothing more than a structure of lies or myths." This paper wishes to highlight his ideology as depicted in his work regarding the west by bringing itself on and throwing light on his revolutionary book Orientalism and a glimpse into his book will help the reader to understand the genius of his thought on Orientalism.

Keywords: Middle Eastern Studies, Representation of Reality, Western philosophy, Stereotypes, Orientalism.

Introduction

In any writing reflecting the image of Islam, the western, and particularly, American media, has represented Islam in such a way that Edward Said says "I have not been able to notice any period in European or American history since the Middle Ages, in which Islam was generally discussed in its true sense." The Palestinian American writer of the twentieth century, Edward Wadie Said, was born in Jerusalem on November 1, 1935, when the city was part of the British occupied Palestine. He was an intellectual and an academic, devoting much of his energy to support Islam and Palestinian people and their aspirations. He went to school in Egypt having Arabic as his native language, and English, his school language. He attended Princeton University, graduating in 1957 and earned Masters and Ph.D. degrees at Harvard, receiving his doctorate in 1964. He was appointed at Columbia University in New York as an instructor in 1963, later in 1970, he became the professor of English and comparative literature.

In 1978 Edward Said published 'Orientalism', his best-known work and one of the most influential scholarly books of the 20th century. It remains Said's best-known and the most leading work of our times.

Indeed, the Western sense of dominance over the East includes stereotyping, distortion, and misinterpretations regarding the Middle East. Said could grasp easily through his readings of literature by scholars in the west, quickly West's relations to other cultures of the developing world by other scholars. Edward Said's work opened up numerous new avenues for investigation of Western representations of other cultures and of indigenous responses to such representations in so-called postcolonial literature. Said observed and found that the East, as different to the West, was a creation designed as a political justification for Western colonialism. Said explores the present spread of Islam-phobia is not down to the fact that there are now only a few public figures that have enough moral authority and intellectual integrity to be able to challenge hatred against Muslims and those related to Muslims. The power to face the dominant discourse of Orientalism was a product of complex hypothetical development and not just the result of a dependent coalition of a number of like-minded public intellectuals.

> "The Orient suddenly appeared lamentably under humanized, antidemocratic, backward, barbaric, and so forth, 'the orient was undervalued" Edward Said (1979)

Said's central theory was that Western views of Middle Eastern cultures were rife with stereotypes of irrationality, immorality, and violence. Edward Said's investigation changed and improved the growing process of academics in literary theory, literary criticism, and Middle-Eastern studies, how academics examine, describe, and define the cultures being studied. As a foundational text, Orientalism was controversial and debatable among scholars of Oriental Studies, philosophy, and literature. Moreover, Edward Said challenged the concept of differences between East and West. He says that with the start of colonization the Europeans came in contact with the lesser-developed countries for example, the Middle East, and divided the world into two parts the East and the West. The most important argument of Edward Said's book orientalism was that they defined themselves by defining Orientals, for example, the qualities such as barbaric, Irrational and uncivilized were related to Orientals and active, rational and civilized were attributes of the Europeans. Rizvi Fazal and Bod Lingard (2006) states, "Said's writings exemplified that rare combination of conceptual clarity and political commitment. He taught us how to think honestly and clearly, as well as creatively and critically, about issues of knowledge and power, of theory and practice and culture and imperialism."

Orientalism and Media Representation

Rizvi Fazal and Bod Lingard quoted Edward Said's book 'Covering Islam', which turns its attention to the images and language, employed by the American media as well as writers in the period of American ascension after World War II. In which Said argues that American media has been for the most part complicit in advancing "a limited series of crude, essential caricatures of the Islamic world in such a way as to make that world more vulnerable to military aggression. American aggression is buttressed by representations that depict Muslims, Arabs, and Persians as either "oil suppliers or as potential terrorists." For example, in the year 1979, some of the major newspapers and magazines created a certain image about Iran's Islamic revolution in the European mind about the Iranians that infused a bias in the European attitude towards Iran. The two major newspapers in Nov 1979 issues of the Time and Newsweek both ran features about Iran's "Ideology of Martyrdom" (Time) or "Martyr Complex" (Newsweek). Both articles argue that Iranians are Shia Muslims they are supernaturally disposed towards merciless bloodshed. Until the emergence on the world scene of Ayatollah Ruhollah Khomeini R.A, a Shia Muslim fundamentalist, Americans tended to supervise the crucial importance of religion in Iran. Angus Deming and Chris J. Harper (1979) published an article that "The Shiites place great virtue in martyrdom, as reflected in the ceremonies of self-flagellation with which they mark the martyrdom Muhammad's grandson, Imam Hussein in 680 A.D, revenge is another component of Islam in general and of Shiism in particular.

The Nation (1990) published an article by Edward Said, in which said points out the Western media and says, "The media have become obsessed with something called Islam." The fundamental role of Western media, especially in the USA and Britain, can be held accountable for planting seeds of prejudice and irrationality and creating a distorted picture of Islam and Muslims in Westerner's minds. Islam has been portrayed, as a religion that breeds terrorism, violence, and global threat. Emad A. (2015) "Muslims are always held responsible for any terrorist attack occurring in the world, and the Oklahoma City terrorist attack is a case in point. When it happened, U.S. and Canadian media agencies speculated concerning an Islamic connection to the terrible attack and Muslims were blamed for killing innocent civilians, a claim that turned out to be completely false as two fundamentalist Christians were eventually convicted of committing this crime." Many Muslims, especially American Muslims, were victims as the consequence of this hateful propaganda. The anti-Muslim representations in Western media have been blamed for inciting many to commit violent crimes, offenses, and attacks against Muslims who live in Western countries.

Edward Said's (1981) surveys and comments on the way "the Iranian Islamic Revolution 1979 and Crisis (1979-1981) have both shaped the re-presentation of Islam as News and determined the role, the American media would thenceforth play in the diplomatic relations between Islam and the US." A predominant feeling that a secular and powerful West imposes its values upon the Muslim world enhances the sense of threat to the Muslim cultural identity. Mirza Mesic, Imam, Professor of Islamic History wrote when we asked the open-ended question, "In your own words, what do you resent most about the West?" the most frequent response across all Islamic countries for both moderates and political radicals was "ethical and moral corruption" and "hatred of Muslims." Another source of anger comes from the depiction of Muslims in the Western media. Jack Shahen did a survey in his book, Reel Bad Arabs: "How Hollywood Vilifies People found that the vast majority of Arab characters in 900 American films were absolute racist characters. Images of everyday life and ordinary Muslims in their countries are almost non-existent or so badly formed in the Western media." Moreover, the Western media, which are most popular in the Muslim world, encourage Western fashion, personalities, and values.

Moreover, The Nation (1990) published another article by Edward Said, in which he wrote "The main difference is that the Orientalists use the authority of their standing as experts to deny-no, to cover their deep-seated feelings about Islam with a carpet of jargon whose purpose is to certify their "objectivity" and "scientific impartiality." As mentioned earlier, Islam has consistently looked to Europe and the West in general as a threat. Today, the phenomenon is more in evidence than ever before because on the one hand there has been an enormous media convergence upon what has been called the emergence, return or resurgence of Islam, and on the other hand, because parts of the Islamic world–Palestine, Iran, Afghanistan, among other places–which have been undergoing various unequal processes of historical development and have also seemed to be encroaching upon traditional Western (more particularly American) domination. The views of the experts and the media are nearly identical to this. Far from attempting to improve, or even disagreement with the gross image of Islam as a threat, the scholarly, intellectuals, and policy community in the United States has significantly enforced and concentrated the image.

The understanding of Said on the fundamental meaning of Western view for Orientalism, basically making the East as the other for the West that should be seen as completely different. It can be a clear explanation for their colonial activities because of the norm of accepting Orient people as human beings as they are not in the first place anytime in the Western view of Orientalism. Because of this idea, Said argued that Western writings on the Orient, and the perceptions of the East provided in them, are doubtful and can not be taken at worthy enough. Said explored the history of European colonial ruling and political power over the East incorrectly deform the writings of even the most famous, well-meaning and sympathetic Western "Orientalists."

Edward Said's landmark study, 'Orientalism', and his subsequent 'Covering Islam' clear a theoretical space. This paper highlights a few passages that are relevant to this study. In his rereading of many foundational texts on the study of the Middle East and the literature depicting the "Orient," Said argues that Orientalism is "a way of coming to terms with the Orient." This nativeness of the Orient, Said argues, becomes a central source of the Occident's captivation with the Orient: studying it, speaking about it, and romanticizing about it and all interact with the project of dominating it. Said argues that the West utilizes two "essential motifs."

> In the delineation of West and East, which he calls "imaginative geography? First, Europe constructs itself as "powerful and articulate while Asia is defeated and distant. Second, the East is rendered as a threat to Europe insinuating mortal danger: Eastern excesses, those mysteriously attractive opposites of what seem to be normal values, undermine rationality.

In his following work, 'Orientalism' and 'Covering Islam', Said takes up the media responses to the 1979 Iranian Revolution. Dissecting one example of shabby journalism, Said aptly describes the larger cultural problems of Americans 'Covering of Islam': Nevertheless, Said argued: "the West had dominated the East for more than 2,000 years since the confirmation of the Persians by Aeschylus," means that Europe had dominated Asia that is total East, Orient called in his writing, It was politically so absolutely for so extensive period that the most superficially objective writings from West on the East were always with prejudice that even most of the well-known historian Western scholars could not identify. His argument was not just that the West has control over the East politically but also that Western scholars have taken the survey and analysis of the Orient's languages, their past, and civilization for themselves by that domination. Therefore, Said claims, "they have written East's history and built its modern identities from a perspective that takes Europe as the norm, from which the "exotic", "inscrutable" Orient deviates." It means Europe was the authority that can write and decide that the West has modern norms but in contrast that East has only exotic, a mystery that could be just the other. Said does a worthy job at arguing that Orientalist racism? He organizes challenging evidence to show that the Orientalist West has often depicted "the Arab" or ("the Muslim," conceived secretly as a racial category) based on pseudo-empirical generalizations about racial essences. And he does a wonderful job at unmasking the rationalizations by which racial categories pretended as non-racial ones. Since the end of World War II, the US with their zeal and zest has been taking positions of superiority and hegemony in the Islamic world. The nation quoted:

The Middle East and Islam has become a subject familiar to every consumer of news in the West, world has become the subject of the most profound cultural and economic Western saturation in history–for no non-Western realm has been so dominated by the United States as the Arab-Islamic world is dominated today–by the exchange between Islam and the West, in this case, the United States is profoundly one-sided.

After his years of research and writing for his book 'Orientalism' (1978), Said thought he knew exactly what was going on in his analysis of systematic Western misunderstandings and misperceptions of Islam. According to Khawaja Irfan (2015) "Orientalism was to be vindicated by a harsh critique of this orientalist discourse about the Iranian revolution. His critique would draw heavily upon his earlier writings." Orientalism, however, clearly advances and improves the Islamic category (over the socio-economic category) as the dominant one. In other words, to an Orientalist, Muslims were not Political and rational beings, so their revolutions could not be rational political acts. Since the same regulating norms, viewpoints, and ideological biases dominated all these narratives; they came to constitute what Said calls a system of representation, Edward Said. (1979)

> Orientalism is a style of thought based upon an ontological and epistemological distinction made between "the Orient" and (most of the time) "the Occident."

> Thus a very large mass of writers, among whom are poet, novelists, philosophers, political theorists, economists, and imperial administrators, have accepted the basic distinction between East and West as the starting point for elaborate accounts concerning the Orient, its people, customs, "mind," destiny, and so on.

Edward Said's, western mission of learning, visualization, and information about the Orient was not interested in a disinterested search for truth, but by a desire to serve Western colonialism and dominance. The Oriental is in vast and multi-faceted literature thus determinedly portrayed as barbaric, devoted to dictatorship and submission, and lacking "high culture" and civilization. In other, the Western defeater might impose their rules, and change political order and their way of life. He explored western policy and continued to determine, the irregular relationship between the Western "We" and the Oriental, or colonial, "Them" Said's understanding of other cultures must be rooted in human experience.

We should remember that the study of man in society is based on concrete human history and experience not on donnish abstraction, obscure law or arbitrary system. Carrying his thoughts further it permits us to look behind the mirror of representation and to observe the abstract classes and the totalizing leanings of the discourses that cover the world. Yet, in criticizing the Orientalists (or more generally lumped as the west), the Islamists adopted the very same style of thinking as orientalists. This acknowledged by Said and he termed it as "Orientalized Orientals." Edward Said says indeed, the Muslim world was once producing scientists and philosophers, without Muslim contribution west will never be what they are today. Incredible intellectual energy and efforts had been directed towards retrieving the science from the west and 'Islamizing' them, not to mention the number of efforts and creativity done in tracing scientific discoveries to the Quran and thus diverting Muslims from pioneering the scientific field themselves. The once colonized people must now prove, themselves that they had a glorious past and they too are equal (superior) to the colonizers.

But unfortunately, Edward Said has often been accused of Occidentalism, of creating a blended and undifferentiated image of the West. The modern academic study of Islam, as we have argued above, emerged out of a distinct academic route from Oriental Studies to the Middle Eastern Studies and now, owing to Said's critique, has become a part of the religious studies. However, the apologetic foundation upon which the organization of Islamic Studies rests continues to prevail in the 21st century. The idea of representation is usually based on the notion of being faithful to the original. However, representation is largely intertwined with many other things besides 'truth'. It is defined not just by inherent common subject matter, but also by a common history, tradition, and universe of discourse that exists within a particular field Edward Said (1979) pointed out Representation is a phenomenon created by writers, intellectuals, artists, commentators, travelers, politicians, as well as others working within similar discursive formations.

For Said, the West's representation of the East works within the context of intended and determined effort at subordination. Orientalism, this Western discourse about the Orient, has always served to legitimize and perpetuate the interests of Western imperialism. In the contiguous result of his early death, a large number of essays appeared assessing Edward Said's contribution to contemporary thought. The collection "Edward Said: Continuing the conversation" edited by Homi Bhabha and William Mitchell (2005), is perhaps the most significant and important of these. However, the appraisal of Said's work after his death reached from glowing and celebratory to critical and even hostile. Said would have expected no less. In the post-Sep. 11 eras, some critics without any excuse viewed Said's work as in an identifiably distinctive manner, overlooking the fact that he was no less critical of many recent improvements in Islam and spoke out against injustices and prejudice, wherever they originated.

Conclusion

Edward Said’s cultural theory is undoubtedly a great help to the academics and scholars in particular in the field of Middle East studies. Said tried to stop the negative stereotyping portrayal Muslims without much technical knowledge and empirical study of the domain through his book Orientalism. It remains one of the most enduringly significant critical studies of the second half of the 20th century. It transformed the meaning of the term ‘Orientalism’ such that it no longer refers to a disinterested field of scholarship but an expression of power relations, a way of positioning the East as inferior to the West. Edward Said's studies made a major contribution to the undoing of the premise that the aesthetic is a realm of independent values by representing the literature's complex affiliations with European colonialism and Western imperialism. He was explicit regarding Islamophobia, and discrimination against Islam and made the western scholarship responsible for the distortion of the Middle East, which has remained current ever since as being the true representation of the whole Islamic world. Said defines Orientalism as a Western-style for ruling, dominating, controlling, restructuring, and having authority over the Orient. Edward Said's book ‘Orientalism’ has revolutionized the field of cultural studies and ever since its publication remained the primordial reference for any researcher desirous of delving further in this field. It has changed the mindset of many writers across the globe and resulted in a better understanding of the “Other.”

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