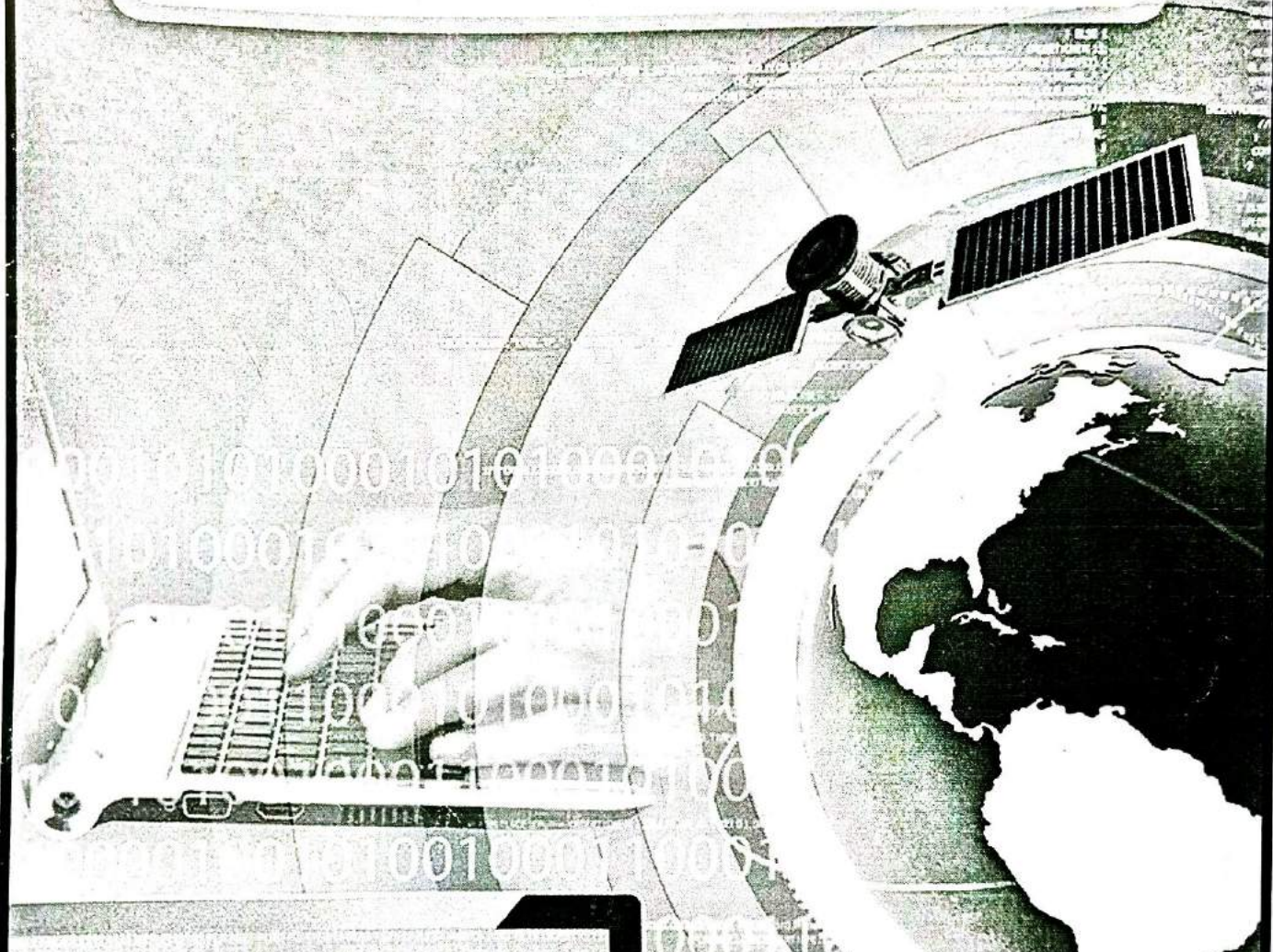


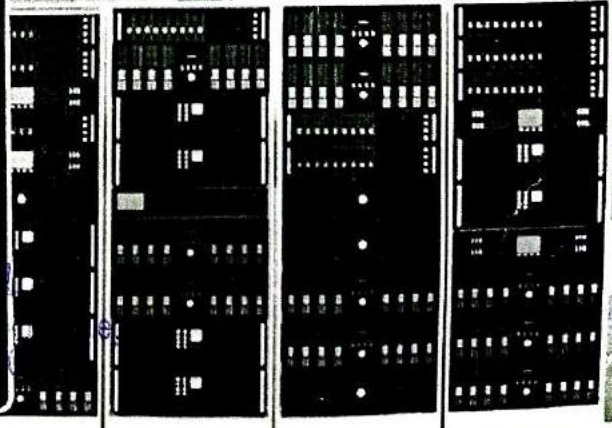
RE-ENVISAGING KNOWLEDGE RESOURCE CENTERS ROLES AND RESPONSIBILITIES



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PRINCIPAL

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Proceedings of National Conference on Paradigm Shift in Library Services on 26th
November 2016





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NETWORKING & RESOURCE SHARING MODEL FOR LIBRARIES

1.1 INTRODUCTION:

Now we are living in 21st century & present century is called ICT age. In the ICT era peoples are used the ICT tools in the day to day activities, for example e-purchasing, e-selling, e-prayers, e-friendship with the help of ICT tools. Like that libraries also used varies new ICT tools for provide the quality, instant library services to the users. Now a day's library users not need to the come library but library will come to the user's desktop with the help of modern IT tools, software's & Hardware's.

1.2 PROPOSED LIBRARY NETWORK MODEL

The proposed library network for agricultural college libraries affiliated to Mahatma Phule Krishi Vidyapeeth will be called the "Mahatma Phule Krishi Vidyapeeth Library Network (MPKVLIBNET)".

Here all members have different resources and scattered in different places which they can share with one another through distributed network. The following picture explains the structure of distributed network as it existed in various other library networks.

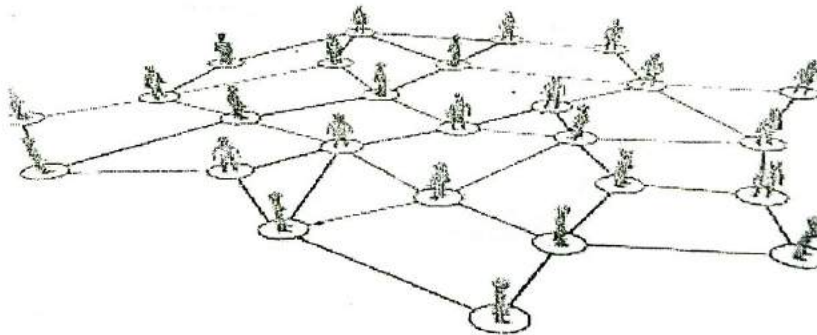


Figure 1.1: Library Networking Model

1.3 FINANCE PROVISION:-

When planning for library Networking & Resource Sharing, sufficient funds have to be provided by the institutions or the funding agencies for purchasing of hardware, software, furniture etc. for the networking & resource sharing. It should be noted that if sufficient funds are not available for purchasing the entire software, then the library should developed networking step by step, in only which are of utmost importance for networking & resource sharing.

1.4 ORGANIZATIONAL STRUCTURE

This model has been developed for the co-operation between the agricultural colleges libraries affiliated to Mahatma Phule Krishi Vidyapeeth, Rahuri. The Jurisdiction of MPKV have scattered in eight district of western & North Maharashtra. The resources, which the model intends to share are acquired in a single database as well as on a single site using cloud based

server system. For running this model smoothly & regularly the following structure for its control & governing.

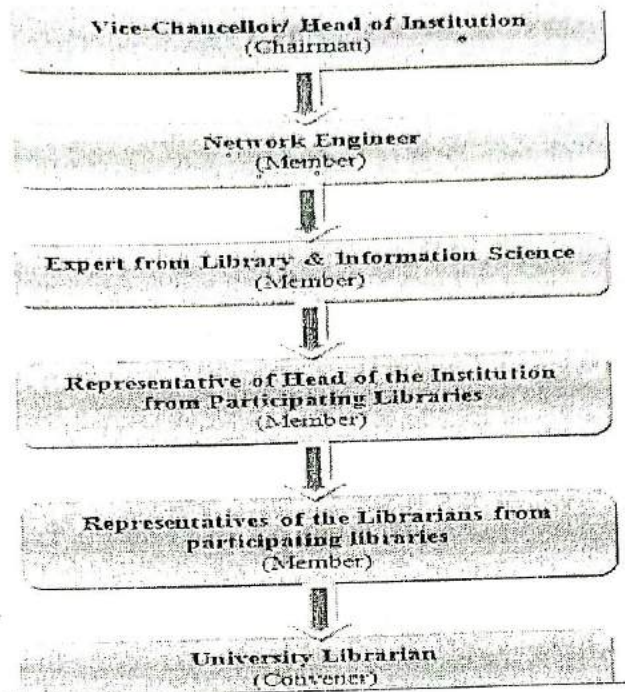


Figure 1.2: Organizational Structure of MPKVLIBNET

4.4.1 Name of the Colleges

Table no- 1.1 List of the Colleges under-MPKVLIBNET

Sr.No	Name of the Library	Place
1	College of Agriculture	Pune
2	College of Agriculture	Kolhapur
3	Mahatma Phule Krishi Vidyapeeth	Rahuri
4	College of Agriculture	Dhule
5	College of Agriculture	Karad
6	College of Agriculture	Nandurbar
7	College of Ariculture	Bahubali
8	Padmashree Dr.D.Y.Patil College of Agricultural Engineering & Technology	Talsande
9	College of Agricultural Biotechnology	Loni
10	Padmashree Dr.D.Y.Patil College of Agricultural Business Management	Akurdi
11	College of Agriculture	Sonai
12	Krishna College of Agriculture	Rethre(BK)
13	Shreemant Shivajiraje College of Horticulture	Phaltan
14	Loknete Mohanrao Kadam College of Agriculture	Sonsal
15	Dr.Ulhas Patil College of Agriculture	Jalgaon





16	Dr.Ulhas Patil College of Agricultural Engineering & Technology	Jalgaon
17	Padmashree Dr. Appasaheb Pawar College of Agriculture	Baramati
18	Dadasaheb Moashi College of Agriculture	Rajmachi
19	K.K.Wagh College of Agriculture	Nashik
20	College of Horticulture	Sonsal
21	Padmabhushan. Vasant Dada Patil College of Agriculture	Ambi
22	MAEER's MIT College of Food Technology	Loni Kalbhor
23	K.K.Wagh College of Agricultural Biotechnology	Nashik
24	Lokmangal College of Agriculture	Wadala
25	Padmashree Dr.D.Y.Patil College of Agriculture	Talsande
26	Navalbhou College of Agriculture	Amalner
27	Shramshakti College of Agriculture	Maldad
28	Shramshakti College of Food Technology	Maldad
29	Sadguru College of Agriculture	Mirajagaon
30	College of Agriculture	Phaltan
31	Rajashree Shhatrapati Shahu Maharaj College of Agricultural Business Management	Sangli
32	College of Agricultural Business Management	Gunjalwadi Pathar
33	K.K.Wagh College of Agricultural Business Management	Nashik
34	College of Agricultural Business Management	Loni
35	College of Agriculture	Loni
36	College of Agriculture	Babhulgaon
37	College of Animal Husbandry	Shradanagar
38	K.K.Wagh College of Horticulture	Nashik
39	Sharad College of Agriculture	Jainapur
40	College of Agricultural Business Management	Shradhanagar



1.4.2 Map of Service Areas of Proposed Model

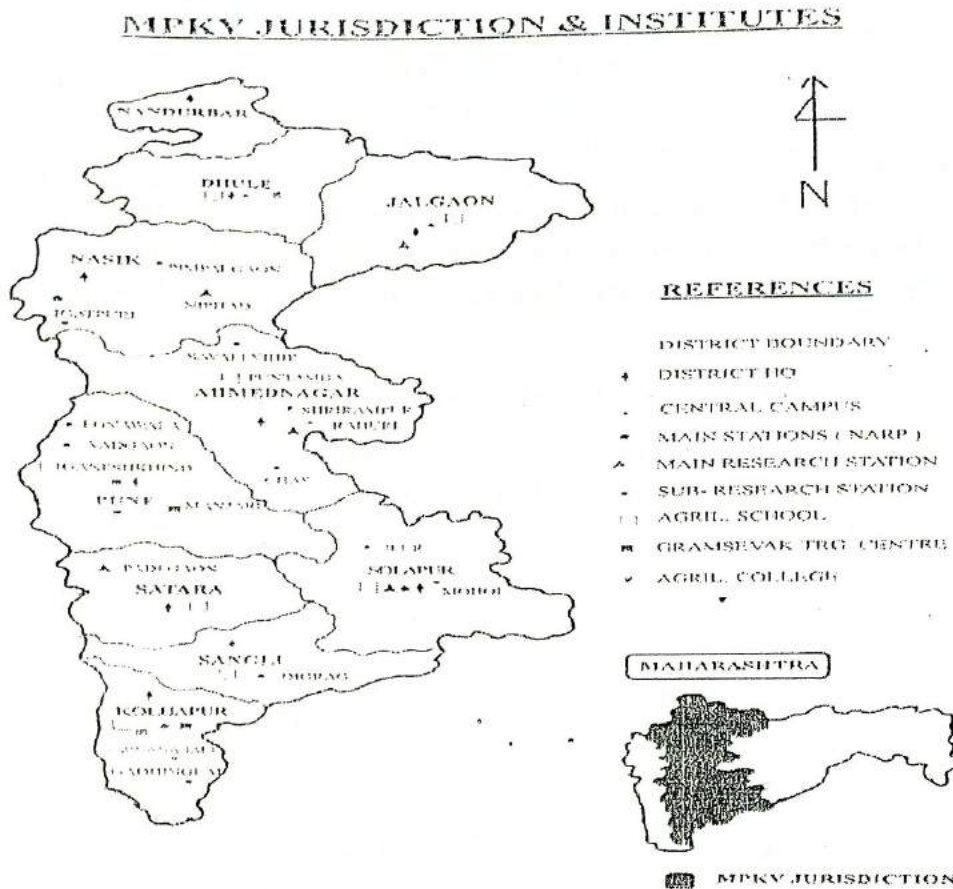


Figure 1.3: Map of MPKV

1.5 AREAS OF RESOURCE SHARING

On a Networking & Resource Sharing of agricultural college libraries, it is possible to share the library materials/resources through library request. Following Information Resources provide to users

1.5.1 Library Materials

Library Materials include Books, Manuscripts, Bound Volumes/Current Periodicals, Theses/Dissertations, Institutional Repository, university/College Publications, Audio /Video Materials.

❖ Books:-

The books (Original or Photocopy) can issue only for Two Months, if required more institute re-issue one time for fifteen days.

❖ **Journals/Magazines/Articles:-**

Journals/Magazines or Journal Articles are available only on a request. A journal article downloads or scanned send to the concern user as well as librarian by mail. One user can get five research papers free of cost after that he/she pay nominal charges under the scanning as well as postal charges.

❖ **Theses/ Dissertations:-**

Theses/Dissertations/Projects are available only on a request. A Theses /Dissertations/Projects scanned send to the concern user as well as librarian by mail. And one user can get limited Pages of the theses/ dissertations.

1.5.2 **Acquisition of Library Materials**

It is need to develop the centralized bibliographic database for the participative libraries like AGRICAT, INDCAT. In the acquisition libraries used copy cataloguing through Z39.50 browsing standard.

In the centralized acquisition libraries follow the following instructions.

❖ **Duplication:-**

All the libraries avoid the duplication of documents at the time of purchasing process.

❖ **Specification of Subject/Areas**

The libraries will agree to in development of collection on the basis of the subject areas for example one library purchase the books on Agricultural Economics, Agricultural Chemistry, Zoology, Plant Biotechnology etc the second library purchase the books from the Chemical Biotechnology, Food Science & Technology, Farm Technology etc.

❖ **Security**

Students/College staff will pay 1500/- at the time of admission under the head of library deposit fee on a returnable basis.

1.5.3 **Library Equipments**

Libraries can exchange the limited materials like L.C.D projector, Computers, Audio Visual Equipments etc at the time of training/workshop/seminar etc. otherwise Equipments will not exchange.

1.6 **GOVERNING BODY**

- 1 Head of College/Institute or Principal
- 2 Network Administrator

Chairman
Member

- | | |
|-------------------------------------|----------|
| 3. Head of the Departments | Member |
| 4. Representative of Users/Students | Member |
| 5. Librarian | Convener |

1.7 HARDWARE & SOFTWARE REQUIREMENT

Each of the member libraries must have at least some of the following hardware. However, the main library (Central Host) may require most of the hardware mentioned below, but with additional disk space. Hardware specifications are given below:

1. One Server/Computer
2. One Printer
3. One Scanner
4. Operating System
5. Telecommunication Network, Telephone, Internet ,LAN,WAN, Switches etc
6. Web Based Library Software

1.7.1 KOHA Open Source Software

Koha is a full featured Integrated Library System (ILS). There is no cost for the license; you have the freedom to modify the product to adapt it to your needs, etc. KOHA is developed initially in New Zealand by Katipo Communications with Horowhenua Library Trust. It is currently maintained by a dedicated team of software providers and library technology staff from around the globe. That by adopting it, the customer becomes "joint owner" of the product. In particular, the customer can freely install new versions or not, and can take part in new developments by financing them or by carrying them out them self. (<http://koha.org> accessed on 10/01/2015).

1.7.1.1 Why KOHA

❖ **Cost-effective:**

Paying licensing fees for proprietary solutions, users of open-source software can often deploy the product using in-house resources. They pay only for needed support or any additional vendor services they require.

❖ **Innovation:**

Code is open, users are free to innovate and improve the software to meet their needs free innovation also means that open-source software has much faster development cycles when compared to proprietary software.

❖ **Free/open source software:-**



KOHA is an economical alternative to reliance upon commercially supplied software. It means the cost involved development, license, upgrading, maintenance etc., lower than commercial software. KOHA does not need the initial cost like commercial software.

❖ **Free/Open source:** - KOHA is open source software.

1.7.1.2 Technology Platform

- Linux operating system: Linux/ ubuntu
- Open source library management system: KOHA
- Database: MySQL Ver. 14.14
- Programming Language: Perl
- Server Version: Apache/2.2.17
- Search engine: Zebra (<http://koha.org>)

1.7.1.3 MARC tag has been used to describe the respective records

Table no-5.2 MARC tag

Tag Name	Description
082\$a	Call No
100\$a	Personal Author Name
245\$a	Title of the Book
250\$a	Edition Statement
260\$a	Place of Publication
260\$b	Name of Publisher
260\$c	Date of Publication
850\$c	Holding Institution
942\$c	Item Number
952\$a	Home Branch
952\$b	Holding Branch
952\$p	Accession No
952\$0	Available
952\$c	Shelving Location
952\$g	Price

1.7.1.4 Server Configuration

- Intel (R) Core(TM) i5- 4210U Dual Core
- 1.7 Ghz , 3M3540
- 4 GB DDR3
- Hard disk 05 TB SATA HDD or Above
- Optical Disk/ DVD Writer
- OEM Mother Board
- Keyboard
- Mouse



1.7.1.5 Client Configuration

- Intel Core i3 Fourth Generation
- 2.33 GHz with 1333 MHz
- 4 GB DDR-II RAM
- 1 TB HDD
- Keyboard
- Optical Mouse

1.7.1.6 Supporting Hardware

- Printer
- Scanner
- Telephone
- Fax
- Modem
- Switches
- Router
- External Hard Disc
- A.C
- UPS

1.7.1.7 Supporting Software

- IR/DL Software
- Operating System Windows 98 or latest version
- LAN/WAN
- VoIP
- Internet Explorer
- Programming Language (Java/Perl etc)

1.8 TRAINING OF STAFF

Institute or MPKVLIBNET governing body organize the training for the staff

1.9 LOCAL AREA NETWORKING (LAN)

Local Area Networking (LAN) should install within the campus for searching to resources by the students, staff & scholars.



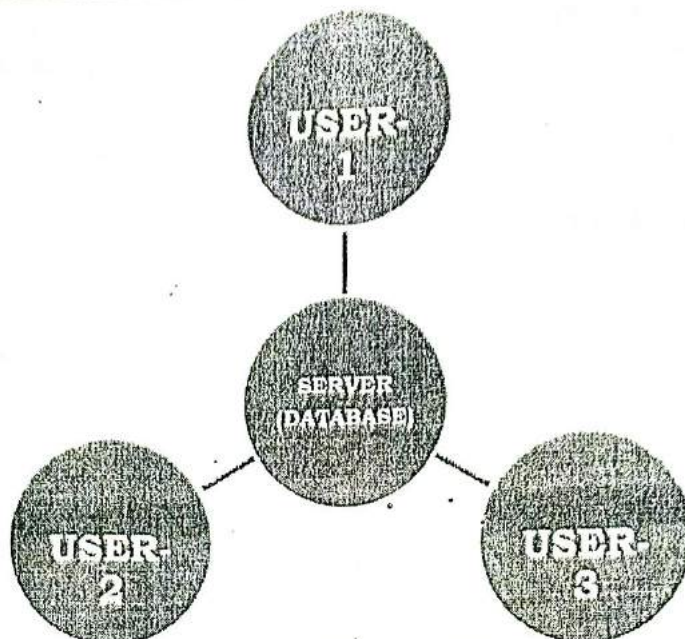


Figure 1.4: Local Area Networking/Institutional Networking

CONCLUSIONS:-

Now we are living in 21st century & present century is called ICT age. In the ICT era peoples are used the ICT tools in the day to day activities, for example e-purchasing, e-selling, e-prayers, e-friendship with the help of ICT tools. Like that libraries also used varies new ICT tools for provide the quality, instant library services to the users. Now a day's library users not need to the come library but library will come to the user's desktop with the help of modern IT tools, software's & Hardware's. For that purpose libraries should have need of the library network.

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8

Research Productivity of LIS Professional in Dr. Babasaheb Ambedkar Marathwada University Aurangabad

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ABSTRACT

This paper present research productivity of LIS professionals in Dr.Babasaheb Ambedkar Marathwada University, Aurangabad during 2004-2013. This research paper covers gender wise, age group wise, writing/publication status of librarians, language wise research productivity, use of communicational channel for research, financial agencies of research, purpose of research productivity, and authorship pattern.



1. INTRODUCTION

In the age of information, academic librarians plays vital role in socio-cultural, economic development of country. As a librarian you are expected to do more and more with fewer and fewer people. Libraries have a major role to play in transmitting the accumulated knowledge to the next generation and also creating new knowledge through research. Research in library and information science is increase. e. g. library automation, OPAC, computerized SDI, CAS, electronic-mail service, use of electronic-resources library 2.0 etc. Librarians not only play the key role of repository of knowledge but also work as the purveyor of research activities. There number of problems that librarians and Library professionals face. It is only research that helps to solve those problems, expand the human knowledge base and develop better and advanced tools and techniques for their work situations.

2. STATEMENT OF THE RESEARCH PROBLEM

The Problem under Investigation is "Research Productivity of LIS Professional in Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

3. DEFINITIONAL ANALYSIS

3.1. Research

Research is common parlance refers to a search for knowledge. Research is an art of scientific investigation. According to the advanced learner's dictionary of current English, "Research is a careful or inquiry especially through search for new facts in any branch of knowledge." Redman and Mory define Research as a "Systematized effort to gain new knowledge."

3.2. Productivity

The concept of productivity can be defined and used



in various ways. Basically, it is the relationship between quantities of output and quantities of input. (Phillips 1990).

3.3. Research Productivity

Bottle and other accept that the productivity of an academic can be calculated by counting the number of publishing produced over a period of time. Supporting the above view Hattie and others also point out that the individual librarians scholarly productivity can be counted and used as a unit of analyses when evaluating higher education. Counting can thus be used to measures the status of an academic with regard to scholarly publishing.

4. REVIEW OF LITERATURE

Surwase, Kademan and Kumar (2008) this paper have discussed the contribution of Indian Scientist in the field of Neutron Scattering cover Scopus Database from 1991 to 2006. They observed that highest contribution from 1995 to 1998. India is one of the countries who have contributed highest number of the publication with USA. They also observed the collaboration trend was towards multi-authored publications. Bhabha atomic research centre, Mumbai has highest number of the publications. Highest numbers of publications were published in journals.

Kademani et al. (2006) conducted the study on scientometric analysis of nuclear science and technology research in India during 1970 to 2002. This study has based on INIS database. From the study period India has contributed significantly to the field of nuclear science and technology. There are totals 55313 papers were published by Indian nuclear scientists in various subject like physics, chemistry, life and environmental sciences, engineering and technology, other aspects of nuclear and non-nuclear energy and isotopes and radiation application from the study period.



Thavamani (2015) conducted the study on authorship pattern and collaborative research in collaborative librarianship during 2009 to 2014. A total numbers of 223 research contribution and 343 authors were analyzing the journal. Highest number of contribution was published in 2010. Majority of the contributions were written by a single author. Ivan Gaetz made the highest number of contribution. The highest numbers of authors were from the united state.

Tunga (2014) conducted the study on authorship pattern and degree of collaboration in the field of horticulture. Mostly, the scientist used journal articles to collect their required information. It is clear that team research is on the increase in the field of horticulture.

5. OBJECTIVES OF THE STUDY

1. To analyze the research productivity of LIS professional during 2004 to 2013.
2. To find out the year wise research productivity.
3. To identify the profile author having largest number of publication.
4. To know research productivity in books, published lecture and conference proceeding, journal articles & patents etc.
5. To know gender wise research productivity.
6. To know language wise research productivity.

6. SCOPE AND LIMITATION OF THE STUDY

Present study is limited to 20 academic arts, commerce, and science granted college librarians in osmanabad district region which are affiliate to Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.



7. RESEARCH METHODOLOGY

Present study has done with the help of survey method. Survey research is distinguished by its reliance upon the selection of person from large and small population and the making of observation. So that inference can be applied to present population.

8. DATA ANALYSIS

The total numbers of academic granted college in osmanabad district are 20 out of them 13 librarians have respondent, 07 have not respondent. The collected data have been analyzed with using following parameters. Gender wise research productivity, types of research contribution, year wise research productivity, age wise research productivity, language wise research productivity, financial agencies, authorship pattern, motivational factor, used of the communication channel for research, Barriers in research productivity.

8.1. Gender Wise Research Productivity

Gender wise publication status of college librarians affiliated to Dr. BAMU, Aurangabad. The collected data is analysed in table no. 8.1.

Table 8.1. Gender Wise Research Productivity

<i>Sr.No</i>	<i>Gender</i>	<i>No of Respondent</i>	<i>Publications</i>	<i>%</i>
1	Male	12	98	83.76%
2	Female	01	19	16.23%
Totals		13	117	100%

It can be observed from table no. 8.1 that the there are totals 117 publications. Male librarians have published 83.76% publications, while female librarians have published 16.23% publications. It indicates that male librarians have more research productivity than female librarians.



8.2. Types of Research Contribution

Research productivity in symposia, seminars, conferences, journals, book chapters, books; research projects, and patents of college librarians affiliated to Dr. BAMU, Aurangabad. The collected data is analyzed in table no. 8.2.

Table 8.2. Types of Research Productivity

Sr. Types of No Research Productivity	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total	%
1 Symposia	0	0	0	0	2	0	2	4	7	6	21	17.94%
2 Seminars	0	0	0	0	1	1	2	3	11	12	30	25.64%
3 Conferences	0	0	0	0	1	1	1	5	9	16	33	28.20%
4 Journals	0	0	0	0	0	0	1	4	6	10	21	17.94%
5 Book Chapters	0	0	0	0	0	0	0	2	6	3	11	9.40%
6 Books	0	0	0	0	0	0	0	0	0	0	0	0%
7 Research Projects	0	0	0	0	0	0	0	0	0	1	1	0.85%
8 Patents	0	0	0	0	0	0	0	0	0	0	0	0%
Total	0	0	0	0	4	2	6	18	39	48	117	100%

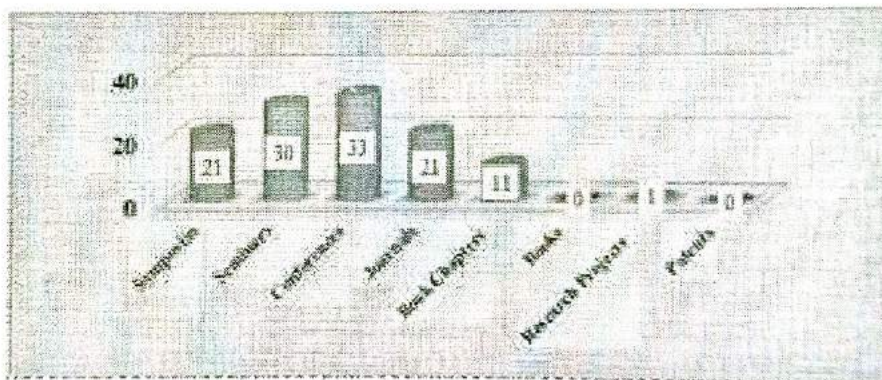


Fig. 8.2. Types of Research Productivity

Table no. 8.2 and figure no. 8.2 shows types of research productivity in symposia, seminars, conferences, journals, book chapters, research projects and patents. There were 117 research publications during the year 2004 to 2013. Majority of researcher have published research papers in conferences 28.20%; followed by seminar 25.64%,



journals and symposia 17.94%, book chapters 9.40% and research projects 0.85%. Nobody registered for any patents.

8.3. Year Wise Research Productivity

Table no. 8.2 shows that there are total 117 publications. 2013 was the more research productive year in relative to the number of publications. In 2013 researcher published 48 research papers in symposia, seminars, conferences, journals, books, books chapter research project etc. The less research productive year of the librarians was 2004 having only 2 publications. In 2004, 2005, 2006 and 2007 there is no research publications. It shows that the productivity of librarians increase year by year. It is growing than previous year.

8.4. Rank List of Authors and Publication

It can be found that the Paval V. S. is the most prolific author who has contributed 19 research papers in symposia, seminar, conference, journal, book chapter, books during 2004-2013; Kulkarni R.P. is second rank having 17 publications followed by Hidge G. G. is third rank having 16 publications, Magar P. B is fourth rank having 14, Yadav V. P. is fifth rank having 11 and Mahajan S. S. is sixth rank having 9. The detail ranking of the authors is presented in table no.8.4.

Table 8.4. Ranking of the Authors

Sr. No	Author Ranking	Name of the Authors	No. of Attended	Percentage %
1	1	Paval V. S	19	16.23%
2	2	Kulkarni R.P.	17	14.52%
3	3	Hidge G. G	16	13.67%
4	4	Magar P. B	14	11.96%
5	5	Yadav V. P	11	9.40%
6	6	Mahajan S. S	9	7.69%
7	7	Chalukya B.V	8	6.83%



8	8	Kaldate A. R	7	5.98%
9	9	Tachale B. G	6	5.12%
10	10	Maske R. A	5	4.27%
11	11	Nikalje D.S	4	3.41%
12	12	Sarde D. N	1	0.85%
13	13	Taksale S.A	0	0%
Totals			117	100%

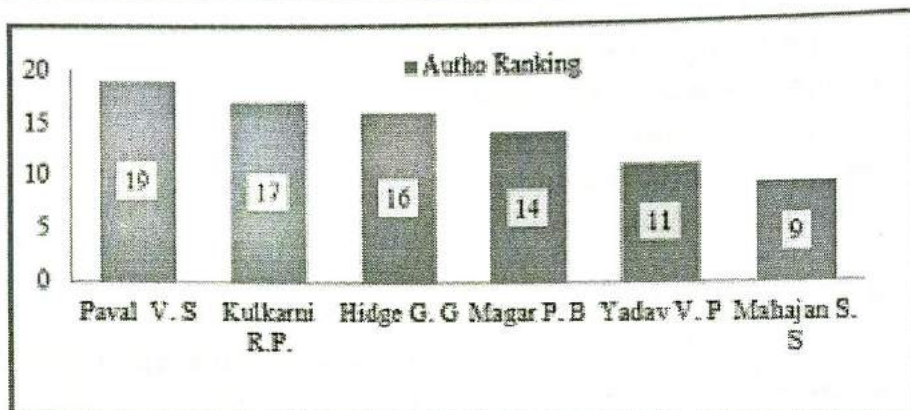


Fig. 8.4. Ranking of the Authors

8.5. Age Wise Research Productivity

Majority of the librarians are belonging to 31-40 age group 61.54% and 38.46% are belonging to 41-50 age groups. 21-30 and above 51 age group respondent have not published any research papers. Majority of researcher are belong to 31-40 age group have published 63.25% research papers.

Table 8.5. Age Wise Research Productivity

Sr. No.	Age Group	Respondent	Percentage of Respondent	Publications	%
1.	21-30	0	0%	0	0%
2.	31-40	8	61.54%	74	63.25%
3.	41-50	5	38.46%	43	36.75%
4.	Above 51	0	0%	0	0%
Totals		13	100%	117	100%



8.6. Language Wise Research Productivity

Majority of 52.38% librarians using English language for research publication. Followed by 42.85% librarians used Marathi Language and 4.76% librarians using Hindi language for research publication.

Table 8.6. Language Wise Research Productivity

Sr. No.	Preferred Language	No. of Respondent	%
1	English	11	52.38%
2	Marathi	9	42.85%
3	Hindi	1	4.76%
Totals		21	100%

8.7. Authorship Pattern

It can be noted from table no. 8.7 53.84% librarians using single authorship pattern followed by 38.46% double authorship pattern; and 7.69% librarians' preferred three authorship pattern in their publication. Nobody used More than three authorship pattern for their publications.

Table 8.7. Authorship Pattern

Sr. No.	Authorship Pattern	No. of Respondent	%
1	Single Author	7	53.84%
2	Double Authors	5	38.46%
3	Three Authors	1	7.69%
4	More than Three Authors	0	0%
Total		13	100%

8.8. Communication Channels Use for Research

The table no. 8.8 shows that majority of researcher used journals for their research publications. Research used 32.25% journals followed by books 29.03%, conference proceeding 16.12%, 16.12% seminar/workshop, 6.45% thesis/dissertation and 3.22% researcher used abstracts for



their research publications. Research no used special publication, technical report, research reports, annual report, scientific reports and state-of-the-art-report for their research publications.

Table 8.8. Communication Channel Use for Research

Sr. No.	Communication Channel Used for Research	No. of Respondent	%
1	Journals	10	32.25%
2	Books	9	29.03%
3	Conference proceeding	5	16.12%
4	Special publication	0	0%
5	Seminar/Workshop	4	12.90%
6	Thesis/Dissertation	2	6.45%
7	Technical report	0	0%
8	Research reports	0	0%
9	Annual report	0	0%
10	Scientific reports	0	0%
11	Abstracts	1	3.22%
12	State-of -the-art-report	0	0%
Totals		31	100%

8.9. Purpose of Research

Majority of the 39.13% librarians' research purpose is to upgrade knowledge followed by 26.08% is to upgrade qualification; 21.73% to get promotion and 13.04% to become subject expert is the purpose of research.

Table 8.9. Purpose of Your Research

Sr.No.	Purpose of Research	No. of Respondent	%
1	To upgrade knowledge	9	39.13%
2	To upgrade qualification	6	26.08%
3	To get promotion	5	21.73%
4	To get job	0	0%
5	To become subject expert	3	13.04%
6	To Main social status	0	0%
Totals		23	100%



8.10. Financial Support for Research

It is observed from the table no. 8.10 majority of 76.92% researcher spending self on research activity; whereas 15.38% researcher stated that colleges provides fund for research activity and 7.69% Governing Body, UGC provides fund for research activity. Nobody get ICSSR and fellowship for research.

Table 8.10. Financial support for your research

Sr.No.	Financial Support	No. of Respondent	%
1	Fellowship	0	0%
2	ICSSR	0	0%
3	Governing Body, UGC	1	7.69%
4	College	2	15.38%
5	Self	10	76.92%
Totals		13	100%

9. MAJOR FINDINGS

1. Male librarians have published 83.76% publications, while female librarians have published 16.23% publications. It indicates that Male Librarians have more research productivity than female librarians.
2. Majority of researcher have published research papers in conferences 28.20%; followed by seminar 25.64%, journals and symposia 17.94%, book chapters 9.40% and research projects 0.85%.
3. In 2013 researcher published 48 research papers in Symposia, Seminars, Conferences, Journals, Books, Books chapter Research Project etc.
4. Paval V. S. is the most prolific author who has contributed 19 research papers in symposia, seminar, conference, journal, book chapter, books during 2004-2013.



5. Majority of librarian's preferred English language to write research papers.
6. Majority of librarian's used journals to write research papers.
7. Majority of librarians spending self on research activity.

10. CONCLUSION

Present study is based on survey, interview, observation, curriculum vitae of the college librarians affiliated to Dr. B. A. M. University, Aurangabad. It has covered the Gender wise productivity, Types of research Contribution, Year wise Productivity, Rank list of Author and Publication, Age wise productivity, Writing/Publication Status, Language wise productivity, who provides financial support for your research, Research Project status, Authorship Pattern, Motivated Factor in productivity, Authorship Position, Barriers in research productivity etc.

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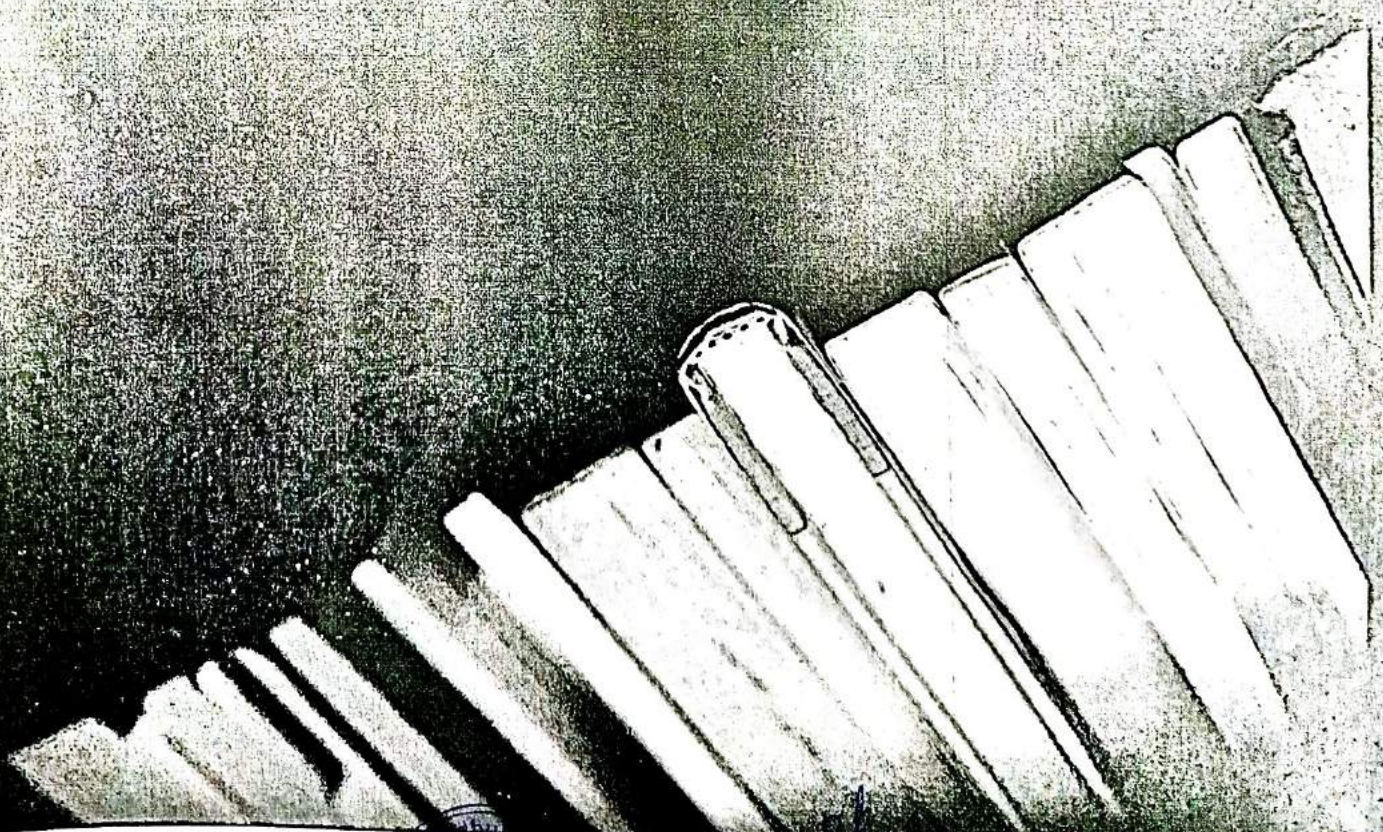
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Innovative Library Services for Research Output

Editors

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Supply Chain Practices In FMCG And Durable Goods

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ABSTRACT

Supply Chain Management includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers. Supply chain management integrates supply and demand management within and across companies.

When it comes to durables and non durables, it is very much evident that non durables being the daily requirements of consumers, the frequency of purchase is more than durables, so the availability in the market of such products needs to be more as compared to durables, hence the companies adopt different strategies for supply chain management of FMCG and Durable goods.

Keywords: *Supply Chain management, FMCG, Durables*

Review of literature

A customer-focused definition is given by Hines (2004:p76): "Supply chain strategies require a total systems view of the links in the chain that work together efficiently to create customer satisfaction at the end point of delivery to the consumer. As a consequence, costs must be lowered throughout the chain by driving out unnecessary expenses, movements and handling.

The integration of key business processes across the supply chain for the purpose of creating value for customers and stakeholders (Lambert, 2008).

According to the Council of Supply Chain Management Professionals (CSCMP), supply chain management encompasses the planning and management of all

activities involved in sourcing, procurement, conversion and logistics management. It also includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers. Supply chain management integrates supply and demand management within and across companies. More recently, the loosely coupled, self-organizing network of businesses that cooperate to provide product and service offerings has been called the Extended Enterprise.

Objectives of paper

- 1) To highlight the difference in supply chain management of FMCG and durable goods.
- 2) To understand the elements of supply chain management in durables and non durables.





Research Methodology

This paper is based on primary as well as secondary data. The survey was conducted in the markets of suburbs of Thane and the tool used was Questionnaire. The sample technique was random and convenient sampling and sample size was 50 distributors especially in FMCG market and outlets of durable goods.

Introduction

The term "supply chain management" entered the public domain when Keith Oliver, a consultant at Booz Allen Hamilton (now Strategy &), used it in an interview for the Financial Times in 1982. The term was slow to take hold. It gained currency in the mid-1990s, when a flurry of articles and books came out on the subject. In the late 1990s it rose to prominence as a management buzzword, and operations managers began to use it in their titles with increasing regularity. Commonly accepted definitions of supply chain management include:

The management of upstream and downstream value-added flows of materials, final goods and related information among suppliers, company, resellers and final consumers.

The systematic, strategic coordination of traditional business functions and tactics across all business functions within a particular company and across businesses within the supply chain, for the purposes of improving the long-term performance of the individual companies and the supply chain as a whole.

According to the Council of Supply Chain Management Professionals (CSCMP), supply chain management encompasses the planning and management of all activities involved in sourcing, procurement, conversion, and logistics management. It also includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers. Supply chain management integrates supply and demand management within and across companies. More recently, the loosely coupled, self-

organizing network of businesses that cooperate to provide product and service offerings has been called the Extended Enterprise.

A supply chain, as opposed to supply chain management, is a set of organizations directly linked by one or more upstream and downstream flows of products, services, finances, or information from a source to a customer. Supply chain management is the management of such a chain.

Supply chain management software includes tools or modules used to execute supply chain transactions, manage supplier relationships and control associated business processes.

Supply chain event management (SCEM) considers all possible events and factors that can disrupt a supply chain. With SCEM, possible scenarios can be created and solutions devised.

In many cases the supply chain includes the collection of goods after consumer use for recycling. Including third-party logistics or other gathering agencies as part of the RM re-patriation process is a way of illustrating the new endgame strategy.

SCM Practices in Indian consumer goods Industry

Fast Moving Consumer Goods (FMCG) goods are commonly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular periods. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily frequent consumption and have a high return.

The FMCG Industry is on a high growth curve with the overall demand expected to multiply over the next decade. This high growth is most likely to be accompanied by significant structural shifts such as



Supply Chain Practices In FMCG And Durable Goods

changing customer preferences, emergence of modern retail dimensions, growing rural spend tendency.

The resultant new challenges that need to be addressed for an efficient and effective supply chain are:

Managing generation of different varieties.

Aligning to the outstart of new channels.

Managing the challenges of reach.

Companies are now realizing that current supply chain configurations need to evolve to enable them to participate in achieving growth. This requires fresh thinking on the ways in which an organization would structure itself in terms of its key supply chain processes and drivers.

With the presence of 12.2% of the world population in the villages of India, the Indian rural FMCG market is something no one can overlook. Better infrastructure facilities will improve their supply chain.

In a low margin and high volume business like **FMCG**, it requires a very close attention on the planning and operational part of the entire value chain activities because these minutes details can change the fortune of any organization. While branding differentiates the image of the product, the distribution system will determine the faith of the organization up to a very large extent in FMCG industry. The diversity of India and existence of vast untapped markets of rural areas provide the bundle of opportunities to companies. The best price or quality product offerings combined with heavy promotional and advertising budgets will not help the product succeed if one of the major ingredients of the marketing mix as distribution is not properly focused.

SCM Practices in Durables

Supply chain management in the **consumer durables** industry has been focusing on push and sell. **The key features of the Supply Chains are:**

The push system is used as market is small, buying

power restricted and high margin requirement of the dealers. Forecasting is based on historical data Supply Chain is seen as the mere means to transport goods. Requirements of each model are planned in ad hoc manner and are far removed from actual market demand. Long Order Cycle times (upto 3 months) and Fragmented industry meant focus on Link Optimization rather than Chain Optimization.

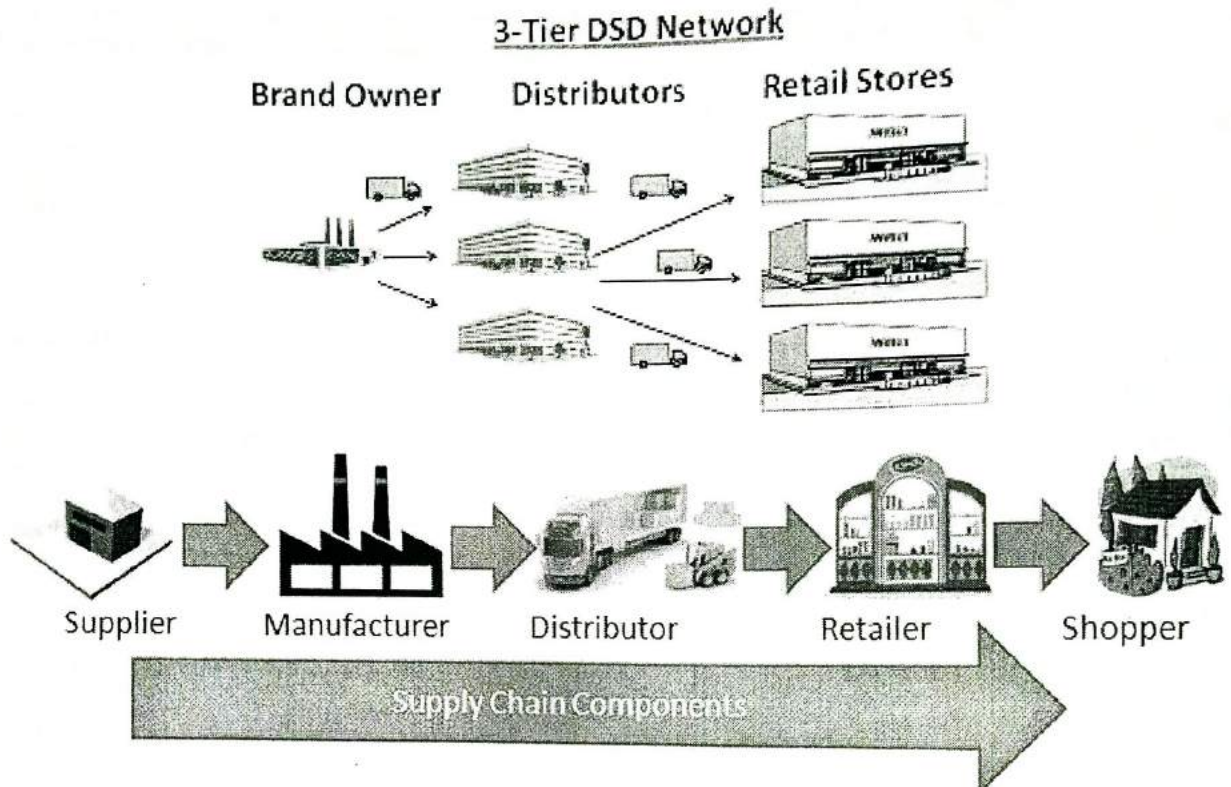
Durable goods tend to have a long useful life. For statistical purposes, a durable good is expected to last at least three years, according to the Economics and Statistics Administration. Goods consumed in a short time or that have useful lives of less than three years are classified as non-durable. The dividing line isn't always rigid. For example, people sometimes use a piece of clothing for more than three years.

Types

Consumer durable goods include items like furniture, jewellery and cars. Large appliances such as stoves and washing machines are durable goods. The category also includes defense and commercial procurement of heavy equipment and assets like aircraft, trucks and ships. Non-durable goods include food, medicines and other consumables, as well as products that last a limited lifetime such as clothing, shoes and small electronic devices.

The market for some non-durable goods, such as food tends to be stable. Growth in other consumer products, like clothing and electronics, indicates economic growth. The significance of changes in durable goods production and sales is more complex. Generally, increases tend to indicate economic growth and the likelihood of job growth in the manufacturing sector. However, an unexpected jump is often an indicator of inflationary pressures on prices. Sudden increases thus may lead to a rise in interest rates and cause bond prices to fall. Economists sometimes exclude categories such as defense procurement and aircraft because they tend to be volatile and may vary for reasons that have little to do with overall economic trends.





Source: consumerpsychologist.com

Consumer Durables Industry in India

The Indian Consumer durables industry was valued at Rs.15,000 crores in 2001. The industry has become very competitive in the recent years. The entry of several international players has further intensified competition with customers now being the focus. Customers now have the kind of choices that were not available in the past like a wide variety of products to choose from e-shopping, home delivery of products etc. Appliances are being built keeping in mind the customer demand. Durable Supply Chains of the Past Supply chain management in the consumer durables industry has been focusing on push and sell in the past. The key features of the Supply Chains of the past are:

1. The push system was used as market was small, buying power restricted and high margin require-

- ment of the dealers
- 2. Forecasting was based on historical data and was mostly inaccurate
- 3. Supply Chain was seen as the mere means to transport goods
- 4. Requirements of each model were planned in ad hoc manner and were far removed from actual market demand
- 5. Long Order Cycle times (upto 3 months)
- 6. Fragmented industry meant focus on Link Optimization rather than Chain Optimization However, things are beginning to change which is also reflected in numbers such as:



Logistics cost as a percentage of Total sales coming down by 1% inventory holding days reducing at a CAGR of 1.5% for the last 5 years

FG inventory holding days been reducing at a CAGR of 1.2% for the last 5 years

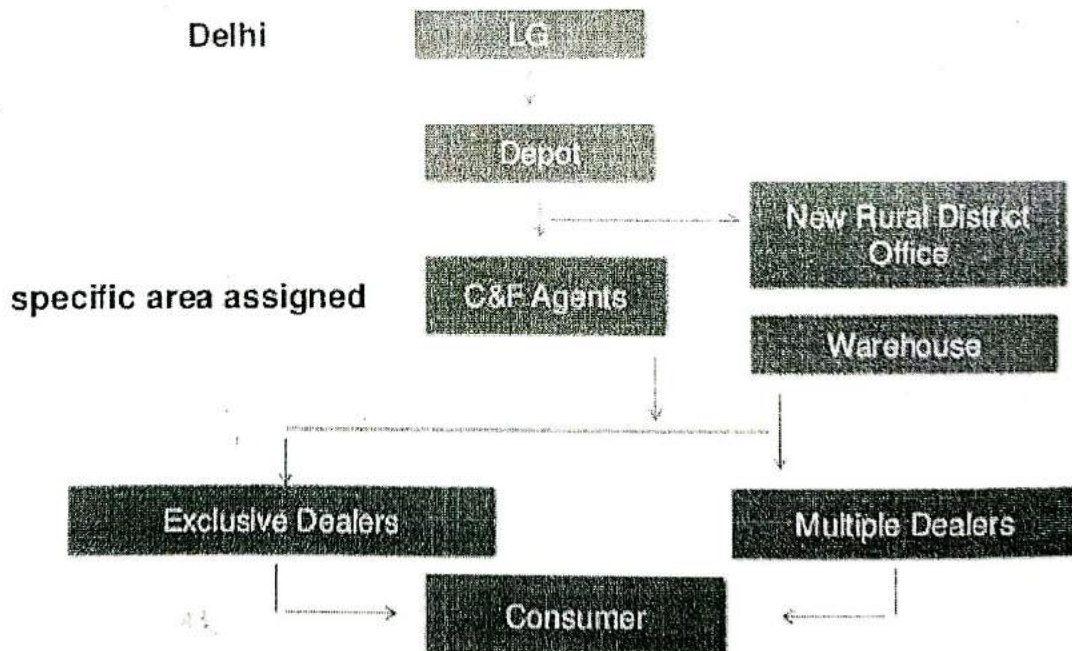
New Age Durable Supply Chains

The change in competitive landscape along with other factors such as a dip in the industry growth rate, a drop in penetration levels, decreasing profitability have necessitated a chain in the Supply Chain management

processes for the industry. The focus has shifted from Supply Chains to Value Chains with key players identifying the prime movers of a value chain namely:

- Waste reduction
- Speed of delivery to the customer
- Collaboration with customers to shorten product life cycle
- Develop tighter value chains to avoid shortages
- Make to order replacing forecasting
- Automatic replenishment of inventory at dealers

DISTRIBUTION MODEL OF DURABLE GOODS COMPANIES



The orders are generated by the company's sales field force, which in turn is supplied by the C&F agent.





Conclusion

Thus the supply chain management differs in case of FMCG and durables because of the very nature and customer requirements of both. Moreover, the dealers and distributors adopt different supply chain practices to gain strategic advantages. The customer relationship management and supplier relationship management also differ accordingly. Consumer durables companies are increasingly appreciating the importance of SCM to reduce logistics costs, inventory and improve inventory turnovers when sales growth has been declining and margins shrinking.

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GREEN SUPPLY CHAIN MANAGEMENT: AN INNOVATIVE PRACTICE IN SCM

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ABSTRACT

Environmentally conscious business practices have been receiving increasing scrutiny from both researchers and practitioners. Interdisciplinary research has integrated the efforts of management, engineering, physical and social sciences to investigate the issues relevant to this topic. Similarly, multifunctional groups within organizations and external stakeholders have a role in decisions related to organizations and the natural environment. When organizational environmental decisions are to be made they will necessarily be strategic and usually more complex for this reason. These decisions will have internal and external implications for the management of an organization. Green supply chain decisions are one of the latest issues facing organizations with strong internal and external linkages. One approach to model the dynamic nature of business and its relationship to the natural environment into a decision framework is a technique that is capable of considering the multidimensional qualitative and strategic characteristics.

Keywords- Supply chain management, Green supply chain, Environmental consciousness

OBJECTIVES OF THE PAPER

1. To highlight the importance of green supply chain management.
2. To know about green manufacturing and green marketing.
3. To examine the strategies adopted for green business

RESEARCH METHODOLOGY

This paper is based on secondary data. Important references are made to the books of supply chain management and related web sites.

REVIEW OF LITERATURE

Ayers, James B and Odeord "Retail supply chain management", Auerbech publishers, 2008

A consequence of business specialization is the implementation of weak processes that cross departmental and corporate boundaries. Supply chain management (SCM) addresses this issue by requiring a process view that reaches across these confines. Due to globalization and a competitive environment, those within the retail supply chains are particularly vulnerable. New ways of managing require an understanding of the entire chain by participants at every level-retailer, distributor, manufacturer, and service provider.

Bowersox, D.J., Closs, D. J., & Cooper, M. B- Supply Chain Logistics Management, Publisher: McGraw-Hill, (2005). Logistics include all the activities required to move product and information to, from and suppliers to jointly deliver the goods, services and information effectively, and relevantly to customers.
Rahul V. Altekar, "Supply Chain management concept and cases", PHI Learning Private ltd, (2009) Supply chain management can be seen as the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory through the organization and its



marketing channels in such a way that current and future profitability are maximized through the cost effective fulfillment of orders.

K. Shridhar Bhat, "Supply Chain management" Himalaya publishing house, (2010)

A supply chain is referred as the way that material flows through different organizations starting with raw materials and ending with finished products delivered to the ultimate consumer.

INTRODUCTION

Green supply refers to the way in which innovations in supply chain management and industrial purchasing may be considered in the context of the environment

1. Environmental supply chain management consists of the purchasing function's involvement in activities that include reduction, recycling, reuse and the substitution of materials
2. The practice of monitoring and improving environmental performance in the supply chain
3. Integrating environmental thinking into a supply chain management, including product design, material resourcing and selection, manufacturing processes, delivery of the final product to the consumer as well as end-of-life management of the product after its useful life
4. From these four definitions we see that there is a range of author focus and purpose on green supply chains and their management. The lack of consensus in practice and definition of green supply chain is not surprising, since its foundational elements of corporate environmental management and supply chain management are both relatively new areas of study and practice. Globalization and Greening the Supply Chain: Today's Globalization increases the opportunities for buyers. As buyers increase their focus on environment improvement, which increases the supplier environmental performance. It is true for organizations that regard environmental improvement as a social goal, not just an issue cost, risk and public image. Manufacturers need to work with their suppliers of raw material and component, in order to produce environment friendly products. By using their purchasing power, the industries can set up environment criteria for their suppliers upstream in supply chain. Ultimately it can result in the greening of the supply chain.

GSCM = Green purchasing + Green manufacturing/materials management + Green Distribution / marketing + Reverse logistics.

GREEN MARKETING

Green marketing can be viewed as adherence to ethical and social responsibility requirements in marketing. This approach emerged as a response to increased environmental challenges in recent years.

This marketing approach has emerged in response to a global increase in concern about protecting consumer rights, and a concurrent growth of organized movements to address environmental trends in such a way that people will be protected and assured a clean and safe environment in which to live.

The antecedents of green marketing were developed through many stages since the 1960s. These movements paved the way for the emergence of green marketing in the late 1980s. Green marketing involves a commitment from the organization to deal with environmentally friendly products (i.e., products that do not harm society and the environment) and to conduct marketing activities in a way that reflects the organization's commitment to environmental responsibility through adherence to specific controls to ensure the preservation of the natural environment¹⁸. Most definitions of green marketing deal with this dimension. For example, green marketing is defined by researcher as any marketing activity of an organization that aims to create a positive effect or remove a negative effect of a particular product on the environment. Pride and Ferrell define green marketing as any developing, pricing and promoting process for a product which does not cause any damage to the natural environment. After this, researchers clearly indicate that adoption of a green marketing approach achieves many benefits for organizations and may place an organization at the top of the competitive pyramid. It provides them with market leadership, especially in the context of increasing environmental awareness in the market.



Adopting a green marketing philosophy brings an organization close to its clients, particularly those clients who have other environmental concerns besides maintaining the environment and rationalizing the use of natural resources. In this context, the study by researcher indicates a number of advantages resulting from green marketing practices, as follows: Owners' satisfaction: The green marketing approach is likely to open new horizons and good opportunities for organizations that practice green marketing. This, in turn, is likely to provide organizations with the ability to avoid traditional competition and to thereby achieve competitive leadership in the market, especially when they introduce environmentally friendly products and target those who had environmental trends in the market. This competitive situation will lead to more profits in addition to promoting a good reputation and meeting the owners' needs

GREEN MANUFACTURING

Green manufacturing has become the newest item in the mission statement of several manufacturing companies. The controversy Research Journal of Recent Sciences between manufacturing companies and global warming tends to often dominate conversations between manufacturing companies and environmentalists. Several manufacturing companies have begun going green, in order to reduce waste. In Green manufacturing, manufacturing equipment is made to be fast, reliable, and energy efficient. One of the examples is the energy-efficient light bulb. These bulbs use almost half the energy as a standard light bulb and yet they still produce a good amount of light. Manufacturing companies are using this example and re-designing their machines. Green manufacturing can benefit your manufacturing company in many ways. Not only it will benefit the environment, but it will impact your consumer, the shareholders, and the company perception in the market. The first benefit of the green manufacturing is the impact it will have on the environment. Insurance companies are actually giving better rates to manufacturing companies that are taking steps to go green. The government is also offering tax breaks for green manufacturers. The second benefit of the green manufacturing is the money it will save. Manufacturers can look for machinery that is earth friendly. Wind and solar energy can save your company thousands of rupees. The reality is that if you can save money on energy, your product costs can go down and your customers will not need to pay as much. In addition you can always maintain the same costs and turn a great profit on your products, helping out your shareholders. The third benefit of the green manufacturing is the help it will provide to the community at large. Renewable energy sources are considered to be one of the fastest growing job markets. New manufacturing plants that are opening with renewable energy sources are offering many more jobs to their communities, giving them a larger respect in their market. Studies show that manufacturing companies that have gone green are expected to employ almost 70 percent of the new jobs in the future. Green manufacturing will be a large investment, for this some questions are arises here: i. why researcher's going for green manufacturing? ii. Green manufacturing has some advantages or not? It is important to know that there are also safety concerns that come with going green, especially if you are re-designing a facility that is currently in use. You may need to shut down parts of the facility while you install new equipment and transform your power source to renewable energy. Although the costs can be high initially, the benefits will far outweigh them. Both the manufacturing company and the environment will benefit greatly from going green. It has been shown that employees that work for companies that have gone green highly value the company and they often have a higher performance level than other company's employees.

Going green can also produces a better air quality for the employees and the community. Better air quality may be one of the biggest benefits of going green. With the public awareness surrounding going green, it is also important to go green to keep your manufacturing company competitive. Some customers have begun making purchasing decisions based on products that are manufactured at facilities that have gone green and they boycott the other companies that do not have green manufacturing plants. Comparison table is constructed by us based upon the very useful and meaningful factors are shown below. The current damage to the earth has many concerned about global warming and the air quality. Going green is not only important for your employees and your community, but can be better for the bottom line.



CONCLUSION

The issue of organizations incorporating the natural environment into strategic and operational decisions is a reality that they will or have already encountered. The influences of the natural environment on organizational decisions will not only effect the organization that makes the decision, but its customers and suppliers, as well. Incorporating various elements, functions and activities of supply chain management is one method to incorporate some of the systemic organizational and inter-organizational implications of environmentally influential policies. A number of business and environmental factors need to be integrated into this decision. The major elements and their relationships have a number of interdependencies. These elements include product life cycle, operational life cycle, performance measures, and environmentally influential organizational policy elements.

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5.

GREEN SUPPLY CHAIN MANAGEMENT: AN INNOVATIVE PRACTICE IN SCM

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ABSTRACT

Environmentally conscious business practices have been receiving increasing scrutiny from both researchers and practitioners. Interdisciplinary research has integrated the efforts of management, engineering, physical and social sciences to investigate the issues relevant to this topic. Similarly, multifunctional groups within organizations and external stakeholders have a role in decisions related to organizations and the natural environment. When organizational environmental decisions are to be made they will necessarily be strategic and usually more complex for this reason. These decisions will have internal and external implications for the management of an organization. Green supply chain decisions are one of the latest issues facing organizations with strong internal and external linkages. One approach to model the dynamic nature of business and its relationship to the natural environment into a decision framework is a technique that is capable of considering the multidimensional qualitative and strategic characteristics.

Keywords- Supply chain management, Green supply chain, Environmental consciousness

OBJECTIVES OF THE PAPER

1. To highlight the importance of green supply chain management.
2. To know about green manufacturing and green marketing.
3. To examine the strategies adopted for green business

RESEARCH METHODOLOGY

This paper is based on secondary data. Important references are made to the books of supply chain management and related web sites.

REVIEW OF LITERATURE

Ayers, James B and Odeord "Retail supply chain management", Auerbech publishers, 2008

A consequence of business specialization is the implementation of weak processes that cross departmental and corporate boundaries. Supply chain management (SCM) addresses this issue by requiring a process view that reaches across these confines. Due to globalization and a competitive environment, those within the retail supply chains are particularly vulnerable. New ways of managing require an understanding of the entire chain by participants at every level-retailer, distributor, manufacturer, and service provider.

Bowersox, D.J., Closs, D. J., & Cooper, M. B- Supply Chain Logistics Management, Publisher: McGraw-Hill. (2005). Logistics include all the activities required to move product and information to, from and between members of a supply chain. Supply chain provides the framework for businesses and their suppliers to jointly deliver the goods, services and information effectively, and relevantly to customers.

Rahul V. Altekar, "Supply Chain management concept and cases", PHI Learning Private Ltd. (2009) Supply chain management can be seen as the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory through the organization and its

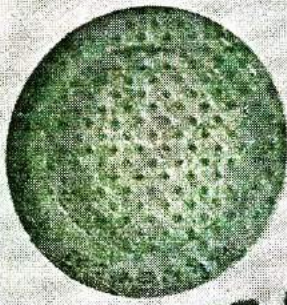


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Effect of Demonetization on the Intermediaries of the Supply Chain of Fast Moving Consumer Goods

Manglani Kiran *

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J W Sadhubella Girls College, Ulhasnagar, India

Abstract

Demonetization process that started in the last phase of the calendar year 2016 bottlenecked the entire usual free flow of goods and services, as the demand in the market retrenched due to truncated expenditures by the consumers, which in turn affected retailers, wholesalers, stockists, distributors and finally the gamut of FMCG companies.

It must be noted that supply chain management includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers. Supply chain management integrates supply and demand management within and across companies.

Keywords

Supply Chain Management, FMCG, Demonetization.

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Effect of Demonetization on the intermediaries of Supply Chain of Fast Moving Consumer Goods.

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Ulhasnagar

Abstract

Supply Chain Management includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers. Supply chain management integrates supply and demand management within and across companies.

Demonetization process started in the last phase of this year bottlenecked the entire usual free flow of goods and services as the demand in the market got retrenched and which ultimately resulted into cut off expenditures on the part of consumer which in turn affected retailers, wholesalers, stockiest, distributors and ultimately the FMCG companies.

Keywords

Supply Chain management

FMCG

Demonetization

Review of literature

A customer-focused definition is given by Hines (2004:p76): "Supply chain strategies require a total systems view of the links in the chain that work together efficiently to create customer satisfaction at the end point of delivery to the consumer. As a consequence, costs must be lowered throughout the chain by driving out unnecessary expenses, movements, and handling.



The integration of key business processes across the supply chain for the purpose of creating value for customers and stakeholders (Lambert, 2008)

According to the Council of Supply Chain Management Professionals (CSCMP), supply chain management encompasses the planning and management of all activities involved in sourcing, procurement, conversion, and logistics management. It also includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers. Supply chain management integrates supply and demand management within and across companies. More recently, the loosely coupled, self-organizing network of businesses that cooperate to provide product and service offerings has been called the Extended Enterprise.

Objectives of paper

- 1) To highlight the role of intermediaries in the supply chain management of FMCG.
- 2) To understand the effect of demonetization on the supply chain practices of FMCG.

Research Methodology

This paper is based on primary as well as secondary data. The survey was conducted in the markets of suburbs of Thane and tool used was Questionnaire. The sample technique was random and convenient sampling and sample size was 50 distributors in varied forms i.e. retailers, wholesalers, super stockists etc. especially in FMCG market such as oil, confectionary products, eatables etc.

Hypothesis

1. There exists difference in the effect of demonetization on all intermediaries of supply chain management.
2. There was cut off in the usual demand of goods which in turn severely affected first supplier i.e. Retailers.

Introduction

The term "supply chain management" entered the public domain when Keith Oliver, a consultant at Booz Allen Hamilton (now Strategy&), used it in an interview for the Financial Times in 1982. The term was slow to take hold. It gained currency in the mid-1990s, when a flurry of articles and books came out on the subject. In the late 1990s it rose to prominence as a



management buzzword, and operations managers began to use it in their titles with increasing regularity. Commonly accepted definitions of supply chain management include:

The management of upstream and downstream value-added flows of materials, final goods, and related information among suppliers, company, resellers, and final consumers.

The systematic, strategic coordination of traditional business functions and tactics across all business functions within a particular company and across businesses within the supply chain, for the purposes of improving the long-term performance of the individual companies and the supply chain as a whole.

According to the Council of Supply Chain Management Professionals (CSCMP), supply chain management encompasses the planning and management of all activities involved in sourcing, procurement, conversion, and logistics management. It also includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers. Supply chain management integrates supply and demand management within and across companies. More recently, the loosely coupled, self-organizing network of businesses that cooperate to provide product and service offerings has been called the Extended Enterprise.

A supply chain, as opposed to supply chain management, is a set of organizations directly linked by one or more upstream and downstream flows of products, services, finances, or information from a source to a customer. Supply chain services, finances, or information from a source to a customer. Supply chain management is the management of such a chain.

Supply chain management software includes tools or modules used to execute supply chain transactions, manage supplier relationships, and control associated business processes.

Supply chain event management (SCEM) considers all possible events and factors that can disrupt a supply chain. With SCEM, possible scenarios can be created and solutions devised.

In many cases the supply chain includes the collection of goods after consumer use for recycling. Including third-party logistics or other gathering agencies as part of the RM re-patriation process is a way of illustrating the new endgame strategy.



SCM Practices in Indian consumer goods Industry

Fast Moving Consumer Goods (FMCG) goods are commonly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular periods. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily or frequent consumption and have a high return.

The FMCG Industry is on a high growth curve with the overall demand expected to multiply over the next decade. This high growth is most likely to be accompanied by significant structural shifts such as changing customer preferences, emergence of modern retail dimensions, growing rural spend tendency.

The resultant new challenges that need to be addressed for an efficient and effective supply chain are:

- Managing generation of different varieties.
- Aligning to the out start of new channels.
- Managing the challenges of reach.

Companies are now realizing that current supply chain configurations need to evolve to enable them to participate in achieving growth. This requires fresh thinking on the ways in which an organization would structure itself in terms of its key supply chain processes and drivers.

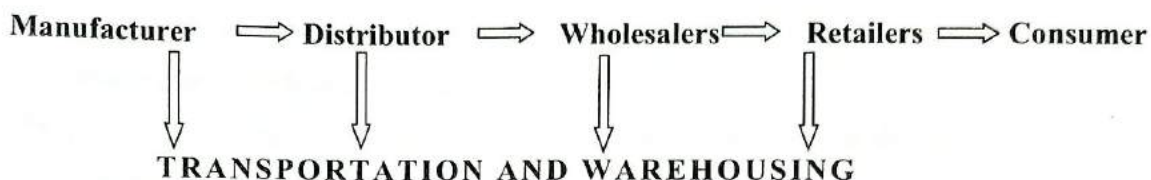
With the presence of 12.2% of the world population in the villages of India, the Indian rural FMCG market is something no one can overlook. Better infrastructure facilities will improve their supply chain.

In a low margin and high volume business like **FMCG**, it requires a very close attention on the planning and operational part of the entire value chain activities because these minutes details can change the fortune of any organization. While branding differentiates the image of the product, the distribution system will determine the faith of the organization up to a very large extent in FMCG industry. The diversity of India and existence of vast untapped markets of rural areas provide the bundle of opportunities to companies. The best price or quality product



offerings combined with heavy promotional and advertising budgets will not help the product succeed if one of the major ingredients of the marketing mix as distribution is not properly focused.

Supply chain management model:



Demonetization and its effect on supply chain nodes:

In the sale of goods, the flow of goods take place from manufacturer to channel intermediaries and lastly to consumers.

Demonetization is the act of stripping a currency unit of its status as legal tender. Demonetization is necessary whenever there is a change of national currency. The old unit of currency must be retired and replaced with a new currency unit.

The opposite of demonetization is remonetization where a form of payment is restored as legal tender.

BREAKING DOWN 'Demonetization'

There are multiple reasons why nations demonetize their local units of currency. Some reasons include to combat inflation, to combat corruption, and to discourage a cash system. The process of demonetization involves either introducing new notes or coins of the same currency or completely replacing the old currency with new currency.

In 2016, the Indian government decided to demonetize the 500- and 1000- rupee notes, the two biggest denomination notes. These notes accounted for 86% of the country's cash supply. The government's goal was to eradicate counterfeit currency, fight tax evasion, eliminate black money gotten from money laundering and terrorist financing activities, and promote a cashless economy. By making the larger denomination notes worthless, individuals and entities with huge sums of black money gotten from parallel cash systems were forced to convert the money at a bank which is by law required to acquire tax information from the entity. If the entity could not



provide proof of making any tax payments on the cash, a tax penalty of 200% of the tax owed was imposed.

Findings of the Study:

- 1) Demonetization resulted in the liquidity shortages which in turn affected the demand for goods and services in the market. The companies while selling the products in the market take the help of channel parties.
- 2) As the lack of cash on the part of consumers forced them to cut off expenditures, so at first instance it was all the superficial and extra orbitant needs were curtailed so the frequent visits to malls and super markets were broken down and altogether the more focused and over tightened behavior with respect to the purchase of goods and services were observed on the part of final consumer.
- 3) As the retailers are in direct touch with the consumers, they are tend to offer the timely sales to them on credit. But as there was continuous pressure on the retailers on both the part i.e. from consumers and wholesalers, they was the tendency of being sandwiched from the either side. The retailers were the worst victim in the whole supply chain process as they are hand to mouth people so the cash offer was altogether low which forced them to sell the product on more credits and also buy goods on fixed credit terms from the upstream supply chains. In short, both organized and unorganized retailing suffered the cause.
- 4) Distributors and wholesalers always conduct business on credit basis, they are offered handsome credit periods from the companies, and which in turn they utilize it for offering to retailers but as demonetization started there were tug of war of cash demand from either side. Eventually the stocking , transportation , warehousing everything was affected due to lack of provision of timely service for the lack of instant cash payments, so there were changes in the lead time, order delivery cycles increased and so on.
- 5) The companies and manufacturers were indeed little bit in better off conditions as they had wide network of zonal distributors which usually carry out their business on hifi credit system. And as the companies had heavily loaded current accounts with the reputed banks, the process of demonitisation had less effect on them atleast in short run. The process of dumping the products in the market started wherever there was cash generation. In the long run, when there was the payments received although not timely from downstream intermediaries, there was shortage of cash experienced because of lack of usual demand by



consumers, these companies resorted to loans and overdraft. So more or less, their position was saved. So the experiences felt in the market was many FMCG companies were given substantial loans from the banks after the demonitisation relaxed.

- 6) Hence, the worst victims were the downstream supply chain partner who is the retailer and the chain of reaction on the above supply chain partners is declining. All this because of being in the direct touch in the market. And as the consumers retrenched the demand, direct suffering party was retailers.

Conclusion

Thus the supply chain management of consumer goods saw a declining trend in the cash generation, increased lead time, longer order execution cycles, the worst victims in terms of after effects of demonetization were organized and unorganized retailing for being the pulse of the market. Transportation, warehousing elements also suffered the cash losses.

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Sustainable Development and Role Of Indian Judiciary

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ABSTRACT

The main objective behind this research is to provide information about the role of judiciary in maintaining sustainable development in India. 'Sustainable Development' is not a new concept; it has always been in the spotlight from time to time. Various cultures in human society have always realized the need of it whether in terms of social, economical or environmental. The study is based on secondary aspects which deal with the laws relating to legal, environmental and constitutional in maintaining sustainable development.

The paper will throw light on the principles adopted under sustainable development by India through its judicial pronouncements or judgments. The proposed study will lead to a more descriptive and comprehensive understanding of laws related to environment, policies adopted by the Court along with the role of Supreme Court in today's context.

KEYWORDS: Sustainable Development, Role of Judiciary, Environmental Law, law, Principles of Sustainable Development.

Introduction

Sustainable Development was defined correctly under Brundtland Report, it was said that "Sustainable Development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Sustainable Development is increasingly broadcast in national and international legal contexts, but there is long way to go in terms of implementation. The role of judiciary thus plays a great role in maintaining sustainable development. The land, water and air are being polluted to a dangerous level, and natural resources were being oppressed unsustainably. The Indian Constitution is amongst the few in the world that contains specific provisions on protection of environment. In June 1972, the first United Nations International Conference on Human Environment was held in Stockholm, and it declared that, 'to defend and improve the environment for present and future generations has become an important goal for mankind.' After attending Conference on Human Environment at Stockholm, India has passed various laws for the protection of environment from being polluted, for example, Water Prevention Act, 1974; Air Prevention and Control of Pollution Act, 1981 and Environment Protection Act, 1986. Indian Judiciary has played a pivotal role in maintaining sustainable development along with sustaining economic development and social needs of industrialization. It is also to be noted that many cases have been filed in the High Court or Supreme Court under Article 226 and 32 of Indian Constitution from time to time in a form of Public Interest Litigation (PIL) to deal with the environment pollution.



The law of torts in India which is commonly known as unmodified law; also provides remedial laws and provisions for maintaining sustainable development through its common principles like, nuisance, negligence, trespass and strict liability.

Objectives of the Study:

- to raise an awareness concerning the issues on environment.
- to state the cases and role of judiciary in maintaining sustainable development
- to generate an awareness about the laws adopted by Judiciary for protection of environment from time to time.
- to discuss the principles of integration and interrelationship in particular, in relation to human rights and environmental objectives.
- to suggest the remedial measures for protection of environment in future.

Review of literature:

Dubey Amit & Tiwari B.K. (2012) made an attempt to examine the role of judiciary in environment protection. The study focused mainly on the development of laws in the area of environment and the initiatives taken by Indian Judiciary, consisting of Supreme Court of India and the High Court of States. The study made an attempt to generate awareness about the Indian Judiciary who has adopted the technique of public interest litigation for the purpose of environment protection in many cases, and which led to the creation of new rights like right to health and pollution free environment.

Saroj Gupta (2011) made a study on the role of Judiciary in promoting sustainable development in India. The study focused on the establishment of environmental courts for quick and speedy justice. It was proposed in the study that Global law is necessary to solve the environmental cases for the better judiciary process.

Soura Subha Ghosh (2013) identifies the reasons for sustainable development in Indian judiciary in her study. It was highlighted in her study that environment and development are two sides of the same coin and any one of these cannot be sacrificed for the other. On the contrary both are equally important for better future. Thus it is the responsibility of the Supreme Court and High Court to deal with cases with caution of a high degree.

From all the above quoted studies, it can be said that sustainable development can be maintained through the laws implemented by the Indian Judiciary in the matters concerned to environment.



Sustainable Development Treaties adopted at International Level:

In International treaty law, sustainable development is an agreed objective of many treaties both at global and regional level. The treaties where concept of sustainable development has been taken into impact are:

- UN Convention on Biological Diversity, 1992
- UN Framework Convention on Climate Change, 1992
- UN Convention on Combat Desertification, 1994
- North American Free Trade Agreement, 1994
- Straddling Fish Stocks Agreement, 1995
- Kyoto Protocol, 1997
- Cartagena Protocol, 2000
- International Treaty on Plant Genetic Resources for Food & Agriculture, 2001
- Nagoya Protocol, 2010

Sustainable Development has been founded at the intersection of three principles at international level which consist of international law, international social law and international environmental law. It is through these treaties many developed and developing countries get the guidance's through decisions of International Courts and tribunals around the world.

Principles adopted by Indian Judiciary for Sustainable Development

Indian Judiciary has always played a pivotal role in interpretation and enactment of various laws to suit the doctrine of sustainable development. Some of the basic principles which were stated under the Rio-declaration and are also adopted by the Judiciary were inter-generational equity, the precautionary principle and the polluter principles.

The main object of **Inter-generational equity principle** as observed by Supreme Court in case of *Bombay Dyeing & Mfg. Company Ltd v/s. Bombay Environmental Action Group* was to ensure that the present generation should not abuse the non-renewable resources so as to deprive the future generation its benefits.

The second principle was the **precautionary principle**, which states that any activity or human behavior which bears the harmful effect to the environment has got to be prevented at all costs. The struggle of people against the pollution and discharge of toxic substances in environment shall be supported.

The third and last principle was the **polluter pay principle**, which was recognized as an integral part of the sustainable development. It is considered as the best method for the



prevention of environmental pollution. The object of polluter pay principle was to make polluter liable for compensation to the victim and the society for causing environmental pollution.

Role Played by Indian Judiciary in Environment Protection

It is to be correctly said that Indian Judiciary has made an provision under its Constitution for the protection of environment and improvement in quality of life through fundamental rights and fundamental duties. Right to healthy environment has been incorporated into the judgments of Supreme Court and High Court's in India, and it was established in the case of **Charan Lal Sahu v/s. Union of India (Bhopal Case)**. It is noteworthy that India is one of the few countries of the world whose Constitution contains specific provisions for protection of environment. The provisions contained are stated under:

Provisions under Constitution of India:

Article 21: Right to life and personal liberty and it also includes the protection of environment as the duty of the Indian State.

Article 47: The State shall regard the raising of level of nutrition and the standard of living of its people and improvement of public health.

Article 48(A): The State shall endeavor to protect and improve the environment and to safeguard the forests and wildlife of the country.

Article 51(A) (g): It is the fundamental duty of the every citizen of India to protect and improve the natural environment including forests, lakes, rivers and wild life, and to have compassion for living creatures.

Article 32 & 226: It states the power of Supreme Court and High Court to issue certain writs on violation of Article 21.

42 Amendment of the Constitution: List of Concurrent subjects includes 'Family Planning and Population Control' and bringing of 'Forests and Protection of Wild Animals and Birds' from State list to Concurrent List.

Till now India is one of the signatories of the Stockholm Conference for preventing degradation in environment, and from the beginning of the Stockholm Conference in 1972 India has passed various major laws on environment, namely;

- Water (Prevention and Control of Pollution) Act, 1974
- Air (Prevention and Control of Pollution) Act, 1981



- The Environment Protection Rules, 1986
- The Hazardous Wastes (Management and Handling) Rules, 1989
- The Manufacture, Storage and Import of Hazardous Chemicals Rules, 1989
- National Environment Tribunal Act, 1995
- The Bio- Medical Wastes (Management and Handling) Rules, 1998
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Apart from that, judicial activism in the field of environment protection has been applauded by people like M.C. Mehta and environmental NGO's who have taken initiatives for protection of environment and have approached Courts through PIL's, thereby Courts have passed landmark judgments.

Role of Judiciary in various cases for maintaining Sustainable Development in India

The first case in which the Supreme Court have applied the doctrine of Sustainable Development was-

Vellore Citizen Forum v/s. Union of India (1996)

The dispute arose over some tanneries in the state of Tamil Nadu, the tanneries were discharging effluents in the river Palar, which was the main source of drinking water for the state. The Supreme Court observed that the companies are vital for the development of the country, but having regards to the pollution the doctrine of Sustainable Development must be adopted by them as the balancing concept and both precautionary and polluter pay principles should be accepted.

Bandua Mukti Morcha v/s. Union of India (1984)

The Court held that Art.32 does not only gave power to the court to issue writs but also confers the power on the Court to issue direction, order for the enforcement of fundamental rights of the people.



M.C. Mehta v/s. Union of India & Others (1987)

This case is popularly known as Oleum Gas Leak Case. The Apex Court entered the PIL where the damage was caused by an industry dealing with the hazardous substance like oleum gas. The Court involved a new principle of absolute liability and did not accept exceptions of doctrine of strict liability for hazardous industries.

M.C. Mehta v/s. Kamal Nath (1997)

The Supreme Court observed that polluter pays principle has been recognized as a fundamental objective of Government's environmental policy to prevent and control pollution. Air, water and forests are of great importance to any country and they should be preserved.

Gujarat Pollution Control Board v/s. Nicosulf Industries & Export Pvt. Ltd. (2009)

Complaint was filed by the Engineer regarding discharge of polluted water. It was held that the conviction cannot be based on a single sample only, and therefore the respondent was charged under Sec. 24, 25, 43 and 44 of the said Act.

Uttar Pradesh Pollution Control Board v/s. Dr. Bupendra Kumar Modi (2009)

It was held in this case that those who discharge noxious polluting effluents into streams, rivers or any other water bodies which detrimentally affects public health at a place should be dealt with strictly de hors technical objections.

Narmada Bachao Andolan v/s. Union of India

The Apex Court explained that when there is a state of uncertainty due to lack of information or material about the extent of damage or pollution likely to be caused, then in order to maintain ecological balance, the burden of proof that the said balance will be maintained must necessarily be on the industry which is likely to cause pollution.

From the above cited cases it is quite obvious that the Courts in India give equal importance to both ecology and development in maintaining sustainable development. Whether it is pollution in air, water or degradation of forests, the Supreme Court and High Court have always given landmark judgments in each and every case.

Findings and recommendations:

It was found during research that environmental law has seen a considerable development from last decades. Whether it is through the weapon tool of PIL, or initiated by NGO's, they have always protected environment by adopting the policy of sustainable development. During research various constitutional provisions and



environmental related acts were taken into consideration, and it was found that in order to improve our environment from being affected through pollution more strict laws should be imposed on the industries in order to prevent other from doing same. It is noteworthy to say that Indian Constitution has adopted none other than noble measures by imposing new rights under Article 21.

It is further recommended that in order to achieve more sustainability towards protection of environment and natural resources there should be separate Environmental courts in India, as only possessing PIL and other writs is not enough to protect the environment. The country also needs environmental policy and planning to fulfill the local needs of the people. If principles of sustainable development are followed the country will achieve enlargement in economic growth and protection towards environment.

Conclusion:

The Judiciary has resorted fundamental rights, directive principles of state policy and fundamental duties of the citizens in the Constitution for the development of environmental jurisprudence. The interpretation of Article 21 in the Constitution is remarkable development in human rights to clean and wholesome environment in India. Article 48 (A) and Article 51 (A) (g) have been interpreted for sustainable development. Further liberal interpretation of Article 32 and 226 have added remedies for environmental tort in India.

Sometimes it was and it is found that industries and factories discharge such pollutants which are not only harmful to human beings, but also to animals, aquatic life and others, which should not be permitted by the Courts in the name of fundamental right. At last, we can only expect from the Judiciary to maintain sustainability in development and ecological process. Law can make a variety of key contributions in achieving sustainability, it is us who have to find the ways to use and analyze the law which can foster sustainability.

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SUSTAINABLE DEVELOPMENT AND ROLE OF INDIAN JUDICIARY

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SUSTAINABLE DEVELOPMENT AND ROLE OF INDIAN JUDICIARY

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ABSTRACT:

The main objective behind this research is to provide information about the role of judiciary in maintaining sustainable development in India. 'Sustainable Development' is not a new concept; it has always been in limelight from time to time. Various cultures in human society have always realized the need of it whether in terms of social, economical or environmental. The study is based on secondary aspects which deal with the laws relating to legal, environmental and constitutional in maintaining sustainable development.

This paper will throw light on the principles adopted under sustainable development by India through its judicial pronouncements or judgments. The proposed study will lead to a more descriptive and comprehensive understanding of laws related to environment, policies adopted by the Court along with the role of Supreme Court in today's context.

KEYWORDS: Sustainable Development, Role of Judiciary, Environmental Law, law, Principles of Sustainable Development.

Introduction

Sustainable Development was defined correctly under Brundtland Report, it was said that, "*Sustainable Development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*"

Sustainable Development is increasingly broadcast in national and international legal contexts, but there is long way to go in terms of implementation. The role of judiciary thus plays a great role in maintaining sustainable development. The land, water and air are being polluted to a dangerous level, and natural resources were being oppressed unsustainably. The Indian Constitution is amongst the few in the world that contains specific provisions on protection of environment. In June 1972, the first United Nations International Conference on Human Environment was held in Stockholm, and it declared that, '*to defend and improve the environment for present and future generations has become an important goal for mankind.*' After attending Conference on Human Environment at Stockholm, India has passed various laws for



the protection of environment from being polluted, for example, Water Prevention Act, 1974; Air Prevention and Control of Pollution Act, 1981 and Environment Protection Act, 1986. Indian Judiciary has played a pivotal role in maintaining sustainable development along with sustaining economic development and social needs of industrialization. It is also to be noted that many cases have been filed in the High Court or Supreme Court under Article 226 and 32 of Indian Constitution from time to time in a form of Public Interest Litigation (PIL) to deal with the environment pollution.

The law of torts in India which is commonly known as unmodified law; also provides remedial laws and provisions for maintaining sustainable development through its common principles like, nuisance, negligence, trespass and strict liability.

Objectives of the Study:

- to raise an awareness concerning the issues on environment.
- to state the cases and role of judiciary in maintaining sustainable development.
- to generate an awareness about the laws adopted by Judiciary for protection of environment from time to time.
- to discuss the principles of integration and interrelationship in particular, in relation to human rights and environmental objectives.
- to suggest the remedial measures for protection of environment in future.

Review of literature:

Dubey Amit & Tiwari B.K. (2012) made an attempt to examine the role of judiciary in environment protection. The study focused mainly on the development of laws in the area of environment and the initiatives taken by Indian Judiciary, consisting of Supreme Court of India and the High Court of States. The study made an attempt to generate awareness about the Indian Judiciary who has adopted the technique of public interest litigation for the cause of environment protection in many cases, and which led to the creation of new rights, i.e. right to health and pollution free environment.

Saroj Gupta (2011) made a study on the role of Judiciary in promoting sustainable development in India. The study focused on the establishment of environmental courts for quick and speedy justice. It was proposed in the study that Global law is necessary to solve the environmental cases for the better judiciary process.



Soura Subha Ghosh (2013) identifies the reasons for sustainable development in Indian judiciary in her study. It was highlighted in her study that environment and development are two sides of the same coin and any one of these cannot be sacrificed for the other. On the contrary both are equally important for better future. Thus it is the responsibility of the Supreme Court and High Court to deal with cases with caution of high degree.

From all the above quoted studies, it can be said that sustainable development can be maintained through the laws implemented by the Indian Judiciary in the matters concerned to environment.

Sustainable Development Treaties adopted at International Level:

In International treaty law, sustainable development is an agreed objective of many treaties both at global and regional level. The treaties where concept of sustainable development has been taken into impact are:

- UN Convention on Biological Diversity, 1992
- UN Framework Convention on Climate Change, 1992
- UN Convention on Combat Desertification, 1994
- North American Free Trade Agreement, 1994
- Straddling Fish Stocks Agreement, 1995
- Kyoto Protocol, 1997
- Cartagena Protocol, 2000
- International Treaty on Plant Genetic Resources for Food & Agriculture, 2001
- Nagoya Protocol, 2010

Sustainable Development has been founded at the intersection of three principles at international level which consist of international law, international social law and international environmental law. It is through these treaties many developed and developing countries get the guidance's through decisions of International Courts and tribunals around the world.

Principles adopted by Indian Judiciary for Sustainable Development

Indian Judiciary has always played a pivotal role in interpretation and enactment of various laws to suit the doctrine of sustainable development. Some of the basic principles which were



stated under the Rio-declaration and are also adopted by the Judiciary were inter-generational equity, the precautionary principle and the polluter principles.

The main object of **Inter-generational equity principle** as observed by Supreme Court in case of *Bombay Dyeing & Mfg. Company Ltd v/s. Bombay Environmental Action Group* was to ensure that the present generation should not abuse the non-renewable resources so as to deprive the future generation its benefits.

The second principle was the **precautionary principle**, which states that any activity or human behavior which bears the harmful effect to the environment has got to be prevented at all costs. The struggle of people against the pollution and discharge of toxic substances in environment shall be supported.

The third and last principle was the **polluter pay principle**, which was recognized as an integral part of the sustainable development. It is considered as the best method for the prevention of environmental pollution. The object of polluter pay principle was to make the polluter liable for compensation to the victim and the society for causing environmental pollution.

Role Played by Indian Judiciary in Environment Protection

It is to be correctly said that Indian Judiciary has made an provision under its written Constitution for the protection of environment and improvement in quality of life through fundamental rights and fundamental duties. Right to healthy environment has been incorporated into the judgments' of Supreme Court and High Court's in India, and it was first established in the case of **Charan Lal Sahu v/s. Union of India (Bhopal Case)**. It is noteworthy that India is one of the few countries of the world whose Constitution contains specific provisions for protection of environment. The provisions contained are stated as under:

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Findings and recommendations:

It was found during research that environmental law has seen a considerable development from last decades. Whether it is through the weapon tool of PIL, or initiatives taken by NGO's, they have always protected environment by adopting the policy of sustainable development. During research various constitutional provisions and other environmental related acts were taken into consideration, and it was found that in order to improve our environment from being affected through pollution more strict laws should be imposed on the industries in order to prevent other from doing same. It is noteworthy to say that Indian Constitution has adopted none other than noble measures by imposing new rights under Article 21.

It is further recommended that in order to achieve more sustainability towards protection of environment and natural resources there should be separate Environmental courts in India, as only possessing PIL and other writs is not enough to protect the environment. The country also needs environmental policy and planning to fulfill the local needs of the people. If principles of sustainable development are followed the country will achieve enlargement in economic growth and protection towards environment.



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SKILL DEVELOPMENT INITIATIVE BY CORPORATE SECTOR

Sonam Kotwani
Asth. Professor, J.W. Sadhubella Girls College, Ulhasnagar.

ABSTRACT

India is one of the few countries in the world where the age population is maximum found in youth between the ages of 20- 35 years. In recognition to this the Government has adopted the skill development as national priority over the next 10 years. The National Skill Development Corporation (NSDC) was formed by leading industry and the Government as public partnership to catalyze and enhance the role of corporate and public sector in skill development. Our Hon'ble Prime Minister, Shri Narendra Modi, in his Independence Day (2014) speech also stressed that, 'Today our country needs skilled work force. If we have to promote the development of our country then our Mission has to be skill development and 'skilled India'. In this context, the present paper studies and

analyses the status of skill development in collaboration with the Barclays Bank and thereby focuses on the vocational training given to the youth through retail outlet programme. The study is based on primary as well as secondary data carried out at J.W.Sadhubella College, Ulhasnagar on retail outlet in association with the Barclays Bank.

KEYWORDS : Skill Development, NSDC, Retail outlet, Vocational training, CSR.



N · S · D · C
National
Skill Development
Corporation

INTRODUCTION :

The National Skill Development Corporation India (NSDC) was setup as a one of its kind, Public Private Partnership Company with the primary mandate of catalysing the skills landscape in India. NSDC is a unique model created with a well thought through underlying philosophy based on the following pillars; to create, to fund, to reduce risk by providing patient capital and to enable the creation and sustainability of support systems.

The main objectives of the NSDC are to:

- + To upgrade skills to international standards through significant industry involvement,
- + To enhance, support and coordinate private sector initiatives for skill development,
- + To play the role of a "market-maker" by bringing financing, particularly in sectors where market mechanisms are not effective,



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The national target for skill development is 50 crores by 2022. The target for the 12th Five Year Plan is 5 crores. This target has been accepted by various central government ministries and NSDC. Currently, the NSDC provides services for the following sectors in India: Automobile/Auto components, Electronics hardware, Textiles and garments, Leather and leather goods, Chemicals and pharmaceuticals, Gems and jewellery, Building and construction, Food processing, Handlooms and handicrafts, Building hardware and home furnishings, IT or software, ITES-BPO, Tourism, hospitality and travel, warehousing and packaging Skill Development in India, Organized retail, Real estate, Media, entertainment, broadcasting, content creation, animation, Healthcare, Banking/ insurance and finance, Education/ skill development, Unorganized sector.

The NSDC plays the following role in developing the skills of the youth through, funding and incentivizing skill development programmes and Sector Skill councils, enabling support services such as innovation, skill gap and other studies, train the trainer programmes and international collaboration and shaping/creating a sustainable eco system for skill development.

The candidates acquiring skills and Industrial Training Institute (ITI) graduates are given certification which is internationally recognised. The government has invested in bringing in the required machinery and infrastructure for training. In order to implement the mission, the centre has entered into a first ever Public-Private-Private partnership. The funds for training purpose shall be complemented by private funding. Government too promotes training and also various companies have come forward as an initiative of Corporate Social Responsibility. Examples of private sector companies contributing skill development initiative are Tata Motors, who helped in upgrading technical training institutes. Also Barclays bank has taken initiative with NSDC to make youth aware about skill development through making them understand about the retail outlet and sales associate training. As youth don't have to get training after completion of their degree, they can acquire vocational training skills at any age during their studies.

The course which was carried out at J.W. Sadhubella Girls College, Ulhasnagar in association with the Barclays Bank and NSDC trained a number of students who were between the age of 18-25 years by the trainers as how to acquire the skill in their personality by engaging them in that scenario of workplace, where every day they were given icebreaking activity or role-play in order to achieve their skills before getting involved in corporate field.

NATIONAL SKILL DEVELOPMENT COURSE STARTED AT J.W.SADHUBELLA COLLEGE, ULHASNAGAR AND VISITS WERE TAKEN TO BARCLAYS BANK (FEB 2016)



OBJECTIVES OF THE STUDY:

The objectives of the present paper are:

- (A) To understand the present status of national skill development policy.
- (B) To understand vocational training initiatives.
- (C) To initiate the work carried out by Barclays Bank in association with NSDC.

BARCLAYS BANK and its CSR:

The Corporate Social Responsibility of Barclays Bank reveals about:

1. Barclays is a major global financial services provider engaged in personal banking, credit cards, corporate and investment banking, and wealth and investment management.
2. Barclays aims at conducting its business in a way that is sustainable, facilitating greater and more inclusive prosperity for current and future generations.

The Bank is committed to play a broader role in the communities in which it operates by way of supporting various initiatives through funding, fund raising and/or volunteering activities. In order to achieve its goal, the Bank has supported the following initiatives:

1. Youth Employability Programme: As 70% of the total population in India is below 35 years and so the youth is the country's greatest resource as they would be the demand drivers and hence the economy drivers when they enter and progress as the work force. However, the youth unemployment rates have been consistently increasing over the years. A mismatch between the skills acquired by youth and the skills required by industry is a major cause of low employability among Indian youth. Major hindrances to building skills include poverty, the poor quality of mainstream education, limited access to and capacity of current vocational education training, a lack of focus on skills required in the current job market, and a poor enabling environment with deep systemic challenges. If these factors are not addressed, India's youth will continue to suffer from a skills deficit, hindering not only their ability to gain employment and move out of poverty but further constraining national growth. Objective: The Bank intends to provide employment enhancing vocational training to the youth through its Youth Employability Programme
2. Women Empowerment Programme : Women constitute half of the world's population. However, women especially from economically weaker sections are amongst the most disadvantaged. Most of the women from weaker sections are not given the right to take decisions and make choices regarding work, marriage, education etc. This affects their ability to contribute to society in accordance with their potential. By improving social, economic and political opportunities for women improves societies as a whole. Empowering women by providing them with employment enhancing skills would take them a step closer to economic independence.
3. Financial literacy and Mathematics Enhancement Programme: Financial literacy around the world is found to be low as measured by various studies. In India, the levels of financial literacy are poor even by the low global standards. Developing financial capability not only shapes young people's spending habits but can also enhance their life chances, prepare them for independent living and encourage vital social skills. The objective of this programme is to make concepts in maths such as compound interest, profits and loss, risk analysis, nature of money, etc. interesting and inspiring.

RESEARCH METHODOLOGY:

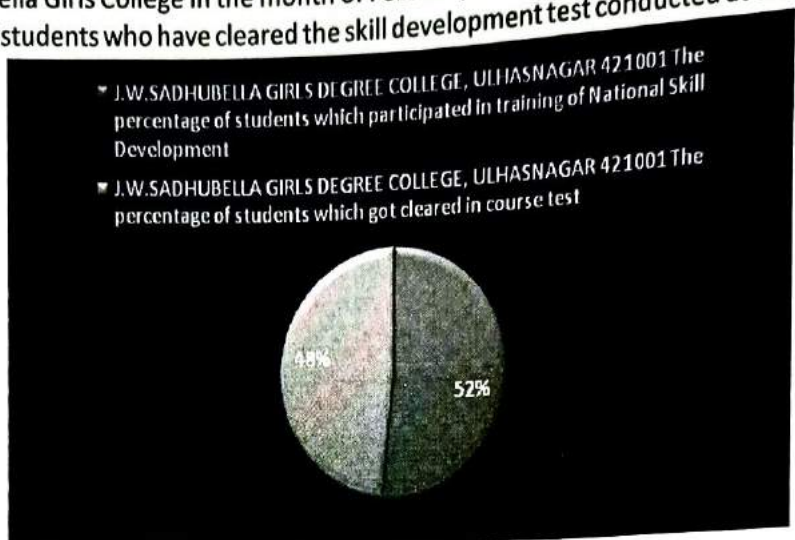
The paper is based on primary sources of data and secondary sources which are mainly collected from J.W.Sadhubella College, Ulhasnagar 421001. Primary data is collected by conducting sample method. The secondary data is collected through websites.

MATERIALS AND METHODS:

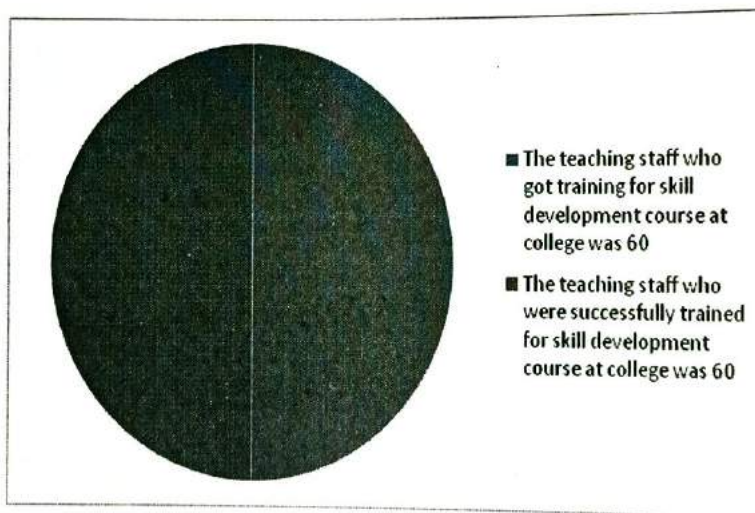
Data collection was done by sifting through records available with the administrative office in the college and by interview. The method use is sample method.

DATA ANALYSIS:

The percentage of students which participated in training of National Skill Development Course at J.W.Sadhubella Girls College in the month of February 2016 was 52% mentioned and 48% states the percentage of students who have cleared the skill development test conducted at college.



The teaching staff who got training for skill development course at college was 60% and the staff who were successfully trained was 60% in academic year 2016



Present status of skills in India

Reaping the benefits of demographic profile looks more of a fantasy than reality due to quantity and quality gap in terms of skilled workforce in India. It is estimated that India will face a demand of 500 million skilled workers by 2022. But India is still struggling with the supply of skilled workforce as presently only 2% of the total workforce in India have undergone skills training. According to the Government of India estimates, 93% of workforce employment is in the unorganized or informal sector,



which is not supported by a structured skill development system. No training on employable skills is being given to young people who can provide them with employment opportunities as per current education system. Workers in the unorganized sector are often skilled informally or on-the-job. The information channels and skill development process are not understood or not clear. India's labor force constitutes high number of labor force with outdated skills. The pace at which economy is growing and the rate of growth that is expected, the challenge will only increase further as more than 3/4th of new job opportunities are expected to be skill based. The loss of employment and wages during the skill training program also acts as a disincentive to skill acquisition. The skill development environment in India is quiet complex. The vocational training landscape in India has been dominated by the public sector. However, the private sector's participation and prominence in the skill development space has started to grow, particularly in services sector training.

CONCLUSION:

Continued and sustained progress on all front lead to increase in participation of number of students over a year. Skill development Course was achieved which could be gauged in current investigation that revealed that the curriculum for professional courses such as Engineering, MBA, BFM, BBM shall be prescribed in a way such that it makes students industry ready. The youth today hold mere degrees but lack the expertise to compete and fit in the industry as per the demand. Vocational training shall be provided right from high school. The CSR initiative companies shall be offered high incentives so that they show enthusiasm in upgrading the skills of the candidates. The best solution is to entirely privatize the skill development program and upgrade the quality of training. Technical skills alone will not fetch opportunities, soft skills training shall also be offered in parallel. Upon addressing these issues India will be ready to produce 500 million skilled labourers at par with global standards eventually helping us realize sustainable growth and development in the economy.

FINDINGS:

It was found during the research carried out in J.W. Sadhubella Girls College that the youth were keen interested in getting skill development course to enhance their personality in better way. The college has initiated the skill development course in collaboration with Barclays Bank this year too and more than 150 students have taken participation in second batch of the course. The study reveals that the youth is interested in getting skills to earn in corporate field apart from getting studies at college level.

SUGGESTIONS AND RECOMMENDATIONS:

After the research made done on skill development given to youth in college, following recommendations are made:

- + All Vocational Training Course/ Programmes / Skill Development Initiatives should directly result in Job Employment/Self-employment
- + Job Placement is the logical result of training. Minimum percent of job placement commitment may be specified by the corporate sector.
- + Use existing infrastructure in the existing institutions as much as possible.
- + Identification of trainees and Institutes, where the training is to be imparted, by the District-level Employment Generation and Training Committees/ Departments. e. Explore Public Private Partnership wherever possible.

SKILL DEVELOPMENT INITIATIVE BY CORPORATE SECTOR

- + The Government should give directions to the universities and other departments to sanction training for skill development courses both in Government and private sector. ☐
- + The training institutes should constitute specialized higher level training programmes for the management development in the skill development sector in the global prospective.
- + The Government and other agencies should arrange programmes to make youth aware of the importance of skills.
- + The Government should take necessary steps to start more training institutes related with skill development.

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Study of Marketing Mix for Green Marketing

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ABSTRACT

In the last decade the awareness among the consumers regarding the environmental issues has increased tremendously, this has resulted in Green Revolution throughout the country giving rise to the need of Green Marketing. The term "Green" has led to more and more people throughout the world hunt for environmental friendly life. The consumers today are ready to pay more for the products that are environmental friendly. Under Green Marketing the companies try to provide the products and services in the best possible manner so as to reduce their impact on the environment. The key challenge for the companies and customers today is to protect as well as preserve the environment and the non renewable resources. An attempt has been made to study the marketing mix for green marketing, the objectives of green marketing and to study the green consumers. This is a descriptive study based on secondary data which is collected through various sources.

Key Words: Green Marketing, Environment, sustainable Development

Objectives of the Study:

- To study the concept of Green Marketing
- To study about the Green Consumers
- To Study the objectives of Green Marketing
- To know Green Marketing Mix

Introduction:

The term Green Marketing is hard to define as it has various approaches and meanings. Green Marketing is also known as Environmental Marketing. It is basically a scientific marketing approach which aims at reducing the harm to environment as much as possible. The need of Green Marketing is becoming greater and greater with the time because of the increased awareness and concern among the consumers and the society towards the environment and today Green Marketing is considered as one of the tools for sustainable development.

Green marketing basically involves marketing of those products which are environmental friendly or which have least effect on the environment. Under green marketing, the production, marketing, consumption and disposal of the products is done in such a way that it is least hazardous to the environment.

According to Pride and Ferrell (1993) "Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment."

Polonsky (1994) defines green marketing as "all activities designed to generate or facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the environment."

Review of Literature:

Alsmadi (2007) investigating the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the products and a small confidence in the green statements. The above obstacles are strengthened by the lack of environmental conscience by a lot of enterprises. The existence of a large scale of prices for the same product, many of which include an impetuous estimate of environmental responsibility.

Jain & Kaur (2004) stated in their study that environmentalism has become a worldwide phenomenon. Business firms too have risen to the occasion and have been responding to environmental challenges by practicing green marketing strategies. Consumerism has played a catalytic role in ushering corporate environmentalism among business firms green marketing oriented. Based on the data collected through a field study, the paper makes an assessment of the extent of environmental awareness, attitude and behaviour prevalent among consumers in India.

Clarke, Geri, (2004) studies that the "green" consumer point of view is often ignored. In a survey conducted in the United States of 400 Midwestern consumers, 85 percent of the respondents were found to be "very likely" to change from one food brand to another competitive label which used a recycled carton; only 2.8 percent stated they would be "some what unlikely" to make brand changes because of recycled packaging (Eisenhart, 1990). In many cases, mandatory environmental legislation is a catalyst for behavioural changes in consumers. Business may adopt an eco-marketing oriented strategic response to the dynamic environments of the nineties.

According to Peattie (2001), the evolution of green marketing has three phases. The first phase was termed as "Ecological" green marketing, and during this period all activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and shifted on clean technology that involved designing of innovative new products, with care of pollution and waste issues. Third phase was "Sustainable" green marketing which came into prominence in the late 1990s and early 2000.

According to Pickett *et al.* (1995), if the communications of green branded attributes are not properly undertaken, environmentally sustainable products will tend to be commercially unsuccessful.

According to D'souza (2005), advertising terms such as "environmentally friendly, recyclable, biodegradable, and ozone safe" are often seen regularly in green advertisements and consumers are seldom exposed to such messages effectively.

Green Marketing and Sustainable Development:

According to the World Commission on Environmental Development (1978), Sustainable Development is "meeting the needs of the present without compromising the ability of the future generations to meet their own needs". This is exactly what the Green Marketing tries to achieve by taking various initiatives towards environment safety like recycling and reuse, employing energy efficient processes and operations, better measures for pollution control, packaging wise using materials which are not harmful to the ecology and ultimately by providing ecological products to the consumers. Thus, Green Marketing contributes towards sustainable Development.

Green Consumer:

The consumers who show the concern for environment in their purchase behaviour are known as Green Consumer. They consider the effect on environment while buying a particular product. In short consumers who are environment friendly are known as Green Consumers. For effective marketing of green products the companies should make the market segments and they should identify the needs and preferences of their consumers before undertaking green marketing initiatives.

Ginsberg and Bloom have divided green consumers into 5 categories based on environmentally friendly behaviour.

- **True Blue Green:** These green consumers have strong environmental values and intensive desire to participate in activities and organizations supporting the environment. This group, who forms about 9% of green consumers, intensively refuses to buy the products from manufacturers unresponsive to the environment.
- **Green Back Greens:** This sector of green consumers, who makes up about 6% of the total, are not interested as true blue green to join organizations supporting environment but they show their interest to buy green products.
- **Sprouts:** Sprouts are only concerned about the environment, and in practice they are less willing to pay extra-price for green products. These types of green consumers,

who make up 31% of the total, can be encouraged by appropriate green marketing strategies to buy green products.

- **Grousers:** Environmental knowledge level in grouser consumers is very low group, who constitutes 19% of total green consumers, believes that green products have low efficiency and quality and the manufacturers' claims about these products only to increase sales.
- **Basic Browns:** This group of consumers are more involved with their daily lives and ignores the environmental problems.

Green Product:

Green products are those products which are produced using green technology which have no harm to the environment. In other words we can say that green products originally grown, they may possess qualities of reuse or recycle, which use eco-friendly packaging, which are produced with limited chemical use, which are not tested on animals and which do not pollute the environment.

Green product helps to maintain the natural environment by saving resources and reducing or eliminating the use of toxic substances, pollution and waste. Products with recyclable or reusable packaging, CFLs, detergents and cleansers, elements are degradable in environment, are examples of green products.

Green Price:

The green price is the price that is charged for the environment friendly products offered by the companies. The price charged for such products is generally high than the price of normal similar products and it is observed by the researchers that consumers are willing to pay the high price for green products only if they understand the benefits offered by such products. According to Ginsberg and Bloom, in addition to an environmentally-friendly product, consumers select a green goods among alternatives when intended goods is better or at least equal to alternative goods in terms of quality and functional characteristics. Most consumers simply do not sacrifice their desires for being green and environmental protection.

Green Distribution:

The choice of distribution channel is highly important in Green Marketing. A direct distribution channel can help to reduce the transportation destinations resulting in reduced price. A distribution channel should have minimum chains possible whereby making it easier to reduce the cost on packaging as well as transportation. The distributors



information to the consumers about the green products and their usage. The distribution channel should aim at minimising the waste to the possible extent.

Green Marketing Strategy:

There is no such uniform strategy to promote the green products among the consumers, every company has to frame their own green marketing promotion strategy based on the objectives of the company, the available resources, the target segment, the level of competition, the nature of product etc. The company should make the strategy by keeping in view the importance of the green market in that industry and the ability of the company to distinguish its products from the normal products of the industry.

Objectives of Green Marketing:

The green marketing is undertaken with the following objectives.

- To reduce the waste while undertaking the production process.
- To modify the packaging by using biodegradable material.
- To use better ways of pollution control for safeguarding the surroundings.
- To provide the consumers better quality products which are environmental friendly.
- To undertake energy efficient production operations.
- To recycle the possible resources.

Issues in Implementing the Green Marketing:

- It is a new concept; hence there is not much awareness about the same in the consumer class.
- It is a long term process; the companies will get the benefits in the long run.
- It requires a lot of patience and perseverance.
- It requires efforts to make consumers understand about the importance of green products.
- There is limited class of people who are willing to pay the asked price for the eco-friendly products.
- It cannot be implemented by all the companies, only companies with enough resources can start this practice as initial cost for implementation may be quite high.

Conclusion:

Creating a healthy and eco-friendly environment is the need of the hour as the global warming is rapidly increasing. Many organizations are initiating varied activities to promote sustainable development and they are creating awareness about the various environment

issues to make people understand about the importance of going green if possible.

Green marketing is one of such initiatives taken by the companies to inculcate in the consumers the habit of buying the green products and contribute towards achieving the eco-friendly environment.

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A Study On Interrelationship Between Corporate Social Responsibility and Sustainable Development

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ABSTRACT:

Corporate Social Responsibility refers to the way a company undertakes activities that positively affect the well-being of employees, local communities, the environment and society as a whole. These actions are aimed to earn the trust and respect from all the stakeholders.

Corporate Social Responsibility has been attracting attention recently by the corporate world worldwide. The organizations discharge their Corporate Social Responsibility through social development in various ways in varying degree. This paper attempts to understand the interrelationship of corporate social responsibility and sustainable development of a country.

Keywords: Corporate social responsibility, Sustainable Development, Community, Interrelationship, Importance of CSR

Introduction:

What CSR basically means is that a business does more for the well-being of others than required in an economical (make a profit) and legal (obey the law) sense. CSR has the sense of voluntary, self-interest driven policies programs and strategies by organizations addressing issues perceived as being part of their social responsibility by the companies and/or its stakeholders. CSR is about how companies social impact of their activities.

Corporate social responsibility may include philanthropic, employee volunteering, and core strategies. CSR may be directly related to main consist in peripheral activities closely or not at all linked with core businesses. For instance, Toyota participation to reforestation projects in China are outside of its main activities but they involve a number of employees of the company, requires managerial decisions, implies technological transfers, may lead to the development of specific techniques to achieve result, and have an impact on the level of skills and knowledge of employees and locally involved manpower. Therefore, it can be considered as CSR activity (Toyota, 2006) although a number of companies would not call it philanthropy or a philanthropic type' of CSR, as opposed to CSR utilized as a way to develop new markets or cultivate existing ones.

Corporate Social Responsibility (CSR) can be described as embracing responsibility and encouraging a positive impact through the company's activities related to the environment, consumers, employees, communities, and other stakeholders. Proponents of

CSR argue that socially responsible practices can have a positive impact on the line and may also argue for the recognition of a "triple bottom line" that rewards, environmental, and financial returns. CSR activities initiated by the companies play a very vital role in the overall sustainable development of the country.

Objectives of Study:

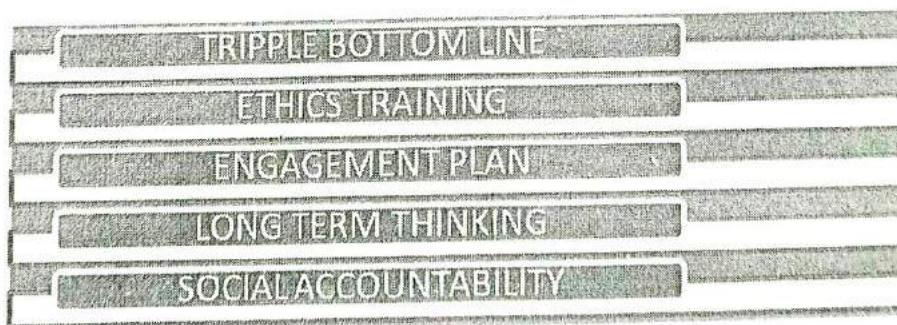
1. To study the interrelationship between the Corporate Social Responsibility and Sustainable Development.
2. To study the importance of CSR for sustainable development.
3. To understand the role played by CSR activities in the overall Sustainable Development of the country.

Research Methodology:

This paper is prepared with the blend of theoretical knowledge consist of secondary data. In secondary data the main source of information will be carried out from Internet which will be supported by the extracts from various newspapers, magazines, journal, and books.

Interrelationship between CSR and Sustainable development:

India being on its way from been known as 'Developing Nation' to be the 'Developed one is going on progressing through various aspects. One of them is CSR undertaken by business sector. We will be dealing with the interrelationship between CSR and Sustainable Development in India.



Businesses survive in the corporate world by its constant efforts to bring innovation in its products and services. A customer gets attracted to new and innovative products thus bringing the customer loyalty and brand loyalty for the company thus helping maintain its sustainability. One of the best ways to be on the track of "Going Concern" is to maintain its stability by reducing its cost and increasing its profits. CSR helps in reducing advertising and publicity costs as the reputation of the company is being already created in the minds of the



at large. Unproductive costs can also be reduced by implementing energy savings
 also by managing potential risks and liabilities more effectively.

Triple Bottom Line exhorts companies to consider social environmental and
 outcomes. TBL comprises of the **People, Planet and Profit** which are also known
 pillars of CSR. It is an interchangeable term for TBL. It states that it is interests of a
 to act as a steward of the environment, society and the economy. **People** refer to
 practices, the community and region where the business operates. **Planet** refers
 sustainable environmental practices. **Profit** is the economic value created by the
 after deducting the cost of all inputs, including the cost of the capital.

The CSR expects a company to go much further than required by law so as to:

- treat employees fairly with respect
- operate with integrity and in an ethical manner in all its business dealings with
 customer, suppliers, lenders, and others
- respect human rights
- sustain the environment for future generations
- be a responsible neighbour in the community and a good 'corporate citizen'

Sustainable Development in the community can be through rise of **Ethics Training**
 corporations, which will lead to increase in Corporate Social Responsibility. Such
 aims at helping employees make ethical decisions when in dilemma. The most direct
 of ethics training is reducing the likelihood of 'dirty hands', fines and damaged
 for breaching laws or moral norms. Thus, helps make the community free from
 ways and means.

Ethical businesses assess the moral implications of their actions, from product
 to manufacturing to distribution, in order to stay competitive. Many issues fall
 under the rubric of business ethics: human rights, environmental protection, worker health
 safety, labour standards, marketing, accountability and reporting. Business ethics is
 with a compliance with internal regulations and government mandates. An ethical
 will also look beyond its own ethical practices to the practices of its business
 and suppliers. Ethics are used as a guide in legal or religious compliance and in
 profit maximization. It is merely one form of decision making.

An **Engagement plan** can assist in reaching a desired audience. CSR activities will
 if there is no audience to know about these. Engagement plan comprises of:

Customer Engagement



- Employee engagement

For the development of the community it is must for the society as a whole to engage themselves in the efforts made by the businesses which can be in the form of awareness programmes, health check-up camps, rehabilitation activities and many such. Moreover companies can involve their employees also for the CSR activities conducted by it.

Long Term Thinking or Well Sustainable Future leads to **"Shaping a more Sustainable Society"**. Sustainable Development achieved through Corporate Social Responsibility helps building the company's long term interest and ensuring its well future in this competitive world. Businesses engaged in CSR activities are capable of long term planning of business profitability and sustainability.

The Credit of Sustainability can also be given to the activities like charitable contributions, employee volunteer programmes, corporate involvement in community education, employment programmes, product safety and quality, greater material recyclability, better product durability and functionality, greater use of renewable resources. integration of environmental management tools into business plans, including lifecycle assessment and costing, environmental management standards and eco-labelling.

Social accountability is the establishment of transparency incorporates activity-strengthening the public image of a company, identification of future strategies for the company in corporate responsibility. Social accountability can be achieved through both qualitative and quantitative methods, and in most cases it goes beyond the financial report. Although social accountability mainly refers to CSR for businesses, NGOs, government agencies, and any other organization can also report on their social accountability.

A social accountability report informs shareholders, employees, customers, and society at large about the development and fulfilment of a company's strategic CSR goals for social, environmental, and economic issues. In the last two decades, social accountability encompassing issues of social justice, corporate citizenship, and sustainable development based on stakeholders' interests has become a subject of intensive study on a global scale. Nonetheless, just as there is no clear generally accepted definition of CSR, there are no generally agreed dimensions for measuring CSR. This makes achieving social accountability quite challenging for companies that decide to report on their CSR performance. As a result, different types of social accountability reports are prepared by different companies depending on their policies.

Social accountability reports can be free-form, meaning booklets, newsletters, an press releases. Free-form reports are not considered social audits, are targeted to a wide audience, and aim to inform society about the policy of accompany on CSR or about th

of CSR projects. Gradually, the wide variety of forms of social accountability reports has been changing towards more standardized and internationally accepted frameworks. Standards are complex and differ from each other in terms of specific criteria and data.

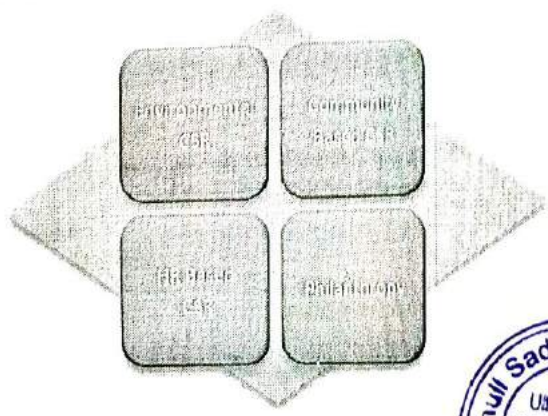
Social accountability can be characterized as

- Responsibility of business to consumer (fair pricing and competition, quality of products and services, consumer safety and business ethics)
- Social protection of workers (labour rights, fair wages, labour protection, health care and staff support)
- Attitude towards the environment (environmental safety, safe and effective use of natural resources, and waste reduction)
- Cooperation with government and local communities (social and cultural development programs, community initiatives)
- Attitude towards human rights.

Social accountability is important for establishing transparency in performing CSR for assessing companies' performance and future expectations for CSR, as well as building up a positive reputation for companies.

Many companies have motivations for doing CSR such as the genuine care of their environment and society that would eventually become their source of human capital as well as raw materials that they need to sustain. Also some companies see it as an important part of gaining societal acceptance for their operations. It is really true for the companies operating in remote areas, like mining and oil and gas companies. They are often surrounded by many communities that indigenously live there, and the companies have to interact with these communities. Regardless of the underlying reasons, CSR has thus become a commonly used term in the business arena.

Business organizations can fulfil CSR activities in the form of:



Environmental CSR focuses on environmental issues such as climate change, eco-friendly activities to help reduce the deteriorating effects to the environment.

Businesses work with organizations such as NGOs, so as to improve the quality of life of the people in the local community. They may operate schools, healthcare centers, and clubs leading to the development of the **community** as a whole.

Business Organizations work for the betterment of the well-being of the Staff Members through its **human resource development** activities, again lead to the development of the community as the staff is the part of it.

CSR activities can be conducted through **Charity** for any good cause thus helping the poor and disadvantaged in the community, which is also called as 'Zakaat' by Muslims, 'Dhramada' by Hindus and 'Daashaant' by Sikhs.

For example, if a company is heavily involved in the practice of donating funds to local nonprofit organizations and schools, consumers are more likely to use the product. Or if a corporation takes great care to ensure the materials used in its products are environmentally safe and the process is sustainable, this goes a long way in the eye of the public thus providing the company a recognizable status in the society.

➤ **Peculiarities of csr:**

- CSR is a behavioural and programmatic approach to shaping company actions and strategy.
- CSR is more to do with the management of issues than the lifecycle of the company or product or the set up of the company environment as a whole.
- CSR addresses shareholders management more than stakeholder management.

➤ **Recent trends in csr:**

The CSR study of 2015 finds that many companies have scaled up operations and are looking at it as a priority. Mahindra and Mahindra leads the pack. Compared to the previous study it has jumped two ranks. There are four Tata group companies in the top 10 list. GAIL replaces SAIL in the public sector honours, while Bharat Petroleum joins the ten list. Interestingly, Jubilant Lifesciences, a healthcare company has entered the top 10 list.

➤ **Debates about csr:**

CSR tends to emphasize the actions of the company e.g. CSR reports deal more with the celebration of the past as opposed to sustainability practices, which look towards the future. Corporate social responsibility principles require companies to expand

commitments beyond making profit and obeying the law to increasing the social and environmental sustainability of the community in which they operate. Many debates concern whether CSR provides a genuine benefit to a company given that CSR is unlikely to generate profit for a company.

Milton Friedman in his study has pointed out that the goal of a business is to maximize profit, and that pursuing CSR limits business opportunities by generating additional CSR expenses. "Businessmen who talk this way (about CSR) are unwitting puppets of the forces that have been undermining the basis of a free society these past decades. According to him, corporate responsibility runs against the nature of the free market capitalism, and those who urge corporate responsibility are "preaching pure and unadorned socialism".

Corporate Social Responsibility is a broad term to deal with. CSR and Sustainable Development go hand in hand as Sustainable Development can be achieved through various CSR activities. It has the wide scope covering various aspects such as business operations, sustainable development, corporate governance, environmental concerns, working in the community, human resource management, political responsibility, supply chain management and socially responsible investment. For the progress of the country, sustainable development is the must which can be achieved through corporate social responsibility by the organizations.

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Solar ATM Changing the Face of Indian Banking Sector: "Gramateller"

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Abstract

ATMs has gained significance as a delivery channel for banking transaction in India. Rising economic growth, increase in income level and evolution of class banking to mass banking have driven the industry growth during the past decade. In India, ATMs are growing on an exponential rate year on year. Rural India offers great business opportunity: 720 million people in 630,000 villages that contribute to over 50% of India's total gross domestic product (GDP). The problem is that they have the same needs as that of urban India but unreliable electricity and minimal ability to pay for services. Businesses seeking new strategies are looking to rural markets, especially those for which it was believed that doing so made little economic sense.

Rural market development is made difficult for services which are dependent on energy; however, solar products and technologies along with supportive business models are opening up new business opportunities in rural, untapped markets.

The main purpose of this research paper is to focus on the development of rural India by using conventional and renewable source of energy. The simplest and most cost-effective way to reach out to this huge untapped market is through ATMs. At present, there are only 150,000 ATMs deployed in the country and are expected to reach 400,000 by 2017. But the cost of setting up bank branches or ATMs is still too high and there are still a lot of red tape and conservative attitudes in the banking business itself. Solar ATM is a customized solution to rural India's unique problems where power is scarce, accessibility is poor, crisp notes are rare and the language and dialects vary. Yet, it a product that is scalable across geographies.

Keywords: Solar ATM, Rural market, ATM.

Introduction

Mahatma Gandhi's famous saying that "India lives in villages" is still strongly relevant, with 70% of the population resident in rural regions – nearly 30% of India's more than 930 million telecom subscribers live in villages. Village residents with bank accounts, and their numbers are steadily increasing, welcome not having to travel to a nearby town to withdraw cash. India's banking industry has in recent years identified the potential of the rural market, but logistics and associated costs have hindered full-scale expansion. Even so, State Bank of India more than quadrupled its rural presence in two years, from 12,000 villages in 2008 to more than 50,000 villages in 2011. The Gramateller (Solar



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A Study on Sustainability and Triple Bottom line with reference to Case Study of Indian Industry

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ABSTRACT

Business sustainability is a goal for most enterprises. As a micro business owner we want to sustain an income to retirement or to hand over a viable business to our family. We might be involved in a larger company which has a responsibility to protect the investment from shareholders and aims to increase its value. Traditionally businesses maintain a strong focus on factors that have a clear and direct effect on their economic performance. This is usually assessed by looking at financial measures such as cost of materials and overheads, quantity of sales and profit margins. Increasingly firms are taking a broader view and taking account of their relationship to the environment and the community. This is not just for the 'feel good' factor. It enables them to fully assess the potential and actual impact to their business – the costs and the benefits – from their interactions with the local and broader community and with the physical environment. We may be making a perfect product with great profit margin. But it is pointless if no one will buy from us because we have a supplier who is known for exploiting underpaid workers or using child labour. Or if the community prevents our trucks picking up or delivering and we can't get our product to market. The cost of an environmental accident can go beyond clean up and downtime costs into rehabilitation, legal costs, compensation, customer backlash and negative marketing campaigns. The main purpose of this paper is to bring awareness about environmental issues and how can we improve it. This paper also aims at relationship between Sustainability and Triple bottom line.

Key Words: Sustainability, Triple bottom line, Environment

Introduction

In today's economy, sustainability is key to giving organizations in any industry a competitive edge—financially, environmentally, and socially.

Sustainable Development

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

—World Commission on the Environment and Development

Triple Bottom Line

Key to sustainability, the concept of the triple bottom line means that business success is no longer defined only by monetary gain but also by the impact an organization's activities have on society as a whole.



Movement toward corporate concern for the "triple bottom line"—financial, social, and environmental performance—requires radical change throughout the corporation. It is not "and also." The new paradigm is "and also." A sustainable business excels on the traditional return on financial assets and shareholder and customer value creation. It also excels on community and stakeholder success. It holds its natural and cultural environments as precious as its technological portfolio and its employees' skills.

—Charles Holliday, Stephan Schmidheiny, and Philip Watts, "Walking the Talk: The Case for Sustainable Development".

Review of literature

Elkington (2004, p.3) describes the triple bottom line as "an inevitable expansion of environmental agenda" that "focuses corporations not just economic value that they add, but environmental & social value they add or destroy". Dutta (2011) pointed out the necessity of considering the three parameter People, Planet and Profit. According to him it reflects a more comprehensive mechanism that integrates the traditional financial information along with non-financial information, which can help firm in enhance economic condition, besides putting it on a firm financial footing. At its narrowest, the term "Triple Bottom Line" is used as a frame work for measuring & reporting corporate performance in economic, social and environmental parameters' (Elkington J., 1980, The Ecology of Human's World). All the believers advocate it as forecasted and a sustainability initiatives. Some people that triple bottom line undoubtedly makes a firm environmentally responsible but if the firm doesn't have triple bottom line". Adam et al....(2004) said "both the timing and the timing of introducing the triple bottom line have been perfect".

Study the relationship between Sustainability and Triple Bottom Line.

1. To understand Whether the business earn profit without hampering environment.
2. To analyse whether triple bottom line is really key to sustainability.
3. To study whether triple bottom line approach improves efficiency of an industry.

Methodology

This Paper is based on secondary data.





The three primary value drivers - economic, environmental and social could be considered as continental plates; that are not stable; but in constant flux, moving independently from each other due to social, political, economic and environmental pressures, cycles and conflicts.

3P's

Planet :

It refers to sustainable environmental practices. A Triple Bottom Line company endeavors to benefit the natural order as much as possible or at least do no harm and curtail environmental impact. Triple Bottom Line reduces its ecological footprint by carefully managing its consumption of energy and nonrenewables and reducing manufacturing waste as well as rendering waste less toxic before disposing of it in a safe and legal manner. "Cradle to grave" is uppermost in the thoughts of Triple Bottom Line manufacturing businesses which typically conduct a life cycle assessment of products to determine what the true environmental cost is from the growth and harvesting of raw materials to manufacture to distribution to eventual disposal by the end user or natural capital refers to sustainable environmental business practices.

People :

Social or human capital refers to labor and community business practices. Developing the minds and skills of those that work in the organization is a fundamental responsibility. Developing people that can think and are open to new ways of doing things increases people's happiness at work along with retention levels. Those items as well as the regular doses of process improvement all contribute to profit. "Command and control" style organizations will value things like loyalty and ability to carry out the wishes of others in a robotic fashion.

Profit:

Economical or economic capital refers to revenue generating business practices. Within a sustainability framework, the "profit" aspect needs to be seen as the real economic

enjoyed by the society. It is real economic impact the organization has on its environment. This is often confused to be limited to the internal profit made by a company. It is a natural result of many other things working well, including people and planet.

Study on ITC industry

Environment, Health & Safety (EHS) strategies :

Directed towards achieving the greenest and safest operations across all the company's units by optimising natural resource usage and providing a safe and healthy workplace. Systemic and structured efforts continue to be made towards natural resource conservation by continuously improving resource-use efficiencies and enhancing the positive environmental footprint following a life-cycle based approach.

ITC has addressed the critical area of climate change mitigation through several innovative and pioneering initiatives. These include continuous improvement in energy efficiency, enhancing the renewable energy portfolio, integrating green attributes into the built environment, better efficiency in material utilisation, maximising water use efficiencies and water harvesting, maximising reuse and recycling of waste and increasing use of post-consumer waste as raw material.

Corporate Social Responsibility strategies:

ITC has made a far-reaching contribution to the national cause of livelihood creation, especially in rural India. The Company's integrated rural development programme has aimed to create a vibrant rural eco-system empowering farmers, enriching the environment and raising rural incomes. These innovative interventions have reached meaningful scale with the core focus on empowerment and co-creation, development of institutional networks and capacity building at the grass-roots. By adopting a 360 degree approach to creating rural eco-systems, ITC has put in place long term drivers that will contribute meaningfully to the national priority of employment generation and sustainable growth.

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The overarching aim of ITC's social sector engagement is to empower stakeholders and communities to conserve, augment and manage their social and environmental capital in order to promote sustainable livelihoods or employability on a significant scale.

OUR IMPACT

- The Company's models of sustainable development and value chains generate sustainable livelihoods for around 6 million people, many of whom represent the weakest in society.
- ITC has sustained its position of being the only Company in the world of comparable dimensions to have achieved the global environmental distinction of being carbon positive (for 10 consecutive years), water positive (for 13 years in a row) and solid waste recycling positive (for 8 years in succession).
- ITC's renewable energy portfolio ensures that over 43% of its total energy requirements are met from renewable energy sources - a remarkable achievement given the large manufacturing base of the Company.
- ITC's premium luxury hotels, several office complexes and factories of are LEED (Leadership in Energy & Environmental Design) certified at the highest level by the US Green Building Council/Indian Green Building Council and the Bureau of Energy Efficiency (BEE) under its star rating scheme.

The footprint of ITC's CSR programmes reach out to over 6, 70,000 households more than 10,600 villages ITC's Social Investments Programme is spread to 71 districts across 14 states in the country.

Intervention Areas	Unit of Measurement	Cumulative till date
Total Districts Covered	Number	73
Social and Farm Forestry Soil and Moisture Conservation Programme	Hectare Hectare	223,915 236,537
Sustainable Agricultural Practices Compost Units	Number	28,557
Livestock Development Initiative Cattle Development Centres Artificial Inseminations	Number Number (in lakhs)	250 17.15
Economic Empowerment of Women Self Help Group Members Livelihoods created	Persons Persons	26,214 49,957
Primary Education		



Beneficiaries	Children (in lakhs)	4.54
Water and Sanitation Low Cost Sanitary Units	Number	11,188
Vocational Training Students Enrolled	Number	27,295

It can be summed up as examination of:

Environmental

- Energy
- Waste and emissions
- Operational and design efficiency
- Life system impact
- New product/service opportunities

Social

- Community and social impact
- Health and safety
- Fair compensation
- Education
- Recognition
- Equal opportunity

Financial

- Revenue growth
- Profit margin
- Risk Management
- Firm valuation
- Return on Investment



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Youth Empowerment Through Skilled Development Programs - Public Private Partnership

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INTRODUCTION :

The Corporate Social Responsibility (CSR) Sector is emerging as a rapidly growing and promising career domain. India is the only country that has brought out legislation on CSR. It is now viewed as an integral part of business strategy to minimise the business risks linked with uncertainty.

CSR does not imply charity, sponsorship or philanthropy. Instead it is a process through which a company achieves a balance of economic, environmental and social obligation. It is an essential concept whereby companies decide to spend a certain percentage of their net profit either voluntarily or on account of the legislation to contribute to make a better society and a cleaner environment. Every public and private sector company that fulfills the criteria has to spend two per cent of its net average profit of the immediately preceding three years. This is mandated by Companies Act 2013 and the New CSR Rules 2014 that came into effect from April 2014.

Executive Summary:

CSR can shift an individual's attitude and expectations, by offering a different perspective of the world around them, along with providing an enhanced skill set, including:

1. Gaining a greater appreciation for the community. Through volunteering, members recognise how their decisions can impact the wider workforce along with the environment and communities they serve.
2. Improving communication skills. Volunteering encourages staff to communicate with different audience, thus enhancing their confidence.

3. Developing existing knowledge. Volunteering provides team members the chance to collaborate with different departments and to share skills and expertise. By offering employees an opportunity to develop their knowledge by undertaking a role they might not necessarily work in and with people they don't usually work with,
4. Becoming a well-rounded individual. Taking part in CSR initiatives can enhance an individual's soft skills such as team building and skill sharing. Through volunteering, employees interact with a variety of people across an organisation, helping to also increase staff camaraderie while reinforcing a company's commitment to the workforce.

Learning and development is becoming ever more important in the modern workplace to ensure employees remain continually motivated and engaged. professional development should increasingly be top of the agenda for employers looking to make the most of their workforce.

In order for a business to evolve and adapt to contemporary training trends and the employee development strategies there is also need to develop skilled workers according to the need and necessity of organization .Government launched skilled development program is for reaching untrapped human resources all over the county. The professional body for HR and people development, recently made the connection between Corporate Social Responsibility (CSR) activities and Government skilled development programs in order to add value and help businesses and individuals grow. Research paper highlights the importance of investing in the development of skilled workforce from community using government skilled development through collaboration between HR, Learning and Development (L&D) and CSR departments and how volunteering can have a significant impact not only on personal skills but on a company as a whole although qualifications and the right skillset remain important..

Objectives of the study:

1. To study skill development program as a CSR activity.
2. To study specification pre ,during and post training of skill development program.
3. To study perception of participants regarding skill development training program.

RESEARCH METHODOLOGY

1. Primary Data



Survey is conducted on Participants of NSDC training program conducted in various sectors.

2. Secondary Data

- a) News Paper-Times of India ,Loksatta
- b) .Various Websites related to skill development programs

National Skill Development Corporation

A new Ministry of Skill Development, Entrepreneurship, Youth Affairs and Sports has been created to work with various other ministries in the government and to harmonize skill development activities across the country.

NSDC, a Public Private Partnership was created to Catalyze the setting-up of skill development scale, for-profit sustainable vocational institutions in the country, by encouraging private participation

NSDC has engaged with Industry to set up Sector Skills Councils (SSCs) to detail the requirements for all trades across all industry domains. As on date, 22 SSCs have been designed

2,247 unique National Occupation Standards and 879 Qualification Packs towards the activity.

National Skill Certification and Monetary Reward Scheme popularly branded as Standards Training Assessment and Reward) was rolled out on Aug 16 2013. As on

date, 13.99 lakh candidates have been trained and 6.3 lakh Candidates have been as part of this scheme

NSDC has set up 31 SSCs to act as a bridge between industry and government/academia

Apprenticeship reforms are being pushed to increase the apprenticeship based in the country. NSDA and NSDC are driving employment as the key success measure across all

Skill development programs in the country.

Skill Gap Studies by NSDC

NSDC has conducted Skill gap studies for 21 high growth sectors of the country top



the human resource requirements in these sectors by 2022. Impact assessment studies

conducted by TISS (for North---East & West) & Deloitte (South & Central).

Global market place:

Seamless transitional experiences are enabled through a digital platform, between

Youth seeking job opportunities. One Nation, one standard is fixed according to skilled
required. Skilled decided is acceptable, not only at National but also at international level.

Challenges faced:

NSDC has been working hard on bringing the skill development the me to the for
amongst the youth, industry and training ecosystem. Some of the challenges faced as
follows

1. Mobilisation of youth for skill development program.
2. Poor awareness regarding skill development program.
3. Poor knowledge regarding skill development program.
4. Some areas from countries with geographical challenges.
5. Some areas from countries with political challenges.

To deal with above issues Public Private Partnership (PPP) model has been used
strategically. Under the CSR activity by using mass media as TV advertising, FM radio efforts
has been done to reach information to grass root people Private organisations started
conducting training programs at colleges, ITIs where particular trade, technology suits. Private
organisations gets monetary benefits for the CSR activity.

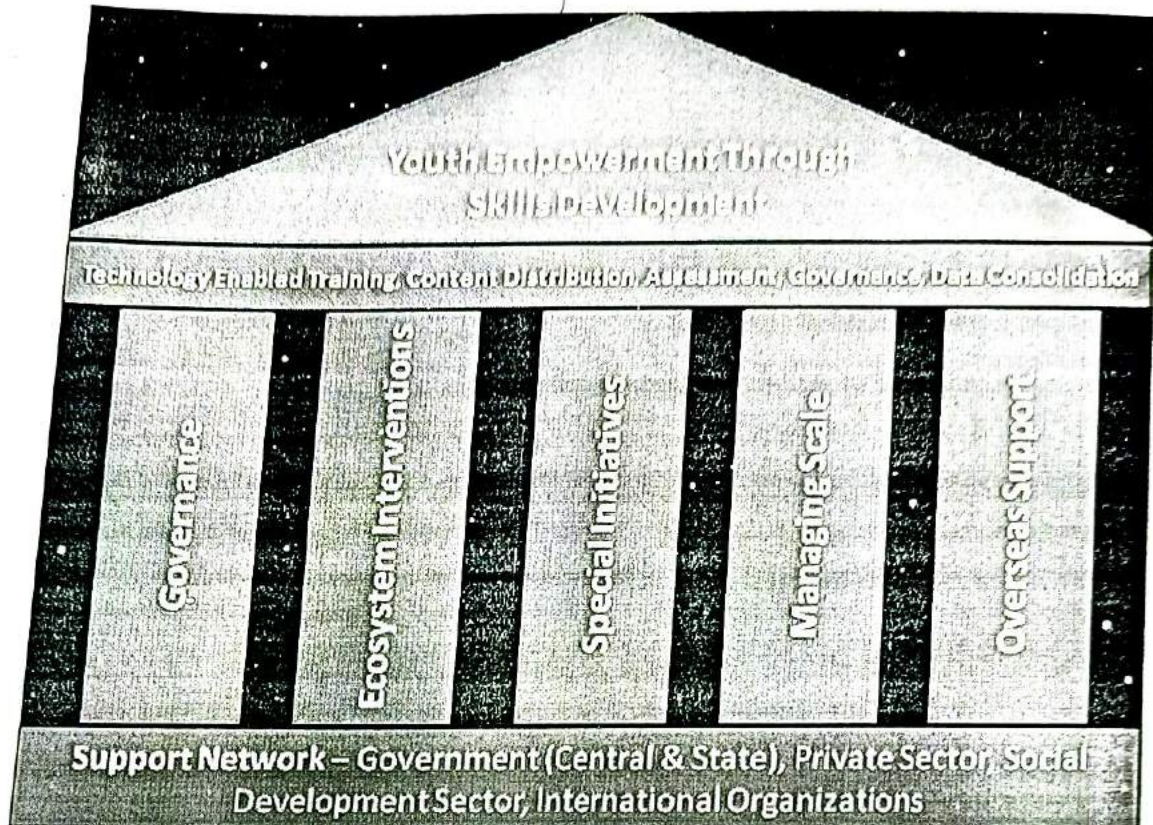
Some Strategic Actions Under Ppp

The 267 training partners, which include for-profit and not-for-profit entities, represent
the core philosophy of NSDC. The delivery of skilled population been placed solely at the doors
of private sector companies, that for the good part are funded by NSDC.



Types of courses

1. Courses conducted by NSDC approved training partners which should be certified by Sector Skill Councils (SSCs) as well as courses that may not be certified by SSCs if no SSC exists in that area.
2. Courses certified by SSCs which are not provided by NSDC funded training partners.



Base Points Before ,During and After Training

24x7 Tech Support Services, a Vocational training provider is bridging the gap between the skilled people required in Industry and the unemployed youth of the country. It is also ensure that the right student chooses the right course according to his/her academic background, aptitude and skill-set. Doing this will help students get the career edge and an extra push that is so highly needed in a competitive job market, eventually leading to professional success

Pre-Assessment:

1. What do need to know?
2. Who are under training?



3. The existing knowledge of training participants
4. identify the gaps in what they know and what they need to know
5. How the training will help them accomplish their work
6. The type of training or job-related training they have already experienced

During Training Programme:

1. Objectives
2. What do the trainee to learn during this training program?
3. Learning Objectives / Outcomes
4. What methods will be use to assist them to reach this level of performance and knowledge?
5. Lab Activities, Technical discussions, workshops
6. What resources will be used to deliver this training program?
7. How will this training be structured overall?

After Learning Outcomes:

1. Learning outcomes are the framework of a training plan
2. Identify what students will be able to do as a result of participating in the training programme
3. Lab exercises
4. Will be able to demonstrate Proof of Concept in the area of the topics covered.
5. Group technical discussions.
6. Explicit, concise, precise defined statements
7. Clearly identify the expected behavior outcome(s)
8. Guidelines for Developing Learning Outcomes:
9. Learning outcomes will include the following components:
 - Results/outcome oriented
 - Measurable
 - Focused on only major job-related tasks
 - Behavioral statements (e.g., not just knowing or understanding something but demonstrating that they know it and understand it)



- Specific and precise about what they are to be able to do
- Clearly stated, no clutter

Analysis Of Collected Data

Survey is conducted on students who completed NSDC training program in retail sector. Findings of the survey is as follows:

(Figures are given in %)

Particulars	Excellent	Very good	Good
Content	63	27	10
Decision	63	27	10
Participants Inputs	27	36	36
Practical knowledge	54	36	10
Area coverage of retail sector	54	36	10
Job opportunity Expectations	36	45	19

CONCLUSION:

Public private partnership is the best solution for community development. Good results have been taken by public and private organizations. But still inputs are required in some areas.

Our primary data analysis reveals the same. Maximum participants are satisfied regarding content, their decision, practical knowledge, area coverage still there is doubt regarding job opportunity. Some more efforts are required in area of job assurance. Also there should be follow up of the candidate is required even after placement of job. It will clearly depict the gap between training and real work situation. It can be done by creating separate body for monitoring and evaluation of after training situation. It will create trust among community for such development programs.

Also participants are expressing more need for their involvement in training program from attending sessions, observing documentaries or videos.

While involving participants in training program there can be procedure for I.Q. Test which will reveal his/her trade liking, capability etc. So efforts of training will be more fruitful



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TOPIC: CHILD LABOUR AND SOCIO-ECONOMIC DEVELOPMENT

Date: 21 April 2016.



CHILD LABOUR AND SOCIO-ECONOMIC DEVELOPMENT

ABSTRACT

Child labour is the practice of having children engages in economic activity, on part-or full time basis. The practice deprives children of their childhood and is harmful to their physical and mental development. Poverty, lack of good schools and growth of informal economy are considered as the important causes of child labour.

India is sadly the home to the largest number of child labour's in the world. The census found an increase in the number of child labourers from 11.28million in 1991 to 12.59 million in 2001.M.V.Foundation in Andhra Pradesh found nearly 400000 children, mostly girls between the age of seven to fourteen years. To keep an economy prospering vital criteria is to have an educated workforce equipped with relevant skills for the needs of the industries. The young labourers today will be part of India's human capital tomorrow. Child labour undoubtedly results in a trade-off with human capital accumulation.

The literatures on human development and sustainable development, or sustainability for short, have long been separate. This is surprising. On a very fundamental level, human development is what sustainability proponents want to sustain and without sustainability, human development is not true human development. To achieve sustainable development there is necessity to achieve human development by enriching the generations by proper education, skills and ultimately reducing child labours.

Key Words: Child labour, Human Development, sustainable development.

INTRODUCTION:

Child labour is a significant problem in India. The prevalence of it is shown by the work of the child and its rates of participation which are higher in Indian as than other developing counties. The major determinant of child labour is poverty even though children are paid less that adults, whatever they earn is of benefit to poor families.

The child labour(Prohibition and Regulation) Act 1986 defines a child as any person who has not completed his fourteen year of age. Part II of the act prohibits children from working in any occupation listed in part A of the schedule, which includes among other, domestic work, dhabas and hotels, catering at railway establishments, construction work on the railway or anywhere near the tracks plastics factories and automobile garages. The Act also prohibits children from working in places where certain processes are being undertaken, as listed in Part B of the



schedule, which include among others beedi making, tanning, soap manufacturer, brick kilns and roof tiles units. These provisions do not apply to a workshop where the occupier is working with the help of his family or in a government recognized aided school.

LITERATURE REVIEW:

Homer Folks defines child labour as any kind of work by children that interferes with their full physical fundamental development and denies opportunities for them for a desirable minimum of education for their needed recreation. According to **International Labour Organisation** minimum age in non industrial Employment a child means a child below 14. The government of India has implemented the Child Labour Act in 1986 that outlaws child labour in certain areas and sets the minimum age of employment at fourteen. The minimum age prescribed by law varies from industry to industry.

According to **UNICEF** at least one out of every four children in the developing World is working under conditions resembling slavery. As per UNICEF Report of 2006 India has the largest number of working children and 17 % of them are under the age of 15. In child labor India is in fifth position in the world.

OBJECTIVES OF THE STUDY:

1. To know working and economic conditions of child labor in India.
2. To evaluate the effects of child labor on Social Economic Development.
3. To suggest the suitable remedies to the problems and overcome them.

RESEARCH METHODOLOGY:

This paper is based on secondary data. The information is collected from various books journals, government publications websites etc.

WORKING AND ECONOMIC CONDITIONS OF CHILD LABOUR

Young workers not only face dangers of working conditions, but they also face long term physical, intellectual and emotional stress. They face an adulthood- unemployment and illiteracy. The international labour organization (ILO) estimated the following data of child labour. (As per the report in the year 2006). There are 250 million working children of ages between five to seventeen. 126 million children are estimated to work in worst forms of child labour, one in every twelve of the world's children who are in age group of five years to seventeen years age. 74 million children who are under fifteen years of age are in hazardous work, and should be with



drawn from the work. Child labour in slate mining and manufacturing at Markapur is considered as one in the list of hazardous processes and occupations. 8.4 million Children are in slavery, trafficking, debt bondage and other forms of forced labour, forced recruitment in armed conflict, prostitution, and pornography and other illicit activities and mostly girls are forced into these worst forms of child labour. Around seventy percent of children work in an unpaid work for their families which are poor. 336 million children out of 250 million world child labour (14.37 percent) are Indian child labour population. Every second child of Indian child labour has no access to primary education. Every third girl child in India does not see her happy teen years. Child labour in Andhra Pradesh is around 16,61,940 as per census of 1991.

According to the survey conducted by NCERT the following observations are made. The children are prevented to go to school due to work schedule. The children dislike going to school. The family is not having enough money for survival. The children do not have facilities to reach the schools as the schools are very far

Effects of child labor on social economic development:

According to International Labor Organization(ILO,2002) " all children under 15 Years of age who are economically active excluding those who are under 5 years and those between 12-14 years old who spend less than 14 hours in a week on their jobs unless their activities or occupation are hazardous by nature or Circumstances, is called "Child Labor".

The International Labor Organization (ILO) defines child labor as "work situations where children are forced to work on a regular basis to earn a living for themselves and their families, and as a result they remain backward educationally and socially in a situation which is exploitative and harmful to their health and to their physical and mental development. The children are separated from their families, often deprived of educational and training opportunities and they are forced to lead prematurely adult lives.

The worst forms of child labor are those situations where children work more than nine hours in a day; earn less than a minimum wage or no wages at all; work in hazardous conditions for health and safety; have no access to education; and, work outside of their family's home. Children are the future of the nation, they are vulnerable due to their age and physical power and they cannot make plan for their future and cannot understand the result of any work. So they should be protected from exploitation and should be given opportunities for their physical and mental development. Government of India is also committed to ensuring protection, rights and development of children in our country to overcome this target government has enacted various legislations such as which prohibit children from working in the particularly hazardous and dangerous activities Child Labor prohibition and regulation act 1986.



CAUSES OF CHILD LABOR

Child labor is a socio-economic problem. Parents for the reason of poverty have to send their children in order to supplement their income derived from child labor, however meager are essential to sustain the family. The major reason that creates the circumstances for a child to work as a child labor includes the following

Socio-economic backwardness

Poverty - Many a time poverty forces parents to send their children to hazardous jobs. Although they know it is wrong, they have no other alternative as they need the money.

Illiteracy - Illiterate parents do not realize the need for a proper physical, emotional and cognitive development of a child. As they are uneducated, they do not realize the importance of education for their children.

Unemployment of adult labors - Elders often find it difficult to get jobs. The industrialists and factory owners find it profitable to employ children. This is so because they can pay less and extract more work. They will also not create union problem.

Over population - Most of the Asian and African countries are overpopulated. Due to limited resources and more mouths to feed, Children are employed in various forms of work.

Urbanization - The Industrial Revolution has its own negative side. Many a time MNC's and export industries in the developing world employ white workers, particularly in the garment industry.

REMEDIES TO OVERCOME THE PROBLEM OF CHILD LABOUR

Government of India has various laws to protect children from being engaged in economic activity although still the number of child labour is very high. The Child Labour Prohibition and 27 Regulation act 1986 does not apply all children up to the age of eighteen only a person who has not completed his/her fourteen years of age in certain occupation and process is prohibited. Furthermore the act allows children to work with their family. According article 32 of the Convention on the Rights of the Child every child should be protected against economic exploitation. Although, India has lack of political solution or follows upping their laws; the country is the home to the largest number of children in the world. This is one of the reasons that make the issue so complex and difficult to eradicate child labour. Due to high huge amount of child labour appears in rural areas and some of rural child labour is often invisible as it is hidden it is quite difficult to identify and eliminate or regulate.

Understand the economic factors. Before we can take action, we need to understand what leads to child labor. In many impoverished countries, children make up nearly half the labor force. Sometimes families need their children to work and help pay household expenses, and employers



take advantage of this desperation by forcing children to work long hours in hazardous conditions for low pay and no rights

Understand the role of education. One of the root causes of child labor is poor or corrupt schools and a "lack of earning during learning." Most basically defined, "lack of earning during learning" means that children are not earning money while they are attending school; this lack of earning and the need for families to earn more money results in school dropout. Improving access to quality education is one way to intervene and help stop child labor.

Research organizations. Use the internet to find out which organizations support anti-child labor initiatives. Browse their mission statements and events pages to get a sense of their stance on the issues, and how they plan to help exploited children workers. Here are a couple of websites to start with:

- United Nations Children's Fund UNICEF
- The Stop Child Labor Coalition
- International Initiative to End Child Labor
- National Child Labor Committee
- International Program on the Elimination of Child Labour (IPEC)
- CARE INDIA
- CHILD RELIEF AND YOU

CONCLUSION:

Children are the Future of the nation to protect our future of a country we have to take necessary steps to protect the rights of children. Apart from Legal rules and regulations Social awareness is also necessary. Children have rights to get love, affection, education, health and recreation for their proper growth and development but due to poverty, absence of education, Lack of awareness they are working in different organizations at very low wages.

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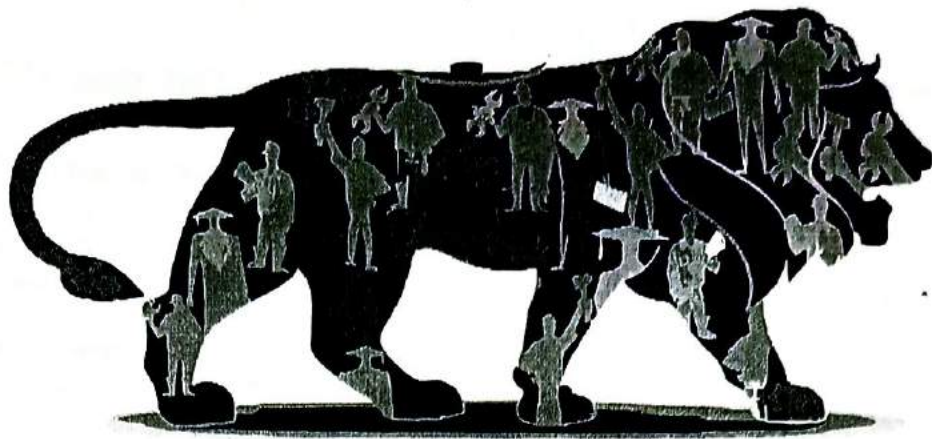
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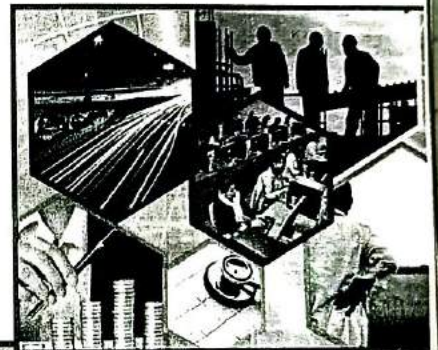


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**UGC Sponsored 6th One-Day National Conference
on
Make In India and Skill India:
Opportunities and Challenges**

13th February 2017



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Chief Editor
Dr. Avinash B. Shendre



MAKE IN INDIA AND SKILL INDIA: OPPORTUNITIES AND CHALLENGES

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Make In India and Skill India:
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①

Title of The paper:

ROLE OF SKILL DEVELOPMENT TRAINING IN
INCULCATING EMPLOYABILITY SKILLS
(WITH SPECIAL REFERENCE TO NSDC)

Name of the Author(Paper Presenter)

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ROLE OF SKILL DEVELOPMENT TRAINING IN
INCULCATING EMPLOYABILITY SKILLS
(WITH SPECIAL REFERENCE TO NSDC)

ABSTRACT :

This paper attempts to highlight the positive role that skill development plays in providing the livelihood to the large number of job seekers in India. This study will focus on the efforts taken by NSDC in providing vocational training to people who cannot get suitable employment due to lack of formal education or the necessary skills. The main objective of NSDC is to contribute significantly (40%) to the overall target of skilling 400 million people in India by 2022, mainly by fostering private sector initiatives in skill development programmes and to provide funding.

KEYWORDS: Skill, NSDC, women employment.

②

OBJECTIVES OF THE STUDY:

- To highlight the importance of skill development training for employment.
- To understand the opportunities relating to skill development through NSDC.
- To create awareness about self employment.
- To present the impact of training on girls students via the role of NSDC.

③

RESEARCH METHODOLOGY:

The paper is based on primary data as well as secondary data collected from various books, websites, links etc. Primary data consist of tool which is interview method conducted in J Watumull Sadhubella Girls college's staff as NSDC training programme was conducted there and NSDC trainers provided training to professors who in turn trained the student trainees.



9

INTRODUCTION:

This paper reviews the current state of education, skill development and employment for job seekers and considers challenges facing India's skill development programmes. In the globalized economy, competition has become intensified among firms and industries in developing country like India, requiring their employees to have higher levels of skills to enable them to engage in innovation, improve the quality of services and increase the efficiency. Therefore, there is need of initiatives of skill development in youngsters so that they can be made employable. In this study, the focus is on the training given in the sector of Retail Marketing to the college students via NSDC Collaboration.)

WHAT IS SKILL?

A skill is an ability and capacity acquired through deliberate systematic and sustained effort to smoothly and adaptively carryout complex activities or job functions involving many areas .

Skills and knowledge are the driving forces of economic growth and social development of any country. A skilled individual contributes to the growth of the Gross Domestic Product(GDP) of the country. To improve the skills of the youth and make them employable the Govt. of India has set a target of providing the necessary skill in various vocations in 500 million people by 2022 and in 50 million people in the 12th plan. As per the National Policy on skill development, this target has been planned to be achieved by focusing on improving quality, quantity assess and training etc.

Mejority of women workforce in India is in the informal sector. The National Policy For Skill Development and entrepreneurship, 2015 envisions skill development as a vehicle for women's empowerment. To impart skills to women, the Government has taken steps like the skill development initiative schemes under Directorate General of employment and training, developing over 10,000 training providers under which 12.6 lakh women have availed benefits.



⑤

Findings from the study:
(Interview from J W Sadhubella Girls College's Staff)

NSDC(in collaboration with art of living)- skill india

Financed by barclays financial services.

Promoted by The Art of Living –International Association for Human Values(IAHV) mission is to foster a deeper understanding of the values which unite us as a global community. IAHV implements grassroots programs for socioeconomic development, so that human values can flourish in people and communities.

With the tagline “Skill India” demonstrates its commitment to bridging the gap between demand and supply of skilled manpower across vocational streams by deploying a unique combination of best-in-class technologies, expert trainers in various streams and a nation-wide network of high quality skills development centres.

IAHV have partnered with Barclays to initiate the Global Youth Employability Initiative, to take a step in the direction of providing college students with a platform to enhance their employability potential. Certification will be provided after third party assessment jointly by

⑥ NSDC and Laurus Life Skill Eductech Pvt Ltd.

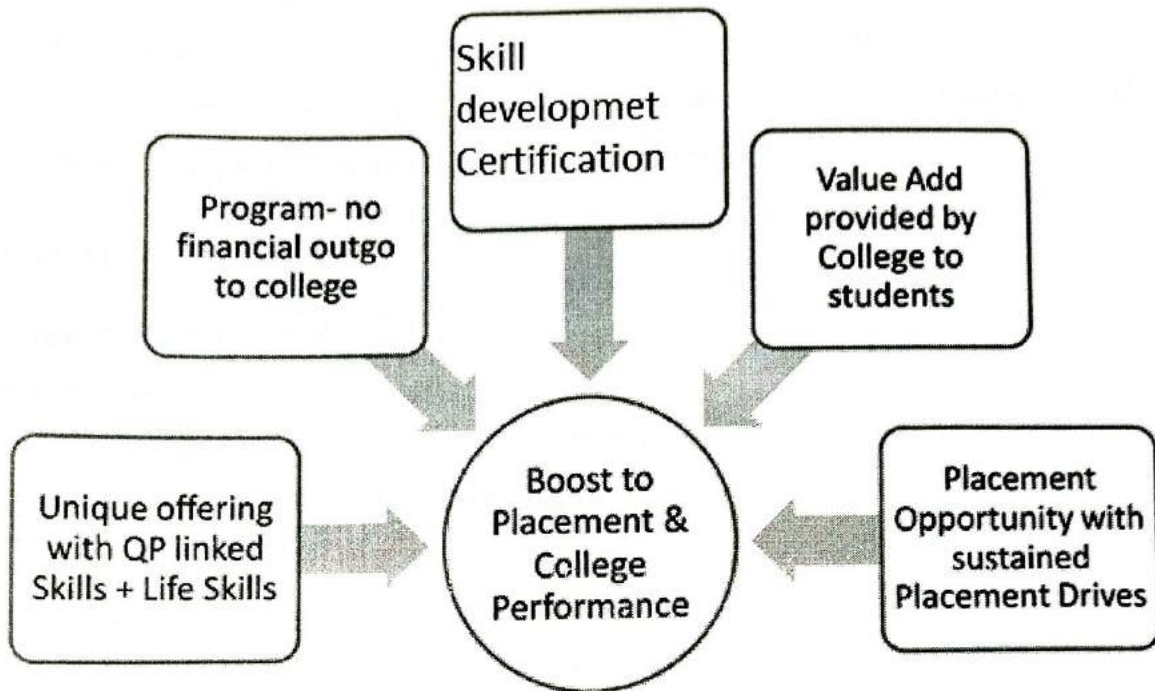
Art of Living - International Association for Human Values
IAHV has taken initiative
The same initiative was taken (at college level and a training in the retail sector was provided. retail sector training by NSDC . The trainer Mrs. Priti malviya who imparted training to our 4

course conductors,) Prof. Smita Chawak, Prof. devanjali Dutta, prof. kiran Menghani and prof. sonam kotwani. The training was conducted through Skype., who in turn provided classroom training to 100 students in BCOM, BMS, BBI.

⑦ The training was 60 hour programme in the sector of retail marketing with 15 modules , each module training was given through smart board technique, audio visual methods, through demonstrations, through you tube videos and role plays. At the end of session there was 100 marks multiple choice based examination, and submission of 100 marks project.



The outcome of the programme are given in the following chart:



Outcome of the Training:

- 1) Students learned the oratory and selling skills wherein they demonstrated the actual retail sales in the class.
- 2) Students were able to launch the product in simulation way., so it was a successful platform for developing entrepreneurial activities.
- 3) Students were successful in cracking interview which was conducted by Barclays bank.
- 4) Four of the students got shortlisted for recruiting phase of UK Barclays bank.
- 5) Real life time Market Projects were made by the students.
- 6) Business Planning and Feasibility study, project planning was made easy.
- 7) ALL and ALL it was skill enhancement course with good amount of Employability skills and Enterpreneurial Qualities.
- 8) Students also sold certain products in the college with the help of retail skill training.



9

Conclusion:

At any level, skill development training and courses help the individual in a larger way for not only self Employment but also for career development. Intrapreneur and Entrapreneur are both needed today for the success of any economy. The countries development depends upon the quality of Labour. So, today, need of the hour is to boost the qualities of the labour and more and more skill oriented courses shall be started in the college along with academic culture. This paper surely highlighted one caseexample of college where initiatives were taken to uplift the students by providing them a platform for enhancement of skills.)

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on

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on

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Human Capital as an Emerging Contributor of Economic Growth

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ABSTRACT

This paper focuses on the interrelationship between the investment in human capital and the economy. Human capital refers to the knowledge, skill sets and motivation that people have, which has economic value. Economist Theodore Schultz invented the term in the 1960s to reflect the value of human capacities. He believed human capital was like any other type of capital; it could be invested in education, training and enhanced benefits that will lead to an improvement in the quality and productivity. Schultz first wrote about the connections between education and productivity. These are the parameters of economic development and growth but the human is the only active factor of production that contributes towards productivity and the productivity raises the standard of living of people. Higher productivity leads to higher wages. The investment in human resource by state or private players in the economy through training and education will raise quality of workforce. These investments in human capital will lead to higher efficiency, raised productivity and increased profits, all these variables lead to savings, capital formation and ultimately to GDP which will push the economy specially in developing countries as they are backed by the huge population means human factor of production.

Key words: Human capital, economic growth and development, sustainability and Investment.

Introduction:

Human capital is a collection of resources—all the knowledge, talents, skills, experience, intelligence, training, judgment, and wisdom possessed individually or collectively by individuals in a population. These resources are the total capacity of people that represents a form of wealth which can be directed to accomplish the goals of a nation or state or a portion thereof.

It is an aggregate economic view of the human being acting within economic systems. It is an attempt to capture the social, biological, cultural and psychological complexities that interact in explicit and/or economic transactions. Many theories explicitly connect investment in human capital development to education, and the role of human capital in economic development, productivity growth, and innovation has frequently been cited as a justification for government subsidies for education and job skills training.

The concept of Human capital has relatively more importance in labour-abundant countries. These countries are naturally endowed with more of labour due to high population under the given climatic conditions. The surplus labour in these countries is the most valuable resource available in more abundance than the tangible capital resource. This surplus resource can be transformed into Human capital with effective inputs of education, training and moral values. The transformation of raw human resource into highly productive human capital is the key to economic growth.



Resource with these inputs is the process of human capital formation. The problem of scarcity of tangible capital in the labour surplus countries can be resolved by accelerating the rate of human capital formation with both private and public investment in education and health sectors of their National economies. The tangible financial capital is an effective instrument of promoting economic growth of the nation. The intangible human capital, on the other hand, is an instrument of promoting comprehensive development of the nation because human capital is directly related to human development, and when there is human development, the qualitative and quantitative progress of the nation is inevitable.

In the words of Prof. Harbinson:

“The process of acquiring and increasing the number of person who have the skills, education and experience which are critical for the economic and political development of a country.”

Human capital formation is the process by which educated, skilled and trained persons are increased in a country. Therefore, it is the allocation of resources to improve the state of population. If the people of a country are well educated, well nourished, skilled and healthy that will be said to have more human capital.

Objectives of the study:

1. To understand the interrelationship between investment in human resource and prosperity of economy.
2. To know the impact of human capital on sustainability of economic development and growth.

Research Methodology:

This paper is prepared with the blend of theoretical knowledge consist of secondary data. In secondary data the main source of information will be carried out from Internet, and will be supported by the extracts from various newspapers, magazines, journal, and

Interrelationship between Human Capital and Economic Growth:

The idea of investment in human capital actually started with Theodore W. Schultz's presidential address to American Economic Association in December 1960. Human capital is defined as 'the body of knowledge possessed by the people and the capacity of the population for using knowledge effectively. (T.W. Schultz, 1961).



Various economists explained this relation in their own words:

Adam Smith (1776) was the first classical economist to include human capital in his famous book "An Enquiry into the Nature and Causes of the Wealth of Nations". He argues that growth means not only capital accumulation and technical progress, but also growth of human capital which play a critical role in the process of economic development.

Marshall (1890) the neoclassical economist, seems to have recognised that capital consists in a great part of knowledge and Organisation and of this, some part is private property and other part is knowledge, a most powerful engine of production; it enables us to subdue nature and force her to satisfy our wants (Marshall, 1961). Marshall also stressed education and parental care as investment in human capital.

MahbubUIHaq (1997) defined human development paradigm as "the process of enlarging people's choices". In principle, these choices can be infinite and change over time. But at all levels of development, the most critical and essential ones are for people to lead a long and healthy life, to be educated and to have access to resources needed for a decent standard of living.

Schultz T.W. (1961) in his Human Capital model shows how education allows the production process to benefit from positive externalities and promotes growth. The growth theories that emphasize Research and Development (R & D) also underline the importance of human capital in economic growth.

According to Schultz:

There are five methods of developing human resources:

1. Providing health facilities which increase the life expectancy of the people
2. Arranging on the job training
3. Provision of education at primary, secondary and higher level
4. Allowing migration to individuals for changes of jobs
5. Organizing study and extension programmes for the adults

In Galbraith's words, "We now get the larger part of our industrial growth not from more capital investment but from investment in men and improvements brought about by improved men." Marshal regards education "as a national investment" and", the most valuable of all capital is that invested in human beings."



Denison (1962) calculated that almost 23 per cent of the rate of growth of output in United States during the period from 1930 to 1960 was due to the increased education of labour force.

Several studies made by Harbinson, Denison, Kuznets, Kendrick, Schultz, Becker, etc. reveal that the one of the important factors responsible for the rapid economic growth of the United States of America has been due to the relatively more investment on education, health, research and training. They tell us that a dollar invested on education brings a greater increase in national income than a dollar spent on dams, roads, factories or other tangible capital goods.

How Investment in Human resource is fruitful for economy:

There are many ways to invest in human capital:

- On the job training
- Schooling
- Vitamin consumption
- Acquiring information about the economic system.

If a country focuses on the development of its human, it ultimately contributes in it as when enriched with knowledge it becomes skilled and it prevents many ill effects from economy like poverty, unemployment, starvation, illiteracy, terrorism etc. Conversely education and training factor is added for upliftment of human which normally takes in three stages:

1. During early childhood: when generally parents and guidance are used to acquire knowledge in basic language, mathematical skills and attitude towards learning.
2. During teenage: it includes the acquisition of knowledge and skill at the high school or vocational training.
3. After entering into job market: here workers may decide to add to their human capital on the part-time basis, through on the job training or by participating in short term training programmes.

Human Capital as an Instrument for Sustainable Economic Growth:

What is Sustainable Development?

The term 'sustainable development' was coined in 1980 by the environmental governmental organization (NGO), International Union on the Conservation of Nature,



which argued for conservation as a means to assist development and specifically for sustainable development and utilization of species, ecosystems, and resources.

How Human capital relates to sustainable economic development?

In development studies, human capital is recognized as the most critical in development. It has been directly linked to the ability of nations to transform from underdeveloped to developed economies. Indeed, the quality of a country's human capital is central to promoting and sustaining innovation as well as the adoption of appropriate technology for accelerated sustainable development. That human capital was largely accountable for the transformation of resource-poor countries like South Korea, Taiwan and Singapore while resource-rich countries like Nigeria, Venezuela and Angola are still at the lower rung of the development ladder is a fact. This point, in fact, re-iterates the case for accelerated human capital development, especially in the developing countries, if the world is to overcome the global socio-economic and ecological crisis that have the potential to endanger our individual and collective existence as well as rob future generations of their well-being. It must be said that building the requisite human capital for the attainment of sustainable development by all countries requires both a new ideology of life and innovative approach to education. In this regard, sustainable development should become a regular part of the programmes and curricula of our educational system at all levels. As noted by Pidlisnyuk (2010), "Education is an instrument for training human resources to optimize productivity by encouraging technical progress and by promoting cultural conditions conducive to social and economic change."

Conclusion:

The whole study throws light on that if a country wants a sustainable growth, a progressive GDP, enriched development then it does not restrict its attention only on financial and physical resources but also an ensured focus on human capital. Investment in human capital is also required to raise the general living standards of the people in developing countries. This is possible when education and training make full and rational utilization of surplus manpower by providing larger and better job opportunities in both rural and urban areas. There is more return raise in income and improvement in living standard of the population due to capital formation. Developed and developing countries are confronted by most of the problems that could limit the capacity of expansion in education to stimulate growth and development. Some of these problems are: underemployment, low absorptive capacity, shortage of professionals, regional imbalances, and brain drain. The persistence of many problems in spite of the various policy formulation and responses points to the need for a more focused, responsive, functional, and qualitative educational system. To contribute

significantly to economic growth and development, education must be of high quality and meet the skill-demand needs of the economy.

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GRT**MAKE IN INDIA DRIVE – FDI V/S DAVID RICARDO'S
COMPARATIVE COST THEORY.**

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ABSTRACT

This paper focuses on the interrelationship between the make in India policy adopted by Government of India and Ricardo's theory of International trade. The initiative taken impacted 25 sectors which directly indirectly affected overseas transactions. Anything which will potentially impact foreign business of India after the earlier biggest step taken by GOI of making liberal economy in 1991 by Mr.NarsimhaRao will be Make in India drive. Since the launch of "Make in India" initiative, FDI inflow increased by 48% leaving India as a top destination for FDI.

The drive makes India a vibrant market for other countries to enter with their financial resources as already entities from several countries such as Japan, China, France and South Korea announced their intention to invest in India in various industrial

and infrastructure projects. As the initiative focuses on manufacturing in India through foreign investment but it ignores the other aspect introduced initially by Adam Smith then David Ricardo of Comparative advantage theory. The theory puts light on the gains pocketed from trade by any country from other country's lower cost produced good.



KEYWORDS : Make in India drive, FDI, Comparative cost theory.

INTRODUCTION :

Cost comparative theory is developed by a classical economist David Ricardo. According to this theory, the international trade between two countries is possible only if each of them has absolute or comparative cost advantage in the production of at least one commodity. On the other hand Make in India drive make other countries to focus the production in India. India is a labour intensive economy gradually moving towards the capital intensive but still as Ricardo's theory says each country exports the commodity in which it has cost advantage and imports the commodity in which it has cost disadvantage, so will it be possible to produce every commodity in Indian economy because the country is still lacking behind in some aspects viz., infrastructure, sophisticated technology, transportation system, communication and power supply. The production in India will be possible only if cost of producing the goods will be lower but because of various lacunas and scarcity of resources in india, it creates much hurdles in manufacturing idea.

"Make in India : A Myth or Reality"



B) OBJECTIVES OF STUDY:

- 1) To study whether Make in India goes in alignment with Ricardo's theory of cost Comparative.
- 2) To know the various factors affecting the Make in India with respect to classical and modern theory of International trade.

C) RESEARCH METHODOLOGY:

This paper is prepared with the blend of theoretical knowledge consist of secondary data. In secondary data the main source of information will be carried out from Internet, which will be supported by the extracts from various newspapers, magazines, journal, and books.

D) ABOUT THE STUDY:

Make in India and FDI policy:

Foreign direct investment (FDI) is an investment in a business by an investor from another country for which the foreign investor has control over the company purchased. Make in India creates a policy framework to ease foreign investment, ease of business and management of intellectual property. This helps industries to establish their manufacturing bases in India. In turn, this helps create employment in India. Industries tend to develop a support ecosystem around them, thus empowering small businesses. Exports from such industries help in contributing to our foreign exchange reserve. Most importantly, such an initiative helps bring critical knowledge about manufacturing and production into the Indian population.

1. Foreign direct investment (FDI) in India has received a dramatic boost from the launch of the Make in India initiative, according to the latest Economic Survey.
2. After the September 2014 launch of the initiative, which seeks to promote manufacturing and attract foreign investment, there was an almost 40% increase in FDI inflows from October 2014 to June 2015 over the year-ago period.
3. Under the programme, the government has awarded 56 defence manufacturing permits to private sector entities, after allowing 49% FDI in the defence sector in August 2014, compared with 47 granted in the preceding three years.
4. Entities from several countries such as Japan, China, France and South Korea announced their intention to invest in India in various industrial and infrastructure projects.
5. "The concept of Make in India has really succeeded as it added more employment. With this, India has now become a vibrant market for manufacturers. For the products that are made out of the initiative, we have a strong domestic market with increasing demand. I believe that infrastructure sector is where foreign investments can come in a big way," said Dipankar Dasgupta, former professor of economics at the Indian Statistical Institute.
6. The major objectives behind the Make in India initiative are job creation and skill enhancement in 25 sectors of the economy, including automobiles, aviation, biotechnology, chemicals, construction, defence manufacturing, electrical machinery, electronic systems and mining.
7. According to the Department of Industrial Policy and Promotion, FDI inflows under the approval route (which requires prior government permission) increased by 87% during 2014-15 with an inflow of \$2.22 billion. More than 90% of FDI was through the automatic route.
8. Also in 2014-15, foreign institutional investment rose by an unprecedented 717% to \$40.92 billion.
9. A state-wise analysis of FDI inflows by the economic survey shows that Delhi, Haryana, Maharashtra, Karnataka, Tamil Nadu, Gujarat and Andhra Pradesh together attracted more than 70% of total FDI inflows to India during the last 15 years.



10. States with vast natural resources like Jharkhand, Bihar, Madhya Pradesh, Chhattisgarh and Odisha have lagged behind.

11. "To make the recently launched Make in India initiative a success, the states will have a critical role in facilitating FDI in different sectors," the survey said.

12. Singapore, Mauritius, the Netherlands and the US account for the major share of FDI inflows into India. Out of FDI equity inflows of \$24.8 billion during 2015-16 (April-November), more than 60% came from two geographically small countries—Singapore and Mauritius.

ADAM AND RICARDIAN THEORY:

According to the classical theory of international trade, every country will produce their commodities for the production of which it is most suited in terms of its natural endowments climate quality of soil, means of transport, capital, etc. It will produce these commodities in excess of its own requirement and will exchange the surplus with the imports of goods from other countries for the production of which it is not well suited or which it cannot produce at all. Thus all countries produce and export these commodities in which they have cost advantages and import those commodities in which they have cost disadvantages.

Ricardo explains his theory with the help of following assumptions:-

1. There are two countries and two commodities.
2. There is a perfect competition both in commodity and factor market.
3. Cost of production is expressed in terms of labour i.e. value of a commodity is measured in terms of labour hours/days required to produce it. Commodities are also exchanged on the basis of labour content of each good.
4. Labour is the only factor of production other than natural resources.
5. Labour is homogeneous i.e. identical in efficiency, in a particular country.
6. Labour is perfectly mobile within a country but perfectly immobile between countries.
7. There is free trade i.e. the movement of goods between countries is not hindered by any restrictions.
8. Production is subject to constant returns to scale.
9. There is no technological change.
10. Trade between two countries takes place on barter system.
11. Full employment exists in both countries.
12. There is no transport cost.

Due to above assumptions the theory is criticized on various grounds. The developing countries when compared with developed countries are much more cost efficient and provides opportunity for trading on their land with huge cheap resources still untapped like human resource. Being a developing country, India needs to attract FDI. The dream of make in India may prove to be true sometimes somewhere in near future as it makes such drives superior than the Ricardo's international trade theory calculations of cost comparisons. Even though may a country base its decision on "Buy or Make", then too quality matters as well as the transportation cost which are being ignored in Ricardo's theory.

There are about three types of cost difference in production, they are

1. Absolute cost difference,
2. Equal cost difference, and
3. Comparative cost difference.



1. Absolute Cost Differences :-

Adam Smith in his book Wealth of Nation argued that international trade is advantageous for all the participating countries only if they enjoy absolute differences in the cost of production of the commodity which they specialise. As in the case of individuals where each specialises in the production of that commodity in which he has an absolutely superiority in terms of cost, so also each country specialises in production of goods based on absolute advantage.

2. Equal Difference in Cost:-

Adam Smith, in order to strengthen his argument in favour of absolute difference in cost pointed out that trade is not possible if countries operate under equal difference in cost instead of absolute difference.

3. Comparative Difference in Cost:-

David Ricardo agreed that absolute difference in cost gives a clear reason for trade to take place. He, however, went further to argue that even that the country has absolute advantage in the production of both commodities it is beneficial for that country to specialise in the production of that commodity in which it has a greater comparative advantage. The other country can be left to specialise in the production of that commodity in which it has less comparative advantage. According to Ricardo the essence for international trade is not the absolute difference in cost but comparative difference in cost.

CONCLUSION:

Make in India, no doubt provides a momentum to Indian economy by attracting financial resources from outside country for manufacturing reasons through various FDI routes but it will tend to violate the theory of comparative advantage. If it is not economically feasible to manufacture a commodity in India, it is best to import the same from a country which enjoys comparative advantage in its production. At the same time being a labour intensive economy Make in India step proves to be fruitful to domestic as well as to international economic as because of cheap labour provider country, India make production costs lower and aligns itself with international trade theory aspects.

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on

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Empirical study of co-relation between physical fitness and personality of teen agers

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ABSTRACT

The main objective of the study was to know the co-relation between Physical fitness and personality of teen age. 40 students were taken for the study. The subjects were select simple Random sampling method and the age of 14-15 year. It hypothesized that there will be positive co-relation between Physical fitness and personality of teen age. Physical fitness component were collected from AAHPER Youth fitness and Personality scale by Dr .PF Aziz and Rekha Agnihotri was admistriated. The Mean, SD & product momement co-relation statistical methods were used for data collection.

Keywords: Corelation, Physical Fitness, Personality & Teen Age Students.

Introduction:

Physical Exercise is any bodily activity that enhances or maintains physical fitness and overall health and wellness. It is performed for various reasons, including strengthening muscles and the cardiovascular system, honing athletic skills, weight loss or maintenance, and merely enjoyment. Frequent and regular physical exercise boosts the immune system and helps prevent the "diseases of affluence" such as heart disease, cardiovascular disease, Type 2 diabetes, and obesity. It may also help prevent stress and depression, help to promote or maintain positive self-esteem, improve mental health generally, and can augment an individual's sex appeal or body image, which has been found to be linked with higher levels of self-esteem. Childhood obesity is a growing global concern, and physical exercise may help decrease some of the effects of childhood and adult obesity. Some care providers call exercise the "miracle" or "wonder" drug—alluding to the wide variety of benefits that it can provide for many individuals.

Objective of the Study:

The main objective of the study was to know the co-relation between Physical fitness and personality of teen age.



Methodology:

The objective of the research is to study co-relation between Physical fitness and personality of teen age .Sample consisted of 40 students, from Avadh International Public School, Ayodhya. The boys were selected simple randomly in the age of 14-16 year.

Hypothesis:

There will be positive co-relation between Physical fitness and personality of teen age students.

Tool for Data Collection:

Personality scale by Dr PF Aziz and Rekha Agnihotri Physical fitness measure AHPER Youth fitness validity .84, Reliability .93.

Statistical Analysis:

Table No-1

Physical fitness of teen age Boys

Items	Mean	S.D
Pull ups	5.324	2.356
Bend knee sit-ups	18.00	5.230
Shuttle Run	10.51	0.980
S.B.Jump	6.711	0.596
50 yard Dash	7.33	1.073
600Run and Walk	1.730	0.3193

Table No- I shows that Mean score of Pull ups (5.324) and SD (2,356) .Mean score of Bend knee sit-ups (18.00) and SD (5.230) Mean score of Shuttle Run (10.51) and SD (0.980) Mean of S.B (6.711)S .D(0.596) .Mean score of 50 yard Dash (7.33) and SD (1.073) Mean score 600Run and Walk (1.730) and SD (0.3193).

Table No-II

Co-relation value of Introvert Personality

Subjects	Df(N-1)	Co-relation	Tabulated value
14	13	0.4318	0.1699

Table shows that Introvert Personality of teen age boy's 14 numbers. The value of co-relation-0.4318 .Tabulated value 0.1699 .At 0.05 level of significance that there is no significant difference in Introvert Personality



Table No-III

Co-relation value of Ambivert Personality

Subjects	Df(N-1)	Co-relation	Tabulated value
15	14	0.01699	.497

Table shows that Ambivert Personality of teen age boy's 15 numbers. The value of co-relation-0.01699 Tabulated value .497 .At 0.05 level of significance that there is no significant difference in Ambivert Personality

Table No-IV

Co-relation value of Extrovert Personality

Subjects	Df(N-1)	Co-relation	Tabulated value
11	10	0.516565	.576

Table shows that Extrovert Personality of teen age boy's 11 numbers. The value of co-relation-0.516565. Tabulated value .576. At 0.05 level of significance that there is no significant difference in Extrovert Personality.

Table No-V

Co-relation of Physical Fitness

Subjects	Df(N-1)	Co-relation	Tabulated value
40	39	0.2617	3.25

Table shows that numbers of .boys 40. The value of co-relation-0.2617. Tabulated value 3.25. At 0.05 level of significance that there is no significant difference in Physical fitness.

Conclusion:

The finding of this study shows that there was no significant different in Introvert Personality There was no significant different in Ambivert Personality. There was no significant different in Extrovert Personality. There was no positive co-relation between Physical fitness and personality of teen age.

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The study of co-relation between physical fitness and personality of teen agers

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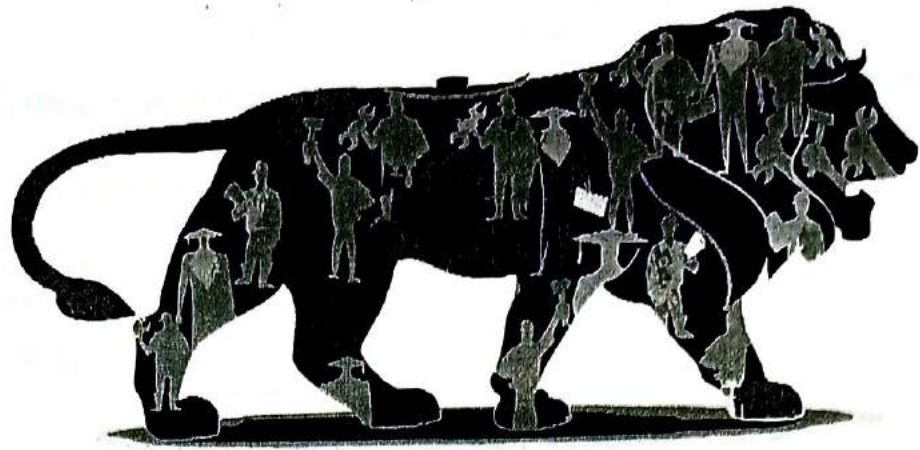
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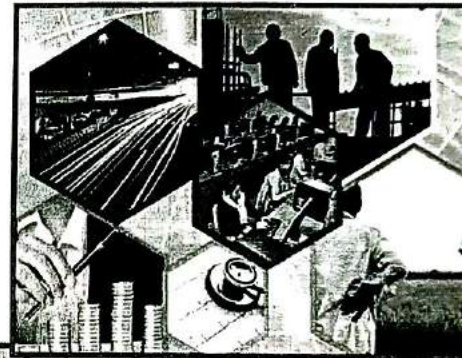
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Study of Current Market Scenario & Marketing Prospects of Yoga and Ayurveda under Make in India initiative

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Abstract

The world is looking for preventive medicine than the curative medicine these days. Because of this, developed countries have started looking toward Ayurveda and yoga for treatments to restore wellness of their citizens. Modern medicine is now governed by a demand for evidence-based practice. Traditional medicines, an age-old heritage inherited from years of experience, are bound to contain some valuable elements but inevitably they also contain some ingredients which are no longer useful. New methods of cure related to Ayurvedic massages, herbal therapy, yoga and traditional surgery are catching everyone's imagination very fast and promise to be the new big thing in the medical and wellness industry. Government of India has included wellness in its Make in India initiative with special emphasis on Ayurveda and yoga. The business prospects amount to a \$100 billion market, which is growing at a very fast rate and would become a \$5 trillion market worldwide by 2050. Large portions of the market would be centered in India being the origin. The reason for this renewed interest of herbal products is attributed to ever increasing evidence of the harmful side effects of modern synthetic products. Hence, scientific knowledge of the Ayurvedic herbal drugs has to be transmitted out in a systematic manner to compete the international market and provide consumer satisfaction. Ayurveda has a brilliant future in the world as a business proposition due to the ever increasing demand for natural therapies.

Key words: Ayurveda, yoga, traditional medicines, wellness, market, Make in India.

Introduction

Ayurveda [traditional medicine (TRM) of India as per WHO], the holistic science of medicine, as practiced and used by Indians at large since centuries, is getting global at present by virtue of its qualitative strength, essential elements of health and important clues for consistent functioning of life. Ayurveda is basically more oriented toward the management of lifestyle disorders which are in prominence due to stress-related phenomena and some other reasons among different groups in the society. Worldwide recognition of academic courses in Ayurveda is an addition to the establishment of wellness centers in general and its therapeutics value as a system of medicine in particular.

As per definition, "traditional medicine is the knowledge, skills and practices of holistic healthcare, recognized and accepted for its role in the maintenance of health and the treatment of diseases. It is based on indigenous theories, practices and experiences that are passed on from generation to generation".

World Health Organization (WHO) realized at Alma Ata in 1978 the role of traditional, alternative and complementary systems of medicine in the healthcare sectors of both developing and the developed nations with the slogan of "Health for All". [4]

A lot of yoga's strength is from the source. While there's a belief in the practice it is embodied in an individual. A business will have to build on a source of credibility which need to be drawn from a larger pool and not be narrowly limited to spirituality. Because in that case it becomes too new age it's appeal limited if it is always accompanied by sitar and tabla. Farms could draw from the richness of yoga heritage but package and present it in a contemporary form. Beyond



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these days. Because of this, developed countries of their citizens. Modern medicine is mostly old heritage inherited from years of experience ingredients which are no longer useful. Endoscopy and surgery are catching everyone's imagination. Government of India has included wellness business prospects amounts to a \$20 billion red market worldwide by 2050. Large portions of this interest of herbal products is attributed to the West. Hence, scientific knowledge of the Ayurveda can help the international market and provide consumers with a due to the ever increasing demand for natural

in India.

science of medicine as practiced and utilizing qualitative strength, essential elements of health are not oriented toward the management of disease and some other reasons among certain countries an additional accreditation of the establishment of medicine in particular.

practices of holistic healthcare, recognized and practiced. It is based on indigenous theories, beliefs and

of traditional, alternative and complementary medicine developed nations with the slogan of "Health for all".

practice it is embodied in an individual. A product of a larger pool and not be narrowly located. It is always accompanied by vital and agricultural and it is a contemporary from beyond a product

The practice of yoga makes the body strong and flexible, it also improves the functioning of the respiratory, circulatory, digestive, and hormonal systems. Yoga brings about emotional stability and clarity of mind.

Indian systems of medicine and homeopathy particularly Ayurveda and Yoga are widely recognized for their holistic approach to health and capability for meeting emerging health challenges. These systems are playing an important role in achieving the national health outcome goals of reducing Maternal Mortality Rate (MMR), Infant Mortality Rate (IMR), malnutrition and anemia.

Review of Literature

The official website said of making India give the impression that there is huge scope for wellness industry in India and abroad particular Ayurveda and yoga can do wonders.

Dr. Severna M Deshpande (2015) the study concluded in light of the worldwide changing healthcare environment, it has become abundantly clear that there is need for a comprehensive policy review of traditional, complementary and alternative systems of medicine and for individual nations to share information about their experiences with policy, legislation, regulation, research, development, financing, training and professional development, quality control and safety regulations of these system of medicine

Objective of the study

The present study is based on the following objectives:

1. To study the current market scenario
2. To study future prospect of yoga and Ayurveda.

Methodology of the Study

The descriptive research method is selected for this study and it is based on secondary data sources like Article, books, e-books, Newspapers and magazines, websites etc.

Current Scenario

As a result of increased awareness towards wellness and health-related activities, this sector poses great investment opportunities in the areas of setting up specialized treatment centres, spas and rejuvenation treatments as well as Ayurveda drug manufacturing (nutraceuticals, food supplements, cosmetics and rejuvenatives). Pawan Ramdas's Pranajati Ayurveda alone recorded revenues of Rs. 1,200 crore in the fiscal year 2014, and claims to have crossed Rs 2,000 crore last year. The organization recently announced plans to open 10,000 gyms in Karnataka to promote yoga and Ayurveda

The eighth decade of 20th century witnessed third upsurge in the popularity of Ayurveda among Westerners. The first few attempts to foster Ayurveda in 1920s and 1940s failed to sustain on account of the discovery of antibiotics like sulfa drugs and penicillin. But once again due to lack of cure for chronic diseases and side effects of conventional medicines, developed countries started looking toward Ayurveda for treatments to restore wellness of their citizens.



Moreover, modern medicine is mostly governed by a demand for evidence-based practice and biomedical research increasingly moves toward molecular approaches in the search for new treatments. However, public preferences are moving in a different direction where science is not the sole starting point for decision making. Concerns over side effects of synthetic drugs and a need for more humanistic management of illnesses have led majority of the people in most industrialized nations to move toward traditional and complementary medicines (CM).

So, Ayurveda is receiving momentum as an effective alternative to the conventional system of medicine by virtue of its systematic approach to cure and prevent ailments using natural resources.

Interface between core science and modern medicine

Professional healthcare providers, folk healers and common masses possess knowledge about diseases, their signs and their remedies. Common medical knowledge is shared by regionally formed groups of professional people who are similar disease categories (nosology), disease explanations (etiology) and treatments (therapy) so as to evolve a common medical culture or ethos (outlook).

In other words, all medical systems of the world have their own unique way of understanding and treating different disease. Both experts and laymen of any medical culture may represent any one out of many possible interpretations of a disease.

Taking into consideration the above-mentioned facts, one may elucidate an exact explanation of theories of traditional and conventional medicines which are promising and may pave way for greater achievements in the days to come. An interesting example of this is a schematic understanding of the relationship between modern medicine, modern science, traditional medicine, called the Golden Triangle Partnership concept evolved by Professor Mashelkar, former Director General of the Council of Scientific and Industrial Research (CSIR). This Golden Triangle Scheme aims to have AYU, CSIR and Indian Council of Medical Research (ICMR) in a mutual partnership to bring safe, effective and standard Ayurvedic Products for identified disease conditions.[5]

The Negatives of Modern Medicines

- 1) Modern medicines hardly ever are successful in treating and curing chronic illnesses. They are primarily used for alleviating morbidity resulting from disease conditions.
- 2) Being primarily of chemical origin, invariably, all of them pose problems of unacceptable adverse effects, particularly when used over long periods of time.
- 3) Being agents for treatment of symptoms of diseases, they need to be taken for the time span, apart from the adverse effects they cause, chronic treatments imply heavy economic burden on patients. Examples are drug treatments for Cardiovascular Diseases, CNS disorders, Diabetes, Lipid disorders, musculoskeletal diseases, Cancer, Endocrine and Gastrointestinal diseases etc.
- 4) Due to economic reasons and poor returns on investments, many diseases of the poor are not targets for research efforts by large Pharma Companies.
- 5) New drug research is moving into biologicals developed through modern sciences of genomics and proteomics.
- 6) Corporations are shifting their focus to developing personalized medicines rather than blockbuster drugs.
- 7) The costs of treatment for these drugs are prohibitively high and unaffordable even to the patients in upper middle class countries. The costs of treatment with modern biotechnology drugs average > \$ 50,000 per course of treatment in the U.S.
- 8) The high level of technology used for their production and the patent system prohibits their production of low cost generic versions of these drugs.

Current approaches to new drug discoveries use in-vitro and animal (in-vivo) models which do not represent human disease conditions. Hence failure rates in drug discovery are unacceptably high.



The business prospects amounts to a \$20 billion ready market, which is growing at a very fast rate and will be a \$5 trillion market worldwide by 2030. It goes without saying that large portions of this market would be coming from being the origin. The total size of the Indian Ayurvedic market is INR 50 billion and it is growing at a rate of between 10-15 percent, with the same growth rate targeted for the next 10 years.

There are two big advantages in this industry to be gained by prospective investors. First, that it is recognized that the healthcare industry has always been. Second, it reaches out to a large chunk of large consumers across groups. As such, this happens to be a great time to be in the Ayurveda market as it is expected to grow rapidly in the next few years. The fact that Ayurveda provides a viable business opportunity is borne out by the long and varied list of several brands in this field that include Dabur (launched 1884), Amritanjan (launched 1893), Himalaya (launched 1917), VICCO (launched 1952) and many more!

In fact, developments in ayurveda during the past two centuries, through organized production and institutionalization of education and professionalization of clinical practice have often been parallel to or ahead of developments in biomedicine in India. Manufacturing in ayurveda has passed from small-scale physician owned cottage production and later to the industrial scale, emerging as a competing alternative to the biopharmaceutical. Earlier, in the initial half of the 19th century, a number of households produced and distributed ayurvedic products and distribution was not based on any pricing mechanism. This means that while raw herbs were marketed for money. The production of medicine was concentrated in and around the physician's residence and the service and production costs were not clearly distinguished. Various systems, including the traditional system to cater to the healthcare needs of a large number of villages, helped the indigenous systems to survive throughout the period. In the mid-19th century, demand emerged for medicines when Vaidya's responded to epidemics, especially in the case of cholera and small pox (Varier 2002; Bhattacharya 2001).

Conclusion

In light of the worldwide changing healthcare environment, it has become abundantly clear that there is a comprehensive policy review of traditional, complementary and alternative systems of medicine and for individuals to share information about their experiences with policy, legislation, regulation, research, development, financing, professional development, quality control and safety regulations of these systems of medicine.

From the above study it can be concluded that the future prospects of Ayurveda and Yoga worldwide is very bright and the wellness industry in India needs to be organized and branded well.

The make in India initiative by the Government of India can give boost to these sectors by getting the right branding and research in these sectors.

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Study of Current Market Scenario & Marketing Prospects of Yoga and Ayurveda under Make in India initiative

Mrs. Vrushali P. Deshmukh

Director of physical education J.W. Sadhubella Girls College, Ulhasnagar Dist. Thane

Abstract

The world is looking for preventive medicine than the curative medicine these days because of this trend people have started looking toward Ayurveda and yoga for treatments to restore wellness of their animals. Modern medicine is governed by a demand for evidence-based practice. Traditional medicines, an age-old heritage inherited from years of experience are bound to contain some valuable elements but inevitably they also contain some ingredients which are no longer useful. Methods of cure related to Ayurvedic massages, herbal therapy, yoga and traditional surgery are catching everyone's imagination very fast and promise to be the next big thing in the medical and wellness industry. Government of India has included Ayurveda in its Make in India initiative with special emphasis on Ayurveda and Yoga. The business prospects envisage a \$25 billion market, which is growing at a very fast rate and would become a \$5 trillion market worldwide by 2020. Large portion of the market would be centered in India being the origin. The reason for this renewed interest of herbal products is attributed to ever increasing evidence of the harmful side effects of modern synthetic products. Hence, scientific knowledge of the Ayurvedic herbal drugs has to be transmitted out in a systematic manner to compete the international market and provide a better satisfaction. Ayurveda has a brilliant future in the world as a business proposition due to the ever increasing demand for such therapies.

Key words: Ayurveda, yoga, traditional medicines, wellness, market, Make in India.

Introduction

Ayurveda [traditional medicine (TRM) of India as per WHO], the holistic science of medicine as practiced and followed by Indians at large since centuries, is getting global at present by virtue of its qualitative strength, essential elements of life and important clues for consistent functioning of life. Ayurveda is basically more oriented toward the management of lifestyle disorders which are in prominence due to stress-related phenomena and some other reasons among certain groups in the society. Worldwide recognition of academic courses in Ayurveda is an additional accreditation of the established of wellness centers in general and its therapeutics value as a system of medicine in particular.

As per definition, "traditional medicine is the knowledge, skills and practices of holistic healthcare, recognized and accepted for its role in the maintenance of health and the treatment of diseases. It is based on indigenous theories, beliefs and experiences that are passed on from generation to generation".

World Health Organization (WHO) realized at Alma Ata in 1978 the role of traditional, alternative and complementary systems of medicine in the healthcare sectors of both developing and the developed nations with the slogan of "Health for All". [4]

A lot of yoga's strength is from the source. While there's a belief in the practice it is embodied in an individual. A practice will have to build on a source of credibility which need to be drawn from a larger pool and not be narrowly based on spirituality. Because in that case it becomes too new age if its appeal limited if it is always accompanied by sitar and agarbatti. Farms could draw from the richness of yoga heritage but package and present it in a contemporary form. The world is



Moreover, modern medicine is mostly governed by a demand for evidence-based practice and biomedical research increasingly moves toward molecular approaches in the search for new treatments. However, public preferences are moving in a different direction where science is not the sole starting point for decision making. Concerns over side effects of synthetic drugs and a need for more humanistic management of illnesses have led majority of the people in most industrialized nations to move toward traditional and complementary medicines (CM).

So, Ayurveda is receiving momentum as an effective alternative to the conventional system of medicine by virtue of its systematic approach to cure and prevent ailments using natural resources.

Interface between core science and modern medicine

Professional healthcare providers, folk healers, and common masses possess knowledge about diseases, their cause and their remedies. Common medical knowledge is shared by regionally formed groups of professional people who study similar disease categories (nosology), disease explanations (etiology) and treatments (therapy) so as to evolve a common medical culture or ethos (ethos).

In other words, all medical systems of the world have their own unique way of understanding and treating the signs and symptoms of a disease. Both experts and laymen of any medical culture may represent any one out of many possible interpretations of a disease.

Taking into consideration the above-mentioned facts, one may envisage an effective combination of theories of modern and conventional medicines which are promising and may pave way for greater achievements in the days to come. An interesting example of this is a schematic understanding of the relationship between modern medicine, modern science and traditional medicine, called the Golden Triangle Partnership concept evolved by Professor Masnekar, former Director General of the Council of Scientific and Industrial Research (CSIR). This Golden Triangle Scheme aims to have AYU, CSIR and Indian Council of Medical Research (ICMR) in a mutual partnership to bring safe, effective and standard Ayurvedic Products for identified disease conditions.[5]

The Negatives of Modern Medicines

- 1) Modern medicines hardly ever are successful in treating and curing chronic illnesses. They are primarily useful in alleviating morbidity resulting from disease conditions.
- 2) Being primarily of chemical origin, invariably, all of them pose problems of unacceptable adverse effects, particularly when used over long periods of time.
- 3) Being agents for treatment of symptoms of diseases, they need to be taken for life-time. Apart from the side effects they cause, chronic treatments imply heavy economic burden on patients. Examples are drug treatments for Cardiovascular Diseases, CNS disorders, Diabetes, Lipid disorders, musculoskeletal diseases, Cancer, Endocrine and Gastrointestinal diseases etc.
- 4) Due to economic reasons and poor returns on investments, many illnesses of the poor are not targets for research efforts by large Pharma Companies.
- 5) New drug research is moving into biologicals developed through modern sciences of genomics and proteomics.
- 6) Companies are shifting their focus to developing personalized medicines rather than blockbuster drugs.
- 7) The costs of treatment for these drugs are prohibitively high and unaffordable even to the patients in upper income countries. The costs of treatment with modern biotechnology drugs average > \$ 50,000 per course of treatment in the U.S.
- 8) The high level of technology used for their production and the patent system prohibits the introduction of low-cost generic versions of these drugs.

Current approaches to new drug discoveries use in-vitro and animal (in-vivo) models which do not represent human disease conditions. Hence failure rates in drug discovery are unacceptably high.



The business prospects amounts to a \$20 billion ready market, which is growing at a very fast rate and a \$5 trillion worldwide by 2050. It goes without saying that large portions of this market would be left being the origin. The total size of the Indian Ayurvedic market is INR 50 billion and it is growing substantially between 10-15 percent, with the same growth rate targeted for the next 10 years.

There are two big advantages in this industry to be gained by prospective investors. First, that it is recent the healthcare industry has always been. Second, it reaches out to a larger chunk of target consumers across groups. As such, this happens to be a great time to be in the Ayurveda market as it is expected to grow exponentially next few years. The fact that Ayurveda provides a viable business opportunity is borne out by the long and list of several brands in this field that include Dabur (launched 1884), Anrutanjjan (launched 1893), Himalaya (launched 1917), VICCO (launched 1952) and many more!

In fact, developments in ayurveda during the past two centuries through organized production, institutionalization of education and professionalization of clinical practice have often been parallel to, or developments in biomedicine in India. Manufacturing in ayurveda has passed from small-scale physician cottage production and later to the industrial scale producing as a competing alternative to the biomedicine. Earlier, in the initial half of the 19th century, a number of households produced and distributed ayurvedic products and distribution was not based on any pricing mechanism. This means that while raw herbal, metal products were traded and marketed in a big way, ready-made medicines were never considered as a "commodity" marketed for money. The production of medicine was concentrated in and around the physician's residence and the service and production costs were not clearly distinguished. Various reasons, including the inability of the system to cater to the healthcare needs of a large number of villages, helped the indigenous systems to remain throughout the period. In the mid-19th century, demand emerged for medicines when Vaidya's responded to epidemics, especially in the case of cholera and small pox (Varier 2002; Bhattacharya 2001).

Conclusion

In light of the worldwide changing healthcare environment, it has become abundantly clear that there is a comprehensive policy review of traditional, complementary and alternative systems of medicine and for individual share information about their experiences with policy, legislation, regulation, research, development, financing, professional development, quality control and safety regulations of these systems of medicine.

From the above study it can be concluded that the future prospects of Ayurveda and Yoga worldwide is very well. The wellness industry in India needs to be organized and branded well.

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19th & 20th January 2018

To,
Respected Sir / Madam

Mrs. Vrushali P. Deshmukh
Director of Physical Education and sports
J.W.Sadhubella Girl's College, Ulhasnagar. Dist. Thane
e-mail:- vdeshmukh1984@rediffmail.com

ACCEPTANCE LETTER

Mumbai , 14/12/2017

Mrs. Vrushali P. Deshmukh

Thank you for submitting a paper for the **International Conference on " Contemporary Movement in Sports Tourism, Management, Research, Sports and Yogic Sciences"** organized by Ramniranjan Jhunjhunwala College of Arts, Science and Commerce,, Mumbai, India, on 19th & 20th January 2018. Following a thorough double review of paper, we are pleased to confirm that your paper entitled "**A study of Effects of Yogic Activities on Women's fitness and Health**" has been accepted for presentation at this conference.

Please also follow the important notes below:

1. The conference proceeding and the certificate of presentation will be printed according to the title and the authors of the manuscript you sent. If any revision needed, please send to this email yogacon2018@rjcollege.edu.in prior to the deadline, 12 p.m of 20 December 2017.
2. Presentation schedule will be announced via email then. If no email received prior to 30 December 2017, please contact us.
3. Please pay the fee via the email register. yogacon2018@rjcollege.edu.

On behalf of the Organizing Committee of the conference, we would like to thank you for your submission and look forward to welcoming you to the conference during 19 - 20 January 2018. If you have any questions about this process of the conference program, please do not hesitate to contact our email.

Sincerely yours,



Dr. Yatın Rane
Director of Sports & Organizing Secretary for the Conference
R. J. College, Ghatkopar, Mumbai, India.



A Study of Effects of Yogic Activities on Women's fitness and Health

Mrs. Vrushali P. Deshmukh: Director of Physical Education and sports, J.W.Sadhubella Girl's College, Ulhasnagar. Dist. Thane

Abstract:

This paper will highlight the Health benefits of Yoga for Women through the practice of Yoga and explore how Yoga can significantly enhance their health. Yoga is a spiritual science of self-realization. It comes from India and goes back over five thousand of years. The Indian sage Patanjali, in his yoga sutra defines yoga as the control of the activities of the mind; yoga methods encompass the entire field of our existence, from the physical, emotional and mental to the spiritual. Its methods include ethical disciplines, physical postures, breath control, as well as meditation.

Today's woman is much more than her traditional role of a housewife, a mother or a daughter. Her extended roles that foray beyond her four walls, she plays an equal role in the decisions of socioeconomic and political life she leads. She is a multi-faceted, dynamic and uniquely influential part of our society and is forever striving for perfection in every aspect of life. A woman's golden years of life has their unique challenge. With age, the practice of complex asanas reduces. Asanas aimed at improving blood circulation and a healthy nervous system will help the body to extend and eventually fully relax. The aim of yoga at this stage, as always, is to maintain both physical and mental health, therefore bringing about balance and harmony. With continuity, the practice of yoga matures and women learn how to accommodate the physical limitations brought about by increasing age. Regular practice of certain specific asana (postures) provides the body with necessary strength to face the contractions to help ease labor, speed recovery and restore energy levels.

Keywords: Health benefits, yoga, women

Introduction

Practicing yoga regularly can prove very beneficial for women. Yoga can provide innumerable benefits to women like improving reproductive system, helping in natural child birth, giving complete workout to the body. Women's body is fragile and soft. This is a general view and fact. Exceptions can be everywhere and in every field. Women are designed by nature to nurture and take care and so all women are sensitive and soft at heart. On the other hand, she has to be strong from within because she has to undergo the strenuous activity of bearing a child and going through the childbirth. So, every woman has to be strong not only outwardly, she should have a strong system inside also. Yoga asanas prove to be very beneficial for women provided they do the right asanas in the right way. The yogic asanas, in fact, work in such a way that supports the basic systems of the body and boosts the immune system as well. A woman's golden years of life has it's unique challenges. With age, the practice of complex asanas reduces. Asanas aimed at improving blood circulation and a healthy nervous system will help the body to extend and eventually fully relax. The aim of yoga at this stage, as therefore bringing about balance and harmony. With continuity, the practice of yoga matures and women learn how to accommodate the physical limitations brought about by increasing age. Regular practice of certain specific asana (postures) provides the body with necessary strength to face the contractions to help ease labor, speed recovery

and restore energy levels. PostNatal practice of pranayama, or yogic breathing, and practice of gentle and easy Asana helps to restore firmness in the muscle fibers and encourage a continued supply of milk. Today's woman is much more than her traditional role of a housewife, a mother or a daughter. Her extended roles that foray beyond her four walls, she plays an equal role in the decisions of socio-economic and political life she leads. She is a multi-faceted, dynamic and uniquely influential part of our society and is forever striving for perfection in every aspect

Review of literature:

The relevant literature available in the subjects especially from books, journals and research papers etc, are reviewed for the study. **Hafner-Holter, Kopp and Gunter (2009)** conducted a study on Effects of fitness training and yoga on well-being, social competence and body image. It describes and compares influences from physical activity program and a yoga program on well-being, mood, stress coping, body-image and social competence in healthy people. Statistical analyses show significant improvement in social r the study competence in both training groups; the gym-group show a reduction in summarization and body-related anxiety as well as an improvement in physical and emotional well-being. Our findings support the evidence that physical activity in general improves psychological wellbeing, however, gym and yoga seems to have different psychological impacts. Future research should focus on comparing the psychological effects of different physical activity interventions in prevention programmes as well as exercise prescriptions in patients with mental illness. **Javnbakht M., Hejazi Kenari R. and Hisami M. (2009)** stated that Yoga has often been perceived as a method of stress management tool that can assist in alleviating depression and anxiety disorders. This study sought to evaluate the influence of yoga in relieving symptoms of depression and anxiety in women who were referred to a yoga clinic. The study involved a convenience sample of women who were referred to a yoga clinic from July 2006 to July 2007.

Objectives:

- i) To Study the yoga on women's fitness and Health.
- ii) To study the yoga awareness in house women's, working women's.
- iii) To analyze the impact of yoga women's fitness and health.
- iv) To make suggestions for further appropriate yoga practices.

Methodology:

This study is based on secondary and primary sources of information. The data has been collected from reliable sources such as published books and journals. The present study is exploratory and analytical in nature. The primary data is collected from women who are practicing yoga for several years and has different age groups. A popular technique known as "survey method" has been adopted and a structured questionnaire for this purpose by keeping all the relevant factors in mind. methodology used was Simple Random Sampling method. The data collected from respondents was analyzed with the help of appropriate statistical modules to draw logical conclusion.

Data Analysis and Interpretation:

Regular ,Time of Yoga and any others forms of exercise

parameters	Working women	House women	Total
Yes	08	12	20
No	27	15	42
Total	35	27	62



From the above table we can say that in working women's regularity of prating yoga is very low.

In case of house women above 50% are regular in their yoga practice .

In all only 30-35% women do yoga regularly .

Types of yoga perform by women.

parameters	Working women	House women	Total
Traditional	08	04	12
Power	00	00	00
Reiki	01	00	01
Total	09	04	13

From the above table we can say working women's and house women chose the traditional yoga mostly.

Kind of health problems

parameters	Working women	House women	Total
Back pain	07	05	12
Lower back pain	07	03	10
B.P.	04	01	05
Obesity	05	02	07
Diabetics	02	02	04
Thyroid	02	00	02
Arthritis	02	02	04
Total	29	15	44

This table show that the major illness in the women is back pain ,lower back pain and obesity There are other illness like B.P. ,Diabetes, Thyroid, Arthritis etc .which are also considerable in numbers.

Positive Effects of yoga on illness

parameters	Working womens	House womens	Total
Yes	10	05	15
No	01	00	01
Total	11	05	16

Above table infors that almost all the womens practicing yoga are the view that yoga has positive effects on their health .

Impacts on stress level:-

parameters	Working womens	House womens	Total
Yes	13	08	21
No	00	00	00
Total	13	08	21

From Above table it can be said that yoga has heals all the womans practicing yoga to reduce the stress level.

Conclusion

After analyzing the data as per the response given by the women both working and house wives

Following conclusion can be drawn.

1. women don't do Yoga regularly and for working women they found it difficult to spare time for Yoga.
2. House women also not regular but compared to working women are more regular.
3. Most of the do traditional Yoga and very few are practicing other forms.
4. All the women practicing yoga has some illnesses out of which nearly 50% has back pain problem.
5. All the women are of the view that Yoga has helped them in controlling their health issues and had positive effect on their fitness
6. Yoga has also helped in maintaining the stress level according to the response to the research.
7. All the respondent were very of the view that all women should practice yoga for their better health and fitness.

Suggestions

Women are the backbone of the family and it is very important to them to remain fit and healthy so women should exercise regularly and Yoga is best form of exercise.

Although womes are practicing yoga they are not regular so I would suggest that they should be more regular and punctual.

Women should try different Asanas for different health issues.

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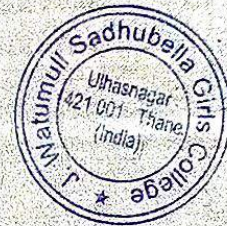


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50
Years
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Importance of Stretching Exercise For Sportsperson

Editor
Dr. Yeshwant Patil



Role of Exercise in Prevention of Sports Injuries

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Introduction

Over their careers professional athletes spend thousands of hours in training. Despite this, or because of, they have a risk of injury higher than normal exercisers. For example, in windsurfing there is a probability of 0.22 injuries every 1000 hours of practice among amateur performers, but these data rise till 13 injuries every 1000 hours among professional performers. Vitali (2011) provides the example of gymnastics and football: the 70/80% of professional female gymnasts occur in an injury every season and the 75% of professional football players (both men and women) have injuries every season. There are also gender differences. According to US data about recreational sports men are generally more liable to occur in an injury if compared with women (NEISS, 2010). For example, injured men in baseball are twice than injured women, and in basketball injured men are four times than women. However, there are some exceptions: in horse riding injured women are more than men. Unfortunately, these data do not consider the number of participants and do not provide any information regarding professional sports. Research on elite performers is limited and the most of studies regards single sports. For example, PerezTurpin and colleagues (Perez-Turpin, Cortell-Tormo, Suarez-Llorca, Chinchilla-Mira & Carreres-Ponsoda, 2012) have examined the context of windsurfing evidencing how female athletes are generally more liable to suffer injuries, with an exception: during competition men occur in injuries more frequently than women. The incompleteness of these data is due to the difficulty to uniform data from different countries, and collected in different ways (Van der Sman et al., 2003). Moreover,

there is a lack in the literature about epidemiology of sport injuries among professional athletes, and therefore it is not possible to determine the gap between professional and recreational sport, and the incidence of different risk factors on sport injury (Giustini & Cedri, 2002). Probably because of this shortage of data, there are few psychological studies on sport injury prevention; instead there is a consistent research on rehabilitation process. That is why we chose to review the literature on psychology of sport injury rehabilitation. An injury does not affect exclusively physical capabilities, but also contextual and psychological aspects. In fact, in some situations, injuries can deprive athletes of their compensation increasing life-stress, and determine fear to reinjury, sensation of loss, negative emotions, and other mood disturbances (Sparkes, 2000; Vergeer, 2006; Naoi & Ostrow, 2008). The negative impact of injury depends only in part on how much time athletes have spent in sport: high performers, who have a stronger athletic identity, experience major feeling of loss and mood disturbance. However, they also have a better reaction to the injury, probably because they have more psychological resources to cope the situation.

Discussion

Injury to an athlete may be considered to be either;

1. An ACUTE injury: Injury occurs suddenly to previously normal tissue. The principle in this instance is that the force exerted at the time of injury on the tissue (ie. muscle, tendon, ligament, and bone) exceeds the strength of that tissue damaging it. Forces commonly involved in acute injury are muscular contraction (eg. muscle/tendon tears), twisting injury to joints (ankle sprains, knee ligament injury) and direct trauma/contusion (impact from an object or opponent).

First aid treatment involving RICE (rest, ice, compression, elevation) to the injury should be done ASAP. This is done to minimize bleeding. Thereafter an early accurate diagnosis of the tissue(s) injured is essential to directing the optimal treatment pathway. Treatment may involve surgery (e.g. knee ligament



reconstruction) followed by a graded rehabilitation program or treatment may be non-surgical with a sports medicine professional guiding the injured athlete through a well designed graded rehabilitation programme specific for that injury.

2. An OVERUSE injury: Any repetitive activity (e.g. running, fast bowling in cricket etc.) can lead to an overuse injury. The principle in overuse injury is that repetitive micro trauma overloads the capacity of the tissue to repair itself.

The most common overuse injuries affect tendon (now termed Tendinopathy or tendinosis, a condition formerly known as tendinitis) and bone (Stress Fractures).

Common Overuse Injuries include

- Patellar Tendinopathy
- Achilles Tendinopathy
- Rotator Cuff (shoulder) Tendinopathy
- Tenoperiostitis of tibia (ie. Shin splints)
- Stress Fracture of tarsal (foot) bones.

To better understand overuse injury it helps to think in terms of what is happening at the microscopic level to the tissue that has been "stressed" during the repetitive workouts. During exercise the tissues (muscles, tendons, bones, ligaments, etc) experience excessive physiological stress. When the activity is over the tissues undergo adaptation so as to be stronger to be able to withstand a similar stress in the future if required. Overuse injury occurs when the adaptive capability of the tissue is exceeded and tissue injury then develops. That is, in the over-zealous athlete there is not enough time for adaptation to occur before the next work out and the cumulative tissue damage eventually exceeds a threshold for that tissue causing pain and tissue dysfunction.

Intrinsic	Factors Extrinsic
Factors Poor Biomechanics	Training Errors - excessive volume

Lack of Flexibility
Muscle Imbalance
Muscle Weakness

- excessive frequency
- excessive intensity
- faulty technique Surfaces
(concrete vs grass)

Age

Shoes (inappropriate or worn out)

Size/Body Composition

Bone Health

The cause of overuse injury is most often MULTIFACTORIAL and can involve both extrinsic and intrinsic factors. Training errors and poor biomechanics are usually involved

Exercises to Prevent Knee Injuries

Knee pain is a very common problem. Dead lifts (which help strengthen your posterior chain), side-lying leg lifts, donkey kicks, and wall squats are all examples of exercises that can help stabilize your knees and prevent pain or injury. For even more examples, please refer to the slides in the featured article.

One of the most common sports injuries, especially among runners, is iliotibial (IT) band syndrome, which occurs when the ligament running from your hip to your shin, down the outside of your thigh, becomes tight and/or inflamed.

The IT band attaches to your knee, so when it's tight, just about any kind of knee movement can become painful as the IT band is pulling your knee out of alignment. There are many exercises that can prevent this situation, including the following,

- Cross-legged stretch
- Wall stretch
- Single leg bridge lift
- Side lunges
- Foam roller

A foam roller is an inexpensive fitness tool that has many uses, and I highly recommend getting one. Spending just a few minutes on it every day can help release a number of different trigger points,



increase blood flow, and improve tissue quality while simultaneously engaging your muscles and building strength.

Foam rolling can be done both before and after a workout, but pre-workout sessions should focus on problem areas whereas post-workout sessions can focus on all of the muscle groups worked that day. There are also rolling massage sticks that you can get on Amazon that also work quite well.

Tackling Tight Hamstrings

Tight hamstrings is another common problem area that can lead to pulled muscles and sprains. Proper stretching techniques can help you stay loose and limber to avoid this. Studies have shown that stretching benefits connective tissue, triggers the growth of the protein filaments inside each muscle cell, which is essential to proper body movement, and improves the performance of your "spindle receptors," which help protect your muscles against further injury. A stretching routine should be a regular part of your workout, whether you're battling injuries or not. Examples of effective hamstring stretches include:⁵

1. Tipover tuck hamstring stretch
2. Scissor hamstring stretch
3. Hurdler stretch
4. Rounded back forward bend
5. Reclined hamstring stretch

Hamstring stretches are particularly crucial if you're doing sprints. While sprinting is a simple form of high intensity exercise that does not require any kind of equipment and can be done just about anywhere, any time, it's also one of the most dangerous. Unless you're in phenomenal shape and have special training in sprinting, it's really important that you start gradually, and make sure to perform the recommended stretches.

I did not follow this advice and when I first started HIIT eight years ago. As a result I tore one of my hamstring muscles, which caused me pain for about four years. The stretching exercises I

demonstrate in the video below eventually helped me recover, but I suggest you avoid making the same mistake and just do the stretches before you start sprinting. The stretches I recommend are so-called Active Isolated Stretches (AIS), not static stretches, and include the following:

- Hamstring I stretch (straight: 10 reps)
- Hamstring II stretch (foot twisted slightly left: 10 reps)
- Hamstring III stretch (foot twisted slightly right: 10 reps)
- Rolling your hamstrings using a foam roller

How to Prevent Shin Splints

Shin splints can be caused by a number of factors, including stress fractures in your tibia (shin bone), tired muscles, flat feet, or lax arches. A simple prevention exercise is basic calf raises, or alternating walking around on your tippy toes, followed by walking on your heels. To target the muscles all around your lower leg, do stationary calf raises with your feet internally and externally rotated as well.

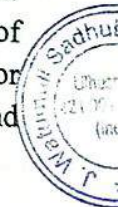
Other beneficial exercises include leg raises, performed sitting in a chair, with a two to six pound dumb bell between your feet, and foam rolling your calves and shins.

Conclusion

Although injury is an integral part of sport and it is bound to happen, a sports person can reduce the risk of injury by exercise. There are various exercises which can help in preventing the injuries. Game specific exercise and warm up helps in prevention of injury. Every sports person should be made aware of the injuries for particular sports and coaches should be also trained about injuries and exercise that can be helpful in preventions.

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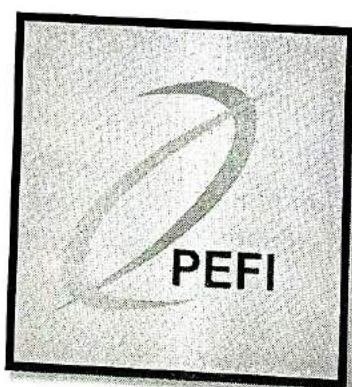
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National Conference
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Enhancing the Performance of a Player &
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24th Dec. 2018

Organized By,



IQAC

**Bar. R. D. I. K. & N. K. D. College,
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Collaboration with

Art & Science College, Kurha

And

Physical Education Foundation of India

Introduction

Why does being active matter?

We all know that being physically active is good for our bodies. But our physical health and mental health are closely linked – so physical activity can be very beneficial for our mental health and wellbeing too.

Lots of us don't get enough exercise to stay healthy, but physical activity is particularly important if you have a mental health problem. This is because people with mental health problems are more likely to have a poor diet, smoke or drink too much alcohol, or be overweight/obese (this can be a side effect of taking medication).

So if you have a mental health problem, the health benefits of becoming more physically active are even more significant.

What does being physically active mean?

We all have different reasons for being active. The types of activity we do usually fall under these headings:

- Physical activity.

This can describe anything we do that involves moving our bodies.

- Exercise.

Any physical activity could be considered exercise, but when we talk about doing exercise we usually mean activities we do deliberately for fitness or training, rather than something that's part of our daily routine.

- Sport.

Sport usually refers to physical activities we do on our own or in a team for competition or fun. People working in the sport and leisure industries use the word in its broadest sense, including activities such as tennis, athletics, swimming, keep-fit or Zumba classes. Some sports such as snooker or darts are more about skill than any physical exertion

What are the health benefits of physical activity?

Physical activity has a wide range of health benefits – for your mind and body, and for your social and emotional wellbeing. Physical health benefits As well as improving your overall physical fitness, being more active can have the following physical benefits:

- **Reduced risk of some diseases.** For example, health experts suggest that being more active can reduce your risk of developing a stroke or heart disease by 10%, and type 2 diabetes by 30–40%.
- **Reduced risk of physical health problems** as our bodies adapt to stress. As we become fitter, our bodies can better regulate our cortisol levels. Cortisol is a 'stress hormone' that our bodies release in response to anxiety; over prolonged periods, higher cortisol levels have been linked to a wide range of health problems including heart disease, high blood pressure, a lowered immune response, as well as depression and anxiety.
- **Healthier organs.** When you're active your body is working more, which is good for your organs. For example, a stronger heart will help you have lower cholesterol and lower blood pressure.
- **Healthier bones.** Weight-bearing exercises will strengthen your bones and build your muscle, which can reduce your chances of developing osteoporosis. 6 7

- **Healthier weight.** If you're overweight, becoming more active can help you start to reduce body fat as your stamina and fitness levels improve.
- **More energy.** As your body adapts to increased activity levels you get a natural energy boost, which can make you feel less tired. Researchers say that even low intensity levels of activity can be beneficial if you usually feel very fatigued.
- **Improved sleep.** Many people find they are able to sleep better at night after having been more active during the day.

Mental health benefits

- **Reduced anxiety and happier moods.** When you exercise, your brain chemistry changes through the release of endorphins (sometimes called 'feel good' hormones), which can calm anxiety and lift your mood.
- **Reduced feelings of stress.** You may experience reductions in feelings of stress and tension as your body is better able to control cortisol levels.
- **Clearer thinking.** Some people find that exercise helps to break up racing thoughts. As your body tires so does your mind, leaving you calmer and better able to think clearly.
- **A greater sense of calm.** Simply taking time out to exercise can give you space to think things over and help your mind feel calmer.
- **Increased self-esteem.** When you start to see your fitness levels increase and your body improve, it can give your self-esteem a big boost. The sense of achievement you get from learning new skills and achieving your goals can also help you feel better about yourself and lift your mood. Improved self-esteem also has a protective effect that increases life satisfaction and can make you more resilient to feeling stressed
- **Reduced risk of depression.** If you're more active there's good evidence to suggest that at most ages, for both men and women, there's a trend towards lower rates of depression. In fact one study has found that by increasing your activity levels from doing nothing to exercising at least three times a week, you can reduce your risk of depression by almost 20%.

Social and emotional benefits

- **Making friends and connecting with people.** Being around people is good for our mental health and social networks – plus you can maximise the benefits of exercising by doing it with other people. You may find that the social benefits are just as important as the physical ones.
- **Having fun.** Lots of us enjoy being active because it's fun. Researchers have shown that there's a link between the things we enjoy doing and improvements in our wellbeing overall. If you enjoy an activity you're also more likely to keep doing it.
- **Challenging stigma and discrimination.** Some people find that joining a sport program helps reduce the stigma attached to their mental health problem. Getting involved in local projects with other people who share a common interest can be a great way to break down barriers and challenge discrimination.

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