INTERNATIONAL YEAR OF GLOBAL UNDERSTANDING-2016

International e-Seminar on Global Understanding: Paper/Posters/Photo Presentation

Shri P.K. Chaudhari Mahila Arts College, Gandhinagar, Gujarat (India)

RESEARCH REVIEW International Journal of Multidisciplinary

eISSN: 2455-3085

SECRETARIAT; Department of Geography Lobdergraben 32, Friedrich Schiller University, Jena 07743 Jena Germany

CONFERENCE PROCEEDING ISSUE
OCTOBER-2016
Celebration Event for,
2016 International Year of
GLOBAL understanding
IYGU

Proclaimed by the international councils of the natural, social, and human sciences (ICSU, ISSC and CIPS)

Secretariat:
Department of Geography Lobdergraben
32, Friedrich Schiller University,
Jena 07743 Jena Germany

Papers/Posters Presentation

Organized by;
Shri P.K. Chaudhary Mahila Arts College,
Sec-7, Gandhinagar, Gujarat
India

Organizing secretary;
Prof. Dr. Mina Vyas
rajmin29@gmail.com    +91-98799 26953

Executive Director
Professor Benno Werlen

Prin. Dr. Urmilaben Chaudhary
2016 to be the International Year of Global Understanding (IYGU)

The International Council for Science (ICSU), the International Social Science Council (ISSC) and International Council for Philosophy and Human Sciences (CIPSH) jointly announced today that 2016 would be the International Year of Global Understanding (IYGU).

The aim of IYGU is to promote better understanding of how the local impacts the global in order to foster smart policies to tackle critical global challenges such as climate change, food security and migration.

“We want to build bridges between global thinking and local action,” said Prof. Benno Werlen of the Friedrich Schiller University Jena, Germany. “Only when we truly understand the effects of our personal choices – for example in eating, drinking and producing – on the planet, can we make appropriate and effective changes,” said Werlen, who initiated this project of the International Geographical Union (IGU).

How to translate scientific insight into more sustainable lifestyles will be the main focus of activities – research projects, educational programmes and information campaigns – for 2016. The project seeks to go beyond a narrow focus on environmental protection and climate policy and explore quality of life issues and the sustainable, long-term use of local resources.

“We live in the most interconnected world in history. Yet at the same time that world is riven by conflicts, dislocations and uncertainties - an unsettling and disturbing mixture of huge opportunities and existential risks,” said Lord Anthony Giddens, former Director of the London School of Economics, UK. “Finding a positive balance will demand fundamental intellectual rethinking and new forms of collaboration of the sort the IGYU offers” he added.

“Sustainable development is a global challenge, but solving it requires transforming the local – the way each of us lives, consumes, and works. While global negotiations on climate attack the sustainability crisis from above, the IYGU complements them beautifully with coordinated solutions from below - by getting individuals to understand and change their everyday habits. This twin approach elevates our chance of success against this crisis, the gravest humanity has ever seen,” said former ICSU President and Nobel Laureate Yuan-Tseh Lee.

For example, on each day in 2016, the IYGU will highlight a change to an everyday activity that has been scientifically proven to be more sustainable than current practice. Primers on everyday life which take cultural diversity and local practice into account will be compiled and distributed. “Now more than ever it is vital that we find the strength to understand and relate to the positions, thoughts, and expectations of others and seek dialogue instead of confrontation,” said Professor Klaus Töpfer, Executive Director of the Institute for Advanced Sustainability Studies (IASS).

It is hoped that this focus on tangible, local action will generate ideas for research programmes and school curricula, as well as highlight best practice examples. Wherever
possible, activities will be communicated in several languages. Using this bottom-up approach, the IYGU hopes to support and extend the work of initiatives such as Future Earth, the UN’s Post-2015 Development Agenda, and the UN Decade of Education for Sustainable Development.

“In Rwanda, environmental pollution through plastic litter was a widespread and intractable problem. Ultimately, the insight that plastic is harmful to ruminant animals, in particular cows, turned the tide in favor of environmental legislation. This led to a ban on plastic items that could cause litter. Today you’d be hard pressed to find plastic polluting public areas in Rwanda,” said Werlen.

The involvement of the ISSC, ICSU and CIPSH in IYGU underwrites broad collaboration across the natural and social sciences and the humanities, from across disciplinary boundaries and from all around the world.

In 2016, the IYGU program will be coordinated by about 50 Regional Action Centers. This network is currently being established and cities such as Tokyo, Washington, Sao Paulo, Tunis, Moscow, and Rome, while Beijing, Mexico City, Macao/Coimbra, Nijmegen, Hamilton, Bamako and Kigali are confirmed as hoists of such Centers with their regional to continental reach. The IYGU General Secretariat in Jena, Germany coordinates these Regional Action Centers.

About Prof. Benno Werlen:

Prof. Benno Werlen was born in Switzerland in 1952. After studying Geography, Ethnology, Sociology, and Economics, he received his Ph.D. and served as a research assistant at the universities of Kiel, Fribourg, and Zurich. Having completed his habilitation in the natural sciences, Werlen taught at the ETH Zurich and at the universities of Salzburg, Geneva, and Nijmegen. As a visiting fellow, he spent time at Cambridge University, the UCLA, and the London School of Economics. Werlen has been professor of Social Geography at the Friedrich Schiller University Jena since 1998; he has been a member of the European Research Council since 2008.
The Making of 2016 International Year of Global Understanding (IYGU)
By Benno Werlen, Executive Director of the IYGU

On February 2, 2016, the 2016 International Year of Global Understanding (IYGU) was launched during a very successful Opening Ceremony at the Jena Volkshaus with prominent guests from all over the world. This is a moment to look back at the track of its becoming, focusing on the most important steps, while leaving out the hundreds or even thousands of intermediate steps that were necessary to make the bigger ones.

The path to the “International Year of Global Understanding” (IYGU) started around 2008, when we met in Rome at Villa Celimontana, the Home of Geography, to develop a new initiative concept for an UN International Year. For this occasion invited Ron Abler (IGU-President), Anne Buttimer (IGU Past-President), Giuliano Bellezza, Ola Söderström, Jacques Lévy, Karl Donert (EU Parliament), Vladimir Kolossov (IGU ExC), and John Pickles. We discussed several potential titles for the initiative, focusing on the topics Globalization, Culture, and Understanding, as well as the key topical elements, without fixing the definitive title. I presented this first draft – together with Anne Buttimer and Bruno Messerli, both former presidents of the IGU – at the IGC in Tunis to a larger public audience without getting a clear recommendation for further development. The discussion process continued at several presentations in Zurich (Culture and Globalization), Santiago de Compostela (Globalization and Culture), and Buenos Aires, where I used the title “Global Understanding” for the first time, as well as in Quebec and at the AAG in Las Vegas.

In 2010, we expanded our contact network, especially with regard to obtaining the support of the international scientific umbrella organizations. The first step was made with the presentation to the General assembly of ICSU in Paris in April 2010, and then simultaneously to the General Assemblies of ISSC (International Social Science Council) and CIPSH (International Council for Philosophy and Human Sciences) at their joint Symposium on “Changing Nature – Changing Sciences? – The Challenges of global environmental change research for the social sciences and humanities” in December of the same year in Nagoya. From ISSC and CIPSH we received the formal support in a letter of endorsement very promptly; support from the ICSU followed in 2012, signed by Prof. Yuan Tse Lee.

In 2011 we made significant progress, particularly during two meetings in Germany that served to elaborate on the scientific and practical purposes of IYGU. In March that year we met in Weimar for the inaugural meeting of the IYGU Steering Committee, attended by Shangyi Zhou, Lukas Sosoe, Margaret Robertson, Gordon McBean, Ron Abler, Adama Sammasékou, Anantha Duraiappah, Sebastian Lentz, Robyn Longhurst, Vladimir Kolossov, Ed de Mulder, and myself. This meeting established the IYGU’s transdisciplinary nature:

addressing the social sciences’ and the humanities’ shortcomings in dealing with global change issues, as well as the need for natural scientists to understand that global climate change requires global social change.
From May 12-14, 2011, the Steering Committee, the Scientific Committee and the Outreach Committee held a meeting chaired by myself in Jena. The meetings’ main result was the initial draft of the IYGU Program. In addition to the Steering committee, the meeting was also attended by the members of the newly constituted scientific panels: John Urry, John Pickles, Walter Spiess, Armin Reller, Yukio Himiyama, Alik Ismael-Zadeh, Richard Mechler, Allen Scott, LuizOosterbeek, and Mathis Stock as well as the new member of the Advisory board, Bruno Messerli. We decided that the program should target the following topical fields and have the following responsible principal scientists and right after this meeting we started the bureaucratic application process to establish the IYGU as a UN International Year with a lot of meetings, travel, and negotiations, to secure political and scientific support from around the world from potential candidates including Germany, Brazil, Morocco, Monaco, Zambia, Slovenia, Botswana, Austria, Costa Rica, Mali etc, and finally Rwanda as the applicant country. Just a week before Christmas 2012, Ed de Mulder and I went to Kigali, Rwanda, to meet with government officials. The trip concluded with the IYGU being made a so-called ‘official dossier’ of the Rwandan Government, and lead to the decision made by the Rwandan government in April 2013, to take lead in the application process to UNESCO and finally to the UN General Assembly.

The message from April 3 from the Foreign Minister of Rwanda, Hon Louise Mushikiwabo, reads as follows: ‘This is to confirm to you that that the UN-IYGU with Rwanda as lead country was approved by Executive Order.’ The UNESCO application process was very successful. In October, the UNESCO’s Executive Board unanimously and without debate adopted the resolution of the IGU initiative for an IYGU, presented by the group of the East African countries, in the name of Rwanda. In November, the 37th UNESCO General Conference decided unanimously to support the Rwandan submission for the Proclamation of 2016 as International Year of Global Understanding to the UN General Assembly. This seemed to be the real breakthrough, just one more step was lying ahead and then we would have achieved what we had been systematically planning for more than four years by that time. Finally, the UNESCO application process concluded with the Resolution of the Executive Board192EX/39 (August 14, 2013) and the General Conference 37C (November 5, 2013) to declare 2016 as the International Year of Global Understanding. The next step now was to get the support for the application process to the UN General Assembly.

During my stay in New York (April 19-25, 2014) I met with the delegates of Rwanda’s Permanent Mission to the UN. On April 22, I presented – as guest of the Rwandan Mission – the IYGU at the UN headquarters to all 192 members states in the context of the 4th Interactive Dialogue of the General Assembly on “Harmony with Nature,” chaired by the President of the UN General Assembly, H.E. Mr. John Ashe, representing the Secretary General of the United Nations. I worked very hard to get our application onto the agenda for the 69th session of the UN General Assembly, which started in September, 2014.

In mid-June, the request to place the UNESCO resolution for the IYGU on the agenda of the next meeting of African Group Ambassadors at the United Nations in New York was being processed. Thus, a second trip to New York (from June 29 to July 05) became necessary. We were preparing for the submission of the UNESCO resolution to the UN and wanted to ensure that the resolution would make it onto the agenda of the next UN
General Assembly session, starting in September 2014. For this reason, together with Inguelore Scheunemann, Luiz Oosterbeek, Sybelle de Jongh, Adama Samassékou, Yukio Himiyama, Shanghyi Zhou, etc., we contacted more than 50 member states of the UN.

As agreed with the Rwandan mission and with the help of Adama Samassékou, Luiz Oosterbeek, Inguelore Scheunemann, and Wo-ik Yu, meetings with representatives of four different voting groups were arranged in rather short time, in order to extend networking in the context of all UN voting group. Face-to-face meeting with the UN ambassadors of Brazil, Portugal, Mali, and Korea, as well as contact with the UN missions of Slovenia, Lithuania and representatives of the German, Luxembourgian, Swiss, and Austrian missions helped to systematically prepare the last steps of the application process. Finally Rwanda got the support of the G77 in September 2014.

After November 2014, there have been quite a few ups and downs concerning the IYGU application’s status at the UN in New York. For quite some time things were up in the air and I had no definite progress information concerning the negotiation of the IYGU draft resolution. Despite intensive preparation on the diplomatic side and the strong support assured, including efforts by the Association of American Geographers to mobilize U.S. representatives at the UN since the AAG meeting in Chicago in April, the IYGU application remained an object of conflict between the G77 and the Western European and Others Group (WEOG) member states. I finally received a message on August 15, 2015 from a representative of the Rwandan Permanent Mission saying that it is highly unlikely that the draft resolution will be adopted in this or the next session as there is still a lack of consensus among the member states concerning the exact wording of the resolution.

Now, while this was certainly not good news from New York, this deadlock and resulting problems weren’t entirely unforeseeable, which is why I had started to develop a plan B after February 2015, in case the UN did not adopt the IYGU draft resolution. In spring 2015, I had outlined the idea of having an international year declared by the three global umbrella organizations of the natural, social, and human sciences (ICSU, ISSC, and CIPSH).

On Sunday, September 13, 2015, the three sciences councils (ICSU; ISSC and CIPSH) proclaimed at the World Social Science Forum at Durban, South Africa, 2016 as the International Year of Global Understanding. The session of proclamation held at 11:00 am -12:30 pm local time.

My thanks go once again to the presidents of the three science organizations – Gordon McBean (ICSU), Alberto Martinelli (ISSC), and Chao Gejin (ICPHS) – as well as to their Executive Directors Heide Hackmann (ICSU), Mathieu Denis (ISSC), and Secretary-General Luiz Oosterbeek (CIPSH). They were all very helpful and their support was absolutely crucial for getting plan B off the ground. The declaration in Durban presented, for the first time, that the three organizations jointly proclaim an international year.

**Dr. h.c. Eliezer Batista (Brazil)**

“Knowledge is the factor that leads us to change our way of thinking. However, it is the understanding that leads to change attitudes. The IYGU puts emphasis on culturally different paths to global sustainability. And that only changing individual actions will lead
Professor Klaus Toepfer (Germany)
Former Executive-Director of UNEP, Director of Institute for Advanced Sustainability Studies (IASS)
'The fall of the Berlin Wall was the crucial symbol of overcoming the bipolar world. Now more than ever it is vital to the globalization process that we find the strength and again to also understand and relate to the positions, thoughts, and expectations of others and seek dialogue instead of confrontation. Furthermore, it will be important to advance the quest for solutions that do not challenge one’s own inalienable values while also granting this privilege to others.'

Professor Gordon McBean (Canada)
Nobel Prize Laureate for Peace (IPCC), President of ICSU and Council for Future Earth
'The IYGU is very important in building societal understanding, enabling actions to face the risks posed by global environmental change. It is seizing opportunities in transitions to global sustainability and is providing a critical start for a successful Future Earth Programme.'

Professor Anthony Giddens (UK)
Member of the House of Lords and former Director of the London School of Economics
'We live in the most interconnected world in history. Yet at the same time that world is riven by conflicts, dislocations and uncertainties - an unsettling and disturbing mixture of huge opportunities and existential risks. Finding a positive balance will demand fundamental intellectual rethinking and new forms of collaboration of the sort the IGYU offers.'

Professor Yuan Tseh-Lee (Taiwan)
Nobel Prize Laureate in Chemistry (1986)
'Sustainable development is a global challenge, but solving it requires transforming the local - the way each of us lives, consumes, and works. While global negotiations on climate attack the sustainability crisis from above, the IYGU complements them beautifully with coordinated solutions from below - by getting individuals to understand and change their everyday habits. This twin approach elevates our chance of success against this crisis, the gravest humanity has ever seen.'

Recent developments

Since the proclamation the IYGU process was going very well, it was possible to win numerous new strong partners. I just want to summarize (probably) the most important key developments between the proclamation and the Opening Ceremony.

- The cooperation with Future Earth was definitively established. It was discussed and decided in the Future Earth Governing Council meeting at the end of November. The result was communicated by the Executive Director of FE, Dr. Paul Shrivastava on December 2, with the following words: ‘The Governing Council agreed that IYGU was a good cause and also an opportunity for FE science. Let me know if you have specific ideas for collaborations and I would be happy to explore them with our
team here. I wish you great success with IYGU events and processes. It seems you are doing many events around the world and must be very busy. Look forward to working with you in coming months’.

- The cooperation with ICSU, ISSC, and CIPSH has been strengthened and deepened not only because of IYGU as a project, but also due to IYGU’s cooperation with Future Earth, IYGU’s involved in the preparation of the 2017 World Humanities Conference (Aug 6-12 in Liège, Belgium), and the various conferences and meetings that are held to prepare for this major event. Due to the IYGU’s involvement, during a General Assembly on December 8 in Beijing the IGU (represented by Yukio HImiyama) became a member of CIPSH, testifying to the further strengthening of the collaboration between geography and the humanities. With this, geography is probably the only scientific discipline that is a member of all three major international science councils (ICSU, ISSC and CIPSH), which is a strong expression of the spirit of IYGU.

- The cooperation with the Rio Summer Olympics 2016 and the International Olympic Committee is progressing very well, albeit slowly. Understandably, things aren’t moving very fast in an organization of that magnitude.

- The network of IYGU Regional Action Centers (RACs) is expanding around the world. There are now more than 30 RACs with whom negotiations are either in progress, almost finalized, or finalized. Several RACs have already committed substantial contributions and the organization of events in 2016.

- My efforts for Africa have been less successful unfortunately. While the University of Rwanda showed interest in setting up a RAC (despite the negative outcome of the UN process), this was eventually unsuccessful despite my mobilization of a range of other contacts, including ESRI’s representative in Rwanda, the German Ambassador to Rwanda, and various Ministers in this and other African countries. This is disappointing as there was widespread agreement during my previous visits to Rwanda that IYGU could offer significant benefits not only to the country but also to Africa at large.

- Another recent addition to the list of very important partners of IYGU is the software company ESRI. I met its founder and president, Jack Dangermond, in October in Salzburg (Austria) and he committed not only to substantial funding (which will be used for the IYGU opening ceremony) but also to providing technological support, including the set-up of a so-called Story Maps website for sharing and visualizing IYGU-related issues, events, and bottom-up activities as well as a platform for MOOCs. In addition, Jack has also engaged his personal networks and pointed me towards some helpful contacts.

Nobel Prize laureate of peace in 1996, HE José Manuel Ramos-Horta have agreed to become IYGU Patrons and John Dudley to become a member of the IYGU Advisory Board. The president of CIPSH, Chao Gejing (China) has accepted to be a member of the steering Committee. HE José Manuel Ramos-Horta received the Nobel Prize for Peace in 1996 for his work towards a just and peaceful solution for the conflict in East Timor. Currently Mr. Ramos-Horta is the United Nations’ special representative and Head of the
Patrons of IYGU

Dr. h. c. Eliezer Batista, holds degrees in Engineering, Mathematics, and Physics. He was Minister of Mines and Energy and Minister of Strategic Affairs in the Brazilian government. He is one of the key initiators of the Rio 1992 Earth Summit and co-founder of the World Business Council for Sustainable Development (WBCSD). He holds the highest honor of more than twelve countries and is an honorary member of the Russian Academy of Sciences.

Dr. h. c. mult. Jack Dangermond founded Esri in 1969 with a vision that a mapping and analysis framework could provide a deeper understanding of our world and help us design a better future. As founder and president of Esri, Dangermond’s leadership and vision stimulate the ongoing innovation of GIS technologies that enable people to make insightful decisions and improve the quality of life everywhere.

- International Council of Human Sciences and Philosophy (CIPSH): 12 disciplines and a large number of national academies
- Future Earth Initiative of ICSU and ISSC (incl. the Belmont Forum)
- German and Japanese Future Earth Committee
- World Humanities Conference Liège 2017 (under the auspice of CIPSH)
- Association of American Geographers, whose representatives also initiated cooperation with National Geographic and its various print and audiovisual media channels, and potentially also the U.S. National Academy of Sciences
- Japanese Forum for Science and Technology in Society (STS) (including German, French, Royal Swedish, Chinese, and Japanese Academy of Sciences, Leibniz Association etc.) International Union of Geodesy and Geophysics (IUGG)
- IUGS International Union of Geological Sciences (IUGS)
- Brazilian Chamber of Industry (CNI)
- Ministry of Foreign Affairs of the Republic of Korea Initiative for Global Citizenship Education for Sustainable Development

2016 to be the International Year of Global Understanding (IYGU)
“Building bridges between global thinking and local action”
Executive Board
Hundred and ninety-second session

192 EX/39

PARIS, 14 August 2013
Original: English

Item 39 of the provisional agenda

PROCLAMATION OF 2016 AS INTERNATIONAL YEAR OF GLOBAL UNDERSTANDING (IYGU)

SUMMARY

This item has been included in the provisional agenda of the 192nd session of the Executive Board at the request of Djibouti on behalf of the Member States of the Africa Group.

The corresponding explanatory note together with a draft decision is attached hereto.

Action expected of the Executive Board: decision proposed in paragraph 18.
## CONTENT

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Author(s)</th>
<th>Title of the Paper/Article</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Prin. Dr. Urmilaben Chaudhari</td>
<td>Role of Enthusiasm</td>
<td>01-01</td>
</tr>
<tr>
<td>2</td>
<td>Dr. Usha P. Ladani Miss. Jui U. Hansaliya</td>
<td>Climate Change and Health</td>
<td>02-05</td>
</tr>
<tr>
<td>3</td>
<td>Prof. Kailash N. Godhasara</td>
<td>Water Pollution and Health</td>
<td>06-12</td>
</tr>
<tr>
<td>4</td>
<td>Prof. Sonal Vinodchandra Modi</td>
<td>Role of Ethics</td>
<td>13-13</td>
</tr>
<tr>
<td>5</td>
<td>Prof. Shilpa. P. Shah Dr. Purvi H. Parmar</td>
<td>Impact of Globalization on Indian Economy</td>
<td>14-18</td>
</tr>
<tr>
<td>6</td>
<td>Dr. Jayendrasinh. P. Thakor</td>
<td>Importance of main four mental qualities in successful performance in most Sports</td>
<td>19-21</td>
</tr>
<tr>
<td>7</td>
<td>Mr. Rajendra C. Raval</td>
<td>Managerial Myth of Chanakya</td>
<td>22-22</td>
</tr>
<tr>
<td>8</td>
<td>Ms Sonal Thareja</td>
<td>Education for Global Understanding: the need of Hour</td>
<td>23-27</td>
</tr>
<tr>
<td>9</td>
<td>Munnaben B. Chaudhari</td>
<td>Learning and Success from Enemy</td>
<td>28-29</td>
</tr>
<tr>
<td>10</td>
<td>Varma Kirankumari</td>
<td>Carbon Credit through Sustainable Development</td>
<td>30-33</td>
</tr>
<tr>
<td>11</td>
<td>Prof. Geetaben Ramjbhai Chaudhari</td>
<td>Being unethical indicates Self–Destruction</td>
<td>34-34</td>
</tr>
<tr>
<td>12</td>
<td>Dr. Yogini H Vyas</td>
<td>The Significance of Ancient Cultures with Special Reference to Vedic Literature</td>
<td>35-36</td>
</tr>
<tr>
<td>13</td>
<td>Prof. Rakesh R. Patel</td>
<td>Managerial Behavior: Should not be Belittle</td>
<td>37-37</td>
</tr>
<tr>
<td>14</td>
<td>Dr. Manjula J. Viradiya</td>
<td>Remedies for Pests and Diseases in the Vedas</td>
<td>38-41</td>
</tr>
<tr>
<td>15</td>
<td>Prof. Pratimaben M. Chhaniyara</td>
<td>Diverse roles of employees in the organization</td>
<td>42-43</td>
</tr>
<tr>
<td>16</td>
<td>Sneha Dave</td>
<td>Impact of Foreign Direct Investment on Indian Economy</td>
<td>44-48</td>
</tr>
<tr>
<td>17</td>
<td>Prof. Dr. Hemangini S. Waghela</td>
<td>Immoral, Ethical, and righteous (king) chief and Employees</td>
<td>49-49</td>
</tr>
<tr>
<td>18</td>
<td>Vaghela Hardikkumar R.</td>
<td>Mahatma Gandhi- A Lamp for Global Understanding</td>
<td>50-53</td>
</tr>
<tr>
<td>19</td>
<td>Prof. Prakashraj P Kumavat</td>
<td>Enthusiasm of the Management</td>
<td>54-55</td>
</tr>
<tr>
<td>20</td>
<td>Prof. Dr. Minaben Vyas</td>
<td>Ethics and Happiness</td>
<td>56-56</td>
</tr>
<tr>
<td>21</td>
<td>Pinki Arora</td>
<td>Marxism: A Global Ideology</td>
<td>57-58</td>
</tr>
<tr>
<td>22</td>
<td>Dr. Satyam Shankara Bhaktula</td>
<td>The cost effective English Language Laboratory</td>
<td>59-61</td>
</tr>
<tr>
<td>23</td>
<td>Prof. Poonam Valera</td>
<td>Cultural Memory Revealed through Storytelling in Louise Halfe’s Blue Marrow</td>
<td>62-66</td>
</tr>
<tr>
<td>No.</td>
<td>Author</td>
<td>Title</td>
<td>Pages</td>
</tr>
<tr>
<td>-----</td>
<td>-------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>24</td>
<td>Prof. Tara Desai</td>
<td>Green House Effect &amp; Global Warming</td>
<td>67-70</td>
</tr>
<tr>
<td>25</td>
<td>Prof. Desdimonaben Patel</td>
<td>The Amazing Herb Holy Basil/Tulsi: God’s own Natural Medicine</td>
<td>71-71</td>
</tr>
<tr>
<td>26</td>
<td>Prof. Dr. Rucha Brahmbhatt</td>
<td>The Shvethashvatara Upanished</td>
<td>72-74</td>
</tr>
<tr>
<td>27</td>
<td>Prof. Leenaben Swadia</td>
<td>Ancient gift for the modern world.......Katha Upnishad</td>
<td>75-75</td>
</tr>
<tr>
<td>28</td>
<td>Prof. Jinesh A Shah</td>
<td>The Investment Trend of the Middle Income Group Person in Ahmedabad City</td>
<td>76-82</td>
</tr>
<tr>
<td>29</td>
<td>Mita R. Shah</td>
<td>Eco Criticism Theory and Global Understanding</td>
<td>83-86</td>
</tr>
</tbody>
</table>
Role of Enthusiasm

Prin. Dr. Urmilaben Chaudhari
Principal,
Shri P. K. Chaudhari Mahila Arts College,
Gandhinagar, Gujarat (India)

FOR THE ENTHUSIASTIC, EVEN ENEMIES BECOME FAVORABLE – CHANAKYA

Uthsaha - vatham satravaḥ api vast – bhavanti

By now, in the 185 sutras of the first 18 chapters, Canakya, has asked so many different things to be done (and not be done), that we start wondering how be manger can really implement them all. But reality, in fact is even more complicated and the one quality that is needed above all is utsahah – word which has many different meaning, all of which make sense for the managers role: effort, exertion; perseverance, one for the three sakti (capblities / powers) of a rulers, the other two being mantra and prabhava; determination, resolution; power, ability; firmness, fortitude, strength; and (in rhetoric) firmness/fortitude which gives rise to heroic sentiment; and Lastly, happiness.

Indeed, a tremendous amount of energy, strength and perseverance over long periods of time is needed, which can all come only with a basically healthy body and mind. This is also a major reason for advocating absence from vices and adherence to ethics in true spirit.

For persons endowed with this kind of enthusiasm – utsahah – it is not only easy to motivate friends, but also to convert adversaries and enemies into supporters of his cause. The performance of the enthusiastic manger speaks for itself, gradually melting the negatives in the minds of the opposition. Such a manger, innately optimistic, will ensure that he does not directly criticize or offend his opponents in personal terms. He will find time to think though ways of winnings them over to the cause, and will have the perseverance to implement such ways gradually over time.
Climate Change and Health

Dr. Usha P. Ladani and Miss. Jui U. Hansaliya
U.K. Vachhani Mahila Arts & Home Science College,
Keshod, Junagadh, Gujarat (India)

**Keywords:** Climate change, social and environmental determinants of health, clean air, safe drinking water, sufficient food and secure shelter.

Over the last 50 years, human activities – particularly the burning of fossil fuels – have released sufficient quantities of carbon dioxide and other greenhouse gases to trap additional heat in the lower atmosphere and affect the global climate. In the last 130 years, the world has warmed by approximately 0.85°C. Each of the last 3 decades has been successively warmer than any preceding decade since 1850. Sea levels are rising, glaciers are melting and precipitation patterns are changing. Extreme weather events are becoming more intense and frequent. Although global warming may bring some localized benefits, such as fewer winter deaths in temperate climates and increased food production in certain areas, the overall health effects of a changing climate are likely to be overwhelmingly negative. Climate change affects social and environmental determinants of health – clean air, safe drinking water, sufficient food and secure shelter.

**KEY FACTS**

- Climate change affects the social and environmental determinants of health – clean air, safe drinking water, sufficient food and secure shelter.
- Between 2030 and 2050, climate change is expected to cause approximately 250,000 additional deaths per year, from malnutrition, malaria, diarrhea and heat stress.
- The direct damage costs to health (i.e. excluding costs in health-determining sectors such as agriculture and water and sanitation), is estimated to be between US$ 2-4 billion/year by 2030.
- Areas with weak health infrastructure – mostly in developing countries – will be the least able to cope without assistance to prepare and respond.
- Reducing emissions of greenhouse gases through better transport, food and energy-use choices can result in improved health, particularly through reduced air pollution.

**CLIMATE CHANGE**

Over the last 50 years, human activities – particularly the burning of fossil fuels – have released sufficient quantities of carbon dioxide and other greenhouse gases to trap additional heat in the lower atmosphere and affect the global climate.

In the last 130 years, the world has warmed by approximately 0.85°C. Each of the last 3 decades has been successively warmer than any preceding decade since 1850.

Sea levels are rising, glaciers are melting and precipitation patterns are changing. Extreme weather events are becoming more intense and frequent.

**WHAT IS THE IMPACT OF CLIMATE CHANGE ON HEALTH?**
Although global warming may bring some localized benefits, such as fewer winter deaths in temperate climates and increased food production in certain areas, the overall health effects of a changing climate are likely to be overwhelmingly negative. Climate change affects social and environmental determinants of health – clean air, safe drinking water, sufficient food and secure shelter.

**EXTREME HEAT**

Extreme high air temperatures contribute directly to deaths from cardiovascular and respiratory disease, particularly among elderly people. In the heat wave of summer 2003 in Europe for example, more than 70,000 excess deaths were recorded2.

High temperatures also raise the levels of ozone and other pollutants in the air that exacerbate cardiovascular and respiratory disease.

Pollen and other aeroallergen levels are also higher in extreme heat. These can trigger asthma, which affects around 300 million people. Ongoing temperature increases are expected to increase this burden.

**NATURAL DISASTERS AND VARIABLE RAINFALL PATTERNS**

Globally, the number of reported weather-related natural disasters has more than tripled since the 1960s. Every year, these disasters result in over 60,000 deaths, mainly in developing countries.

Rising sea levels and increasingly extreme weather events will destroy homes, medical facilities and other essential services. More than half of the world’s population lives within 60 km of the sea. People may be forced to move, which in turn heightens the risk of a range of health effects, from mental disorders to communicable diseases.

Increasingly variable rainfall patterns are likely to affect the supply of fresh water. A lack of safe water can compromise hygiene and increase the risk of diarrheal disease, which kills approximately 760,000 children aged under 5, every year. In extreme cases, water scarcity leads to drought and famine. By the late 21st century, climate change is likely to increase the frequency and intensity of drought at regional and global scale1.

Flooding is also increasing in frequency and intensity, and the frequency and intensity of extreme precipitation is expected to continue to increase throughout the current century1. Floods contaminate freshwater supplies, heighten the risk of water-borne diseases, and create breeding grounds for disease-carrying insects such as mosquitoes. They also cause drownings and physical injuries, damage homes and disrupt the supply of medical and health services.

Rising temperatures and variable precipitation are likely to decrease the production of staple foods in many of the poorest regions. This will increase the prevalence of malnutrition and under nutrition, which currently cause 3.1 million deaths every year.

**PATTERNS OF INFECTION**
Climatic conditions strongly affect water-borne diseases and diseases transmitted through insects, snails or other cold blooded animals.

Changes in climate are likely to lengthen the transmission seasons of important vector-borne diseases and to alter their geographic range. For example, climate change is projected to widen significantly the area of China where the snail-borne disease schistosomiasis occurs.

Malaria is strongly influenced by climate. Transmitted by Anopheles mosquitoes, malaria kills almost 600,000 people every year – mainly African children under 5 years old. The Aedes mosquito vector of dengue is also highly sensitive to climate conditions, and studies suggest that climate change is likely to continue to increase exposure to dengue.

MEASURING THE HEALTH EFFECTS

Measuring the health effects from climate change can only be very approximate. Nevertheless, a WHO assessment, taking into account only a subset of the possible health impacts, and assuming continued economic growth and health progress, concluded that climate change is expected to cause approximately 250,000 additional deaths per year between 2030 and 2050; 38,000 due to heat exposure in elderly people, 48,000 due to diarrhea, 60,000 due to malaria, and 95,000 due to childhood undernutrition.

WHO IS AT RISK?

All populations will be affected by climate change, but some are more vulnerable than others. People living in small island developing states and other coastal regions, megacities, and mountainous and polar regions are particularly vulnerable.

Children – in particular, children living in poor countries – are among the most vulnerable to the resulting health risks and will be exposed longer to the health consequences. The health effects are also expected to be more severe for elderly people and people with infirmities or pre-existing medical conditions.

Areas with weak health infrastructure – mostly in developing countries – will be the least able to cope without assistance to prepare and respond.

WHO RESPONSE

Many policies and individual choices have the potential to reduce greenhouse gas emissions and produce major health co-benefits. For example, cleaner energy systems, and promoting the safe use of public transportation and active movement – such as cycling or walking as alternatives to using private vehicles – could reduce carbon emissions, and cut the burden of household air pollution, which causes some 4.3 million deaths per year, and ambient air pollution, which causes about 3.7 million deaths every year.

In 2015, the WHO Executive Board endorsed a new work plan on climate change and health. This includes:
**Partnerships:**

To coordinate with partner agencies within the UN system, and ensure that health is properly represented in the climate change agenda.

**Awareness rising:**

To provide and disseminate information on the threats that climate change presents to human health and opportunities to promote health while cutting carbon emissions.

**Science and evidence:**

To coordinate reviews of the scientific evidence on the links between climate change and health, and develop a global research agenda.

**Support for implementation of the public health response to climate change:**

To assist countries to build capacity to reduce health vulnerability to climate change, and promote health while reducing carbon emissions.

**REFERENCES**


Water Pollution and Health

Prof. Kailash N. Godhasara
U.K.VachhaniMahila Arts & Home Science College, Keshod,
Junagadh, Gujarat (India)

Keywords: water pollution, water contamination, Health impact, Treatment,

It is a well-known fact that clean water is absolutely essential for healthy living. Adequate supply of fresh and clean drinking water is a basic need for all human beings on the earth, yet it has been observed that millions of people worldwide are deprived of this.

**WATER POLLUTION**

Water covers over 70% of the Earth’s surface and is a very important resource for people and the environment. Water pollution affects drinking water, rivers, lakes and oceans all over the world. This consequently harms human health and the natural environment. Here you can find out more about water pollution and what you can do to prevent it.

**TYPES OF WATER POLLUTION**

Water pollution can come from a number of different sources. If the pollution comes from a single source, such as an oil spill, it is called point-source pollution. If the pollution comes from many sources, it is called nonpoint-source pollution.

Most types of pollution affect the immediate area surrounding the source. Sometimes the pollution may affect the environment hundreds of miles away from the source, such as nuclear waste, this is called trans boundary pollution.

- Surface water pollution
- Oxygen depleting
- Ground water,
- Nutrients
- Microbiological
- Suspended matter
- Chemical

**THE CAUSES OF WATER POLLUTION**

- Sewage and wastewater
- Marine dumping
- Industrial water
- Radioactive waste
- Oil pollution
- Underground storage leakages
- Atmospheric deposition
Global warming
Eutrophication

**Health Impacts of Water Pollution**

Virtually all types of water pollution are harmful to the health of humans and animals. Water pollution may not damage our health immediately but can be harmful after long term exposure. Different forms of pollutants affect the health of animals in different ways.

Freshwater resources all over the world are threatened not only by over exploitation and poor management but also by ecological degradation. The main source of freshwater pollution can be attributed to discharge of untreated waste, dumping of industrial effluent, and run-off from agricultural fields. Industrial growth, urbanization and the increasing use of synthetic organic substances have serious and adverse impacts on freshwater bodies. It is a generally accepted fact that the developed countries suffer from problems of chemical discharge into the water sources mainly groundwater, while developing countries face problems of agricultural run-off in water sources. Polluted water like chemicals in drinking watercauses problem to health and leads to water-borne diseases which can be prevented by taking measures can be taken even at the household level.

**Groundwater and its Contamination**

Many areas of groundwater and surface water are now contaminated with heavy metals, POPs (persistent organic pollutants), and nutrients that have an adverse affect on health. Water-borne diseases and water-caused health problems are mostly due to inadequate and incompetent management of water resources. Safe water for all can only be assured when access, sustainability, and equity can be guaranteed. Access can be defined as the number of people who are guaranteed safe drinking water and sufficient quantities of it. There has to be an effort to sustain it, and there has to be a fair and equal distribution of water to all segments of the society. Urban areas generally have a higher coverage of safe water than the rural areas. Even within an area there is variation: areas that can pay for the services have access to safe water whereas areas that cannot pay for the services have to make do with water from hand pumps and other sources.

In the urban areas water gets contaminated in many different ways, some of the most common reasons being leaky water pipe joints in areas where the water pipe and sewage line pass close together. Sometimes the water gets polluted at source due to various reasons and mainly due to inflow of sewage into the source.

Ground water can be contaminated through various sources and some of these are mentioned below.

**Pesticides**- Run-off from farms, backyards, and golf courses contain pesticides such as DDT that in turn contaminate the water. Leech ate from landfill sites is another major contaminating source. Its effects on the ecosystems and health are endocrine and reproductive damage in wildlife. Groundwater is susceptible to contamination, as pesticides are mobile in the soil. It is a matter of concern as these chemicals are persistent in the soil and water.
Sewage- Untreated or inadequately treated municipal sewage is a major source of groundwater and surface water pollution in the developing countries. The organic material that is discharged with municipal waste into the watercourses uses substantial oxygen for biological degradation thereby upsetting the ecological balance of rivers and lakes. Sewage also carries microbial pathogens that are the cause of the spread of disease.

Nutrients- Domestic waste water, agricultural run-off, and industrial effluents contain phosphorus and nitrogen, fertilizer run-off, manure from livestock operations, which increase the level of nutrients in water bodies and can cause eutrophication in the lakes and rivers and continue on to the coastal areas. The nitrates come mainly from the fertilizer that is added to the fields. Excessive use of fertilizers cause nitrate contamination of groundwater, with the result that nitrate levels in drinking water is far above the safety levels recommended. Good agricultural practices can help in reducing the amount of nitrates in the soil and thereby lower its content in the water.

Synthetic organics- Many of the 100 000 synthetic compounds in use today are found in the aquatic environment and accumulate in the food chain. POPs or Persistent organic pollutants represent the most harmful element for the ecosystem and for human health, for example, industrial chemicals and agricultural pesticides. These chemicals can accumulate in fish and cause serious damage to human health. Where pesticides are used on a large-scale, groundwater gets contaminated and this leads to the chemical contamination of drinking water.

Acidification- Acidification of surface water, mainly lakes and reservoirs, is one of the major environmental impacts of transport over long distance of air pollutants such as sulphur dioxide from power plants, other heavy industry such as steel plants, and motor vehicles. This problem is more severe in the US and in parts of Europe.

CHEMICALS IN DRINKING WATER

Chemicals in water can be both naturally occurring or introduced by human interference and can have serious health effects.

Fluoride- Fluoride in the water is essential for protection against dental caries and weakening of the bones, but higher levels can have an adverse effect on health. In India, high fluoride content is found naturally in the waters in Rajasthan.

Arsenic- Arsenic occurs naturally or is possibly aggravated by over powering aquifers and by phosphorus from fertilizers. High concentrations of arsenic in water can have an adverse effect on health. A few years back, high concentrations of this element was found in drinking water in six districts in West Bengal. A majority of people in the area was found suffering from arsenic skin lesions. It was felt that arsenic contamination in the groundwater was due to natural causes. The government is trying to provide an alternative drinking water source and a method through which the arsenic content from water can be removed.

Lead- Pipes, fittings, solder, and the service connections of some household plumbing systems contain lead that contaminates the drinking water source.
**Recreational use of water** - Untreated sewage, industrial effluents, and agricultural waste are often discharged into the water bodies such as the lakes, coastal areas and rivers endangering their use for recreational purposes such as swimming and canoeing.

**Petrochemicals** - Petrochemicals contaminate the groundwater from underground petroleum storage tanks.

**Other heavy metals** - These contaminants come from mining waste and tailings, landfills, or hazardous waste dumps.

**Chlorinated solvents** - Metal and plastic effluents, fabric cleaning, electronic and aircraft manufacturing are often discharged and contaminate groundwater.

Water-borne diseases are infectious diseases spread primarily through contaminated water. Though these diseases are spread either directly or through flies or filth, water is the chief medium for spread of these diseases and hence they are termed as water-borne diseases.

Most intestinal (enteric) diseases are infectious and are transmitted through faecal waste.

**Pathogens** – which include virus, bacteria, protozoa, and parasitic worms – are disease-producing agents found in the faeces of infected persons. These diseases are more prevalent in areas with poor sanitary conditions. These pathogens travel through water sources and interfuses directly through persons handling food and water. Since these diseases are highly infectious, extreme care and hygiene should be maintained by people looking after an infected patient. Hepatitis, cholera, dysentery, and typhoid are the more common water-borne diseases that affect large populations in the tropical regions.

<table>
<thead>
<tr>
<th>Disease Cause</th>
<th>Water-borne diseases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bacterial infections</td>
<td>Typhoid, Paratyphoid fever, Bacillary dysentery</td>
</tr>
<tr>
<td>Viral infections</td>
<td>Infectious Hepatitis (jaundice), Poliomyelitis</td>
</tr>
<tr>
<td>Protozoal infections</td>
<td>Amoebic dysentery</td>
</tr>
</tbody>
</table>

A large number of chemicals that either exist naturally in the land or are added due to human activity dissolve in the water, thereby contaminating it and leading to various diseases.

**Pesticides** - The organophosphates and the carbonates present in pesticides affect and damage the nervous system and can cause cancer. Some of the pesticides contain carcinogens that exceed recommended levels. They contain chlorides that cause reproductive and endocrinial damage.

**Lead** - Lead is hazardous to health as it accumulates in the body and affects the central nervous system. Children and pregnant women are most at risk.

**Fluoride** - Excess fluorides can cause yellowing of the teeth and damage to the spinal cord and other crippling diseases.

**Nitrates** - Drinking water that gets contaminated with nitrates can prove fatal especially to infants that drink formula milk as it restricts the amount of oxygen that reaches the brain causing the ‘blue baby’ syndrome. It is also linked to digestive tract cancers. It causes algae to bloom resulting in eutrophication in surface water.
Petrochemicals- Benzene and other petrochemicals can cause cancer even at low exposure levels.

Chlorinated solvents- These are linked to reproduction disorders and to some cancers.

Arsenic- Arsenic poisoning through water can cause liver and nervous system damage, vascular diseases and also skin cancer.

Other heavy metals- Heavy metals cause damage to the nervous system and the kidney, and other metabolic disruptions.

Salts- It makes the fresh water unusable for drinking and irrigation purposes.

Exposure to polluted water can cause diarrhea, skin irritation, respiratory problems, and other diseases, depending on the pollutant that is in the water body. Stagnant water and other untreated water provide a habitat for the mosquito and a host of other parasites and insects that cause a large number of diseases especially in the tropical regions. Among these, malaria is undoubtedly the most widely distributed and causes most damage to human health.

**TREATMENT**

Decisions on the type and degree of treatment and control of wastes, and the disposal and use of adequately treated wastewater, must be based on a consideration all the technical factors of each drainage basin, in order to prevent any further contamination or harm to the environment.

**INDUSTRIAL WATER AND WATER POLLUTION**

Industry is a huge source of water pollution, it produces pollutants that are extremely harmful to people and the environment.

Many industrial facilities use freshwater to carry away waste from the plant and into rivers, lakes and oceans.

**POLLUTANTS FROM INDUSTRIAL SOURCES INCLUDE**

Asbestos – This pollutant is a serious health hazard and carcinogenic. Asbestos fibers can be inhaled and cause illnesses such as asbestosis, mesothelioma, lung cancer, intestinal cancer and liver cancer.

Lead – This is a metallic element and can cause health and environmental problems. It is a non-biodegradable substance so is hard to clean up once the environment is contaminated. Lead is harmful to the health of many animals, including humans, as it can inhibit the action of bodily enzymes.

Mercury – This is a metallic element and can cause health and environmental problems. It is a non-biodegradable substance so is hard to clean up once the environment is contaminated. Mercury is also harmful to animal health as it can cause illness through mercury poisoning.
**Nitrates** – The increased use of fertilizers means that nitrates are more often being washed from the soil and into rivers and lakes. This can cause eutrophication, which can be very problematic to marine environments.

**Phosphates** – The increased use of fertilizers means that phosphates are more often being washed from the soil and into rivers and lakes. This can cause eutrophication, which can be very problematic to marine environments.

**Sulphur** – This is a non-metallic substance that is harmful for marine life.

**Oils** – Oil does not dissolve in water, instead it forms a thick layer on the water surface. This can stop marine plants receiving enough light for photosynthesis. It is also harmful for fish and marine birds.

**Petrochemicals** – This is formed from gas or petrol and can be toxic to marine life.

**SEPTIC TANKS AND SEWAGE TREATMENT**

Septic tanks treat sewage at the place where it is located, rather than transporting the waste through a treatment plant or sewage system. Septic tanks are usually used to treat sewage from an individual building.

Untreated sewage from a property flows into the septic tank and the solids are separated from the liquid.

Solid material is separated depending on their density. Heavier particles settle at the bottom of the tank whereas lighter particles, such as soap scum, will form a layer at the top of the tank.

Biological processes are used to help degrade the solid materials.

The liquid then flows out of the tank into a land drainage system and the remaining solids are filtered out.

**DENITRIFICATION**

Gentrification is an ecological approach that can be used to prevent the leaching of nitrates in soil; this in turn stops any ground water from being contaminated with nutrients.

- Fertilizers contain nitrogen, and are often applied to crops by farmers to help plant growth and increase the yield.
- Bacteria in the soil convert the nitrogen in the fertilizer to nitrates, making it easier for the plants to absorb.
- Immobilization is a process where the nitrates become part of the soil organic matter.
- When oxygen levels are low, another form of bacteria then turns the nitrates into gases such as nitrogen, nitrous oxide and nitrogen dioxide.
- The conversion of these nitrates into gas is called denitrification. This prevents nitrates from leaching into the soil and contaminating groundwater.
OZONE WASTEWATER TREATMENT

Ozone wastewater treatment is a method that is increasing in popularity. An ozone generator is used to break down pollutants in the water source.

The generators convert oxygen into ozone by using ultraviolet radiation or by an electric discharge field.

Ozone is a very reactive gas that can oxidize bacteria, moulds, organic material and other pollutants found in water.

Using ozone to treat wastewater has many benefits:

- Kills -- bacteria effectively.
- Oxidizes substances such as iron and sulphur so that they can be filtered out of the solution.
- There are no nasty odors or residues produced from the treatment.
- Ozone converts back into oxygen quickly, and leaves no trace once it has been used.

The disadvantages of using ozone as a treatment for wastewater are:

- The treatment requires energy in the form of electricity; this can cost
- Money and cannot work when the power is lost.
- The treatment cannot remove dissolved minerals and salts.
- Ozone treatment can sometimes produce by-products such as bromated

That can harm human health if they are not controlled.

REFERENCES

7. National Water Policy-India
Role of Ethics

Prof. Sonal Vinodchandra Modi
Associate Professor - HOD Sociology
Shri P. K. Chaudhari Mahila Arts College,
Gandhinagar Gujarat (India)

1. **Daya Dhrmasya Janma – Bhumih**

Empathy is the motherland of ethics.

Sympathy for others in troubled or in deprived circumstances, without their having committed any immoral or unethical act, is not as ‘natural’ as one would wish to believe. The preserving instincts of a thinking animal that the human being is, often turns into pure selfishness irrespective of the cost to others or aloof from the misery of their or of other humans in the same society. Civil society, therefore, natures a sense of sympathy for fellow humans. The more we learn to empathize with others, the more we feel like working towards removing conditions that create manmade deprivations for others. Ethical behaviour, which respects the fallings of others with the same strength as our own, is prompted by such a feeling of empathy. It is in this sense that empathy is the mother (note, not the father!) land of ethics. Only in the fertile ground of empathy can the seeds of ethical behaviour grow into trees that blossom.

2. **Dharama – Mule Satya - Dane**

Truth and payment, both are rooted in ethics.

Why do we consider speaking the truth or behaving truthfully as ‘good’ behaving truthfully as ‘good’ behaviour, as a virtue to be imbibed from childhood and to be nourished and adhered to lifelong? Only because when a non – truth or a downright untruth is used for any kind of ‘gain’ by an individual, the ‘gain’ is at the expense of someone else. A similar non – truthful action from the affected individual is not welcome. That precisely is the proposition of ethics: “If A’s behaviour affecting B makes A happy, replacing A by B should not change the situation.“ So truthfulness is rooted in ethics.

Dama as stated earlier, id not only alms and donations, but also vrtti-dana. i.e. payment for work. All three stem from empathy the birthplace of ethics. Fairness in payment for work is ethics i.e. paying as much the job id worth, talking account of the job context aspects as well as of the amount of wealth creation through the job.

3. **Dharmena Jayati Lakan (He) wins over the people through ethics.**

The leader, the CEO and all other managers need to earn the trust and the loyalty of their follower, their colleagues, and their employees. Only when such a trust exists, will their implemented in the proper manner to reach or to even exceed the desired goal. The only way to win such trust, to win over his people and the society to his side, supporting his cause, is to ensure a totally ethical behaviour. The strong growth of corporate governance ideas after 1980, the current insistence of ethical codes of conduct for all employees etc. Are manifestations of the same idea. In the jungle of market economy, civilization would come only through ethical behaviour by all enterprises.
INTRODUCTION

It means to open the Trade and Economy for the international players. In other words, every manufacturer or producer of goods can compete for sale of their products without restrictions or without any imposed control.

For example, think of a small village market or meal where all are free to come and sell their products at their desired price, irrespective of places from where they come. There are no restrictions on control on their products or the prices. This is the globalised trade. Any country can participate to set up, acquire, merge industries, invest in equity and shares, sell their products and services in India. Therefore, globalization should not be considered in isolation, but should be considered in totality with liberalization of the industrial policy towards lifting of trade control and restrictions, influence of trade block and simultaneous privatization. Global market treats the world as a single market. With the advent of information technology and its strategic application, the world is focused as a global village and all traders are therefore globalised.

THE EARLIER (PER 1990s) CONCEPT

Before 1990s India followed a patch of restricted trade. Such restrictions were that certain products would not be allowed to be imported as they were manufactured in India. For example, General Engineering goods, Food items, toiletries, Agricultural products etc. were in the banned list of import.

Some other kinds of products which were produced in restricted quantity in the country or are expensive and categorized as luxuries were subjected to heavy import duty to make them costlier in order to dissuade flow of foreign exchange and give protection to local producers. For example, VCR, Music sets, Air-conditioners, Computers etc., these items were subject to 150% import duty.

GLOBALIZATION IN INDIA

In the 1990s due to change in world economic order and due to heavy pressures from rich countries like USA, Japan, European countries dominating the WTO (World Trade Organization having 135 members, established in 1995) and IMF (International Monetary Fund) and World Bank engaged in development financing activities, the developing and the poor countries all over the world were forced to open their trade and market and allow foreigners to share their major chunk of a business. Thus, India first started the process of globalization and liberalization in 1991 under the Union Finance Minister, Shri Manmohan Singh.

The first 5 years in globalization did not yield appreciable results. The coming of Multinational cold drinks manufacturers like Coke, Pepsi, and others like Mc. Donald, KFC, Boomer Chewing
gums, Uncle Chips, Cornflakes only dominated the show. Due to further liberalization of trade and the privatization, the late 1990s showed the effect to globalization by the coming of giant car manufacturers like Daewoo Motors, Ford, Honda, Hyundai which resulted in availability of varieties of cars and reduction of domestic car prices.

Electronic giants like IBM and world leaders in the telecommunication sector like Ericsson, Nokia, Aiwa etc., delivered wide range of quality products at affordable prices and brought a major revolution in Indian electronic industries. In the power sector Enron, AES-CESCO are dominating the show. The resultant effects were tremendous boost to industrial sector economy. The price level came down due to cut throat competition and Indian consumers are so far happy.

Recently in May 2001, the Indian Government also opened the defense sector towards globalization and privatization.

GLOBALIZATION, BUT FOR WHOSE BENEFIT?

Due to globalization and liberalization, the Indian market is flooded with quality foreign products, affecting the Indian industries adversely. This has also resulted in the loss of jobs to many poor workers. Toys, bicycles and motor bikes from China, soaps and toiletries from Indonesia and Malaysia, cheese and fruits from Australia and many more await the Indian consumers with the lifting of trade restrictions.

Globalization has turned out to be a bonanza for consumers but a grave for Indian producers, especially small-scale sectors, because of their age-old technology and financial bottlenecks to update their machines and technology. The import of edible oils, grains at lower prices have affected the Indian farmers heavily.

Now farming is no more profitable because of marginal remuneration. Indian manufacturers are no longer able to compete with their global counterparts. The closing of industries and manpower lay off have become very common.

LET US STUDY THE SECTOR WISE EFFECTS

(1) Effect of Globalization on Students and Education Sectors:

Due to globalization, the availability of study books and information on the internet or the World Wide Web have increased tremendously. However, the exorbitant cost factors have made higher and specialized education beyond the reach of poor and middle class students.

Hundreds of foreign universities have started collaborating with Indian universities and study institutions. This has affected the course fees. For Engineering, Medical and Management studies, the course fees are hovering around Rs.20 to Rs.50 lakhs. Intelligent students from middle and poor class may have to settle for daily wages earning in future as they cannot afford for the same.

(2) Effect on Health Sectors:

It is unbelievable that in India, poor people have to spend a minimum of Rs.200 for a mere seasonal cold or minor stomach ailments, thanks to the multinationals pharmaceutical companies engaged in sky rocketing cost of common medicines under their brand names.
The private sector hospitals like Apollo, Medicare will be only too happy to prepare a bill of Rs.5 lakh to Rs.10 lakh for heart or Kidney operation. The monitoring of health electronically through the internet will worsen the situation further in the years to come. Death will be the easiest option for poor following the effect of globalization in health sector.

(3) Effect on Agricultural sector:

The globalization of trade in the agricultural sector is perhaps proving to be a big blunder. The farmers will have to pay a very heavy price, for better variety of imported seeds having resistance to diseases, because of the patent rights imposed by WTO.

Over and above, the Indian farmer cannot export their products to rich countries because of inferior technology and stringent quality parameters imposed by foreign consumers. The large scale suicide by Indian farmers in Karnataka, Punjab and Haryana under the burden of heavy loans is directly attributed to this.

The Indian agriculture is almost on its deathbed. The minimum cost of eatable rice is Rs.12 per kg and apples from Australia at Rs. 100 to Rs.150 per kg cannot be afforded by poor.

(4) Effect on Employment sector:

The employment scenario in India is probably the worst in recent years due to globalization. The restrictions of use of child labor and fair pay to workers have a badly affected the traditional industries like cottage, handloom, artisans and carving, carpet, jewellery, ceramic, and glassware etc., where the specialized skills inherited for generations were passed on to the next generation from the early age of 6 to 7 years. The globalization and trade restrictions under the influence of WTO have virtually killed business in these sectors.

India's economic position among BRIC countries
CONCLUSION (POSITIVE ASPECTS):

Though globalization and liberalization of trade have resulted in the availability of large number of quality products at reasonable price, the overall economic benefits are negated due to the slow death of small scale and traditional goods producing sectors employing a large population.

The rising cost of basic sustenance products like garments, footwear, cereals, edible oils, petrol and kerosene, medicines and health care items, decrease in farm output, decrease in purchasing power of poor are some of the alarming issues that have given rise to serious doubts about the benefits of globalization.

The increasing wide gap between the poor and the rich is a major cause of concern as it will attribute to the increase in crime rates, lawlessness, anti-national activities, terrorism, abduction, black mailing etc. The globalization process, that enables investment of foreign money, may turn out to be a serious ‘debt rap’ in future as was experienced in Indonesia, Brazil, Korea and some other countries.

Moreover, for a common man, the globalization is of no meaning. He wants a secured source in terms of earning money, maintains his livelihood, has reasonable savings and appreciates a trouble free life. Therefore, globalization may only add to the India’s woes.

The biggest contribution of globalization is in the field of quality and development of products with various features to suit the Indians. There are varieties of semi-processed food products to suit every taste in the market which has helped us to save time. Globalization has contributed tremendously to have access to important information towards quality education Due to globalization; the communication sector has got a tremendous boost.

We have now cell phones; internet and the availability of latest drugs are helping to save valuable lives along with good doctors sitting across the Web to advice. Due to globalization, the car manufacturer like Maruti is not able to take us as for ride.
Now, wide choices are available to select electronic goods. Life is more comfortable with cheaper air conditioners. Most importantly, the unscrupulous Indian manufacturers are not able to take us for a ride. Thanks to globalization, we are able to dream to send a man to the moon due to a better economy and technological competence.

REFERENCES

1. Economy and society in globalizing – Lancy lobo &Jayesh shah
2. Globalization and economic reforms in india – r.mahajan
3. Globalization of Indian economy – n. vinayakam
4. www.globalization in india.com
5. www.fdi.com
Importance of main four mental qualities in successful performance in most Sports

Dr. Jayendrasinh. P. Thakor
Asst. Professor in Phy.Edu
C.C. Sheth College of Commerce
Ahmedabad, Gujarat (India)

INTRODUCTION

Psychology (derived from the Greek words 'psyche' meaning mind and soul and 'logos' meaning discourse), is the study of mental processes and behavior. It attempts to explore different facets of the abstractly complex mind. Theorists identify three broad categories of psychology, namely, the cognitive, the cognitive and the affective. For more on this, you can refer to this explanation - theoretical perspectives of psychology. What are the different fields in psychology? Psychology is the science of mind and behavior. Its immediate goal is to understand behavior and mental processes by researching and establishing both general principles and specific cases. For many practitioners, one goal of applied psychology is to benefit society. In this field, a professional practitioner or researcher is called a psychologist, and can be classified as a social scientist, behavioral scientist, or cognitive scientist. Psychologists attempt to understand the role of mental functions in individual and social behavior, while also exploring the physiological and neurobiological processes that underlie certain functions and behaviors. Psychologists explore such concepts as perception, cognition, attention, emotion, phenomenology, motivation, brain functioning, personality, behavior, and interpersonal relationships. Some, especially depth psychologists, also consider the unconscious mind. Psychologists employ empirical methods to infer causal and correlational relationships between psychosocial variables. In addition, or in opposition, to employing empirical and deductive methods, some especially clinical and counseling psychologists at times rely upon symbolic interpretation and other inductive techniques. Psychology incorporates research from the social sciences, natural sciences, and humanities, such as philosophy. The increased stress of competitions can cause athletes to react both physically and mentally in a manner that can negatively affect their performance abilities. They may become tense, their heart rates race, they break into a cold sweat, they worry about the outcome of the competition, they find it hard to concentrate on the task in hand. This has led coaches to take an increasing interest in the field of sport psychology and in particular in the area of competitive anxiety. That interest has focused on techniques that athletes can use in the competitive situation to maintain control and optimize their performance. Once learned, these techniques allow the athlete to relax and to focus his/her attention in a positive manner on the task of preparing for and participating in competition. Psychology is another weapon in the athlete's armory in gaining the winning edge.

THE 4C'S

Concentration, confidence, control and commitment (the 4c's) are generally considered the main mental qualities that are important for successful performance in most sports.

1. Concentration - ability to maintain focus.
2. Confidence - believe in one's abilities
3. Control - ability to maintain emotional control regardless of distraction
4. Commitment - ability to continue working to agreed goals
Concentration

This is the mental quality to focus on the task in hand. If the athlete lacks concentration then their athletic abilities will not be effectively or efficiently applied to the task. Research has identified the following types of attention focus: Broad Narrow continuum - the athlete focuses on a large or small number of stimuli Internal External continuum - the athlete focuses on internal stimuli (feelings) or external stimuli (ball) The demand for concentration varies with the sport: Sustained concentration - distance running, cycling, tennis, squash Short bursts of concentration - cricket, golf, shooting, athletic field events Intense concentration - sprinting events, bobsleigh, skiing Common distractions are: anxiety, mistakes, fatigue, weather, public announcements, coach, manager, opponent, negative thoughts etc. Strategies to improve concentration are very personal. One way to maintain focus is to set process goals for each session or competition. The athlete will have an overall goal for which the athlete will identify a number of process goals that help focus on specific aspects of the task.

Confidence

Confidence results from the comparison an athlete makes between the goal and their ability. The athlete will have self-confidence if they believe they can achieve their goal. (Comes back to a quote of mine - "You only achieve what you believe"). When an athlete has self confidence they will tend to: persevere even when things are not going to plan, show enthusiasm, be positive in their approach and take their share of the responsibility in success and fail. To improve their self confidence, an athlete can use mental imagery to: Visualize previous good performance to remind them of the look and feel Imagine various scenarios and how they will cope with them Good goal setting (challenging yet realistic) can bring feelings of success. If athletes can see that they are achieving their short term goals and moving towards their long term goals then confidence grows. Confidence is a positive state of mind and a belief that you can meet the challenge ahead - a feeling of being in control. It is not the situation that directly affects confidence; thoughts, assumptions and expectations can build or destroy confidence.

High self confidence

1. Thoughts - positive thoughts of success
2. Feelings - excited, anticipation, calm, elation, prepared
3. Focus - on self, on the task
4. Behavior - give maximum effort and commitment, willing to take chances, positive reaction to setbacks, open to learning, take responsibility for outcomes

Low self confidence

1. Thoughts - negative, defeat or failure, doubt
2. Feelings - tense, dread, fear. Not wanting to take part
3. Focus - on others, on less relevant factors (coach, umpire, conditions)
4. Behavior - lack of effort, likely to give up, unwilling to take risks (rather play safe), blame others or conditions for outcome

Control
Identifying when an athlete feels a particular emotion and understanding the reason for the feelings is an important stage of helping an athlete gain emotional control. An athlete's ability to maintain control of their emotions in the face of adversity and remain positive is essential to successful performance. Two emotions that are often associated with poor performance are anxiety and anger. Anxiety comes in two forms - Physical (butterflies, sweating, nausea, needing the toilet) and Mental (worry, negative thoughts, confusion, lack of concentration). Relaxation is a technique that can be used to reduce anxiety. When an athlete becomes angry, the cause of the anger often becomes the focus of attention. This then leads to a lack of concentration on the task, performance deteriorates and confidence in ability is lost which fuels the anger - a slippery slope to failure.

Commitment

Sports performance depends on the athlete being fully committed to numerous goals over many years. In competition with these goals the athlete will have many aspects of daily life to manage. The many competing interests and commitments include work, studies, family/partner, friends, social life and other hobbies/sports. Within the athlete's sport, commitment can be undermined by: 1. A perceived lack of progress or improvement 2. Not being sufficiently involved in developing the training program 3. Not understanding the objectives of the training program 4. Injury 5. Lack of enjoyment 6. Anxiety about performance – competition 7. Becoming bored 8. Coach athlete not working as a team. Many people (coach, medical support team, manager, friends, etc) can contribute to an athlete's levels of commitment with appropriate levels of support and positive feedback, especially during times of injury, illness and poor performance.

References

Managerial Myth of Chanakya

Mr. Rajendra C. Raval  
Deputy Director  
Food & Civil Supplies  
New Sachivaly, Gandhinagar, Gujarat (India)

Vikrama – Dhanah hi Rajanah L  
Prowess, indeed, is the richness of (Kings) Chiefs. – Chanakya

Top managers need to possess strengths which people normally do not. In fact, in many different situations, the leader has to demonstrate his prowess dramatically, with a dash of dare – dare devilry. Heroism is indeed seen as a big ingredient in the make–up of strong and effective leaders.

So Chankya goes on to define the chiefdom itself in terms of heroism. Those enriched with prowess/ heroism is leaders.

We note that the ‘manger’ or the ‘administrator’ (the ruler) envisaged by the Canakya is a ‘leader’ in the sense this word is used in management today. Since management had been defined entrepreneurially as gaining, protecting and growing the gained, it is understandable that the manger’s role as described is that of leader – manger.

Na Asti Alasaya Althikam Amusvikam Va L  
For the lazy, is the neither this world nor the next (after death).

The opposite of utsahah is alasaya, ihn every single sense. In Chapter 4 on Management, we first come across this word in the context of even the capable and the strong person with friends will not after describing the need for enthusiasm and heroism, is a clear warning: absence of uthsahah is not status quo, but it is a ‘gone case’. Even that which is available will be lost soon enough. That also threatens the leaders manager, that even in the heaven he will be devoid of all goods: a threat which would work well on the believers (understandably, he does not speak of hell!).

Nir- Utsahat Daivam Patatil  
From lack of enthusiasm, chance (of success) reduces.

Luck favours only those who put in lots of rights efforts with zeal, even god helps only those who help themselves! This sutra says the same things by way of a generalization. The chance of success- the probability of obtaining the described result - fall down, get reduced when there is lack of enthusiasm needed to ensure perseverance of efforts.

In the sutra 10.5 a similar idea was expressed by saying that luck follows efforts. At the same time, 10.6, 11.7 it is recognized that sometimes tasks undertaken become difficult to achieve due to statement, Canakya emphasizes that lack of perseverance will enthusiasm in all actions, no matter how many difficulties arise in the course of work.
NECESSITATES OF GLOBAL UNDERSTANDING

World peace requires an admiration for the affluence and significance of diverse cultural, religious, and social systems and strengthening of those traditions that contribute to a sustainable world civilization. Global understanding demands responsiveness of the interdependence of all things and an insightful sense of dependability for the fortune of the planet and for the well being of humanity. Developing world mindedness requires a re-orienting of education to include among personal, local, and regional concerns the challenges facing the entire world. The establishment of a peaceful society requires the art of sounding and communal decision-making.

The development of civilization has occurred in a spiral pattern with seasons of illumination and periods of gloom, but with steady progress. Poise in the dawn of human adulthood and global community provides the groundwork for world peace.

The earlier the better! We are living in a multi-cultural environment. Students may sit with children from other culture in the same class. Do they discriminate against them because they are different? Almost all children nowadays cruise through the internet like astronauts. They encounter students from many different countries through social sites. Pupils go for internship, placements-encountering people from all kinds of different backgrounds, either as colleagues or superiors. They travel with their parents and go on exchange visits too. How much more interactive and rich could their experience be, if, for example, they would understand that the Germans are not rude not queuing or running into them, but just do things different and the Indians are so polite to deny help to any stranger too.

GLOBAL EDUCATION MODEL (GEM) OF SCHOOLING

The Global Education Model of Schooling encourages an appreciation of the cultures, traditions and religions represented by each child at the school, and beyond the school and the nation, by the world at large. GEM also promotes student academic exchange programs, international month-long school camps, and international cultural exchange programs. Adapted from Japan's Society of Prayer for World Peace, children in the GEM program pray regularly for world peace using their simple yet effective prayer ceremony: May Peace Prevail on Earth. They commit themselves to serving the cause of world peace daily in their school pledge.

Education is a continuous and creative process that brings out the immense latent inborn in each child. It facilitates the fruition of cultures and traditions and provides opportunities to enlarge upon achievements of earlier generations. By developing the competence for eloquent individual expression of thoughts and feelings, a child increases his or her ability to contribute to communal knowledge and understanding. Appreciation of order and beauty as expressed in the arts and sciences are also a key to academic growth and insight.
GEM considers academic excellence a natural upshot of a student's lifelong commitment to excellence in all things. In daily morning gatherings of the students, all children take the school pledge in which they commit themselves to developing 100% knowledge of all their subjects and to strive for excellence in all things. Beyond mere knowledge, they strive to gain a fuller understanding of their subjects, and beyond the "how" to address the "why" as well.

Because vital patterns of learning are basically established by age five, the GEM early childhood education system emphasizes structured activities and organized play designed to have a positive effect on the pre-schooler's development. Skills introduced at this age include expression and comprehension of symbols, recognition of relationships, measuring, sorting and classification, problem solving, exploring, creativity, memory development, communication, teamwork, reflection, and self-evaluation.

The focus upon multifaceted, interdisciplinary learning with active classroom participation is carried on through all academic levels. Involvement nurtures enthusiasm, a prerequisite for joy in learning. Recognition of academic excellence and individual encouragement stimulate positive learning patterns and result in individuals who have a self-disciplined approach to their studies. The schools teach "eloquence of speech" as a trait of excellence in education and children receive extra attention to develop clarity of expression and eloquence.

The richness of human experience, the diversity of individuals and cultures are matched only by the diversity evidenced in the natural environment. Assuming responsibility for the condition of the environment as well as our individual and collective state of being are vital elements in education today and can be clearly identified in the GEM curriculum which supports ecological sensitivity. GEM schools host international environmental awareness camps and students often get involved in local beautification projects. Service in the GEM is not a specific act of charity. It is a way of life in which the purpose of education itself is to prepare for a life of service to the family, community and the world.

GEM encourages service at the world level through its education. It believes that classroom concepts are not enough and that children must learn by doing. The students must perform a certain amount of other community services, as well, such as giving company to the old, or helping the poor. GEM schools collaborate with local non-governmental and charitable organizations, to send students to plant trees, clean parks, look after the elderly and tutor children, among other service projects. By stressing the dignity of all labor and that no job is beneath a person, an attitude of service is encouraged. By helping others and taking responsibility for them, children gain enormous confidence in themselves that classroom settings are inadequate to provide.

**PORTRAIYAL OF CURRENT EDUCATION SYSTEM**

- Our current system of education is based on the material and economic needs of an industrial model of society. The modifications and innovations have been insufficient to meet both individual and societal needs of an emerging global community.

- The rate of change in the scientific, technical, economic, social and political arenas have been rapid and education has been challenged to keep up with the expansion of knowledge and societal needs.
There is increased evidence of a self-centred approach to life which primarily considers the rights of the individual without due consideration of the individual responsibility to the good of the whole of society.

There has been loss of a sense of purpose and increased hopelessness amongst children and youth, with many failing to find fulfilling lives, an increase in addictions, violence and lawlessness, and whereas human beings are endowed with a dual nature, which can range in expression from baseness to nobility.

There is a decline in values worldwide and a moral decay, and whereas the development of values has hitherto been considered the primary purview of religious and family institutions.

The advances in technology have enabled the earth to be smaller and there is an emerging global community sharing all aspects of human endeavour.

The present education system has led to increased breakdown of family and religious institutions too, whereas the role of education is to address the spiritual, moral and ethical development of the child.

These shortcomings have demanded that we build a spirit of community and service into educational process. The need of the hour is world’s interdependence and expands a new global community where humans are meaning making beings that are created to be interdependent with each other, with nature and the universe. It has become essential to teach children to respect the world's diversity, to develop skills in building harmonious relationships and co-existence between neighbours and nations.

Now, therefore it is the time to proclaim as a common standard of guiding principles in education for all nations, to the end that every individual and every member of society compliments one another.

GLOBAL UNDERSTANDING - DEFINING EDUCATION FOR THE 21ST CENTURY

The provision of a balance of material, social and spiritual education has the potential to develop innate nobility, which finds expression through the human powers:

- to know - to learn to independently seek truth
- to love - to attain relationships and unity whilst respecting diversity
- to will - to find the highest expression of this will in the service to humanity

Arrangement of learning environment in the home, local community and the wider community need to provide sufficient support and challenge to ensure the child can progress naturally through all stages of development, facilitating the attainment of the highest levels of human potentiality.

The role of the educator is to be sensitive to the needs of different developmental stages, arranging environments to facilitate learning experiences to ensure the child is empowered to achieve their own insights and learning and to contribute effectively to society.
• Education is to be embraced by the learner as a lifelong process beginning in the home, progressing into the local community through to the global community.

• Curriculum content is to be defined clearly. Universal Values, Global Understanding, Excellence in All Things, and Service to Humanity must not be seen as options but need to be made part of every child's education. These principles should be nurtured in all subject areas, at all ages, and for the entire learning period of the student.

• Each country and each community can decide for itself the values they wish to emphasize. However, a values framework must not be been seen as optional but an essential element of a child's education. A program of character and values education should therefore be integrated within the framework of the learning environment. Teachers and adults around the child must strive to be role models before children and youth. Training must be provided to the teachers from the earliest stages of their education to see their role first as character educators before subject providers. They should be equipped to prepare a systematic plan to implement these elements, to help create a climate and a culture of these values in the school community.

• Distinction needs to be made between religious and spiritual education. The teaching about religion must not be confused with teaching about becoming a spiritual human being. In countries where religion is taught as a matter of course, this distinction needs to be clarified and additional emphasis needs to be placed upon character and values education and upon becoming a spiritual human being, to live the teachings of religion. Children are spiritual and material beings who must have their total being developed. Schools shall focus first, and primarily, on the spiritual development of the child, moulding the material development only after spiritual realization is attained.

• Education must be remodelled to allow our children to pursue their own interests, and not the career paths set forth by parents, teachers and the community. Our children must never be under-estimated and must always be encouraged to reach their full potential, not the expectations of a community. Children must receive all basic education in the 5 R's and then be allowed to enter the service field at age 14, pursue a field of personal interest to the student, and return to the university level at age 18 to complete their formal education.

• Every student should have right to free education regardless of sex, race, sexual orientation, religion, ethnic background, nationality or any other category. No child should ever be discouraged from learning because of his or her status within society.

• Every child is potentially the light of this world, and if nurtured correctly, has the potential to be tomorrow’s Mahatma Gandhi, Abraham Lincoln, or Mother Teresa. No child should ever be considered to be anything less.

• Every child should have the right to freedom of thought, conscience, and religion; every school, classroom, teacher and administrator must respect this right.

• Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.
• Every system of education must have a passion for humanity, use the arts, music and dance as displays of the soul, and emphasize peace and a lifetime of learning.

There are twelve basic, guiding doctrine of education relevant in all societies and nations for escalating global education. These are:

1. Teaching by example
2. Parent-Teacher Partnerships
3. Mentorship Programs
4. Teacher/Student Motivational Schemes
5. Learning by Doing
6. School as an Extension of the Family
7. Cultural Exchange Programs
8. School Mottos, Mission and Ideals
9. Schools must have an Inspiring Physical Environment
10. Learning through art, music and languages
11. Continuous improvement and Use of New Technology
12. Consultation and Cooperation

When no nation, organization, business or individual shall take any action to prevent any child from receiving an education as outlined in this Charter, and all children shall be free to prosper, grow and develop spiritually, culturally, emotionally, and academically, we would nurture children of nation globally...Let’s join hands to do the same and flourish mutually.....

REFERENCES

Learning and Success from Enemy

Munnaben B. Chaudhari
Associate Professor - HOD Gujarati
Shri P. K. Chaudhari Mahila Arts College,
Gandhinagar Gujarat (India)

SANADI SATRUM NA PARI-KROSET
ENEMY IS NOT TO BE LAMENTED UPON IN AN ASSEMBLY.

This edict is similar to the earlier one on good behaviour expected in assemblies “Do not describe faults of others.” Here, the reference is specifically to adversaries or enemies. What purpose, after all, is served by either lamenting upon what they are doing or are likely to do? Even denouncing the enemy and thereby getting others to agree to it does not change the reality in any way. If one has a plan to overcome the adverse effects of enemy actions, better to form a small group to give a good shape to such a plan” mantra-mulah sarva-arambhah (All tasks begin with strategising) If a leader only talks about the enemy’s actions in an assembly, he is exposing the fact that he is hurt, but has no means to counteract. Better not do so is the advice.

SATROH API SUGUNAH GRAHYAH L
GOOD QUALITIES ARE WORTH ACQUIRING EVEN FROM THE ENEMY

Emotions cloud judgement when enmity exists between two persons or parties. “Everything that the enemy does must be bad for me/us and so the enemy cannot possibly have any good qualities” is the felling that can get generated. One of the major components of the advice to the leader-manager on becoming a jitatma (one who has conquered himself) is to be able to prevent strong negative emotion such as jealousy, anger, enmity from occupying the mindspace. When these emotions are under control, it is easier to assess not only the colleagues but also the enemies reasonably objectively. Then the leader sees good qualities in all, including in his enemies. Such good qualities are worth emulating are worth emulating.

CIRA – PARICITANAM ATI UPACARAH SANKITAVYAH
EXCESSIVE OBEISANCE FROM THOSE FAMILIAR SINCE LONG IS TO BE DOUBTED

Leaders exhibit heroism so are admired, and worshipped by all. They get accustomed to being in such a position. A warming is given here by Canakya to them. Of the 17 different meanings of the word upacarah those relevant here are four: worship; civility, politeness; flattery, compliments; and salutation or customary obeisance. If any of the person in the familiar circle starts showing excess in any of these four kinds of behaviour, the leader should start doubting the motive behind it. Why this change? What is he hiding or wanting to start or wishing to ask for in near future? Answer to such question need to be found and appropriate steps taken.

ATI- SAMGAH DOSAM UTPADAYATI.
EXCESSIVE Closeness Generates Fault

The man at the top any hierarchy is lonely. He may find relief in one or two close relationship with senior colleagues or outsider friends. This is undesirable, because it will always have adverse repercussions. One of the close persons may be tempted to misuse the relationship. Other will wonder ‘why’ such relationship and attribute non – existing bad motive. They will also from an
impression that the leader is under the influence of these close individuals, that such influence will
not be for the good the organization or its goal. The ethical and moral righteousness of the leader
will be questioned, even if no deviation from the good path is seen to take place.

The same reasoning also holds good for managers at all levels of hierarchy. Managers are
therefore advised not to permit any person to become too close to themselves, in the interest of the
organization.

SUTRA SUMMARY: OWN PERSONS

Do not overstep limits in relations to the near ones. Even the mother, if vicious, should be
forsaken. Own hand ought to be cut off if infested with poison. One should not disrespect those who
do not oppose. A benevolent outsider if, of course, a supporter virtue (in others) should not lead to
jealousy (in self). Enemy is not to be denounced in assemblies Good qualities of even the enemy are
worth acquiring. Excessive flattery from the long familiar persons is to viewed with suspicion. Excessive closeness generated fault.
Carbon Credit through Sustainable Development

Varma Kirankumari  
(Economics)  
Research scholar and lecturer,  
Sheth C.L. Commerce College,  
Ahmedabad, Gujarat (India)

Keywords: Green houses Gases Emission, Kyoto protocol, Unfccc, Carbon credit

INTRODUCTION

The rules and regulation which are meant for the control of pollution are seen to be somewhat ineffective. One of the reasons behind the failure of such systems is that there is no attractive proposal in front of industries. The solution requires obviously the attraction in terms economy. Carbon is an element terms as ‘greenhouse incomplete combustion also are Green House Gases. Methane or Nature gas liberated is also a Green House Gas.

Green House Gasesa blanket over the earth surface thus trapping and preventing the heat from escaping the earth’s surface, thus resulting in increasing the temperature of the Earth, a process termed as Global Warming. The effects of Global warming are well known to humans, including ill effects on all living species of plants and animals and giving rises to the threat of melting of ice bergs in the sew, which can raise the sea levels in dangerous proportions resulting in flooding and led to climate change.

Sustainable Development sustainable development means the ability to fulfil the need of present generation without affecting the ability to fulfil the needs of the future generation ‘The World Commission on the Environment and Development ‘ in the year 1987. According to the commission, Economic Development is a process which remains continuous for the ages of next generation, so it necessary that the growth rate should be sustained not for short period but for long period. The Pakistani Economic named MehboobHegue has said rightly ‘it is the full right of the future generation to get the opportunities of living life are which are available to us.’

UNFCCC There has been constant increase in the flow of heat, increase in the number of hotter days, uncertain seasonal changes in the developed and developing countries of the world. Due to changes in the climate, there can be emergence of chances of dangerous flood, cyclone, scarcity of water, decrease in the production and productivity of agriculture and problem of food security in the coming two- three decades. There is a danger of the existence of the regions and countries which are near sea shore due to melting of ice .in this reference the United Nations Framework convention and Climate Change (UNFCCC) started its working from 21st March, 1994.After the long discussion, it ends the acceptance of Kyoto protocol on 11th December, 19997. The European Union signed on it on 29th April, 1998. When the discussion about how to implements the same was going on in November, 2000, it has created the crisis as the USA has not agreed for the same. But the other countries of the world decided to go ahead for the same so it was implemented in November, 2001.

Kyoto protocolthe objective of the Kyoto protocol is to stabilize climate at a level that would prevent dangerous anthropogenic interference with the climate system. On the bases of the acceptance made by industrialist countries, the target is to reduce the green house gases by average of 8% in 2010 by considering the base year of 1990. Most of the European countries have promise
that they would make the changes in there national law accordingly by the end of August, 2002. The Kyoto protocol legally obliges industrialised countries to reduce their emissions of six greenhouse gases. They are Carbon dioxide (CO2), Methane (CH4), Nitrous oxide (N2O), Hydrofluorocarbons (HFSs), perfluorocarbons (PFCs), Sulphur hexafluoride (SF6)

The countries are divided in there parts under Kyoto protocol.

1. In this annex, the developed countries are included. The countries included in Annex I shall ensure that their aggregate anthropogenic carbon dioxide equivalent emissions of the greenhouse gases listed in Annex A, with a view to reducing their overall emissions of such gases by at least 5% below 1990 levels. The developed countries have to reduce at an average below 5.2% in levels in the commitment period between 2008 to 2012.
2. Countries – developed countries which pay for costs of developing countries.
3. None Annex I countries – developing countries.

The main reason why it takes much time for framing the contract to fulfil the target is that each country has to convert the carbon dioxide into liquid instead of redacting the proportion of it and there like to encourage the conservation of the natural climate. The main programme is of ‘forest is planning’ in so called the programme of ‘Carbon Sink’. The country which converts the carbon dioxide into liquid will be given ‘Carbon Credit’ in the same proportion.

**Carbon Credit** Carbon credit is reductions of emissions of greenhouses gases caused by a project or a product utilized by anybody which directly or indirectly reduces or eliminates greenhouse gases. Currently this reduction is measured in terms of Carbon–di-oxide reduced.

1 Carbon Credit = 1 Ton of Carbon Dioxide Reduction

The concept of carbon credit came into existence as a result of increasing awareness of the need for pollution control. Carbon credits are a basic component of national and international emissions trading schemes that have been implemented to prevent or overcome impact of global warming. They provide a way to reduce greenhouse emissions on an industrial scale by reducing total annual emissions and letting the market assign a monetary value to any shortfall through trading.

Concept of Carbon credits is a very effective way to reduce the impact of pollution as the emission reduction is made the object of business.

1. **Forestry** Forestation and Reforestation or plantation of Eco-friendly plants can offer carbon credits.
2. **Waste management** Capture of landfill methane emissions and utilization of waste and wastewater emissions can also offer carbon credits.
3. **Industry** The reduction in CO2 emissions by implementation of CDM can offer carbon credits to the industry.
4. **Energy supply**: most sensitive sector being benefited by the carbon credits is Energy supply. Energy being major sources of greenhouse gases, can be benefited through carbon credits by providing alternate clean techniques for energy production and supply.
5. **Carbon capture and storage (CCS)** this technology allows emissions of carbon dioxide to be captured and stored–preventing them from entering the atmosphere. CCS presents one of the most promising options for large-scale reductions in CO2 emissions from energy use. CO2 captured is possible from fossil fuel power plants or from other large...
CO2 sources, such as the chemical, steel or cement industries, power projects or from natural gas production.

**Getting Carbon Credit** the Kyoto protocol provides for three mechanisms that enable developed countries with quantified emission limitation and reduction commitments to acquire greenhouse gas reduction credits. There mechanisms are

a) Joint Implementation (JI) a developed country with relatively high costs of domestic greenhouse gas reduction would set up a project in another developed country.

b) Under the Clean Development Mechanism (CDM) a developed country can ‘sponsor’ a greenhouse gas reduction project in a developing country where the cost of greenhouse gas reduction project activities is usually much lower, but the atmospheric effect is globally equivalent.

c) Under international Emissions Trading (IET) Countries can trade in the international carbon credit market to cover there shortfall in allowances. Countries with surplus credits can sell them to countries with capped emission commitments under the Kyoto protocol.

**Producer for obtaining carbon credits Before** carbon credit credits can be sold, the impotent factors to be taken into consideration are

1. Areas where the emissions can be reduction and be eco friendly
2. Identify and plan a suitable CDM project and determine how much the project reduces emissions.
3. prior to this a baseline is to be defined, which is a scenario in which supporting evidence about what the emission of greenhouses gases would be until 2012 with out investment is provided
4. Comparing this baseline with the lower emission that will be achieved through the investment in CDM.
5. In case of JI projects, the reduction achieved between 2008-2012 can only be sold and not what is achieved in previous or after years.

**Prospectus of Indian Economy Growth Rate %**

<table>
<thead>
<tr>
<th>Sector</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
<th>Apr-Dec 2011-12</th>
<th>Apr-Dec 2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coal</td>
<td>6.3</td>
<td>8.0</td>
<td>8.1</td>
<td>-0.2</td>
<td>1.2</td>
<td>-2.7</td>
<td>5.7</td>
</tr>
<tr>
<td>Crude oil</td>
<td>0.4</td>
<td>-1.8</td>
<td>0.5</td>
<td>11.9</td>
<td>1.0</td>
<td>1.9</td>
<td>-0.4</td>
</tr>
<tr>
<td>Nature</td>
<td>2.1</td>
<td>1.3</td>
<td>44.6</td>
<td>10.0</td>
<td>-8.9</td>
<td>-8.8</td>
<td>-13.3</td>
</tr>
<tr>
<td>Gas Refinery</td>
<td>6.5</td>
<td>3.0</td>
<td>-0.4</td>
<td>3.0</td>
<td>3.1</td>
<td>4.0</td>
<td>6.9</td>
</tr>
<tr>
<td>Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fertilizers</td>
<td>-7.9</td>
<td>-3.9</td>
<td>12.7</td>
<td>0.0</td>
<td>0.4</td>
<td>-0.5</td>
<td>-3.4</td>
</tr>
<tr>
<td>Steel</td>
<td>6.8</td>
<td>1.9</td>
<td>6.0</td>
<td>13.2</td>
<td>7.0</td>
<td>9.1</td>
<td>3.6</td>
</tr>
<tr>
<td>Cement</td>
<td>8.1</td>
<td>7.2</td>
<td>10.5</td>
<td>4.5</td>
<td>6.7</td>
<td>5.8</td>
<td>6.1</td>
</tr>
<tr>
<td>Electricity</td>
<td>6.3</td>
<td>2.7</td>
<td>6.2</td>
<td>5.6</td>
<td>8.1</td>
<td>9.3</td>
<td>4.6</td>
</tr>
<tr>
<td>Overall</td>
<td>5.2</td>
<td>2.8</td>
<td>6.6</td>
<td>6.6</td>
<td>4.4</td>
<td>4.8</td>
<td>3.3</td>
</tr>
</tbody>
</table>

**Source:** PIB Ministry of commerce and industry, index of eight core industries, dated 31.1.2013.

The recommendations in this report are proposed to facilitate the development of institutional alliances that need to take place in order to capitalize on social entrepreneurship, boost economic...
opportunities for young people in the Middle East, and prepare the region to become more fully integrated into a rapidly changing global economy.

Conclusion CDM a, developed country can take up a greenhouse gas reduction project activity in a developing country where the cost of greenhouse gas reduction project activities in usually much lower. Carbon credit helps to find out the solution about the global warming. Under IET, countries can trade in the international carbon credit market. Countries with surplus credits can sell them to countries with quantified emission and reduction commitments under the Kyoto protocol. CDM is such an organisation and system which provides a chance for reduction GHGs which can be real. Calculative and permanent. The source for that is carbon credit ‘India being a developing country has taken sufficient steps in this direction. But for the legal binding, I will be given more preference to the voting of people of my country related to poverty eradication and sustainable development.

REFERENCES

1. UNFCCC, Kyoto protocol Reference manual on accounting of emission and assignment amounts
2. www.about.com, environmental issses.
3. www.indiasmetoolkit.org
4. R.V. Badi and N.V.badi, Entreprenurship and development 2005
Being unethical indicates Self–Destruction

Prof. Geetaben Ramjbhai Chaudhari
Associate Professor - HOD English
Shri P. K. Chaudhari Mahila Arts College,
Gandhinagar Gujarat (India)

AATM – UNIASAM SUCAYATI A-DHARMA- BUDDHIH
WANTING TO BE UNETHICAL INDICATES SELF – DESTRUCTION

The temptation to act un-ethical, or at least non – ethically, is often strong, because such actions clearly give much larger gains than by following the virtuous path. These gains need not only be monetary or wealth related; these could be any type of gratification of desires. In the short-term, immediate fulfilment of the desire by any means irrespective of ethical considerations does give substantial pleasure. It is only the consequence of such non – consequence manifest themselves in the long term, and are of many kinds. Those adversely affected would retaliate; the trust that was built over the years would be lost, the work assignments under his guidance would become difficult to handle and would often fail, his adversaries within the organisation would want to remove him from the position which he has misused etc. All such consequence invariably lead to the downfall of the managers who behave unethically. In his typical way, Canakya only points out that temptation to behave unethically is the sure way for a manager to get oneself destroyed. The manager himself is thus inviting self – destruction.

NA ASTI AHANKARA-SAMAH SATRUH
THERE EXISTS NO ENEMY WHICH EQUALS EGOTISM

Temptations for doing sometimes unethical can – and often do arise in the minds of those in power position. However, good manager do not let such thought get converted into reality. They stem the thoughts at the same level, and use rational thinking with empathy to stay on the righteous path. Only the arrogant manager, cock sure of this capability and prowess, over confident about his abilities to manages his unethical action stealthily; and disdainful of the capability of others, will go ahead and commit some of the unethical deeds that he happens to have thought of. Such a strong ego, egotism, at its worst, is worst the enemy of the manager.

As we have seen right in the beginning, humility is a necessary quality of the leader-manager. It permits him to listen carefully, to accept sound advice from others etc. The arrogant manager would not behave like this – he will fail to benefit from others. His egotism itself will work against him, leading to his failure. “Do not let this enemy, egotism, conquer you” is the advice.
The Significance of Ancient Cultures with Special Reference to Vedic Literature

Dr. Yogini H Vyas
Head of Sanskrit Department
Uma Arts & Nathiba Commerce Mahila College
Gandhinagar, Gujarat (India)

The global civilization is at cross roads at the beginning of the new millennium. The world stands on the threshold of a decisive clash of civilizations. We believe that the positive way out of this grim scenario is the harmony of civilizations. We observe that, though the progress of science and technology led by western nations has resulted in global connectivity and general prosperity in some parts of the world. Peace and tranquility seems to be elusive to a majority of populace. Only a paradigm shift in thinking process can help harmonize the material riches with the treasures of the value systems of ancient traditions and cultures. This, so far largely ignored spiritual heritage can be the greatest contributing factor towards the integral, peaceful and sustainable development of entire mankind. There is an urgent need for the people for whom the philosophy of total humanity and human being in totality, to come together for the common good of the children of the mother earth.

It is a small world. This saying has come truer with the concept of a global village becoming a reality. What used to be insurmountable distances less than a decade ago have today become easily accessible, thanks to advances in Science and technology. No longer are people and communities tied down to any one geography. People are increasingly migrating to newer regions, and establishing their communities wherever they go. Globalization has become a reality that we can no longer afford to overlook. Globalization has given many things to man. Innumerable benefits have been reaped due to increased collaboration between communities and countries in all spheres of life such as commerce, politics, science and technology and social life. However, this diversification of people across geographies poses a unique challenge to religion. Why should globalization, which has been so easily accepted and has so seamlessly been integrated with all other aspects of life proved to be different only in the case of religion? Essentially, globalization means change, and religion has been traditionally associated with everything but change.

Culture can give people a connection to certain social values, beliefs, religions and customs. It allows them to identify with others to similar mindsets and backgrounds. Cultural heritage can provide an automatic sense of unity and belonging within a group and allows us to better understand previous generations and the history of where we come from. Culture is said to the oil that keeps society running. Tradition and knowledge have also been described in certain quarters as the main pillars of development and sustenance of communities and that no society can progress in the absence of the two.

It has been universally acknowledged that the Veda is the earliest literature of humanity. The religion and culture of the Hindus are rooted in Vedas. The Vedas holds many keys about our spiritual origins as a species and hold for us the living voice of the ancient seers, sages and yogis, our spiritual ancestors and allow us to connect with them in our minds and hearts. The Vedas are the source of integral wisdom, science, tradition and culture of a remarkable civilization. They are oral compilations of distilled wisdom of cosmic knowledge survived from the time immemorial. They are not only identified as scriptures, but also as the fountain head of Indian culture and human civilization.
The Vedas constitute the backbone of our entire culture and development through the millennia not only in India but also abroad. What the effulgent Sun is to animate and inanimate activity on the terrestrial earth, the Vedic enlightenment is to the prestigious life of man on this planet for the majority of humanity. Man with his most evolved physic-psychic complex is a gem in our divine creation, much above the animal level. For his fulfillment, the necessary code of conduct is incorporated in the Vedic texts. It is the most Precious gift to humanity from our benign Creator and Lord. The Vedic verses enable us to enjoy the glory of God in his Creation.

In Vedic era education has the prominent place in society. It was considered pious and important for society. Education was must for everybody for cultured people. Relationship between Gurus and pupils were very cordial during Vedic and post Vedic period. By means of education efforts were being made to infuse- Satyam, Shivam and Sundaram inside the students. The ancient Indian education system was successful in preserving and spreading its culture and literature even without the help of art of writing. It was only because of the destruction of temples and monasteries by invaders that the literature was lost. The cultural unity that exists even today in the vast sub-continent is due to successful preservation and spread of culture.

The Rigveda has the earliest discussion of Dana (donation and charity) in the Vedas. Rigveda X.117 teaches the glory of charity to mankind. Brihadaranyaka Upanishad in verse 5.2.3 states that three characteristics of a good developed person are self-restraint (damah), compassion of love for all sentient life (daya) and charity (dana). Chandogya Upanishad states that a virtuous life requires tapas (asceticism), dana (charity), arjava (straightforwardness), ahimsa and satyavachana (truthfulness).

Indian spirituality is interwoven on the path of sages. The path of sages is a meditative and contemplative path. It is ascetic and yet fulfills the need of man in the world. It provides practical lessons for leading a spiritual life and firmly maintains the conviction that by doing one’s own duty skillfully and selflessly one can realize the ultimate reality here and now. This is the beauty and glory of Indian spirituality. It teaches us to live an “Art of Blissful and Blessed Living” without renouncing the world. It is purely science of life which is equally applicable and helpful for man, woman and children of all races. It is also universal science for self-improvement and enlightenment.

In the present era, rapid globalization process is clearly visible, under which there is exchange of science, technology, religion, philosophy, spirituality, and culture between countries. It looks what Indian sages and seers have given us the principle of “VASUDHAIVA KUTUMBAKAM” – the whole world is one family is going to be true. Contribution of West in science and technology and contribution of India in spirituality is the greatest contribution to the world. But at the same time the vision should be to build a bridge of understanding between India and West based on love, compassion, wisdom and peace. In spite of the existence of a vast diversity in Hindutva philosophy, many sects, many preachers etc., even today none of them however, propagated the idea that his path was the only true one leading to Heaven. Instead they always preached, ‘survepisukhinah santu, sarvesanantuniramayaha’. We do not stop here, but go a step further to achieve greater heights in positivism. We say ‘sarvebhadrani parashyantu’. Let us only see good and noble in everything around us. These thoughts were for the whole of humanity and were very positive thoughts.
Managerial Behavior: Should not be Belittle

Prof. Rakesh R. Patel  
Associate Professor- Sanskrit  
Shri P. K. Chaudhari Mahila Arts College  
Gandhinagar, Gujarat, (India)

ONE OUGHT NOT TO BELITTLE (OR INSULT) ANY PERSON WHATSOEVER. 
KAM API PURUSAM NA AWA- MANYETA L

Many a managers when they are annoyed at a junior arguing his case or defending himself while explaining some work failure, are tempted to “some the blighter” his place.” Some managers are rude in their treatment of juniors sometimes deliberately or as matter of useful stance to get things done. Some times in anger or as an instantaneous reaction, insults are hurdles on the juniors for their perceived inappropriate work behavior. In every such instance, the junior feels be-littled and gets hurt. Even body language used hurts in a similar way. Such hurts get remembered over long time periods, accumulate, and then lead to work disturbances and also to rebellion against the manager, such managers also lose respect of colleagues and other juniors. Therefore, this injection: better not belittle any one, whatever his relative position in the hierarchy.

If a manager needs to be so much in control of himself when dealing with persons within the organization, he would need to be more careful when dealing with other stakeholders such as suppliers, customers, financiers etc. This edict applies to all persons which he comes in contact with, including amongst family and friends.

This sutra is somewhat differently from the earlier one on ‘harsh speech’. Cruelty in speech is only one from of insulting a person: a manager has too many different ways available to belittle his juniors or even a colleagues. He needs to be aware of the way in which his actions, speech, and body language can be integers. And people are known to be very differently sensitive in such matters as well as in the candidness of their ‘feedback’ to the boss about how bad they felt at that time point. IT is, therefore, for the manager to develop a good understanding of such situations and then to prepare himself for talking he right corrective actions. Retrieval, as most managers know, is possible in an overwhelming majority of un-meant offences of belittling others.
Remedies for Pests and Diseases in the Vedas

Dr. Manjula J. Viradiya
Head, Department of Sanskrit
Arts and Commerce College,
Ahmedabad, Gujarat (India)

Crops are attacked and damaged by innumerable insect pests and other diseases and a most important from of crop protection is to prevent or combat and keep them down, so as to save the crop entirely or minimize losses as much as possible. There is hardly a single crop which is not subject to these attacks. Crops are also attacked in all stages and nearly every part of the crop, roots, stems, leaves, flowers and fruits and produce while on the crop or harvested and in storage, are subject to attacks and serious damage. Roots may rot or be cut or bored through, so may the stems; leaves may shed, be eaten off or the sap sucked off, flowers and fruits both young and ripe may be eaten off, may be bored through or stained, or whole plants may be killed out in all stages, even when fully grown, by wilts, rusts and blights.1

The preventive measures consist mainly in keeping out infection, maintaining cleanliness or plant sanitation in the farm, and proper attention to a certain particular methods of cultivation. Growers can themselves prevent infection by exercising care in the selection of the seeds of planting material they use. Infection can be avoided in some cases by strict attention to cleanliness on the farm, by cutting down weed growth and scrub vegetation and wild grasses, etc. from which diseases and pests are likely to spread. Many well-recognized agricultural practices secure a considerable measure of freedom from the incidence of pests and diseases; the sloughing of fields in the autumn brings up the grubs and pupae of insects to the surface where they are promptly eaten by birds; the burning of stubble destroys bores and scale insects on the stems; the transplanting of rice in preference to broadcasting prevents the appearance of certain fungus diseases; and the general rotation of crops prevents the carry-over or perpetuation of particular pests and diseases from year to year. Sometime the grafting of susceptible variety on to an immune root stock serves to secure freedom from pests. It is also necessary that crops should be sown at the recognized seasons, peculiar to the localities and not planting should be preferably of varieties of strains of the crop which have proved to be immune to particular diseases or pests, unless they are otherwise unsuitable.2

Even with the best of efforts it is not always possible to Keep out pests and diseases and recourse must be had to remedial or control measures. But this is not a modern development. Field pests and storehouse pests of crops were evidently as familiar and dreaded enemies of the farmer even in the vedic times, as now. Large and visible pests like beetles, bugs and caterpillars, and invisible enemies like fungi and bacteria attacked crops on the field; and in the granaries, rats and sparrows, moths and destruction. Destruction of corn by locusts, mice, and borer and their protection are described in the Atharvveda. It seems the vedic seers had much faith in the efficacy of mantras and incantations, through which they invoked the help of gods like Asvins and others toward off these agencies of crop destruction. Thus, the Atharvavedic seer Kanva says: Of like forms to two, of various form two, black two, red two, both the brown and the brown -eared, the vulture and the cuckoo-they are slain. The worms that are white-sided, that are black with white arms, and whatever ones are of all farms- those worms we grind up. Up in the east goes the sun, seen of all, slayer of the unseen, slaying both those seen and those unseen, and slaughtering all worms. The yeuasas, the kaskasas, the
stirrers, the sipavitnukas- both let the seen worm be slain, and let the unsees be slain. The three-headed, the three-humped, the variegated, the whitish worm – I crush the ribs of it; I hew at what is its head. Like Atri I slay you, O worms, like kanka, like Jamadgni, with the incantation of Agastya I mash together the worms.

Grind down (destroy) the worms as a physician grinds his medicinal mixtures in a mortar. I destroy those which are visible to the eye and which not visible, those which bore and which are in the jungle, in the herbs.4

The worm of all forms, h four eyed, the variegated, the whitish- I crush the ribs of it; I hew at what is its head.5
Kesava and Sayana in their introduction to the ceremonies prescribed in connection to the Atharvavedichymb (6.50) of the seer Atharva at the Kausika sutra 51,17-22 mention a long list of pestiferous insects. The performances are as follows: (17) While the hymn is being cited, the performer ploughs a furrow with an iron plough about the field; (18) he scatters stones upon the field; (19) he ties a hair through the mouth of a tarda (insect) and buries him head downward into the middle of the field; (20) he while walking offers thrice to the Asvins milk of a cow with a calf of the same colour as herself; (21) he offers a Bali offering to Asa (region), to Asapati, to the two Asvins and to Ksetrapati; (22) on the day he performs the ceremonies, he shall remain silent up to the time of sun-set.

Parasara gives the following incantations, in the Krsi – parasara, for the cure of the diseases of paddy: Om (Let there be) success, salutation to the preceptor, (let there be) welfare. The paramount king, Lord Rama, the venerable and victorious one, from his shrine like the Nandana-vana on the slope of the hill, as white as conch, kunda flower and moon, commands Hanumat, the son of wind, speedy like wind, the destroyer of hosts of enemies, remaining on the seashore, with sharp nails and uplifted tall, among many hundred thousands of monkeys, as follows, and directs the welfare of other – If in the field, belonging to such person of such and such gotra, the destroyers of crops like insects, pests, such as Rata etc., do not leave, then disperse them with your adamantile tall Om, am, gham, gdim, ghum, gah.

He further gives the procedure, thus: get this mantra, written with lac-dye, tied in the midst of the crops; there will never be any fear form diseases (of paddy), insects and malicious animals.

According to another school, the pest-averting incantation is as follows: Om, Success. Salutation to the feet of the preceptor. Hail… If the demoness, Triputi along with her seven sons has visited the entire field of so- and so, of such and such village, in the guise of pests like Bhombha, Bhomdhi, Pandara-mukhi, Gandhi, Dhusirsngi, etc. and is doing various kinds of harm to the crop, then thou should strike hernalong with her sons and relatives with thy staff-like tail, which is harder than adamant, and having torn them all into pieces with thy hard nails, throw them into brine of the southern ocean. If thou tarriest even for a moment in this task, then mayset thou be cursed by (or
sworn by the name of) thy father Kesarin wind and thy mother Anjana. Otherwise, I shall not be thy master, nor thou my servant. Om, ghrim, ghrati! Having wrieeen this incantation on the Ketaki-leaf with the thorn of Eilva, one should on a Sunday, (go to his field) with the hair of his head let loose, tie it the blossoms of a plant in the midst of crops on the north east corner of his field.

In regard to these incantations and the efficacy thereof, A>K>Yegna Narayan Aiyer, Director of Agriculture in Mysore (Retired) and Chairman of the Policy Committee for Agriculture and Mysore Economic Conference, relates a couple of facts from his experience which may be found interesting. As a boy he used to watch his grandmother who was credited with powers of curing by mantra, uttering incantations over a patient or medicine or simply vibhuti (holy ashes) for application, and was curious to know what these mantras were, he succeeded one day in persuading her to teach them to him. He found that they were merely threats addressed to the diseases to depart from the patient immediately, lest dire consequences befall them, such as the breaking of bones, cracking of skull, flaying of skin, plucking out of the eyes, tearing limb from limb and such inquisition devilry. And, when after the lapse of some sixty years as he read the above-quoted mantras from the Atharvaveda, his surprise may be imagined.

Another instance relates to the successful control of an insect pest on a Government Farm, by means of incantations. A pest had broken out on the Farm (he omits the name of the place) and the poor manager was at his wit's end trying to control to it; he had tried all the remedies which had been taught to him in the college, in vain. He finally called in a mantravadi as a last resort and to his amazement, the pest disappeared after that person had recited his report, which when published aroused much skeptical comment, not unmingled with pity for the poor manager's credulity.

As a tool of human intentionality, mantras are protean. They are used in an astonishing variety of contexts, for a plethora of purposes, with a multitude of informing emotions, and by the widest variety of individuals. Many scholars might feel with Conda that the term mantra has 'kept a definite else has really demonstrated exactly the limits and content of this semantic kernel. Lurking behind our sense of the commonality of mantras one can sense the instinctive conclusion of the rationalist.
Diverse roles of employees in the organization

Prof. Pratimaben M. Chhaniyara
Associate Professor - HOD Home Science
Shri P. K. Chaudhari Mahila Arts College,
Gandhinagar Gujarat (India)

(CONSIDERING) MAY BE PARDONED, (ONE) SHOULD NOT BE VINDICATE AGAINST ANY PERSON.
KSANTAVYAM ITI PURUSARHI NA BADHETA L

The advice given in the previous sutra is followed up by saying that the misbehavior of juniors that possibly led to the manager’s anger should not be hurt because of t. We see here that the pardon id not for the person, it is for his behavior. Knowing that human beings are fallible and that mistake or even misdemeanors occur often because of non- understanding or faculty understanding, any such inappropriate behaviour needs to be corrected. And the manger should do it without unduly hurting the ego of the person at fault.

Employee sometimes commits errors of omission or commission owing to their faulty understanding of the organisational politics. If their moves are seen or perceived to be against himself by their boss, he needs to be extra careful. Hurting the ego of such a junior, who may be getting used as pawn by an adversary, can prove very troublesome. It is better to act in such a way that the political move gets neutralized and the junior again begins to act in a politically right manner to help the work on hand succeed.

The patience and the perseverance needed for such actions are shown only by the energetic and strong managers.

INTELLIGENCE IS THAT WHICH USES RESOURCE (MEANINGFUL) FOR RESOLUTION OF DIFFICULTIES IN WORK.
KARYA-SANKATESHU ARTHA-VYAVASAYINI BUDDHI L

A skill that a manager needs to posses is the ability to use the available resource appropriately to resolve difficulties that arise in way work. As a fourth part of the process of strategising every new work – mantra, we have seen earlier that a manager should anticipate difficulties and plan for their resolution (vinipata – pratikarah). However much manager plans in advance, unexpected difficulties do occur. Therefore, a manager needs to be trained to consider what all resource he has, which of them are likely to be useful, in which way such can be done, and what would be the result. He must also be prepared for some side-effects of the proposed action. This capability to deal with the unexpected difficulties will gradually strengthen through experience. He would learn from successes as failures. Introduction after is the fasters teacher, provided the exercise is done in a detached manner. Any self-justifying exercise which blames others or events does not teach anything to the egoistic manager who is not to defend himself.

SUTRA SUMMARY: ENTHUSIASM L

Enthusiasm can convert even enemies into supporters. Prowess, indeed, is the richness of chiefs. The lazy deserve either this world or the next. Without enthusiasm, the chance of success recedes. Own vulnerability should not be revealed; those who strike at weaknesses are adversaries. Inappropriate behaviour of near ones should correct. One sidedness is a fault that destroys a man.
One should not be little any person whatever. Pardon wrong eats; do not become vindictive against a person. Good intelligence is that which helps resolve work difficulties. 

**NO JEALOUSY OUGHT TO BE SHOWN IN VIRTUE.**

**GUNENA MATSARAH KARTAVYAH**

Good qualities in a person are an asset to himself and to the organisation to which he belongs. Such qualities have either put him in high position or are likely to lead him to such positions. Those who do not possess such qualities amongst his colleagues and juniors are, therefore, likely to feel jealous of the person and of his qualities. Jealousy of his type is not the right things to do: it is better to strive for acquiring the quality which is missing. The chief needs to keep this in mind and to discourage jealousy amongst his people by suitable means. Of course, the chief himself should not be jealous of good qualities amongst his colleagues and juniors. His self-esteem should not depend on such relative judgments.
Impact of Foreign Direct Investment on Indian Economy

Sneha Dave
Designation: Executive Supervisor
Gandhinagar, Gujarat (India)

ABSTRACT

Foreign direct investment (FDI) has boomed in post-reform India. Moreover, the composition and type of FDI has changed considerably since India has opened up to world markets. This has fuelled high expectations that FDI may serve as a catalyst to higher economic growth. We assess the growth implications of FDI in India by subjecting industry-specific FDI and output data to Granger causality tests within a panel co-integration framework. It turns out that the growth effects of FDI vary widely across sectors. FDI stocks and output are mutually reinforcing in the manufacturing sector. In sharp contrast, any causal relationship is absent in the primary sector. Most strikingly, we find only transitory effects of FDI on output in the services sector, which attracted the bulk of FDI in the post-reform era. These differences in the FDI-growth relationship suggest that FDI is unlikely to work wonders in India if only remaining regulations were relaxed and still more industries opened up to FDI.

This research paper aims to examine the impact of FDI on the Indian economy, particularly after two decades of economic reforms, and analyzes the challenges to position itself favorably in the global competition for FDI. The paper provides the major policy implications from this analysis, besides drawing attention on the complexities in interpreting FDI data in India.

INTRODUCTION

When a firm controls (or have a strong say in) another firm located abroad, e.g. by owing more than 10% of its equity, the former is said "parent enterprise" (or "investor") and the latter "foreign affiliate". For a country, attracting an inflow of FDI strengthen the connection to world trade networks and finance its development path. However, unilateral substantial FDI to a country can make it dependent on the external pressure that foreign owners might exert on it. Foreign investment plays a significant role in development of Indian economy. Many countries provide many incentives for attracting the foreign direct investment (FDI). Need of FDI depends on saving and investment rate in any country. Foreign Direct investment acts as a bridge to fulfill the gap between investment and saving. In the process of economic development foreign capital helps to cover the domestic saving constraint and provide access to the superior technology that promotes efficiency and productivity of the existing production capacity and generate new production opportunity.

OBJECTIVES

The research paper covers the following objectives:

• To study the trends and pattern of flow of FDI.
• To assess the determinants of FDI inflows.
• To evaluate the impact of FDI on the Indian economy.
• To know the flow of investment in India.
FOREIGN DIRECT INVESTMENT IN INDIA

FDI and Indian Economic Growth

- The historical background of FDI in India can be traced back with the establishment of East India Company of Britain. British capital came to India during the colonial era of Britain in India.

- After Second World War, Japanese companies entered Indian market and enhanced their trade with India, yet U.K. remained the most dominant investor in India.

- Further, after Independence issues relating to foreign capital, operations of MNCs, gained attention of the policy makers. Keeping in mind the national interests the policy makers designed the FDI policy which aims FDI as a medium for acquiring advanced technology and to mobilize foreign exchange resources.

- With time and as per economic and political regimes there have been changes in the FDI policy too. The industrial policy of 1965, allowed MNCs to venture through technical collaboration in India. Therefore, the government adopted a liberal attitude by allowing more frequent equity.

- In the critical face of Indian economy the government of India with the help of World Bank and IMF introduced the macro-economic stabilization and structural Adjustment program.

- As a result of these reforms India open its door to FDI inflows and adopted a more liberal foreign policy in order to restore the confidence of foreign investors.

- Further, under the new foreign investment policy Government of India constituted FIPB (Foreign Investment Promotion Board) whose main function was to invite and facilitate foreign investment Starting from a baseline of less than USD 1 billion in 1990, As per the data, the sectors which attracted higher inflows were services, telecommunication, construction activities and computer software and hardware. Mauritius, Singapore, the US and the UK were among the leading sources of FDI to the country.

Recent policy initiatives

Prime Minister Modi said these would touch 15 sectors and benefit youth. “Government’s commitment to development and reforms is unequivocal and unwavering. Today’s reforms are another example of minimum government, maximum governance. They will ease, rationalise and simplify processes. Government wants the world to see the tremendous opportunities India offers,” the PMO said in a series of tweets.

The Ministry of Home Affairs has finally given the approval to the proposal of allowing FDI in railways. The Cabinet Committee on Economic Affairs (CCEA) is expected to consider the proposal. Foreign investors can invest only in construction and maintenance of railway projects, and not in operations.
India’s Prime Minister Mr. Manmohan Singh had sought increased Japanese investment in the country. The two countries are already looking at the possibility of concrete cooperation in areas such as manufacturing and research and development in the electronic industry and energy efficient and energy saving technologies. "I believe there is enormous untapped potential in our business ties," Mr Singh said following the annual summit level meeting between Japan and India. The presence of Japanese companies in India increased by 16 per cent in 2013.

Based on the recommendations of Foreign Investment Promotion Board (FIPB) made on December 30, 2013, the Indian government has agreed to five FDI proposals amounting to Rs 1133.41 crore (US$ 180.16 million) approximately. On November 13, 2013, it had approved 12 proposals of FDI amounting to Rs 821.63 crore (US$130.73 million) approximately. The FIPB has also approved Swedish clothing major Hennes&Mauritz (H&M) AB’s proposal to open 50 stores across India. The investment will be around Rs 720 crore (US$ 114.61 million).

**FUTURE OUTLOOK**

India is estimated to require around US$ 1 trillion during the 12th Five-Year Planperiod (2012–17), to fund infrastructure in sectors such as roads, airports and ports.

The government is in the process of liberalising FDI norms in construction activities and railways, which could bring in investments to meet the target.

The government is also relaxing FDI norms in other sectors for foreign investorsto invest. FDI in multi-brand retail has been allowed up to 51 per cent. The minimum requirement for the FDI is US$ 100 million, of which at least 50 per cent must be invested in ‘backend infrastructure’ within three years following the initiation of the FDI.

FDI limit in single-brand retail has been increased to 100 per cent; 49 per cent will be under the automatic route and the rest through the FIPB route.

**A BRIEF REVIEW OF THE LITERATURE**

Agarwal and Khan conducted the study on “Impact of FDI on GDP: A Comparative Study of China and India”, the study found that 1% increase in FDI would result in 0.07% increase in GDP of China and 0.02% increase in GDP of India. We also found that China’s growth is more affected by FDI, than India’s growth.

Kumar and Karthika found out in their study on “Sectoral Performance through Inflows of Foreign Direct Investment (FDI)”, that Foreign Direct Investment has a major role to play in the economic development of the host country. Most of the countries have been making use of foreign investment and foreign technology to accelerate the place of their economic growth. FDI ensures a huge amount of domestic capital, production level and employment opportunities in the developing countries, which a major step towards the economic growth of the country.

Balasubramanyam and Sapsford stated in their article “Does India need a lot more FDI” compared the levels of FDI inflows in India and China, and found that FDI in India is one tenth of that of China. The paper also concluded that India may not require increased FDI because of the structure and composition of India’s manufacturing, service sectors and her endowments of human resources.
capital and the country is in a position to unbundle the FDI package effectively and rely on sources other than FDI for its capital requirements.

Bajpai and Jeffrey stated attempted the paper on “Foreign Direct Investment in India: Issues and Problems”, to identify the issues and problems associated with India’s current FDI regimes, and also the other associated factors responsible for India’s unattractiveness as an investment location. Despite India offering a large domestic market, rule of law, low labour costs, and a well working democracy, her performance in attracting FDI flows have been far from satisfactory. The conclusion of the study is that a restricted FDI regime, high import tariffs, exit barriers for firms, stringent labor laws, poor quality infrastructure, centralized decision making processes, and a very limited scale of export processing zones make India an unattractive investment location.

CURRENT CHALLENGES AND IMPROVEMENT AREAS

India is definitely a lucrative place for FDI, but there are certainly some challenges and areas for improvement still present. Until, these areas are honed to perfection, India will not become the number one place for FDI. India is focusing on maximizing political and social stability along with a regulatory environment. In spite of the obvious advantages of FDIs, there are quite a few challenges facing larger FDIs in India, such as:

- **Resource challenge:** India is known to have huge amounts of resources. There is manpower and significant availability of fixed and working capital. At the same time, there are some underexploited or unexploited resources. The resources are well available in the rural as well as the urban areas. The focus is to increase infrastructure 10 years down the line, for which the requirement will be an amount of about US$ 150 billion. This is the first step to overcome challenges facing larger FDI.

- **Equity challenge:** India is definitely developing in a much faster pace now than before but in spite of that it can be identified that developments have taken place unevenly. This means that while the more urban areas have been tapped, the poorer sections are inadequately exploited. To get the complete picture of growth, it is essential to make sure that the rural section has more or less the same amount of development as the urbanized ones. Thus, fostering social equality and at the same time, a balanced economic growth.

- **Political Challenge:** The support of the political structure has to be there towards the investing countries abroad. This can be worked out when foreign investors put forward their persuasion for increasing FDI capital in various sectors like banking, and insurance. So, there has to be a common ground between the Parliament and the foreign countries investing in India. This would increase the reforms in the FDI area of the country.

- **Federal Challenge:** Very important among the major challenges facing larger FDI, is the need to speed up the implementation of policies, rules, and regulations. The vital part is to keep the implementation of policies in all the states of India at par. Thus, asking for equal speed in policy implementation among the states in India is important.

- **India must also focus on areas of poverty reduction, trade liberalization, and banking and insurance liberalization.** Challenges facing larger FDI are not just
restricted to the ones mentioned above, because trade relations with foreign investors will always bring in new challenges in investments.

**CONCLUSION**

India’s Foreign Direct Investment (FDI) policy has been gradually liberalized to make the market more investor friendly. The results have been encouraging. These days, the country is consistently ranked among the top three global investment destinations by all international bodies, including the World Bank, according to a United Nations (UN) report. For Indian economy which has tremendous potential, FDI has had a positive impact. FDI inflow supplements domestic capital, as well as technology and skills of existing companies. It also helps to establish new companies. All of these contribute to economic growth of the Indian Economy.

**REFERENCES**

Immoral, Ethical, and righteous (king) chief and Employees

Prof. Dr. Hemangini S. Waghela
Associate Professor – Home Science
Shri P. K. Chaudhari Mahila Arts College
Gandhinagar, Gujarat (India)

DURDARSANAH HI RAJANAH PRAJA NASYANTI
IMMORAL/ NON – VIRTUOUS (KINGS) CHIEF INDEED DESTROY THE (SUBJECTS) EMPLOYEES

Obviously, canakya is not talking about the ‘looks’ of a chief here, though ugly or ill – looking is the common meaning of the word dur- darsanah. The relevant meaning of darsana here are: examination, inspection, discernment, intellect, judgement; virtue, moral merit; and possibly intention. If the (CEO) himself lacks many of these capabilities, the enterprise cannot really survive, certainly not in the long term. Then all stakeholders lose, the employees suffer the maximum loss.

Those chiefs, who are egoistic and non-ethical, are most likely to use their intelligence in selfish ways detrimental to the organisation and its goals.

SU – DARSANAH RAJANAH PRJA RAKSANTI
ETHICAL/ VIRTUES CHIEFS PROTECT EMPLOYEES

The opposite of the negative statement of the previous sutra has to be stated, and not taken for granted. While ethically correct chiefs will not wilfully take action which could harm the employee of the organisation, it is not inevitable that they will take specific steps to protect them – i.e. to take steps for their all round welfare. This sutra stresses this positive, proactive aspect of the role of the CEO. He must take steps such as paying well appropriately for job contact, providing good working conditions, implementing a good rewards and punishment policy etc. The basic idea is not to wait for complaints to arise or for demands to be raised for getting such fair needs satisfied.

NYAYA - YUKTAM RAJANAM MATARAM MANATE PRAJA
A JUST/ RIGHTEOUS (KING) CHIEF IS CONSIDERED TO BE (EQUATED WITH) THE MOTHER BY THE (SUBJECTS) EMPLOYEE.

The ethical and virtues chief strives continuously for ensuring good wealth generation thorough getting all employees to work for the organisation goals by the motivating them through fair and just treatment. When, in the long run, he is perceived by all to be a fair and just person providing good governance without exception, he is revered like a mother. The mother’s image here is apt: she has only the welfare of her children at heart, is often a strict disciplinarian, but is always close to the children in their relationship. In the Indian/oriental cultural setting, the comparison of their chief with mother is indeed paying the highest regard and compliment.
Mahatma Gandhi- A Lamp for Global Understanding

Vaghela Hardikkumar R.
Student - M.A.
Gandhinagar, Gujarat (India)

Sixty years after his death, Mahatma Gandhi is still a major presence on the world stage.

Since his assassination on Jan. 30, 1948, at the hands of a Hindu extremist, Gandhi has had a global impact.

To start with the United States, Gandhi influenced two of the most important mass mobilizations in this country — the civil-rights struggle for equality for African-Americans and Cesar Chavez’s advocacy for Latino farm workers.

“Gandhi was probably the first person in history to lift the love ethic of Jesus above mere interaction between individuals to a powerful and effective social force on a large scale,” King remarked. It is not for nothing that a section of the Martin Luther King Center in Atlanta deals with Gandhi.

But the influence of Gandhi on the civil-rights movement predated King. African-American leaders such as Howard Thurman and Benjamin Mays undertook long voyages to India on ocean steamers to meet Gandhi, while W.E.B. Du Bois corresponded with him. King was himself introduced to Gandhi’s vision by African-American Gandhians such as Mordecai Johnson and Bayard Rustin.

Gandhi had a great effect on Chavez, too. Chavez traced his political awakening to a newsreel he saw at the age of 11 or 12 showing that “this half-naked man without a gun had conquered the might of the British Empire.” Chavez modeled many of his tactics on Gandhi, from boycotts to hunger strikes. “Not only did he talk about nonviolence, he showed how nonviolence works for justice and liberation,” Chavez said.

Outside the United States, Gandhi has had a similar effect. Nelson Mandela, the Dalai Lama, imprisoned Burmese Nobel laureate Aung San SuuKyi, Guatemalan Nobel Peace Prize-winner Rigoberta Menchu — all these giants of our time have acknowledged Gandhi as a guiding light.

Gandhi’s vision helped inspired movements that toppled dictators from Ferdinand Marcos in the Philippines in 1986 and Augusto Pinochet in Chile in 1989 to the Communist regimes in Eastern Europe in the late 1980s and Slobodan Milosevic in Yugoslavia in 2000.

Gandhi also made a big impact on the Muslim world. During Gandhi’s lifetime, a good friend of his, Khan Abdul Ghaffar Khan, founded a movement for nonviolence and social reform among the Pashtuns on the border of current-day Pakistan and Afghanistan that had at its height more than 100,000 adherents. In the 1990s, Ibrahim Rugova led a movement for independence in Kosovo that drew inspiration from Gandhi. And several activists in Palestine have adopted Gandhi’s message to offer nonviolent ways of resisting Israeli occupation.

But so much more needs to be done.
The world is torn by strife, caught between states that are too eager to use force and guerrilla armies drawn to the fatal lure of violence. The planet’s sole superpower has sent a terrible message to the world by engaging in a devastating preemptive war in Iraq. The nihilistic, ultraviolent philosophy of Al Qaeda has tainted the image of an entire region and religion. And in Africa, violence in the pursuit of cynical political ends scars the lives of millions from Darfur to the Congo.

Gandhi understood that his vision of nonviolence had mass appeal, and that his own leadership was of lesser importance. Gandhi himself said, “There go my people; I must run to catch up with them for I am their leader.”

More than half a century after Gandhi’s death, we need more leaders who want to catch up with nonviolent people.

He wasn't the first, nor would he be the last, but the wiry, bespectacled man from Gujarat is certainly the most famous of the world's peaceful political dissidents.

Mohandas Gandhi — also affectionately known as Mahatma — led India's independence movement in the 1930s and 40s by speaking softly without carrying much of a big stick, facing down the British colonialists with stirring speeches and non-violent protest. For his troubles, he's often named among the 20th century's most important figures and remains revered in India as a father of the nation.

More than anything else, historians say, Gandhi proved that one man has the power to take on an empire, using both ethics and intelligence. Other peaceful resisters such as Martin Luther King Jr. during the 1960s civil rights movement and Tibet's Dalai Lama have emulated his methods in years since, shaking up the dynamic of world politics in the process.

**INSPIRES CIVIL RIGHTS**

India finally gained full independence in 1947 when Gandhi was 78. Although some historians argue that independence was inevitable with Britain's economic collapse after World War II, most agree that it would not have happened without the foundation of dissent he built among several hundred million Indians throughout the 1920s and 30s.

Ironically, the ultimate proponent of non-violence was killed by assassination in 1948 while walking to his evening prayer meeting.

Today, Indians, anti-war protestors and authors, for the many interesting quotes he provided, celebrate Gandhi as a preeminent figure. Not 20 years after his death, Gandhi also had a direct impact on the history of the United States.

When Gandhi returned to India at the age of 46, he started traveling widely among the country, helping to settle many local disputes. His big success lead to him being admired throughout the country so much that one of India’s most well-known writers gave Gandhi the title Mahatma (“Great Soul”).

Mahatma Gandhi became a leader of the Indian community and over the years developed a political movement based on the methods of non-violent civil disobedience, which he called “satyagraha”. He dressed simply, in a loin cloth and shawl, and he didn’t have any other material possessions.

To those who don’t know India was a British Colony.
During the years Gandhi would be imprisoned many times, but that didn’t stop him but what Gandhi managed to do was that he developed Satyagraha into a national movement, stressing passive resistance, nonviolent disobedience, boycotts and, on occasion, hunger strikes. He became so well-known and respected, that he gained influence with both the British ruler and the general public.

Mahatma Gandhi believed in the unity of all mankind under one god. As a youth, he was neither a genius nor a child prodigy and actually he suffered from extreme shyness. However, he approached life with making small steps towards his goals, which he pursued relentlessly.

Now more than everything else what Mahatma Gandhi proved was that ONE MAN can change the world, he managed to take down an empire without using any violence. And his example was later followed by other peaceful resisters such as Martin Luther King Jr. and Dalai Lama. He freed India from the British Empire, without using any violence and advocated that others do the same, and who could believe that such a skinny and shy man could do it, but he is another proof of what we as humans can achieve, and if Mahatma Gandhi could do it, why do you think you can’t?

Just give me a single reason, he wasn’t a genius neither a prodigy, he came from a middle class family, but he did something that most would describe as “impossible”, now many would disagree and I’m fine with that, as you know there will always be haters trying to prove you wrong, but it’s your choice if you listen to them.

Like guys you have to understand that we all have the power to change the world, and believe me the ones changing the world are humans not freaking “aliens” for god sake! So remember that we are the ones shaping our destiny, we are the ones that create the future, we make our own decisions and in the end we all get what we deserve, and remember this – “The people who are crazy enough to think they can change the world are the ones who do” – Steve Jobs

So be crazy, be creative, be original and never forget that we get to live once and if you want to work a job that makes you unhappy for the rest of your life, that’s fine with me, but don’t forget that we get to live once, so it’s your choice – Be happy and do the things you love or be miserable doing the things you hate, because someone told you that was the right path!

He may be one of the best-known activists who has ever lived…His philosophy and methods were inspired by Jesus Christ…His movement informed the work of Dr. Martin Luther King, Jr. and inspired movements for civil rights and freedom around the world…His vision was about lifting up the people…His name was Mohandas K. Gandhi, the great “Mahatma.”

His life was about compassion and change, through nonviolent activism. And through his life and his work, the masses then were about to learn something that would change the world and the course of history forever.

One word says it all: Gandhi.

“Be The Change.”
“My Life is My Message.”
“An Eye for an Eye Makes the Whole World Blind”

He was an unpretentious, humble man who was born 144 years ago. Yet his revolutionary philosophy is what activists study and implement in social movements to this day.
Mahatma (M.K.) Gandhi was born on October 2, 1869. An assassin’s bullet took his life on January 30, 1948. He is widely considered to be the father of the modern nation of India. His work was in nonviolence, centered in civil disobedience, and rooted in freedom from oppression. And his work is as relevant today as it was then. There is a voluminous amount of information on Gandhi and his philosophy, and so much of which he himself wrote about on issues ranging from women’s rights, freedom, labor, farmers, health, and peace. For every important issue we face today, Mahatma Gandhi had a position that informs us in a pertinent way.

His simple life demonstrated how one person can be the change. He inspired and led protests against discrimination and for economic empowerment, and his work began in South Africa, where apartheid politics and practices were crushing black Africans and hope was a distant idea to them. But as momentum increased with Gandhi’s commitment to nonviolence, he decided to take his initiative home to India where he would lead a movement to free India.

Gandhi’s life in India was modest. He created a self-sufficient community and wore simple clothing, which was home-spun in India. He was vegetarian and he often fasted as means of social protest as well as self-purification. He advocated nonviolence and truth in all situations. We can learn a lot from looking at his life and the revolutionary work and impact it has made.

As we remembered Gandhi’s birthday on October 2, the world commemorated that day as the International Day of Nonviolence. That day gave us an opportunity to reflect annually and to truly reevaluate our own lives. It gave us the chance to see what else we can do to “Be the Change” in our lives and our communities.

Gandhi’s life truly was his message. Let us ask ourselves today: what message are we sending with our lives?
Enthusiasm of the Management

Prof. Prakashraj P Kumavat
Assist. Prof, MBA,
Kalol Institute of Management,
Kalol, Gujarat (India)

A little loss of enthusiasm can lead to some pessimism, which in turn could result into blaming oneself for the non-achievement. In such a negative mood, even an accomplished manger starts discovering leads to diagnosing the real deficiency and then to removing it, that is good, as it should be. But if this manger starts brooding and dwelling upon some particular weakness, he is likely to reveal it to others, seeking relief in a cathartic release. He should better not do so, is the advice. Exposing own weakness does not help reducing it, but may lead to undesirable consequence.

One Major consequence is that the manger will be hit where found vulnerable. This is certain. In fact, one major strength without which any person cannot survive for long in a power position is absence of any vulnerability. Most bold decisions taken in the interest of the organization or of success at work are such that the vested interest of some employee or of some employee group are adversely affected. At such times the bold new move can be effectively stalled by hitting at the vulnerable spot of the chief who calls the shots. Such persons, who weakness to hit a manger are certainly his adversaries or downright enemies. A true friend will identify the weakness and help the chief to remove it or to reduce its possible bad affects.

The enthusiasm of the management is often married by the mis-deeds of the persons close to them, or by persons at the higher levels of hierarchy. Such misdeeds can be overt or convert, intentional or unintentional, acts of commissions or omissions; but their adverse impact on others’ behaviors and on the conduct of behavior by others not so close to the top. This sutra implies that the chief should not be under the impression that his them and family members) will always behave in a manner supporting the can occur. He should look for it aware - and be aware - and be wary – that wrong behavior can occur. He should look for it carefully, and if found, undertake salvage operations immediately. One part is counseling the person about this piece of behavior, showings the adverse consequence and asking for changer in the right direction. Force should be used to the extent needed. The other part is to take care of the impact of wrong actions already taken by calling those affected, explaining reality, making midcourse corrections for the unexpected deviations that have crept in etc.
Eka - Anga Purusam Aya Sadayati.

The fault of one-sidedness causes a man to get destroyed.

Energetic persons can get fixed on a specific idea or plan of theirs to such an extent that they can become blind to peripheral areas. They would then fail to see some unexpected changes that have come about; or would simply be unexpected changes that have come about; or would simply be unable to listen to divergent then becomes a fault. Such then leads to the manager losing his position or job. Another situation arises when a person is affected with a major fault, which he perhaps recognize, but cannot help himself. Infatuation with a women, or strong addiction to gambling etc. could be such faults. Even behavioral faults such as excessive anger or excessive hesitation cum indecision etc. can also lead to a manager’s downfall.
Ethics and Happiness

Prof. Dr. Minaben Vyas
Associate Prof.-HOD Sanskrit
Shree P.K. Chaudhari Mahila Arts college
Gandhinagar, Gujarat (India)

Ethics and Happiness are the foundation of true happiness. The ancient Indian philosopher Canakya, known for his wisdom in management and leadership, underscored the importance of ethics in achieving happiness.

The King like that begets happiness here and heaven hereafter.

This sutra can be considered to be the last of all the sutras by Canakya on management. As mentioned in the introduction, the Sutras reproduced here as the last 4-5 chapters are not found in any other text, though their order of appearance amongst the over 450 sutras turned out to be nearly the same as used in the present text. This is a lucky coincidence, including that the thought flow of Canakya was indeed on the same lines as here.

Let us note the ending: the chief, the leader, the manager will be happy in this world. Mention has been made of fame, wealth etc. After all, the most cherished and the most sought after goal of every human being is happiness. Happiness, as a continuous steady state of mind, is something which only a small minority of humanity are seen to enjoy. At the apex level of any hierarchy (perhaps other than in religious orders) such a happy state of mind is difficult to achieve, it is difficult to maintain. It is for this reason that Canakya’s scheme for training of top management incorporates the philosophical principal such as sanskya and yoga, as well as the concepts of conquering of self and control over organs of sense and action. Only a person who has internalised these principles of life will be able to achieve happiness for himself through making all others also happy in their lives. And how is such happiness achieved?

Il Sukhasya mulam dharamh Il
Il Happiness is rooted in Ethics Il

Sutra summary: Ethics

The world is looked after through ethics. Empathy is the mother of ethics. Truth and payment are based in ethics. (The chief) wins people over by ethics. Non-ethical inclination leads to self-destruction. Non-ethical inclination leads to self—destruction. No enemy like egotism. Immoral, non-discerning chiefs destroy employee. Virtuous chief protect their employees proactively. A just and fair chief is revered like mother. Such chiefs beget happiness in this world and reach heaven hereafter.
Marxism: A Global Ideology

Pinki Arora

As early as the first century B.C. Plato spoke about the two major divisions of society, the rich class (haves) and the poor (have-nots) which are always struggling and are at war. If we probe into the history of mankind we shall find numerous struggles for freedom. The slave fighting the slave owner for an independent existence, the serf or trader fighting the aristocratic class: the owner and the owned always have a life-and-death struggle. Crucially examining history Marx and Engels based their conclusions on economic and social relationships. In the nineteenth century Charles Darwin gave the concept of evolution in his book *Origin of Species* and also elaborated the concept of “Struggle for Existence”. Parallel to what he said Marx declared that the development of human society adopts the law of social development and the law itself is economic in nature. According to Marx social development was subservient to the means of PRODUCTION including the methods and the prevailing ownership.

Very beautifully Marx started studying human society from the tribal days when the means of production and products of labor were collectively owned. In slave owning society the means of production-the slave and the land- are owned by the slave owner. In feudal society it was the aristocratic class that owned. Next with capitalism the means of production are privately owned by capitalist class. Thus the means, methods and owners of production themselves divide the society into different classes which are always at struggle. Marx defined the class bourgeoisie which control the society and its wealth and the proletariat which perform manual work and live in poverty.

Applying these Marxist principles to literature we dig texts as material products which are to be understood in broad historical terms. What are the economic motives behind the characters and the author? All this comes under Marxist Literary Criticism. In the class system, the upper class oppresses the middle which in turn oppresses the lower that is the oppressed people in turn oppress the lower socioeconomic class. Besides Marx also came with the system of ideology which is *a complex system of beliefs and values that distracts people from their own oppression*.

Marx called the system of beliefs ideology. One such ideology is the American Dream. It is the idea that all people irrespective of their socio-economic background can be a part of the privileged class through hard work and individual efforts. *Marxists believed that the upper class misused this concept to stop the lower classes from revolting though they never accepted them.*

Terry Eagleton, a well known Marxist, defines in his mind blowing book *Criticism and Ideology* that, while analyzing any piece of literature, Marxist theory of literature comprises of the following:

i. General Mode of Production (GMP)
ii. Literary Mode of Production (LMP)
iii. General Ideology (GI)
iv. Authorial Ideology (AuI)
v. Aesthetic Ideology (AI)
vi. Text

The General Mode of Production is the dominant mode, not in economic terms but in literary terms. It is a unity of “certain forces and social relations of production”.

In a particular society, a unity of certain forces and relations of literary production give rise to the literary mode of Production. Within a society there are several LMPs that coexist but a particular LMP dominates pushing others to subordination or exclusion. Analogous to Capitalist Production, LMP also involves structures of production, distribution, exchange and consumption.

General Ideology contains a dominant set of linguistic, political and cultural beliefs and values which are related to structures of material production in any social formation. The General Ideology has direct impact on the LMP.

Authorial Ideology is the impact of author’s biography on GI and is governed by social class, sex, nationality, religion, geographical region and so on. It is never studied in isolation from GI.

Aesthetic Ideology is the specific aesthetic region of GI which includes the ethical, religious etc regions. AI, GI, LMP, AuI are all related to GMP. A GMP produces all the four which in turn reproduce the GMP.

The Text is the outcome of conjuncture of all the other elements (GMP, LMP, GI, AI, AuI). But the text can’t be called a passive product of the given elements. It is an “activity which is most apparent in its relations to ideology” (Eagleton, 63).

Thus Marxism is an all pervading theory which not only governs the economic, political, social spheres but also the literary sphere of any country.

REFERENCES

The cost effective English Language Laboratory

Dr. Satyam Shankara Bhaktula
School Assistant (English),
ZPPSS Mondrai, Mdl: Sangam,
WARANGAL Dist, Telangana (India)

“If the child is not learning the way you are teaching, then you must teach in the way child learns.”

Once an American Professor Rita Dunn said.

The main objective of teaching any language at School level is to develop in the students four fundamental skills of Listening, Speaking, Reading and Writing, of these the one most often neglected in our classroom is the development of the grammar.

Teaching of grammar of a particular language, more particularly English Language is really a challenging task to a committed teacher. One has to find out innovative approaches and methods to reach effectively and interestingly. To make the students thorough with the grammar, the teacher should incessantly experiment with a number of techniques that suit the mental level of the students.

The Teachers of English are often required to evolve innovative methodologies to teach English as a language and its grammar and to take care of the difficulties and errors committed by students in the class. Language Labs offer an exclusive result oriented and efficient to enrich the language learning process. Language Labs can come forward for providing a proper platform to the learner and teacher in gaining useful experience for the development of essential proficiency in the learning of a new language like English. It has been a real pleasure teaching of English Grammar to high schools students through language labs for over years. It has been a real pleasure teaching English grammar to high school students through language Labs. Teaching grammar points with table format painted on walls of the classroom of my school with different colors have become much more interesting and easy after this innovative method. To make the grammar points more interesting / understanding and lively, I thought of a plan to establish a Language Lab in our school.

OBJECTIVES

✓ To maintain good linguistic competency through accuracy in grammar, pronunciation and vocabulary.
✓ To develop pragmatic competence, to understand the grammatical form, function & scale of formality.
✓ To enrich the discourse competence, to prepare the learning to be able to produce contextualize written text and speech.
✓ To acquire strategic competence to use both spoken and written language to use in a wide range of communication strategies.
✓ The English Language Lab experiment has proved its importance in the methodology of English Language teaching.

Language lab makes teaching / learning lively and vigor. While having language practice to a great extent, the students have fun and joy. These labs are for a class, a group and even for an individual. These labs can be used in vocabulary, spelling, sentence, structure, pronunciation and
also strengthen the language competencies classroom help to involve learners actively in the learning process.

Pair-work, group-work, group-discussion, peer-teaching, newspaper cutting and reading and more particularly grammar practice etc are very effective methods and techniques to train students in the lab.

As a teacher of English, I am using the innovative, yet simple method, while teaching Language and grammar to my students by utilizing English Language Lab. This Little effort of mine proved a boon for the students I realized that the best resource is “Language Lab” to make learning the language and grammar lasting and effective.

I took up a few fundamental grammar bits viz. Parts of Speech Kinds of sentences, Genders, pronouns, Numbers, Various Forms of verbs (150), Active and passive voice key table, Direct and Indirect key table, Prepositions Diagram, 12 types of Tenses Table, Helping verbs, Usage of helping verbs, 44 sounds etc., prepared into table format and wrote on a prominent place like walls in the classroom. These permanent bilingual wall charts especially benefits students of classes VIII, IX, X and XII who are supposed to answer for 30 marks in their annual exams.

As a missionary zeal I created a large scale impact at low cast. The formula easily passed and spread in many schools. Most encouraging part of this project is teachers at many other schools have replicated the model and many more are coming forward to adopt it. Some 20 years ago I saw that new thinking was needed to improve English Language among the children where there were no TV, VCRs, Compact Discs, Tablet PCs, the e-learning software which rural govt. students cannot effort till date. This achievement is a major landmark that always reminds me how much more remains to be done. I hope to perform my duties as a soldier to improve English Language to the best of my ability.

I was so happy about the success of this innovative experiment to develop not only grammar but also language among the students.

English is a foreign language needs total involvement of the teacher. The teacher of English has to be innovative as he / she faces different problems in different situations in the class. The main thrust of an English teacher should be at making the students learn English without feeling any burden on their minds.

We should not forget that C.V. Raman announced on march 16, 1928 his discovery of “New Radiation” to an assembly of scientists in Bangalore. The world hailed the discovering as the “Raman Effect” for scientific research in this country. This discovery caught the attention of the world with equipment worth hardly Rs. 200/- and limited facilities.

I am not thinking about the students those who are studying in modern techno schools, only concerning/ concentrating who are studying in rural Government schools of India without having minimum background of English Language. I am trying similar innovative methods to teach English to the Government primary school students. My intention is that Government school students should acquire command over the language comparable to that of the private school students.

We have seen several changes in the field of education recent past. There will be an enormous change in classroom teaching and learning. A classroom is the workshop where students get experience to face to face the real world. The aims and objectives of a language classroom are
different from those of the other subjects there is a shift in the role of a teacher from disciplinarian to a facilitator and that of a student from a passive listener to an active participant. There are many ways to teach (develop) English Language to the students but one of the exciting and rewarding ways are to do it is by using language laboratories. It is truly possible to create a classroom where the students are not only learning but also truly enjoy their time in labs.

“If you plan for a year, plant a seed. If for ten years, plant a tree.
If for hundred years, teach the (pupils) people.
When you sow a seed once you will reap single harvest.
When you teach the (pupils) people you will reap hundred harvests” ….

-Kuan Chung.
Cultural Memory Revealed through Storytelling in Louise Halfe’s Blue Marrow

Prof. Poonam Valera

“Writing, for me, can be a process of baring myself - to lick, tear, strip stories from my bones. Bones also come from the earth. Grinding bones make medicine. Stories are also medicine. Stories are the marrow of our culture.”

-Louise Halfe

ABSTRACT

Generally speaking, cultural memory serves a lot for cultural identity for countless generations. Storytelling has been the way through which Cree have preserved collective memory. Through storytelling, Cree woman, contemporary writer and award winning poetess Louise Halfe has tried her level best to link the past to the present and the present to the past in her book Blue Marrow. Louise Halfe draws into her own story the poignant history of her grandmothers and the Europeans they tragically welcomed into their lives. The stories come from a site imbued with spiritual presence and ancestral knowledge. The stories come from dispossession and violence. Halfe’s rendering of the grandmothers’ stories seeks to transform the past by recovering silenced historical narratives and granting cultural identity to the Cree women.

KEYWORDS: Cree culture, Cultural memory, Blue Marrow, Louise Halfe, Storytelling

INTRODUCTION

Saskatchewan poet Louise Halfe writes from the other side of the colonial encounter, drawing on Aboriginal cultures and experiences - particularly those of her female ancestors - to craft her own understanding of the prairie. She writes from within a culture that has already developed a deeply storied relationship to the Prairie environment. For Halfe, the whole Prairie is a graveyard of story in which the dead interact within the living and wherein humans, animals and spirits frequently exchange outward forms. Louise Halfe’s mindscape seems to be endowed with the ancestral memories of her Kohkomak, her Grandmothers. Such memories have found their space in her book length poem Blue Marrow. Actually Blue Marrow is a book length poem that explores violence. Such violence is none other than the product of colonial intrusion. In other words, Blue Marrow makes us aware about the violence enacted upon Indigenous women, especially Cree women, due to colonial intrusion. To explore such violence, Louise Halfe has preferred storytelling as the medium for revelation. Louise Halfe is having many insights regarding cultural and collective memory. She sees cultural memory as a gift and intergenerational process, a way for Native people to find their way out of colonialism.

OBJECTIVES

1. To understand and explore the cultural identity of Canadian Indigenous people.
2. To examine and evaluate Louise Halfe’s Blue Marrow in the light of Cree culture memory.
3. To explore narrative techniques of Louise Halfe as displayed in her poetry.
4. To examine the historic trauma of Cree culture.

**IMPORTANCE OF STORYTELLING TO NARRATE CULTURAL MEMORY**

Storytelling is an oral sharing of personal or traditional stories and is one of the earliest art forms. The inter-generational transmission of knowledge was, and is, integral for cultural survival. Stories were used as a mode of entertainment but more importantly, were used as a teaching tool to infuse moral values in the younger generation. Stories were a way of recording pivotal events in a culture's or a person's history. Traditionally stories were told in a way that reflected the customs and culture from which they originated. Cultural languages, norms, traditions, gender roles and humor, were all transmitted through oral storytelling. For Aboriginal people, storytelling is both a gift, and a very old custom, sanctioned by the people. It has a place, and it has those who are recognized by the community as translators of this custom. In Aboriginal storytelling there is a difference between stories used more for entertainment and those that are more focused on the teachings of culture, ceremonies, and spirituality. While stories themselves are clearly crucial to maintaining a connection to cultural and spiritual traditions of one’s heritage, it is also the individuals through whom the stories are passed that connect individuals to a specific cultural past, spiritual tradition and sacred space. Louis Halfe says, “Stories reinforce the laws, the protocol and ethics within the community; they are guidelines to provide a safe heaven for all.”

**PECULIARITIES OF HALFE’S ART OF STORYTELLING TO NARRATE CULTURAL MEMORY:**

a. **Recognizing the sacred role of grandmothers:**

Louise Halfe creates a deep and meaningful retrieval of the feminine narration of the sacred being of the grandmothers. In doing so, she offers the reader a glimpse into the essence of humanity through their stories. Cultural memory stands for a lot for Louise Halfe. That is why she has written the following lines at the outset of the book length poem Blue Marrow:

“Grandmothers hold me.
I must pass all that I possess,
Every morsel to my children.
These small gifts.”

Grandmothers both actual and spiritual are prominent in this books of vivid characters, but many others, present and past, also appear – Native men and women, fur traders, Jesuits, Metis – all of whose stories interact in the drama of contact so brilliantly rendered here. Louise Halfe has listened with reverent attention to the beautiful, strong voices of her Cree grandmothers and has allowed her own voice to dance with theirs. Exuberant, disturbing, and always deeply moving, the resulting poems roar, whisper and sing on the page.

b. **Using blood motif and bone motif to represent cultural transformation:**

As a poet, Halfe’s task is to gather the scattered bones of human and non-human Prairies dwellers and renew them with life by granting them the marrow and flesh of story. By gathering the bones of her ancestors, Halfe’s speaker unearths the injustice of the past – including the dispossession of lands and the loss of culture and language that occurred in the residential schools – that lie buried and unnamed in the Prairie landscape and finds a way to ritually affirm a Native experience of Prairie nature through storytelling. In the Iconography of Blue Marrow, the window is
the site of inspirations and enlightenment where the narrator habitually waits, clutching the bone that has become her goad to memory:

“This long bone I hold  
Leaves me calloused and cold.  
A few months ago I chewed all the meat off  
and now I’ve become clever.  
I pass these words hard  
with charcoal  
over and over
so I can write.”

Stories form the marrow of Indigenous culture. Halfe is found appealing to the dead ancestors. This appeal reflects an urgent call to recover Indigenous women’s narratives, as a means of carrying on the ancestor’s historic memory. It comes out from the reading of Blue Marrow that the Grandmothers haunt Halfe with their cries, moving into the poet’s body to tell their stories. Different women namely Wandering Stone Grandmother, Starved Gopher Grandmother, Almighty Voice Woman, Buffalo woman, and the Nimosom, the Holy Women, among others, named and unnamed embody Halfe’s physical being.

Halfe’s Blue Marrow uses the motif of blood to represent cultural transformation, as the mixing of Indigenous and European blood through contact and intermarriage during the fur trade introduced significant socio-cultural shifts, which altered the geocentric and matriarchal makeup of Indigenous societies, including that of the Cree. Hence, the European imposition of patriarchal practices led to the declension of Indigenous women’s political and social positions within communities. Women were “bartered, traded, stolen, bought and sold” as commodities in the changing colonial economy; other women were abandoned following the arrival of European women on the plains. Throughout the stories, the Grandmothers reveal that these relationships were fraught with violence, as they were “scarred by the fists and boots of men” Halfe says, “The Prairie is full of bones. The bones stand and sing and I feel the weight of them as they guide my fingers on this page.” In the context of cultural transformation, Indigenous women’s bodies may be viewed as literal and metaphorical “contact zones”, which negotiate the complexities of socio-cultural transition. Such voices and experiences have been denied from dominant narratives of contact.

c. Unearthing injustice to the past:

Blue Marrow is a poem about the violence committed against Indigenous people in Canada during colonialism. Elsewhere in Blue Marrow, Halfe writes,

“this chosen walk is a blizzard whiteout  
My Creeing alone in the heavy arm of snow.”

Starvation was a strategic part of the colonial project, which disappeared bodies and made manifest the myth of the vanishing Indian. One Grandmother remembers this time:

We were eating summer pups,  
Buffalo heaped in sour heat –  
no rabbits,  
no berries  
to fill our dying bellies.
Our warriors crying,
the Sundance tree
falling
from the pāskisikana.
Ghost Dancers in
bleeding shirts.
We were dying.

In ‘Writing in Dust: Reading the Prairie Environmentally’, Kerber asserts:

“For Halfe, the whole prairie is a graveyard of story in which the dead interact with the living and wherein humans, animals, and spirits frequently exchange outward forms. As a poet, her task is to gather the scattered bones of human and nonhuman prairie dwellers and renew them with life by granting them the marrow and flesh of story. It is hoped that by bringing the dead’s stories to life, they will be able to find freedom in the natural world, a borderless land where the “barbed wire” fences erected by colonialism are finally dismantled and where their bones can in turn form a nurturing of habitat for other creatures. By gathering the bones of her ancestors, Halfe’s speaker unearths the injustices of the past—including the dispossession of lands and the loss of culture and language that occurred in the residential schools—that lie buried and unnamed in the prairie landscape and finds a way to ritually affirm a Native experience of prairie nature through storytelling.”

d. Walking with ancestral voice:

Life histories are dialogues between the person talking and the person prompting them. Life history stories, and the corresponding understanding of them, emerge through time. A person thinks about their life over a period of time and different things are revealed. Understanding is a process of emergence and revealing over time, and is embedded within an interpretative framework. Cultural memory creates a pathway for storyteller to recreate and revise their ancestral past. Such visioning would not be necessary without the occurrence of colonialism. Indigenous cultural memory is as ancient as the first breath of ancient grandmothers.

CONCLUSION

Storytelling serves to codify the values of culture, explore the conflicts faced by Indigenous people and individuals. By exploring cultural memory, Louise Halfe has walked through the grassy trails of narrative memory to find the sounds of ancestral voices and bravely cradled them in her arms to take them home. As the keeper of the stories, the bones of the grandmothers sing through Halfe, an embodiment that binds together women’s bodies and ancestral stories. As such, Halfe situates herself in the continuity of Cree storytelling which ties in the individual body to the collective body and that of the collective history of the Cree Nation, ‘a cultural web’.

NOTES:

Definition of terms:

Aboriginal:

Aboriginal refers to the Original people of North America. Aboriginal is a term defined by the Canadian government to refer to the three groups of Aboriginal people in Canada: “Indians” (Status and non-Status), Métis and Inuit.
Colonialism:
Colonialism is the second stage of imperialism (Smith, 1999), which describes the history where European settlers encroached on Indigenous lands by first exerting their “sovereignty” to the land by establishing permanent colonies, and then legitimizing their so-called “rights” to the Indigenous lands by imposing foreign European systems of governance onto Indigenous peoples in turn subjugating and controlling the Original people and the stolen land.

Indigenous:
Indigenous is a term commonly used in this thesis interchangeably with Aboriginal however often refers to the First Peoples of a particular land and place more from an international global perspective.

Indigenous Knowledge:
Indigenous Knowledge “refers to the unique, traditional, local knowledge existing within and developed around the specific condition of women and men indigenous to a particular geographic area” (Grenier, 1998, p.7).

Oral Tradition
Oral Tradition is understood in this thesis as an Indigenous way of sharing knowledge that involves passing down Traditional Knowledge/Indigenous Knowledge from one generation to another through breath and body including spoken word, stories, songs and dances. Oral traditions are constantly changing and in flux thereby responding to history, environment, and with the people who engage in its process.

Historic Trauma:
Historic Trauma is a term that refers to the cumulative wounds inflicted on Cree people over their lifetime and across generations, and which often resulted in debilitating social, psychological, and physical conditions.

REFERENCES
1. Halfe, Louise. Blue Marrow, Coteau Books, 2004
Green House Effect & Global Warming

Prof Tara Desai
Home Science Department,
Shri P K Chaudhari Mahila Arts College,
Gandhinagar Gujarat (India)

The greenhouse effect is the process by which radiation from a planet's atmosphere warms the planet's surface to a temperature above what it would be without its atmosphere. [1][2]

If a planet's atmosphere contains radiatively active gases (i.e., greenhouse gases) the atmosphere will radiate energy in all directions. Part of this radiation is directed towards the surface, warming it. The downward component of this radiation – that is, the strength of the greenhouse effect – will depend on the atmosphere's temperature and on the amount of greenhouse gases that the atmosphere contains.

On Earth, the atmosphere is warmed by absorption of infrared thermal radiation from the underlying surface, absorption of shorter wavelength radiant energy from the sun, and convective heat fluxes from the surface. Greenhouse gases in the atmosphere radiate energy, some of which is directed to the surface and lower atmosphere. The mechanism that produces this difference between the actual surface temperature and the effective temperature is due to the atmosphere and is known as the greenhouse effect.[3]

Earth’s natural greenhouse effect is critical to supporting life. Human activities, primarily the burning of fossil fuels and clearing of forests, have intensified the natural greenhouse effect, causing global warming.[4]

The mechanism is named after a faulty analogy with the effect of solar radiation passing through glass and warming a greenhouse. The way a greenhouse retains heat is fundamentally different, as a greenhouse works by reducing airflow and retaining warm air inside the structure.[2][5][6]

Accumulating evidence suggests that the global climate (i.e. conditions measured over 30 years or longer) is now changing as a result of human activities—most importantly, those which cause the release of greenhouse gases from fossil fuels. The most recent report (2001) from the United Nations’ Intergovernmental Panel on Climate Change (IPCC) estimates that the global average land and sea surface temperature has increased by 0.6±0.2∞C since the mid-19th century, with most change occurring since 1976. Patterns of precipitation have also changed: arid and semiarid regions are becoming drier, while other areas, especially mid-to-high latitudes, are becoming wetter. Where precipitation has increased, there has been a disproportionate increase in the frequency of the heaviest precipitation events. Based on a range of alternative development scenarios and model parameterizations, the IPCC concluded that if no specific actions were taken to reduce greenhouse gas emissions, global temperatures would be likely to rise between 1.4 and 5.8∞C from 1990 to 2100. Predictions for precipitation and wind speed were less consistent, but also suggested significant changes. Risks to human health from climate change would arise through a variety of mechanisms. In this chapter, we have used existing or new models that describe observed relationships between climate variations, either over short time periods or between locations, and a series of health outcomes. These climate–health relationships were linked to alternative projections of climate change, related to unmitigated future emissions of greenhouse gases, and two alternative
scenarios for greenhouse gas emissions. Average climate conditions during the period 1961–1990 were used as a baseline, as anthropogenic effects on climate are considered more significant after this period. The resulting models give estimates of the likely future effects of climate change on exposures to thermal extremes and weather disasters (deaths and injuries associated with Chapter 20 Global climate change Anthony J. McMichael, Diarmid Campbell-Lendrum, Sari Kovats, Sally Edwards, Paul Wilkinson, Theresa Wilson, Robert Nicholls, Simon Hales, Frank Tanser, David Le Sueur, Michael Schlesinger and Natasha Andronova floods), the distribution and incidence of malaria, the incidence of diarrhoea, and malnutrition (via effects on yields of agricultural crops). As there is considerable debate over the extent to which such short-term relationships will hold true under the longer-term processes of climate change, we made adjustments for possible changes in vulnerability, either through biological or socioeconomic adaptation. Estimates of future effects were interpolated back to give an approximate measure of the effects of the climate change that have occurred since 1990 on the burden of disease in 2000. The effects considered here represent only a subset of the ways in which climate change may affect health. Other potential consequences include influences of changing temperature and precipitation on other infectious diseases (including the possible emergence of new pathogens), the distribution and abundance of agricultural pests and pathogens, destruction of public health infrastructure, and the production of photochemical air pollutants, spores and pollens. Rising sea levels may cause salination of coastal lands and freshwater supplies, resulting in population displacements. Changes in the availability and distribution of natural resources, especially water, may increase risk of drought, famine and conflict. Our analyses suggested that climate change will bring some health benefits, such as lower cold-related mortality and greater crop yields in temperate zones, but these will be greatly outweighed by increased rates of other diseases, particularly infectious diseases and malnutrition in developing regions. We estimated a small proportional decrease in cardiovascular and respiratory disease mortality attributable to climate extremes in tropical regions, and a slightly larger benefit in temperate regions, caused by warmer winter temperatures. As there is evidence that some temperature-attributable mortality represents small displacements of deaths that would occur soon in any case, no assessment was made of the associated increase or decrease in disease burden. Climate change was estimated to increase the relative risk of diarrhoea in regions made up mainly of developing countries to approximately 1.01–1.02 in 2000, and 1.08–1.09 in 2030. Richer countries (gross domestic product [GDP] >US$6000/year), either now or in the future, were assumed to suffer little or no additional risk of diarrhoea. This modest change in relative risk relates to a major cause of ill-health, so that the estimated associated disease burden in 2000 is relatively large (47000 deaths and 1.5 million disability-adjusted life years [DALYs]). Effects on malnutrition varied markedly even across developing subregions, from large increases in SEAR-D (RR=1.05 in 2000, and 1.17 in 2030) to no change or an eventual small decrease in WPR-B. Again, these are small relative changes to a large disease burden, giving an estimated 77000 deaths and 2.8 million DALYs in 2000. We calculated much larger proportional changes in the numbers of people killed in coastal floods (RR in EUR-B of up to 1.8 in 2000, and 6.3 in 2030), and inland floods (RR in AMR-1544 Comparative Quantification of Health Risks A of up to 3.0 in 2000, and 8.0 in 2030). Although the proportional change is much larger than for other health outcomes, the baseline disease burden is much lower.

Atmospheric gases only absorb some wavelengths of energy but are transparent to others. The absorption patterns of water vapor (blue peaks) and carbon dioxide (pink peaks) overlap in some wavelengths. Carbon dioxide is not as strong a greenhouse gas as water vapor, but it absorbs energy in wavelengths (12-15 micrometers) that water vapor does not, partially closing the "window" through which heat radiated by the surface would normally escape to space. (Illustration NASA, Robert Rohde)[20]
By their percentage contribution to the greenhouse effect on Earth the four major gases are:[21][22]

- water vapor, 36–70%
- carbon dioxide, 9–26%
- methane, 4–9%
- ozone, 3–7%

It is not physically realistic to assign a specific percentage to each gas because the absorption and emission bands of the gases overlap (hence the ranges given above). The major non-gas contributor to Earth's greenhouse effect, clouds, also absorb and emit infrared radiation and thus have an effect on the radiative properties of the atmosphere.[22]

Strengthening of the greenhouse effect through human activities is known as the enhanced (or anthropogenic) greenhouse effect.[23] This increase in radiative forcing from human activity is attributable mainly to increased atmospheric carbon dioxide levels.[24] According to the latest Assessment Report from the Intergovernmental Panel on Climate Change, "atmospheric concentrations of carbon dioxide, methane and nitrous oxide are unprecedented in at least the last 800,000 years. Their effects, together with those of other anthropogenic drivers, have been detected throughout the climate system and are extremely likely to have been the dominant cause of the observed warming since the mid-20th century".[25]

CO2 is produced by fossil fuel burning and other activities such as cement production and tropical deforestation.[26] Measurements of CO2 from the Mauna Loa observatory show that concentrations have increased from about 313 parts per million (ppm)[27] in 1960 to about 389 ppm in 2010. It reached the 400 ppm milestone on May 9, 2013.[28] The current observed amount of CO2 exceeds the geological record maxima (~300 ppm) from ice core data.[29] The effect of combustion-produced carbon dioxide on the global climate, a special case of the greenhouse effect first described in 1896 by Svante Arrhenius, has also been called the Callendar effect.

**REFERENCES**

2. A concise description of the greenhouse effect is given in the Intergovernmental Panel on Climate Change Fourth Assessment Report, "What is the Greenhouse Effect?" FAQ 1.3 - AR4 WGI Chapter 1: Historical Overview of Climate Change Science, IPCC Fourth Assessment Report, Chapter 1, page 115: "To balance the absorbed incoming [solar] energy, the Earth must, on average, radiate the same amount of energy back to space. Because the Earth is much colder than the Sun, it radiates at much longer wavelengths, primarily in the infrared part of the spectrum (see Figure 1). Much of this thermal radiation emitted by the land and ocean is absorbed by the atmosphere, including clouds, and reradiated back to Earth. This is called the greenhouse effect.”


9. Jump up to:a b Wood, R.W. (1909). "Note on the Theory of the Greenhouse". Philosophical Magazine. 17: 319–320. doi:10.1080/1478640208636602. When exposed to sunlight the temperature rose gradually to 65 °C., the enclosure covered with the salt plate keeping a little ahead of the other because it transmitted the longer waves from the Sun, which were stopped by the glass. In order to eliminate this action the sunlight was first passed through a glass plate. "it is clear that the rock-salt plate is capable of transmitting practically all of it, while the glass plate stops it entirely. This shows us that the loss of temperature of the ground by radiation is very small in comparison to the loss by convection, in other words that we gain very little from the circumstance that the radiation is trapped.

10. John Tyndall, Heat considered as a Mode of Motion (500 pages; year 1863, 1873)


20. Intergovernmental Panel on Climate Change Fourth Assessment Report. Chapter 1: Historical overview of climate change science page 97

21. 18. The elusive "absolute surface air temperature," see GISS discussion


28. IPCC Fifth Assessment Report Synthesis Report: Summary for Policymakers (p. 4)


30. "Atmospheric Carbon Dioxide – Mauna Loa". NOAA.

The Amazing Herb Holy Basil/ Tulsi: God’s own Natural Medicine

Prof. Desdimonaben Patel
Bhavans College
Ahmedabad, Gujarat (India)

Holy Basil can undoubtedly be termed as an elixir of longevity. This herb packs so much punch that even modern day medicines may fail you but not the Holy Basil.

Tulsi as it is called in the Sub-Continent finds its reference in the Ayurveda (the traditional Hindu system of medicine (incorporated in Atharva Veda, the last of the four Vedas), which is based on the idea of balance in bodily systems and uses diet, herbal treatment, and yogic breathing).

The Holy Basil finds its meaning in Sanskrit as “the incomparable one”. It’s been used in for around 5000 years and is known for its healing properties of the mind, body and spirit.

The extract obtained from Tulsi plants are used to cure various diseases such as common cold, inflammation, malaria, heart diseases, and many many more. Tulsi contains many beneficial compounds and possesses strong antioxidant, antibacterial, antiviral, and is considered an immune booster.

It helps in the cleansing of the body, spirit, mind and the environment.
The Shvethashvatara Upanished

Prof. Dr. Rucha Brahmbhatt
Principal
Samrpan Arts & Commerce College
Gandhinagar, Gujarat (India)

The River of God

Spiritual aspirants ask their teacher; What is the cause of the cosmos? IS it Brahm? From where do we come? By what live? Where shall we find peace at last? What power governs the duality Of Pleasure and pain by which we are driven?

Time, nature, necessity, accident, Elements, energy, intelligence- None of these can be the first cause, They are effect, whose only purpose is To help the self to rise above pleasure and pain.

In the depths of mediations, sages Saw within themselves the Lord of Love, Who dwells in the heart of every creatures. Deep in the hearts of all he dwells, hidden Behind the guans of law, energy, And inertia. He is One. He it is Who rules over time, space, and causality.

The world is the wheel of God, turning round And round with all living creatures upon The wheel. The world is the river of God, Flowing from him and flowing back to him.

On this ever-revolving wheel of life The individual self goes round and round Through life after life, believing itself To be a separate creature, until It sees its identity with the Lord Of love and attains immortality In the indivisible Whole.

He is the eternal reality, sing The scriptures, and the ground of existence. They who perceive him in every creature Merge in him and are released from the wheel Of birth and death.
The Lord of Love holds in his hand the world,
Composed of love changing and the changeless,
   The manifest self, not yet aware
Of the Lord, goes after pleasure, to become
   Bond more and more. When it sees the Lord,
   There comes the end of its bondage.

Conscious spirit and unconscious matter
Both have existed since the dawn of time,
   With maya appearing to connect them,
Misrepresenting joy as outside us,
   When all these three are seen as one, the Self,
   Reveals its universal from and serves
   As an instrument of the divine will.

All is change in the world of the senses,
But changeless is the supreme Lord of Love.
   Meditate on him, be absorbed in him,
   Wake up from this dream of separateness.

Know God and all fetters will fall away.
   No longer indentify yourself
With the body, go beyond birth and death.
   All your desire will be fulfilled in him
   Who is One without a second

Know him to be enshrined within your heart
   Always, Truly there is nothing more
To know in life. Meditate and realize
   The world is filled with the presence of God.

   Fire is not seen until one fire stick rubes
Against another, though the fire remains
   Remain hidden in the body until
He is revealed through the mystic mantram.

   Let your body be the lower fire stick;
Let the mantram be the upper. Rub them
   Against each other in meditation
   And realize the Lord.

   Like oil in sesame seeds, like butter
In cream, Like water in springs, Like fire
   In a fire stick, so dwells the Lord of Love,
The Self, in the very depths of consciousness.
   Realize him through truth and meditation.

   The Self is hidden in the hearts of all,
As butter lies in cream. Realize
   The Self in the depths of meditation,
The Lord of Love, supreme reality,
Who is the goal of all knowledge.

This is the highest mystical teaching;
This is the highest mystical teaching.
YOGA was conceived 5,000 years ago, in the Indian subcontinent. The Upanishads, composed in the 8th or 9th century BCE as a collection of beautiful verses, crystallised deep philosophical ideas that had a timeless quality and a vision of life in which yoga was a fundamental factor.

The Katha Upanishad of 3,000 years ago says: “He… whose senses are uncontrolled, who is not tranquil, whose mind is not at rest, he can never attain the true self, even through knowledge”.

It also says: “The Supreme, being formless, cannot be discerned by the senses, hence all knowledge of the eternal must be acquired by the more subtle faculties. These are developed only through the purifying practice of meditation”.

Yoga is a deep study of the universal nature of humankind, not just a science of the mere physical world. It is the study of consciousness itself, understanding one’s body, one’s emotions, one’s mind and, beyond that, one’s true self.

Yoga has a vision of oneness in all that there is around us. It is a vision of great harmony and works towards integrating us with the eternal reality. What comes in the way of this unity is people’s egos and their limitless desires which they spend their lives chasing. There is never satisfaction in their lives, only pain and a constant restlessness.

Conquering the fretful disturbances of the mind, great thinkers researched deep into the self over several centuries and in the process developed a great tradition of logic and epistemology. They examined, among other things, the following questions: What is the basis of our knowledge? What is knowledge itself? It was a precise and uncompromising study, an unerring search for the truth to help us to know ourselves better and to help us attain inner peace and joy.

The Katha Upanishad says: “The one who is free from desire and free from grief, with the mind and senses tranquil, beholds the glory of the true self.”

Yoga quite literally means to unite oneself with the higher self, which is in us and is all-pervasive. It means to join the subject with the object. To do this, we have to strip away the many layers of momentary sensory perceptions that assail our senses and keep us bound to the material world. In the words of the Katha Upanishad: “When the five sense organs of perception become still, together with the mind: that is called the highest state.”

The Upanishad says: “When all desires dwelling in the heart cease, then the mortal becomes immortal and attains the true self.”
The Investment Trend of the Middle Income Group Person in Ahmadabad City

Prof. Jinesh A Shah
Assistant Professor,
Shree Umiya Arts and Commerce College,
Gujarat University,
Ahmadabad, Gujarat (India)

ABSTRACT

All the persons in India have the habit of savings of their little portion of income so that to safer the future. The ways of options for the purpose of investments are differ. Some of the persons use the income to make the investment in the bank so that to earn the fixed income, some are using the income in the investment in government investments so that to have the safety of the capital investment, some are using the income in their own business projects so as to generate additional finance, some are investing the amount of their income in the capital market also. So these are the various different ways for the purpose of investment.

Here also the researcher has identified the different categories of investments, which the investors take into consideration at the time of investment decision. They have been categorized into the various categories like, Investment in capital Market, Different Government Schemes, in their own Business, in Real Estate market, Gold, Silver etc.

Key Words: Types of Investments, Return on Investments, Cost of Investment, Safety of Investment

INTRODUCTION

Generally in India it is the trend to make the investment of certain portion of the income of the people so as to sustain in the future when gets retired. The investors have the different options for the purpose of investment of their income. While considering the investment the risk factor should also be taken in to consideration. Some of them are mentioned as under.

Options for Investments

For the person who wants to make the investment of their income, has several options for the same which have been listed as below.

a) Capital Market
b) Debt Market
c) Government Securities
d) Investments in the banks
e) Investments in the Insurance
f) Investment in the own business
g) Investment in other projects externally
h) Others..
a) Capital Market

The person who wants to take high risk and high return will consider the capital market concept in where he will not be sure about the return of investment, but as per the basic concept of investments if he wants to earn more interest, capital market investments is the best choice. In the capital market, Equity Share Capital, Preference Share Capital is included, where the return is full of risky.

b) Debt Market

The person who believes in the safe return will go for the debt market for the purpose of his investments as in the debt market the return is fixed and negligible risk has been attached with the investments.

c) Government Security

The person who wants to have the pure safe returns will go for the government investments. Against which he will make the investments in the government securities and government will provide the return in the terms of interest but generally the return is lower in the government investments as compare to the equity and debt market.

d) Investments in the banks

The some person who wants to make the utilization of their investment and safe return they may go for the option for the investment in the banks which will provide the facility to utilize the investors of their investments at any time.

e) Investments in the Insurance

The person who wants to get the amount after his retirement age or if he wants to secure the future of his family will make the investment in the insurance. Not only with this, but if he wants to make safer his working conditional income then in such case also the person make the investment in the insurance.

f) Investment in own business

The person who owns a business makes the portion of the profit invested in his own fir so as to finance the projects and to get the better return from that current working project.

g) Investment in other projects externally

Sometimes the businessman also makes the investments of the idle fund in the other than the projects of the company, i.e. in short we can say that the company can make the investments of the additional funds in the other company’s projects.

h) Others

Apart from the above categories, the investors have their own choice so that to make the investments of their amount of fund. They have various options so that to make the investments and they are free to select any one at any time.
Ten Things to Consider Before Making Investing Decisions

1. **Draw a personal financial roadmap.**

   Before making any investing decision, sit down and take an honest look at entire financial situation -- especially if anyone has never made a financial plan before.

   The first step to successful investing is figuring out the goals and risk tolerance – either on own or with the help of a financial professional. There is no guarantee that anyone will make money from your investments. But if investors get the facts about saving and investing and follow through with an intelligent plan, they should be able to gain financial security over the years and enjoy the benefits of managing your money.

2. **Evaluate the comfort zone in taking on risk.**

   All investments involve some degree of risk. If anyone intends to purchase securities - such as stocks, bonds, or mutual funds - it's important that he understands before he invests that he could lose some or all of his money. Unlike deposits at FDIC-insured banks and NCUA-insured credit unions, the money investors invest in securities typically is not federally insured. Investors could lose their principal, which is the amount they have invested. That’s true even if they purchase their investments through a bank.

   The reward for taking on risk is the potential for a greater investment return. If they have a financial goal with a long time horizon, they are likely to make more money by carefully investing in asset categories with greater risk, like stocks or bonds, rather than restricting their investments to assets with less risk, like cash equivalents. On the other hand, investing solely in cash investments may be appropriate for short-term financial goals. The principal concern for individuals investing in cash equivalents is inflation risk, which is the risk that inflation will outpace and erode returns over time.

3. **Consider an appropriate mix of investments.**

   By including asset categories with investment returns that move up and down under different market conditions within a portfolio, an investor can help protect against significant losses. Historically, the returns of the three major asset categories – stocks, bonds, and cash – have not moved up and down at the same time. Market conditions that cause one asset category to do well often cause another asset category to have average or poor returns. By investing in more than one asset category, investors will reduce the risk that they will lose money and their portfolio's overall investment returns will have a smoother ride. If one asset category's investment return falls, they will be in a position to counteract their losses in that asset category with better investment returns in another asset category.

   In addition, asset allocation is important because it has major impact on whether investors will meet their financial goal. If they don't include enough risk in their portfolio, their investments may not earn a large enough return to meet your goal. For example, if they are saving for a long-term goal, such as retirement or college, most financial experts agree that they will likely need to include at least some stock or stock mutual funds in your portfolio.

4. **Be careful if investing heavily in shares of employer’s stock or any individual stock.**
One of the most important ways to lessen the risks of investing is to diversify the investments. Its common sense: don't put all eggs in one basket. By picking the right group of investments within an asset category, investors may be able to limit their losses and reduce the fluctuations of investment returns without sacrificing too much potential gain.

They will be exposed to significant investment risk if they invest heavily in shares of the employer’s stock or any individual stock. If that stock does poorly or the company goes bankrupt, they will probably lose a lot of money (and perhaps their job).

5. Create and maintain an emergency fund.

Most smart investors put enough money in a savings product to cover an emergency, like sudden unemployment. Some make sure they have up to six months of their income in savings so that they know it will absolutely be there for them when they need it.

6. Pay off high interest credit card debt.

There is no investment strategy anywhere that pays off as well as, or with less risk than, merely paying off all high interest debt they may have. If they owe money on high interest credit cards, the wisest thing they can do under any market conditions is to pay off the balance in full as quickly as possible.

7. Consider dollar cost averaging.

Through the investment strategy known as “dollar cost averaging,” investors can protect themselves from the risk of investing all of their money at the wrong time by following a consistent pattern of adding new money to their investment over a long period of time. By making regular investments with the same amount of money each time, they will buy more of an investment when its price is low and less of the investment when its price is high. Individuals that typically make a lump-sum contribution to an individual retirement account either at the end of the calendar year or in early April may want to consider “dollar cost averaging” as an investment strategy, especially in a volatile market.

8. Take advantage of “free money” from employer.

In many employer-sponsored retirement plans, the employer will match some or all of your contributions. If your employer offers a retirement plan and investors do not contribute enough to get their employer’s maximum match, they are passing up “free money” for your retirement savings.

**REVIEW OF LITERATURE**

Aggarwal (1993) states that capital budgeting decisions are important because of their long-term financial implications to the firm, and therefore they are crucial. The effects of capital budgeting decisions extend into the future, and the firm endures them for a longer period than the consequences of operating expenditure. Some of the definitions of capital budgeting includes the following: Seitz and Ellison (1999) define capital budgeting as ‘the process of selecting capital investments’. According to Agarwal and Taffler (2008) capital budgeting decisions possess the distinguishing characteristics of exchange of funds for future benefits, investment of funds in long-term activities and the occurrence of future benefits over a series of years.
Hussein A. H, (2007) found that expected corporate earnings, get rich quickly, stock marketability, past performance of the firm’s stock, government holdings, and the creation of the organized financial markets are the investors considerations.

Cohn et al. (1975) provided tentative evidence that risk aversion decreases as the investor’s wealth increases, while Riley and Chow showed that risk aversion decreases not only as wealth increases, but also as age, income and education increase.

Haslem (1974) contended that dividends, expected returns and the firm’s financial stability are critical investment considerations for individual investors and Baker, Haargrove and Haslem (1977) went a step further by proposing that investors behave rationally, taking into account the investment’s risk/return tradeoff.

Lewis Mandells (1992) reviewed the nature of market risk, which according to him is very much 'global'. He revealed that certain risks that are so global that they affect the entire investment market. Even the stocks and bonds of the well-managed companies face market risk. He concluded that market risk is influenced by factors that cannot be predicted accurately like economic conditions, political events, mass psychological factors, etc. Market risk is the systemic risk that affects all securities simultaneously and it cannot be reduced through diversification.

David.L.Scott and William Edward4 (1990) reviewed the important risks of owning common stocks and the ways to minimize these risks. They commented that the severity of financial risk depends on how heavily a business relies on debt. Financial risk is relatively easy to minimize if an investor sticks to the common stocks of companies that employ small amounts of debt.

Jack Clark Francis (1986) revealed the importance of the rate of return in investments and reviewed the possibility of default and bankruptcy risk. He opined that in an uncertain world, investors cannot predict exactly what rate of return an investment will yield. However he suggested that the investors can formulate a probability distribution of the possible rates of return.

Grewal S.S and Navjot Grewall (1984) revealed some basic investment rules and rules for selling shares. They warned the investors not to buy unlisted shares, as Stock Exchanges do not permit trading in unlisted shares. Another rule that they specify is not to buy inactive shares, i.e., shares in which transactions take place rarely. The main reason why shares are inactive is because there are no buyers for them. They are mostly shares of companies, which are not doing well. A third rule according to them is not to buy shares in closely-held companies because these shares tend to be less active than those of widely held ones since they have a fewer number of shareholders. They caution not to hold the shares for a long period, expecting a high price, but to sell whenever one earns a reasonable reward.

**Research Questions**

1. To analyze the pattern of investment of Ahmadabad people.
2. To analyze the points to be considered by the investors at the time of investments.
3. To analyze the investors behavior with different categories of the investment tools.

**Scope of the Study**

The scope of the study is limited to the Ahmadabad region and only for selected candidates. The result may differ if the categories of the investors get changed.
SIGNIFICANCE OF THE STUDY

The research of this study will be implied only for the selected categorized investors and not as a general analysis.

OBJECTIVES OF THE STUDY

1. To know the perception of the investors for the investments.
2. To know the factors those affect the investors at the time of investment.
3. To know the buyers behavior for the investment decision with reference to family.

HYPOTHESIS OF THE STUDY

First

H0 = The income of the investors give the impact to the investment decisions.

H1 = The income of the investors does not give the impact to the investment decisions.

Second

H0 = The market conditions affect the investment decisions for the investors.

H1 = The market conditions do not affect the investment decisions for the investors.

Research Methodology

Sample Design: On judgmental Basis

Sources of Data: Different web sites and secondary information.

Results and Analysis

As far as the result is concerned, the researchers have found that in the city most of the person from selected area have been investing their money in the safe instruments like bank saving account, bank deposits etc, because the medium income generators do not have such capacity so that to bear the risk by making the investments in capital market instruments or others.

FINDINGS

a) The major categorized of the investors depend on the safety at the time of investing their money.

b) They also consider the better returns for the purpose of investments but not at the cost of safety.

c) People also consider the government policy and R.B.I.’s policy for the purpose of investing their money.

d) If the person who wants to make their investments in capital market and safe returns go for the mutual funds of the company.
CONCLUSIONS

✓ As from the view point of the investors, they want the safe return of their investment as they have not much source of income generation.
✓ If some of the respondents have the higher amount so that to invest, in this situation they will select the share market options also for their investments.
✓ Bank also provides the attractions to the investors by increasing the rates of the deposits sometimes.
✓ In short the investors want the higher return but majority of the investors do not want the higher return at the cost of their capital investment from any source.

LIMITATIONS

✓ In the research, the researchers have selected only a few families from the Ahmadabad region who may not lead the whole society.
✓ The outcomes of the study depend upon the response from the investors they have provided.
✓ The time factor was also limited for the research.
✓ As it is the sensitive matter, the outcomes of this research and results depend upon the answers received from the respondents.

REFERENCES

3. https://www.google.co.in/?gfe_rd=cr&ei=uMbWVab_NujI8AexzZGAAQ&gws_rd=ssl&q=investors+analysis+in+india
4. https://www.google.co.in/?gfe_rd=cr&ei=uMbWVab_NujI8AexzZGAAQ&gws_rd=ssl&q=investment+analysis+in+india
5. https://www.google.co.in/?gfe_rd=cr&ei=DaLWVdVDvNH8AeW9JGADQ&gws_rd=ssl&q=best+options+for+investment

Books

Eco Criticism Theory and Global Understanding

Mita R. Shah
Associate professor and Head,
Department of English,
Uma Arts & Nathiba Commerce Mahila College,
Gandhinagar, Gujarat (India)

The scientific inventions, the arrival of radio, television, computer, internet, mobile phones, ATM etc. are the golden gifts of modern age. They impart the valuable information, pleasure and maintain human relation with saving our time. But the same blessings convert into curse if they are not used with discriminative power as expressed in Bhagavadgita (Vyavasayitamika Buddhi). The digital world occupies the people more to machine and less to human beings. The study of students is spoiled and they are misguided by these multimedia. The cyber crimes show the red signal to all these digital devices.

Man’s life is full of hurry and worry. To sustain in this competitive world, the career oriented persons pursue in this materialistic world to fulfill their endless wishes. They sacrifice their family and human relation and even moral qualities to satisfy their infinite desires. This attitude gives birth to depression, stress, ego, suicide, physical diseases, terrorism etc. and make the person self centered. For this reason, there is need of global understanding among people.

Eco criticism theory studies the inter relationship between literature and environment, including study of nature, its impact on human being, culture and society. It looks closely at the human interaction in texts. It gives a creative role through literature to uplift values of society by revaluing nature in the age of environmental crisis. The changing environment puts the future of world in danger. “Earth’s life support systems were under stress” (Goodbody and Rigby 2).

This research paper studies eco criticism theory in context of global understanding.

The seeds of protection of environment are inherent in the glorious treasure of Vedic literature. For example “Do not cut trees because they remove pollution” (Rigveda - 6.48:17) (Kumar viii). The reference of water pollution, utility and preservation of water are found in Atharvaveda (Kumar 41). Trees are ‘natural sweepers’. (Kulshrestha, Shukla and Kulshrestha 32) which absorb our carbon dioxide and gives oxygen. Eco criticism studies on earth centered approach to literary studies. It studies the relations among writers, texts and the world – society. Eco criticism intends to reform modern sensibility. Glen A. Love recommends that “revaluing nature-oriented literature can help us from ego-consciousness to eco-consciousness” (Glotfelty and Fromm xxx). Eco criticism involves nature and its effect on human beings, ecology, society and culture.

The seeds of eco criticism are inherent in nature writing. “Nature writing has been of central interest for eco criticism from the movement’s beginnings particularly during what I have called it first wave” (Buell 144). According to him, first wave means natural environment and second wave means more sophisticated rethinking of nature with concept of culture.

Thomas K Dean says, “Eco criticism is the study of culture and culture products (art works writings, scientific theories etc.) that is in the same way connected with human relationship to the natural world…Eco criticism is a response to the need for the humanistic understanding of our relationships with the natural world in an age of environmental destruction” (V. and Jana 2).
The earlier history of the term reflects the contribution of three persons. The first item in Mazel’s anthology of early eco criticism dates from 1864 (Buell 152). The German zoologist named Ernest Haeckel used the term ecology in 1869. Joseph Meeker introduced the term ‘literary ecology’ in 1972. (V. and Jana 3). The term ‘eco criticism’ was first introduced in 1978 by Willian Rueckert in his essay named Literature and Ecology: An experiment in Eco criticism.

One of the functions of eco critic is to sensitize the readers and the persons of society to nature. Eco criticism alerts the persons about eco literacy. Human beings have lost their sensitiveness to environment. It reminds one, the poetic lines of Romantic poet Wordsworth:

“The world is too much with us, late and soon,
Getting and spending, we lay waste our powers

Little we see in Nature that is ours,

We have given our hearts away, a sordid boon!” (Rengasamy 20)

The same feeling is observed by Gujarati poet Priyakant Maniar. He says that how can we feel spring season as we have plastic flowers in the flower vase of our drawing room (Shetha 2). Eco criticism respects the values associated with non-human creatures, revaluing nature with “ethical, aesthetic dilemma posed by environmental crisis and how language and literature transmit these values” (www.asle.org/).

Eco criticism seeks to redirect humanistic ideology not spurning the natural science but using the ideas to sustain viable reading. “Nature is an interacting process, a seamless web and that nature is responsive to laws that it constitutes a value system with intrinsic opportunities and constraints upon human use”(Glotfelty and Fromm 118). Eco criticism broadens its focus from nature writing to environmental commitment, study of society and culture of people. Thus, eco criticism is a movement which moves to socio centric direction with keeping its base on nature writing. Eco literature is not a kind of literature which describes the natural world. It is different from traditional literature that describes nature. The aim of eco literature is to reveal the harmony between nature and human being. The harmonious tuning between nature and literature proves beneficial for present generation and also for future generation. Eco literature also shows the domination of man on nature. The purpose of eco criticism is to promote consciousness of people. Eco criticism looks closely at the human culture – nature interaction in texts. It assumes that nature and human culture are mutually influential and awake ecological communications. “Eco criticism is a critical mode that looks at the representation of nature and landscape in cultural texts playing particular attention to attitudes towards nature”… (Nayar 242). William Wordsworth is the high priest of nature. He praises nature in his famous poem Tintern Abbey: “Nature is never failing friend….nurse, guide and guardian of mankind” (Rengasamy 45). Ecological issues are both regional and global. William Howarth says, “Eco criticism is a name that implies more ecological literacy” (Glotfelty and Fromm 69). The need of ethics is suggested in this definition “Eco criticism is to be an expression of an ecological ethics - need to be articulated based on an interrelationship of self and other which unsettles the self.
and the social even as it constitutes them‖ (Goodbody and Rigby 185). William Ruckert notes the basic maxim of ecology: “We are not free to violate the laws of nature” (Glotfelty and Fromme 113). Eco criticism examines the cultural aspects of the people of society:

“Eco literature is not kind of literature that simply describes natural world. It is different from traditional literature that describes nature. The purpose of eco literature is to reveal and to underline the relationship between nature and human being, digging up the deep roots, that cause tense conflicts between man and nature, the social roots of our thought, culture, economics, science, lifestyle and the modes of social development with which man tends to conquer nature” (Shukla and Dwivedi 44).

Eco criticism looks closely at the human, culture, nature interaction in texts. Eco criticism often presents the scene of an interplay that stresses the cultural aspects of various concepts of nature. Timothy Clark observes “Eco criticism is varied and fast changing set of practices which challenges inherited thinking and practice in the reading of literature and culture” (Clark Cover page). Thus, eco criticism functions to evaluate literature and culture: “Eco criticism is a theoretical movement, examining cultural constructions of Nature in their social and political contexts” (Egan Cover page). Thus, “Eco criticism is means of moving from monoculture view of nature to multi cultural one from world of self isolating societies to world of united and unifying culture” (Nichols xxiii).

The significance of eco criticism is the reformation of modern sensibility. The changing environment puts the future of world in danger. “Earth’s life support systems were under stress” (Goodbody and Rigby 2). So the observation of Garrard is absolutely right. “A child born now will never know a natural summer a natural autumn, winter or spring” (78). Current environment problems are largely of our own making, are in other words, a bio product of culture (Glotfelty and Fromme xxi).

“The necessity for a new ethic and aesthetic embracing the human and natural - these may provide us with our best hope of recovering the lost social role of literary criticism” (Glotfelty and Fromme 237, 238). The motto of eco literature is to develop such ethics by people of society. Donald Worster, the historian says, “We are facing a global crisis today, not because of how eco systems function, but rather because of how our ethical systems function…” (Glotfelty and Fromme xxi).

For global understanding, there is need of the quality of satisfaction also. In “As You Like It’ Shakespeare says through Corin’s character:

“I earn that I eat, get that I wear; owe no man hate, envy no man’s happiness, glad of other men’s good, content with my harm…” (Lever,109).

This attitude helps for harmonious tuning to each other. Global understanding reminds Indian tradition and culture: “Vasudhaiva kutumbakam”. People should live harmoniously. Robert Frost says in poem named ‘Birches’: “Earth is the right place for love, I don’t know where it likely to go better” (Oliver, 402).

REFERENCES

The International Year of Global Understanding (IYGU)

Secretariat; Department of Geography Lobdergraben 32, Friedrich Schiller University, Jena 07743 Jena Germany

Organizing Secretary,
Dr. Mina Vyas
E-mail:- rajmin29@gmail.com (sent by mail only)
Mo: 9879926953

***RESOURCE CONSULTANTS***

- Dr. Ruchaben Brahmbhatt
- Dr. Pranavbhai Joshipura
- Dr. Dilkushbhai Patel
- Dr. Narendra Patel
- Dr. Vignaben Oza
- Dr. Manjulaben Viradiya
- Dr. Rakeshbhai Patel
- Dr. Nityanand
- Prof. Prakashraj Kumavat
- Shri Rajendra C. Raval
***SUPPORT TEAM***

- Prof. Sonalben Modi
- Prof Geetaben chaudhari

***COLLEGE TEAM***

- Prof Munnaben chaudhari
- Shri Manishaben Chaudhari
- Dr. Hemanginiben Waghela
- Prof. Sanjjanben Chaudhari
- Prof. Taraben Desai
- Prof. pratimaben chhaniyara
- Prof. Dr. Leenaben Swadia
- Shri Jaimini chaudhari
- Shri Mittal chaudhari
- Shri Mihirbhai Vyas
- Shri Pushpaben Chaudhari
- Shri Puriben Chaudhari
- Shri Ashaben Chaudhari

Organizing Secretary,

Dr. Mina Vyas

E-mail:- rajmin29@gmail.com (sent by mail only)

Mo: 9879926953
GLOBAL understanding

CONTACT
Professor Benno Werlen,
Executive Director

2016 International Year of Global Understanding
Friedrich-Schiller-University of Jena
NGU@uni-jena.de

www.global-understanding.info