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Preparedness by Government for Effective Disaster Management in Patiala City

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Abstract

The governance at any level has got a target of good administration, for the development of system and resources. It works for making the human living in a society more comfortable and sustainable. But sometimes, many years of development processes are crushed to ground level due to sudden strike of some calamity or disaster. It happens mostly because the governance systems, during any development process, fails to recognize and institutionalize the elements of disaster management and risk reduction. The major cause of such failure is the lack of awareness and preparedness, to cope up efficiently with an emergency situation, of the officers and employees involved in the system of governance. The Disaster Risk Reduction (DRR) and capacity building respectively are the two key elements which need to be embedded with any governance system to be effective, in a long run. The major drawback of the present governance system for response management is that the designated coordinating officers at various levels are not backed up by resources and professional teams consisting of members trained to perform specialized functions. The present paper studies the effectiveness in the governance of local administration system for response to any emergency situation, in Patiala city. Further, the paper suggests the importance of e-governance for dissemination of early warning and response management.

Keywords: Capacity Building, Mitigation, Emergency, Disaster, Risk, Sustainable, Development.

Introduction:

Whether it is a devastating earthquake at Northern Pakistan and Indian Kashmir on Oct.8, 2005, Delhi bomb blasts on Oct.29, 2005 , cloud burst at Leh on Aug.6,2010, or the great Uttarakhand Disaster in Kedar valley on 16th-19th June,2013, disasters are unlike anything else in human experience. It strikes quickly and changes the lives of a large number of people. Its effects are left long after the event and the years of development process is crushed to ground level within a few minutes. Within the last few decades, with the development of science and technology, human intervention with the nature has also

increased. As a result an unending number of non-traditional disasters are also adding up their names in the list of 'causes of heavy destruction'. The traditional disasters follow some pattern in their re-occurrence but the non-traditional disasters are always new and do not follow any type of pattern. A few decades ago we had not heard the names such as WMD (Weapons of Mass Destruction), Chemical warfare, Biological warfare, nuclear warfare, toxic gas leakage from industries killing lacs of people, etc. Although the list is unending but often the difference between the disasters is marginal.

In India, the main cause of heavy losses during any disaster, in India, is due to lack of awareness and preparedness among the common masses and the officials involved in governance and the response management regarding hazard mitigation skills, first aid, basic search and rescue techniques, safety routes and zones, reacting to warning signs and signals. It is said that, in India, we are sitting on the dynamite of disasters which can explode any time without any pre-warning. Hence, the need for and importance of studying systematically the subject of disaster management for achieving the dream of sustainable development by effective governance.

Review of Literature: A lot of research work and studies have been conducted focusing governance methods and responding to disasters.

Keith (1987), in his study titled, "First Responder: A Skills Approach", worked out the training skills required during the first few minutes of the incident scene during a disaster. Mangat (1994), in his paper, "Patiala Floods: Where Lies the Solution?", explained the causes and consequences of the flood of July 1993 experienced by Patiala city and its environs. He also suggested various protective measures to be adopted at the local and regional levels. Frampton, Chaffey, Hardwick and Mcnaught (1995), in their study titled, "Natural Hazards: Causes, Consequences and Management", identified the causes of floods in Bangladesh. They also suggested various techniques for the management of floods in Bangladesh. Robert P. Wolensky and Kenneth C Wolensky (1995) in their research titled, "Local Government's Problems with Disaster Management", investigated the political repercussions and dynamics surrounding natural disasters and technology based hazards. Faulkner (1999), in his study titled, "Tourism Disasters: Towards a Generic Model", developed a generic model for analysing and developing tourism disaster management strategies. Goel.S.L.(2005), in his publication titled, "Disaster Administration and Management", evaluated various disaster management organisations and its administrative

structures. He further emphasised on the lack of communication and coordination between various public and private agencies. Goel.S.L (2006), in his publication tilled, "Disaster Management Policy and Administration", emphasised the concept and theoretical framework essential for prevention, relief, mitigation, preparedness and rehabilitation. He further suggested the techniques like mapping, advance planning and preparing decision packages.

From the review of literature above, it has been observed that several studies have been conducted on the subject, but very little research has been carried out to investigate the level of awareness and preparedness to face any emergency situation, among the stakeholders of development and administrators in governance system in the cities of India.

Scope of Study The study has been conducted at Patiala (Punjab) as the city is considered vulnerable to most of the traditional and non-traditional disasters. In order to make it manageable and useful, the scope has been confined to cover the following:

1. The study restricts itself only to well reputed and government registered agencies engaged in planning and disaster management.
2. The study is more concerned with   practice than policies
3. Geographically, the study is restricted to Patiala city

Objectives:

1. To investigate the level of preparedness in the officers involved in governance of Patiala city.
2. To investigate the role of e- governance for an effective emergency management.

Research Methodology:

Primary data was collected through a set of structured questionnaire administered personally to the respondents. Questionnaires were administered personally to the respondent employees and officers of different government organizations to study the preparedness of administration and various government agencies which play stakeholders in disaster management of Patiala city. Apart from intensive field work, published and unpublished secondary data collected from different offices and libraries of various institutions has also been used for the study.

Preparedness for Disasters

For the purpose of this study, a field survey was conducted to analyze the disaster preparedness efforts made by the government. In this connection, various government

departments which are stakeholders of response management at the time of any emergency or disastrous situation were visited.

In order to evaluate the preparedness and execution of plans in practice, two hundred officials associated with disaster management in one way or the in Patiala city administration were interviewed. The distribution of respondents is as under:

Table 1: Distribution of Respondents for Analysing Preparedness to Disasters.

S.No.	Department	No. of Respondents
1.	Deputy Commissioner's Office	50
2.	Drainage Department	30
3.	Punjab Police	50
4.	Fire Service	20
5.	Medical & Health Department	50
	TOTAL	200

Personal interviews were conducted with the officials to understand the level of preparedness for a particular type of disaster, and the planning, coordination and response management by various departments.

The respondents from each department involved in governance of the city were individually asked if they were satisfied with the level of preparedness by the administration. The satisfactory level of the respondents belonging to different departments towards disaster management preparedness by the local administration is shown with their response percentages in table 1.

Table 2: Distribution of Respondents by Satisfaction Level for Disasters Preparedness.

Department	Total Respondents	Fully Satisfied		Somewhat Satisfied		Not Satisfied	
		No.	%	No.	%	No.	%
Deputy Commissioner's Office	50	1	2.0%	4	8.0%	45	90%
Drainage Department	30	0	0.0%	2	8.0%	28	92%
Punjab Police	50	2	4.0%	5	10.0%	43	86%
Patiala fire service	20	0	0.0%	2	8.0%	18	92%
Health & Medical	50	0	0.0%	2	5.0%	48	95%
Total	200	3	1.5%	15	7.5%	182	91%

Source: Primary Field Survey

It is clear from the table that 91% of the respondents were found to be not satisfied with the disaster preparedness plans of the local administration. Out of various departments, respondents from health department showed maximum dissatisfaction (95%) followed by Drainage department and Patiala fire service (92% each), DC office (90%) and Punjab Police

(86%). The table further reveals that 7.5% of the respondents showed somewhat satisfaction towards the preparedness level of their departments towards disaster response while only 1.5% of the respondents were fully satisfied on the preparedness level of their department to counter any disastrous situation. This satisfaction level is seen only DC office and Police department while none of the respondents Drainage department, fire department or health department showed any satisfaction level of this kind.

Flood Management

Patiala has got a long history of disasters caused by floods. The respondents from various government departments were asked about adequate preparation by government in terms of flood control rooms, cement bags, coordinated mock exercises and rescue equipments. The response of the respondents towards the measures taken by the district administration for the prevention of flood disasters has been presented in the following table.

Table 3: Distribution of Respondents as to Preparation for Prevention of Flood Disasters

Department	Total Respo-ndents	Flood Control Room Established		Adequate cement bags arranged at vulnerable sites		No coordinated mock exercise conducted in city for the last 3 years		Adequate equipment not available	
		No.	%	No.	%	No.	%	No.	%
Deputy Commissioner's Office	50	50	100	-	-	50	100	50	100
Drainage Department	30	30	100	30	100	30	100	30	100
Punjab Police	50	50	100	-	-	50	100	50	100
Patiala fire service	20	20	100	-	-	20	100	20	100
Health & Medical	50	50	100	-	-	50	100	50	100
Total	200	200	100	30	15	200	100	200	100

Source: Primary field survey

   As established by table 3, The employees of drainage department which forms only 15% of the total interviewed personnel from various government departments in Patiala claimed to have adequate cement bags arranged at vulnerable sites so as to mitigate if any breaches develop. Only Drainage department stores cement bags in sufficient quantity at sites where breaches can happen before the onset of rainy season. However, there is no availability of stores or inventory of cement bags to fill the new breaches , if developed at new sites.

Further, it has been observed that mock exercise have not been conducted in any of the government departments at Patiala to meet any flood emergency situation during the last three years. Mock exercises enable the simulated response system to evaluate the shortcomings and develop an effective management system. It also helps to establish co-ordination within various departments for tangible and intangible resource management. Till now no such training has been provided to government officials and employees.

The table further reveals that none of the respondents from any of the government department, playing stakeholder in floods management, is satisfied with the adequacy of available equipment. It is time that the administration should wake up and arrange sufficient response equipment in various departments who play a major role in disaster mitigation and response in Patiala city.

Fire Management

Being an old traditional and fortified city, Patiala is very much vulnerable to disasters caused by fire. Especially, the main bazar, lahori gate shopping area, etc. are very much congested and there is a web of overhead electrical lines. Respondents from specialized fire department were asked about their preparation cope up any emergency situation caused by fire.

Table 4: Preparedness by Fire Service Personnel to cope up with Fire Disaster.

S.No.	Preparedness	Execution on Ground	Remarks
I.	Any Mock Exercise conducted for fire emergency at Patiala city during the last 5 years	Never	
II.	Any refresher trainings after 5 years	Never	
III.	Knowledge of INSARAG marking system	No	

Source: Primary Field Survey of Patiala Fire Service Dept.

The table clearly depicts that no mock exercise was ever made by the personnel from Fire Brigade Department, Patiala for the last five years to prepare themselves for any emergency caused due to fire. Mock exercises give the simulation of the actual disaster situation and help in developing the skill of personnel and management system for search, rescue and disaster response. Further, such exercises also help them to understand the actual difficulties faced by them during any rescue operation.

The table also reveals that during the last five years no refresher course was ever arranged by the department for its personnel to train them in the use of latest fire fighting techniques and update their knowledge. In the absence of such training programmes, the confidence of the rescuers is badly affected, and they become lethargic also. Further, they will not be able to use the modern fire fighting machinery with ease and accuracy and also find themselves in a difficult situation while working with other trained teams from outside resources reaching the disaster site.

It is further seen from the table that none of the fire personnel posted at Patiala city has the knowledge about International Search and Rescue Advisory Group (INSARAG) Markings. International Search and Rescue Advisory Group has globally standardized the signs and symbols for search and rescue operations in buildings so that during any disaster rescue work teams from any corner of the world, despite their language and culture barriers can understand the rescue operation work well and co-ordinate in an effective manner with one another.

Patiala Fire service has spotted ten most vulnerable points carrying fire hazard and established water points at these points. Table 1.5 highlights the distribution of various water points, which are made to get abundant water immediately to curb fire, in case of any such incident, at different places in Patiala city and their operational status.

Table 5: Distribution of Water Points at Different Places in Patiala city

S.No.	Location	Status
1.	Polo Ground	Non-working
2.	Anardana Chowk	Closed
3.	Quila Chowk	Covered
4.	Bus Stand	Covered (Good water Pressure)
5.	Arya Samaj Chowk	Non-Operational
6.	Passey Road Tubewell	Operational
7.	Tripri (Near Water Tank)	Operational
8.	Model Town Park (near Alora Theatre)	Non-Operational
9.	Ajit Nagar Tubewell	Non-Operational
10.	Kali Mata Mandir (Near city Lake)	Covered with shops

Source: Patiala Fire Service Station

The table reveals that there are ten water points situated at different vulnerable places in Patiala which supply water to the local fire brigades in case of any fire incident. But most of the water points have became non-operational for a long time due to their poor maintenance. Even at some points, shops have been built over them and these points have become totally unapproachable. The limited number of operational water points cannot be

considered sufficient to face any grave situation arising out of a big fire incident. So, the administration needs to have more water points for the purpose.

Mass Causality Management

An effective casualty management system needs proper planning. Similarly, proper co-ordination between the administration and those providing medical services is required. Table 1.6 reveals the planning and co-ordination aspects of medical services in Patiala city.

Table 6: Planning and Co-ordination of Medical Services in Patiala

S.No.	Aspect of Emergency Response System	Present Status
1.	EMS existing in city	No
2.	Disaster/Emergency Management plan for mass victims.	No
3.	Co-ordination with other departments during emergency	Will be decided at the time of emergency.
4.	Any provision to avail the services of private hospitals and clinics during any calamity or emergency situation	Don't have any such orders or regulations. Private hospitals can only be requested for help for which they may charge from the victims as per their norms.

Source: Primary field survey

It is clear from the table given above that; no Emergency Medical Services (EMS) exists in Patiala city. EMS is considered an important part of Incident command system in a city for quick response by medical professionals to any medical/trauma emergency cases like heart attack, burns, poisoning, accidental injuries like fractures, bleeding, cervical, extricating the victims from accidental vehicles, providing life support and pre-hospital treatment and bringing the victims to hospital for higher medical care. However, an emergency pick up system with 108 calling ambulance exists in city. Mostly, the accident victims trapped in their vehicles are extricated and moved to a nearby hospital by members of the Police Control Room(PCR) team or the people gathered at the site of accident who generally do not know much about pre-hospital care. Sometimes this ignorance leads to the loss of many human lives also. It has also been found that no pre-emergency management plan is prepared by health officials for management of mass causalities during any calamity or disastrous situation.

As per survey, there is a complete lack of co-ordination among different departments, viz. Police, Fire, Army and civil administration in having joint exercises for search and rescue operations during any emergent situation arising out of a natural calamity or

otherwise. It also surfaced during the survey that this aspect gets into consideration at the time of a disaster only. But it causes delay in response management and quick response.

Terrorists' Attacks

As the terrorists strike suddenly and surprisingly, the police force need to be well trained to counter any such activity. The training aspect of the Punjab Police has been examined on the basis of certain statements shown in Table 1.7.

Table 7: Preparedness of the Punjab Police to Counter any Terrorist Attack

S.No.	Preparedness	Execution	Remarks
1.	Any Mock Exercise conducted for terrorists attack/bomb blasts emergency at Patiala city during the last 3 years	Never	
2.	Any refresher course organized to provide knowledge about latest trends of terrorism, modern weaponry, etc. During the last 3 years	Never	
3.	Personnel trained in CBRN emergencies	None	They have not even heard about CBRN.

Source: Primary Field Survey, Punjab Police Service

As reflected by Table 1.7, no mock exercise has been conducted by Punjab Police to deal with any terrorist attack in Patiala city during the last three years. It is said that practice makes a man perfect. But in the absence of this practice, we cannot hope the Punjab police to be efficient and effective in their effort to thwart any terrorist design.

The table further reveals that no refresher course was organised by the Punjab police department during the last three years to impart knowledge and training to its force about the latest trends of terrorism and the use of modern weaponry like IED's, explosives, booby traps, sophisticated small arms and anti-terrorists commando operations. It also surfaced during the survey that that the policemen posted at Police Stations or key places are least interested to participate in such refresher courses. They take these courses as a punishment to them as intensive physical activity is required during the course of training.

From the above study it can be revealed, that a large years of development works may get crushed to ground, in minutes, if the governance is not strong enough and gives appropriate importance to its disaster management element.

Suggestions: Planning and co-ordination among various departments at the district level is essential to mitigate any disaster. This should not be limited to formal meetings by the officials, but the practice of joint operations along with community participation should be

conducted periodically so that real assessment of the shortcomings can be made for further planning and co-ordination.

2. Management Information System (MIS) need to be developed through state level institutions by providing training and organizing workshops for the government departments as well as NGOs and the general public. Creation of a web enabled information system can help to obtain and share every bit of information with the other states and the Central government as well in case of any natural calamity or otherwise.

3. The operational function of Incident Command System need to be designed in such a manner that response time for search and rescue of victims is reduced. It has been observed during the present study that no organized system is available with the administration to give immediate response to disasters.

The use of information technology should be encouraged in governance system especially in disaster management. With e-governance, communications, especially for mutual coordination of various departments, issue of warning signals, emergency alarms and quick response will become very fast and effective. Use of sms service in mobile phones, social media like WhatsAap, Facebook etc. can help in creating awareness in general and issuing warning signs at the time of emergency.

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PEACE: A DIRE REQUISITE

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Abstract

Education is essential for the attainment of the goal of peace. It can be attained only through morality and ethics. Education must be based on ethics and morality. It helps to the path of complete peace. Peace is the absence of violence and hostile thought. Today, the world is suffering from immense crisis from many sides. Crimes, conflict, hatred and distrust between one community and another, hunger, unemployment, poverty and literacy, paucity of resources and pollution of environment, deforestation and desertification, swelling number of migrants and refugees, ethnic and sub-national violence, terrorism, drug trafficking, AIDS etc., all these altogether make a grave danger to peace. The present day crisis is greater than the crisis that occurred few decades ago. The world is now full of violence. With the advancement of science and technology human being has invented many new technologies which are very helpful in our life. In some other ways, some selfish people who used it as a weapon for gaining their desire wish and pleasures. An action done under the motives of selfishness is a kind of violence. However, in our present day society we are facing so many conflicts. One of them is based on our knowledge which has been separated from work-ethics. Education plays an important role which helps to equip individuals with the skills and attitudes that are necessary in order to adapt in changing situations and to create peace. Education is the most important means in the society which can be used as an instrument of Peace.

Keywords: Education, conflict, crises, peace

Conflict with others is the main barrier on the path of attaining peace. One of the differences between the human beings and other beings is that humans have no fixed and predetermined behaviour and every second and based on their will, they can create new existential effects (such as thoughts, conduct and words). In other words, the human being is a creator within his own limits and capacities and when communicating with other people, he exposes others to diverse existential effects. Consequently, the differences of opinion, conflict of interest, annoyance, and misinterpretations create the opportunity for conflict between people. When

the person achieves the perception wherein he accepts everybody in their own place, he will not feel personal hatred and conflict toward them even if he regards their behaviour as improper. And at the same time that he turns away from their false ways and worldview and even opposes them with the right approach, from within, he respects all other individuals and is at peace with others.

Education, on the other hand certainly is a means to all-round progress of man. In other words, the pathway to human-development goes through the lanes of education. Moreover, true education is the sole basis of achieving one's purpose in life. It is education, which can ascertain ultimate peace for a human being.

Needless to say, the importance of education in man's life cannot be described in words. In addition, the essence of all the ancient scriptures, messages of scholars and thinkers of repute have always categorically expounded the significance of education in human life. By illustrating the mutual relationship between the education and peace, they have also declared education as the means and basis of peace. Furthermore, they enlighten people of the importance of education in all walks of life, in particular, its role in making life prosperous and peaceful under the prevailing circumstances. The utility, significance, and importance of education are inevitable at all levels in all walks of life. It develops into the most beautiful and valuable ornament of human life.

Education and Peace: Education is the basis for the all-round development of man; it is the means of developing his personality. Moreover, it is the process that helps make one's life purposeful. All constructive and welfare conditions that may be required for the purpose are also inherent in this process. Similarly, peace, despite a state free from dispute, conflict and war, is also an active and dynamic state in which there is a call to go forward. New benefits are expected in a state of peace. It is the pathway to progress without any fear and confusion. Therefore, one can say that education and peace are linked to one-another. They supplement each other as both contribute to the development and welfare of each and every human being on   this   planet. Education is a means to guide and lead a human-being from his birth to death. It helps man achieve his goal. Peace education is strengthened through the will-power and efforts of those who actively promote it, for they are aware of the terrible consequences if they do not. The horrors and suffering within our society and worldwide can be reduced if we have the strong will to act. A number of strategies to achieve peace exist, including peace through strength, pacifism, peace with justice, institution building, peace through

sustainability, and peace education. These are not mutually exclusive, but in some cases complement each other.

Peace education is more effective when it is adapted according to the social and cultural context and the needs of a society. It is enriched by that society's cultural and spiritual values along with universal human values. For example, these same published and yet-be published materials for Indian schools are based on what are termed universal human values such as love, reciprocity, empathy and concern for others, and justice and fairness. Such values can be included in peace education for schools throughout the world. But at the same time this curriculum, being developed in India, reflects Indian social problems, Indian culture, its strong religious beliefs, and the country's needs especially as the curriculum moves up to higher age levels. So it is enriched by certain widespread Indian spiritual and cultural values as ahimsa, that is, non-violence and non-killing. Peace education is education that actualizes children's potentialities in helping them learn how to make peace with themselves and with others, to live in harmony and unity with self, humankind and with nature. Peace education applies as well to adolescents and adults. In the past, peace education centred on the causes of war, an issue that grew as nations developed the capacity of destroying the whole human race many times over. But today the scope of peace education includes not only the causes, the nature, and the terrible consequences of war but also the study of violence in all forms. Such forms of violence include conflict, threat to life, ethnic hatred, discrimination, prejudice, racism, injustice, genocide, poverty, violence in the home and family, destruction of the environment, and so forth. A basic aim of peace education is to save humankind from destroying a large portion or all of itself. Once we become aware of our suicidal behavior, peace education points out to us the alternatives that can gradually slow down and stop this mad rush.

Since the early decades of the 20th century, "peace education" programs around the world have represented a spectrum of focal themes, including anti-nuclearism, international understanding, environmental responsibility, communication skills, non-violence, conflict resolution techniques, democracy, human rights awareness, tolerance of diversity, coexistence and gender equality, among others. Some have also addressed spiritual dimensions of inner harmony, or synthesized a number of the foregoing issues into programs on world citizenship. While academic discourse on the subject has increasingly recognized the need for a broader, more holistic approach to peace education, a review of field-based

projects reveals that three variations of peace education are most common: conflict resolution training, democracy education, and human rights education. New approaches are emerging and calling into question some of theoretical foundations of the models just mentioned. The most significant of these new approaches focuses on peace education as a process of worldview transformation.

Ways to Attain Peace Education

How do teachers, schools, and school organizations get in progress in education for peace?

- First, look at the interest as well as wealth of talent that you already possess, give it a common goal, set it in the right direction and train it, overcoming the obstacles.

- Creative teachers introduce peace education into their classes. Some use existing programs and courses like the one already outlined. Some introduce new ideas into existing subjects in the curriculum using the infusion approach. But the introduction of whole courses and programs dealing with peace and violence is more thorough and comprehensive because students and teachers can examine the issues in more depth, so it has advantages over the infusion approach.

- When teachers have given peace lessons four or five periods a week for a whole school year, they have sincerely declared that their own attitudes have changed and that they have learned a lot.

- Teachers need to have access to existing resources.

- Annual or regularly scheduled teacher and administrative conferences sponsor conferences such as this one, workshops, and forums on peace topics. Members within these organizations can establish task forces or committees to address peace education and develop teaching-learning materials. Outside consultants are brought in to provide new ideas and help teachers develop new skills.

- Peace education addresses the issues of conflict and conflict resolution by teaching students how to take creative approaches to the conflict and how to find different possibilities for the conflict resolution. Thus students gain knowledge and skills that encourage personal growth and development, contribute to self-esteem and respect of others, and develop competence for a nonviolent approach to future conflict situations.

- The published materials many lessons contain suggestions to the teachers for involving parents and families, and the unpublished materials contain many more. Contacts with parents and families include peace activities carried on by the children at home with the cooperation and involvement of the parents and other family members; Parents Days at the schools; observations at schools of special days such as International Peace Day on 15 September to which parents, families, and the local communities are invited; special Peace Celebrations at schools and inter-school peace programs to which the public is invited; publicity of the peace activities in schools through the media and, above all, friendly face-to-face contacts between parents of students of all backgrounds with teachers through home visits and visits to your school in which peace issues are discussed and the development of the positive potentialities of the students are explored. In short, all of you will make a big difference within and outside your schools as true "ambassadors of peace." It has been said that one inspired, dedicated person can have the power of 10,000. Now is the time to channel that power that is within us.

Conclusion

Peace education aims to initiate and support integrated, holistic learning processes that are guided by the concept of peace. In these learning processes, the main goal is generally to promote constructive ways of dealing with the potential for conflict and violence and thus help to build the peace skills of individuals and groups alike. There are four core and interlocking objectives: recognition of conflicts as an opportunity for positive change, which means developing the skills for the constructive management of conflicts and a respectful relationship with those who are "other". A recognition of different individual, social and political forms of (every-day) violence and the fascination of violence, which means promoting analysis of individual and collective experiences of violence, both past and present .A analysis of the causes, impacts and after-effects of war, which means looking at possible mechanisms against and alternatives to war at the individual, social and international level .A the development of visions of peace and community life and ways of translating these visions into practical action. Peace education supports the development of concepts of peaceful human co-existence and thus promotes attitudes and identities of individuals, groups and communities as peacemakers.

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TOURISM AS A STRATEGY OF DEVELOPMENT

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Abstract

The issues of tourism sustainability and urban development have become major priorities for public policy makers across the globe. Today, may be more than ever, there is a need for ma nagging sustainable tourism development, and this cannot be attained without taking into account environmental problems and their global dimension. Various problems and requirement of society and of the development of urban area may be solved by transforming the cities into attractive tourist destinations. Therefore, this study explores show sustainable tourism development in urban areas can be basically achieved and managed. The paper discloses some success factors for managing tourism development in country. The purpose of this study is to identify best practices that can help the Indian tourism industry in implementing comprehensive sustainable tourism strategy. The study conducts a comparative review that contributes to the subject area by addressing tourism development best practices in the e context of the Indian tourism industry. The study concludes that although the Indian tourism industry has addressed several sustainable tourism development areas, there is room for improvement in each of the areas based on a more integrated development approach.

Introduction

Tourism has been a major social phenomenon of societies all over the world. It is driven by the natural urge of every human being for new experiences, and the desire to be both educated and entertained. The motivations for tourism also include religious and business interests; the spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from the related sectors. The consumption demand, emanating from tourist expenditure also induces more employment and generates a multiplier effect on the economy.

Tourism in India broadly classified in North Indian Tourism, East Indian Tourism, West Indian Tourism, and South Indian Tourism. Each part of India offers identifiable differences from the rest of the nation. Tourism in India has come into its own as brand – India Tourism. The creation of niche tourism products like heliport tourism, medical tourism, wellness tourism, adventure tourism, cruise tourism, and caravan tourism has served to widen the net

of this sector. Inbound tourism is booming and the country is going all out to lure more travelers from around the world. Contrary to perceptions across the world that tourism in India is still confined to traditions, the country is opening up with trendy tour packages and affordable air travel deals to woo inbound visitors from every segment.

Present Scenario of Tourism in India

The main driver for increase in tourist traffic to India has been the following factors:

- Rapidly increasing purchasing power of the middle class
- Better road connectivity
- Evolving lifestyle
- International Tourist Traffic
- Value for money /economical holiday destination
- Business cum pleasure destination
- Development of Kerala and Rajasthan as the most popular tourist destinations in India with their distinctive brand image
- Opening of the sectors of the economy to private sector/foreign investment
- Success of "Incredible India" campaign and other tourism promotion measures

Forms of Tourism in India

India offers various tourism options due to its vastness and diversity, attracting tourists from all over the world.

Rural Tourism

The Ministry of Tourism started the scheme of rural tourism in 2002-03 with the aim to showcase art, rural life, and culture and heritage to the tourists at various rural locations and villages. The Ministry intends to help the local community economically and socially, together with facilitating interaction between the local population and tourists, through this scheme. On 28 February 2011, 169 rural tourism sites in 28 States/Union Territories have been sanctioned by the Ministry of Tourism. This segment has also been winning accolades in the international circuits as well. For instance, the Rural Tourism Project at Hodka village in Kutch District of Gujarat won the Pacific Asia Travel Association (PATA) award for the year 2010 under the Heritage category.

Cruise Tourism

Cruise tourism is emerging as one of the most dynamic segments of the leisure industry globally. India with its vast and beautiful coastline, forests and undisturbed idyllic islands, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists .The Cruise Shipping Policy of the Ministry of Shipping was approved by the Government of India on June 28, 2008. The objectives of the policy are to make India an attractive cruise tourism destination with the state-of-the-art infrastructural and other facilities at various parts in the country; to attract the right segment of the foreign tourists to cruise shipping in India; to popularize cruise shipping with Indian tourists.

Adventure Tourism

Adventure travel involves exploration or travel to remote, exotic areas. Adventure tourism is rapidly growing in popularity as a tourist seeks different kinds of vacations.

Sustainable Tourism/Eco Tourism

Sustainable Tourism growth is in the process of evolving the Sustainable Tourism Criteria for India. In recent years tourism industry in India has registered a considerable growth. Steering Committee with representatives from all the sectors of the tourism and hospitality industry of India has been constituted to develop draft Sustainable Tourism Criteria which would eventually be adopted by the different sectors of the industry.

Wellness Tourism

Wellness tourism is about travelling for the primary purpose of achieving, promoting, or maintaining maximum health and a sense of well-being. Health Tourism holds immense potential for India. The Indian systems of medicine that is Ayurveda, Yoga, Rejuvenation Therapy etc. are among the most ancient systems of medical treatment of the world.

Government Initiatives

The Indian government has realized the country's potential to rise in the tourism industry and has taken several steps to make India a global tourism hub. Some of the recent government initiatives in the sector are as follows:

The Government of India has launched the 'Incredible India' mobile application. The app will help tourists to seek information, besides enabling quality and reliable services from

service providers recognized by the Government of India. This app demonstrates the Ministry of Tourism's commitment to the use of technology for service delivery

The Ministry of Tourism, Government of India has launched the new tourism brand for the Union Territories of Daman and Diu and Dadra and Nagar Haveli, as well as released the Vision 2020 publication for Dadra and Nagar Haveli. This step by the government has been taken with a view to help in overall economic development of these union territories.

 The West Bengal government has decided to set up an eco-tourism board to project the state as a major tourist destination. Work for developing a mega tourism project has already started in Jalpaiguri district and plans to develop similar projects in Sylee and Kunjanagar is under discussion.

Present Scenario of Indian Tourism Industry

The Travel & Tourism Competitiveness Report 2017 ranks India 40th out of 136 countries overall. The report ranks the price competitiveness of India's tourism sector 10th out of 136 countries. It mentions that India has quite good air transport (ranked 32nd), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 29th). The country also scores high on natural and cultural resources (ranked 9th). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign focused on promoting tourism.

Despite the rich cultural and natural heritage which India possesses, the security issues and crime — especially against female visitors, form a persisting trouble that has plagued the Indian tourism industry**.**

Tourism as a Strategy for Development

Tourism can contribute to development and the reduction of poverty in a number of ways. Economic benefits are generally the most important element, but there can be social, environmental and cultural benefits and costs. Tourism contributes to poverty reduction by providing employment and diversified livelihood opportunities. This in turn provides additional income or contributes to a reduction in vulnerability of the poor by increasing the range of economic opportunities available to individuals and households.

Tourism also contributes to poverty alleviation through direct taxation and the generation of taxable economic growth; taxes can then be used to alleviate poverty through education, health and infrastructure development. It should not be forgotten that some tourism facilities also improve the recreational and leisure opportunities available for the poor themselves at the local level. Tourism enhancement implies planning, development, management, and continuous improvement. The continuous improvement process should be applied to all forms of tourism, whether we are referring to urban tourism, resorts, rural and coastal areas tourism, or mountains and protected areas tourism. Recreational activities may be developed within natural areas and may bring significant revenues both to those who manage them and to the local communities. Tourism is one of the few economic sectors through which sustainable development of these areas can be achieved, and ecotourism is the most accepted form of sustainable tourism for any country or region of the world. Small tourism enterprises have the potential to help tourism destinations to progress towards sustainability objectives because of their numerical dominance, their central role in human activities, and their increasing importance within the framework of tourism development.

Evaluation of the Strategy

Positive Impact: Some of the beneficial aspects are -

- Infrastructure development (roads, water, electricity, telecom and cybercom, but not necessarily driven by local priorities.)
- Cultural preservation (economic incentives to preserve food, fashion, festivals and physical history, but these tend to be superficial elements of a culture.)
- Environmental protection (economic incentives to preserve nature, wildlife and urban cleanliness)

- Tourism depends on natural capital (wildlife, scenery and beaches) and culture, which are assets owned by the poor
- Provides an industry in countries that have no exports
- More jobs are filled by women

Negative Impact: The challenges in its way are:

- Cultural destruction, (modernization (world mono-culture), freezes culture as performers, loss: language, religion, rituals, material culture.)
- Primary products (sun, sand, surf, safari, suds, ski, and sex) (little value added, neo-colonialism)
- Negative lifestyle's (STD's, substance abuse, begging, hustling)
- High levels of foreign ownership lead to leakage of profits to foreign countries
- Locals may be displaced from agricultural land and lose access to resources like beaches
- Tourism is vulnerable to changes in the global economy, losing tourists in times of economic recession.

Conclusion

Our current scenario advises us that there is no panacea for successful sustainable tourism development. The findings of this study can inform future research on Tourism by using them in comparative studies or as a starting point for developing policies and strategies in the field. We suggest that further research should be done in the direction of identifying the opinions of the representatives of the public administration and of tourism organizations, and to use them along with the findings of this study to conceive a strategy for developing India as sustainable tourist destination. Another direction for future research could be to replicate the survey in various cities from different regions in order to find out how local culture may influence the approach of sustainable tourism and what its effects are (if any) on the development preferences.

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Indian Democracy and Sustainable Development

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Abstract

Democratic development in India lacks the social dimension of development, where the politicians tend to prioritize economic growth over societal growth. The case in the point is the Sardar Sarover Project (a series of dams) on the river Narmada, where there has been serious violation of the democratic, constitutional and human rights of the displaced people. They had to bear the cost of development and to sacrifice their rights over their resources, while they got no share in the benefits. The benefits of the entire project were accrued by the already privileged section of the society.

Three pillars of sustainability

The 2005 World Summit on Social Development identified sustainable development goals, such as economic development, social development and environmental protection. This view has been expressed as an illustration using three overlapping ellipses indicating that the three pillars of sustainability are not mutually exclusive and can be mutually reinforcing. In fact, the three pillars are interdependent, and in the long run none can exist without the others. The three pillars have served as a common ground for numerous sustainability standards and certification systems in recent years, in particular in the food industry. Standards which today explicitly refer to the triple bottom line include Rainforest Alliance, Fair trade and UTZ Certified. Some sustainability experts and practitioners have illustrated four pillars of sustainability, or a quadruple bottom line. One such pillar is future generations, which emphasizes the long-term thinking associated with sustainability. There is also an opinion that considers resource use and financial sustainability as two additional pillars of sustainability
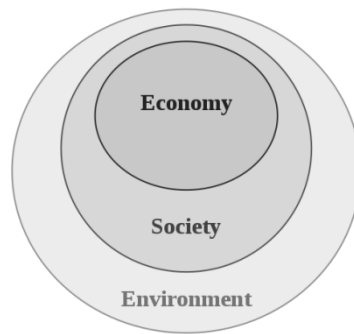
A diagram indicating the relationship between the "three pillars of sustainability", in which both economy and society are constrained by environmental limits.

Voluntary National Review of Implementation of SDGs in India

❖ As a signatory to the 2030 Agenda for Sustainable Development, India is committed to participate in the international review of progress of Sustainable development Goals (SDGs) on a regular basis. The central platform for international follow-up and review of the 2030 Agenda is the High-Level Political Forum (HLPF), which has started meeting annually since 2016 under the auspices of the UN Economic and Social Council (ECOSOC). In the HLPF, UN member countries are expected to present their Voluntary National Review (VNR) on implementation of SDGs. The VNRs thus serve as a basis for international review of progress of SDGs.

❖ The 2017 HLPF was held during 10th -19th July at the United Nations, New York. It focused on the theme: 'Eradicating poverty and promoting prosperity in a changing world' and on the SDGs 1 (No Poverty); 2 (Zero Hunger); 3 (Good Health and Well-Being); 5 (Gender Equality); 9 (Industry, Innovation and Infrastructure), 14 (Life Below Water) and 17 (Partnerships for the Goals).

❖ As a part of its role, NITI Aayog has presented the 1 st Voluntary National Review on implementation of SDGs in the country to the 2017 HLPF on 19 th July 2017. For this review, all available information on relevant aspects of the identified SDGs and related targets has been taken into consideration.

NITI Aayog's Role

NITI Aayog has been entrusted with the role to co-ordinate 'Transforming our world: the 2030 Agenda for Sustainable Development' (called as SDGs). Moving ahead from the Millennium Development Goals (MDGs), SDGs have been evolved through a long inclusive process for achievement during 2016-2030. The SDGs cover 17 goals and 169 related targets resolved in the UN Summit meet 25-27 September 2015, in which India was represented at the level of Hon'ble Prime Minister. These SDGs will stimulate, align and accomplish action over the 15-year period in areas of critical importance for the humanity and the planet.

The task at hand for NITI Aayog is not merely to periodically collect data on SDGs but to act proactively fructify the goals and targets not only quantitatively but also maintaining high standards of quality. Ministry of Statistics and Programme Implementation (MoSPI) has already undertaken a parallel exercise of interaction with the ministries to evolve indicators reflecting the SDG goals and targets. To achieve these tasks, the draft mapping of the goals and targets as an initial step on proposed Nodal and other Ministries has been carried out in consultation with MoSPI. Further, as an illustration, the Centrally Sponsored Schemes (CSSs),including the 'core of the core', 'core' and 'optional' Schemes being implemented by the States have been mapped alongwith some of the recent initiatives undertaken by the Central Government. In addition, Ministries are implementing Central Sector Schemes and States are also implementing various State Schemes aligned with one or more SDGs. This mapping can be accessed from the NITI Aayog site.

NITI Aayog, in collaboration with RIS is also holding a Consultation on SDGs, during 9th and 10th February 2016 with stakeholders including States, Ministries, academia, International organisations, NGOs etc. at New Delhi.

The Indian Parliament in Action

The Parliament of India has taken exemplary initiatives to propel the SDG agenda forward. The Lower House of the Parliament, for instance, has organized several discussions on the SDGs with parliamentarians from both Houses as part of the Speaker's Research Initiative. A number of the initiatives have focused on the importance of gender equity in the context of the SDGs.

These include the National Women's Legislators' Conference as well as the second BRICS Women Parliamentarians Forum. The Forum observed that women parliamentarians can

make a significant contribution towards shaping public opinion in favor of the new global development goals. The Forum brought out the 'Jaipur Declaration' expressing its commitment to the SDGs.

The South Asian Speakers' Summit on SDGs was another regional initiative organized in 2017. The Summit deliberated on the theme 'Strengthening Regional Cooperation and Resources for SDGs'. It urged parliamentarians to collectively advance action among all stakeholders for mobilizing additional resources in order to achieve the SDG targets in a timely manner.

The Official Agenda for Sustainable Development adopted on 25 September 2015 has 92 paragraphs, with the main paragraph (51) outlining the 17 Sustainable Development Goals and its associated 169 targets. This includes seventeen goals.

Goal 1: End Poverty in All its Forms Everywhere

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Goal 3: Health and well-being

Goal 5: Gender Equality, Women Empowerment

Goal 9: Infrastructure, Industry and Innovation

Goal 14: Ocean, Seas and Marine Resources

17 PARTNERSHIPS FOR THE GOALS

Goal 17: Global Partnership for Sustainable development

PM's statement at the UN Summit for the adoption of Post-2015 Development Agenda

➢ Elimination of poverty in all forms everywhere is at the top of our goals. It is a vital necessity for ensuring peaceful, sustainable and just world.

➢ The goals recognize that economic growth, industrialization, infrastructure, and access to energy provide the foundations of development.

➢ The distinct goal on ocean ecosystem reflects the unique character of its challenges and opportunities. Equally important, it focuses our attention on the future of the island states.

➢ Blue Revolution which includes the prosperity, sustainable use of marine wealth and blue skies.

➢ New bank accounts for 180 million direct transfer of benefits; funds to the unbanked insurance within the reach of all and pension for everyone's sunset years.

➢ New personal sector of individual enterprise, micro enterprises and micro finance, drawing also on the strength of digital and mobile applications.

➢ Housing, power, water and sanitation for all – important not just for welfare, but also human dignity.

➢ Making our farms more productive and better connected to markets farmers less vulnerable to the whims of nature.

PM's main statement in the BRICS Leaders' Meeting

➢ Effective implementation of Sustainable Development Agenda 2030 and ensure adequate funding for it.

➢ Greater collaboration between multilateral and regional financial institutions.

➢ Enhanced long term finance for infrastructure in developing countries.

➢ Developing next generation, climate resilient infrastructure. This would also include converting waste into inputs for infrastructure.

➢ Speeding up the completion of the Doha Development Agenda.

➢ Enhance research and development on clean and renewable energy to increase access, efficiency and affordability of clean energy.

➢ Stopping the flow of arms and explosives to terrorist groups

Lead Intervention by PM at G20 Working Lunch on Development and Climate Change

➢ G20 must align itself with the SDGs. In doing so, we will also stimulate faster and a more broad-based economic growth.

➢ We are promoting growth and investing in skills to create employment for our youth.

➢ We have the world's largest financial inclusion programme. And, we have definite target dates for meeting all the basic needs of our people.

➢ Ambitious plans for addressing the challenges of climate change which includes additional capacity of 175 GW of renewable energy by 2022.

State-Level Initiatives on SDGs:

➢ Assam has set up a Centre for SDGs under the Planning and Development Department and an integrated framework for implementation has been adopted. The state has also developed its own vision for realizing the SDGs, namely, ASSAM 2030. A pilot is being undertaken in a few villages and towns for demonstrating full attainment of the SDG agenda. Further, a robust technology platform is also being set up for tracking the progress pertaining to the SDGs.

➢ Andhra Pradesh as part of its Vision 2029 has identified indicators for each of the 17 SDGs. It has also outlined the baseline, targets, milestones as well as key strategies for realizing the SDGs.

➢ Bihar is in the process of finalizing the roadmap for SDG implementation. The state government is already focusing on a number of areas that are covered under the SDGs including road connectivity and drainage, toilets, clean drinking water, electricity, higher education, skill development and gender equality

- Haryana has prepared its Vision 2030 document following extensive consultations with a range of stakeholders. The strategies outlined in the document are based broadly on five principles – integrated planning and decentralized implementation, equitable development, building human capital, promoting citizen centric services and green growth.

- Maharashtra is focused on balanced regional development and emphasizes sustainable livelihoods, taking initiative to improve management of water, land and forests, improve access to health and education, and developing skills for employment generation.

- Kerala has set up elaborate indicators and standards for achieving the SDG 3 on health. The state has sector specific plans for 2030 with emphasis on encouraging entrepreneurship in production sectors, developing the key bases of knowledge economy in the areas of education, S&T, etc., and ensuring environmental and social sustainability.

- Karnataka focuses on technology in 12 sectors: education, medical science and health care, food &agriculture, water, energy, environment, habitat, transportation, infrastructure, manufacturing.

- Punjab has set in motion a SDGs support process under the Planning Department. The Process involves extension of technical assistance at the state level and facilitation support to different departments for improving programme implementation, and generating information and evidence for public policy analysis and delivery in the context of SDGs.

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Capitalism and Corporate Social Responsibility

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Abstract

Capitalism is an economic system based upon private ownership of the means of production and their operation for profit. Characteristics central to capitalism include private property, capital accumulation, wage labor, voluntary exchange, a price system and competitive markets. Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others. Proponents argue that corporations increase long-term profits by operating with a CSR perspective, while critics argue that CSR distracts from businesses' economic role. CSR is titled to aid an organization's mission as well as serve as a guide to what the company represents for its consumers.

INTRODUCTION

> Millions endeavoring to supply
> Each other's lust and vanity
> Thus every part was full of vice
> Yet the whole mass an earthly paradise
> Fools only strive
> To make a Great and Honest Hive
> Without great Vices is a vain
> Eutopia seated in the Brain
>
> Bernard Mandeville

Many even today believe this to be an accurate description of markets and why we should allow or rather tolerate them. It is then easy to understand why the public discourse on

corporate governance is abuzz with phrases such as "corporate social responsibility," "business ethics," "ethical investment," and "triple bottom line." Corporations are under increasing pressure to be more responsible, ethical, environmentally conscious, and concerned with sustainable development.[1] They are asked to consider not just shareholders but also all stakeholder – employees, suppliers, customers, the communities in which they operate, and the ecosystem from which they extract resources.

Definition of Capitalism

Capitalism is an economic system where private entities own the factors of production. The four factors are entrepreneurship, capital goods, natural resources, and labor. The owners of capital goods, natural resources, and entrepreneurship exercise control through companies. The individual owns his or her labor.

Under capitalism, prices and wages are determined by the forces of supply and demand. Member of a capitalist economy are driven to obtain the maximum amount of utility (benefit or profit) at the least cost. Privately owned industry caters to a consumer sector that wants goods and services of the highest value for the lowest price. Competition forces companies to keep prices low to attract consumers. The role of government in a capitalist society is to protect the legal rights of actors in the economy, not to regulate the market system.

In capitalism, the most effective companies are those that create the greatest amount of utility. The most inefficient companies will be forced out of the market when the consumer discovers he can obtain the same goods for a lower cost elsewhere.

Corporate Social Responsibility

Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. CSR is a concept with many definitions and practices. The broadest definition of corporate social responsibility is concerned with what is—or should be- the relationship between global corporations, governments of countries and individual citizens. [2] The way it is understood

and implemented differs greatly for each company and country. Moreover, CSR is a very broad concept that addresses many and various topics such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development. Whatever the definition is, the purpose of CSR is to drive change towards sustainability. Although some companies may achieve remarkable efforts with unique CSR initiatives, it is difficult to be on the forefront on all aspects of CSR. Every corporation has a policy concerning CSR and produces a report annually detailing its activity.

Concept of Corporate Social Responsibility

Corporate social responsibility is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing.[3] The term generally applies to efforts that go beyond what may be required by regulators or environmental protection groups. CSR may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company, but instead promote positive social and environmental change.

Effects of organizational activity

It is apparent that any actions which an organization undertakes will have an effect not just upon itself but also upon the external environment within which that organization resides. In considering the effect of the organization upon its external environment it must be recognized that this environment includes both the business environment in which the firm is operating, the local societal environment in which the organization is located and the wider global environment.[4] This effect of the organization can take many forms such as: -

- The utilization of natural resources as a part of its production process.
- The effects of competition between itself and other organizations in the same market.
- The enrichment of local community through the creation of employment opportunities.

- Transformation of the landscape due to raw material extraction or waste product storage.

- The distribution of wealth created within the firm to the owners of that firm and the workers of that firm and effect of this upon the welfare of individuals.

- The greatest concern has been with climate change and the way in which the emission of greenhouse gases is exacerbating this.

It can be seen from these examples that an organization can have a very significant effect upon its external environment and can actually change that environment through its activities.

The principles of Corporate Social Responsibility

There are three basic principles of CSR activity: -

1. Sustainability: - This is concerned with the effect which action taken in the present has upon the options available in the future. If resources are utilized in the present then they are no longer available for use in the future, and this is of particular concern if the resources are finite in quantity. Sustainability therefore implies that society must use no more of a resource than can be regenerated. This can be defined in terms of carrying capacity of the ecosystem and described with input-output models of resource consumption.

2. Accountability: - This is concerned with an organization recognizing that its actions affect the external environment, and therefore assuming responsibility for the effects of its actions. This concept therefore implies a quantification of the effects of actions taken, both internal to the organization and externally. It also implies a reporting of those quantifications to all parties affected by those actions. Accountability therefore necessitates the development of appropriate measures of environmental performance and the reporting of the actions of the firm.

3. Transparency: - Transparency, as a principle, means that the external impact of the actions of the organization can be ascertained from that organization's reporting and pertinent facts are not disguised within that reporting. It is of particular importance to external users of such information as these users lack the background details and knowledge available to internal users of such information.[5] Transparency therefore

can be seen to follow from the other two principles and equally can be seen to be a part of the process of recognition of responsibility on the part of the organization for the external effects of its actions and equally part of the process of transferring power to external stakeholders.

Corporate Social Responsibility in India

India is the first country in the world to make corporate social responsibility (CSR) mandatory, following an amendment to The Company Act, 2013 in April 2014. Businesses can invest their profits in areas such as education, poverty, gender equality, and hunger.

The amendment notified in the Schedule VII of the Companies Act advocates that those companies with a net worth of US$73 million (Rs 4.96 billion) or more, or an annual turnover of US$146 million (Rs 9.92 billion) or more, or a net profit of US$732,654 (Rs 50 million) or more during a financial year, shall earmark 2 percent of average net profits of three years towards CSR. In the draft Companies Bill, 2009, the CSR clause was voluntary, though it was mandatory for companies to disclose their CSR spending to shareholders. It is also mandatory that company boards should have at least one female member. CSR has been defined under the CSR rules, which includes but is not limited to:

- Projects related to activities specified in the Schedule; or
- Projects related to activities taken by the company board as recommended by the CSR Committee, provided those activities cover items listed in the Schedule.

Some examples of Corporate Social Responsibility in India: -

Tata Group

The Tata Group conglomerate in India carries out various CSR projects, most of which are community improvement and poverty alleviation programs. Through self-help groups, it is engaged in women empowerment activities, income generation, rural community

development, and other social welfare programs. In the field of education, the Tata Group provides scholarships and endowments for numerous institutions.

The group also engages in healthcare projects such as facilitation of child education, immunization and creation of awareness of AIDS. Other areas include economic empowerment through agriculture programs, environment protection, providing sport scholarships, and infrastructure development such as hospitals, research centers, educational institutions, sports academy, and cultural centers.

Ultratech Cement

Ultratech Cement, India's biggest cement company is involved in social work across 407 villages in the country aiming to create sustainability and self-reliance. Its CSR activities focus on healthcare and family welfare programs, education, infrastructure, environment, social welfare, and sustainable livelihood.

The company has organized medical camps, immunization programs, sanitization programs, school enrollment, plantation drives, water conservation programs, industrial training, and organic farming programs.

Mahindra & Mahindra

Indian automobile manufacturer Mahindra & Mahindra (M&M) established the K. C. Mahindra Education Trust in 1954, followed by Mahindra Foundation in 1969 with the purpose of promoting education. The company primarily focuses on education programs to assist economically and socially disadvantaged communities. CSR programs invest in scholarships and grants, livelihood training, healthcare for remote areas, water conservation, and disaster relief programs. M&M runs programs such as Nanhi Kali focusing on girl education, Mahindra Pride Schools for industrial training, and Lifeline Express for healthcare services in remote areas.

ITC Group

ITC Group, a conglomerate with business interests across hotels, FMCG, agriculture, IT, and packaging sectors has been focusing on creating sustainable livelihood and environment protection programs. The company has been able to generate sustainable livelihood

opportunities for six million people through its CSR activities. Their e-Choupal program, which aims to connect rural farmers through the internet for procuring agriculture products, covers 40,000 villages and over four million farmers. Its social and farm forestry program assists farmers in converting wasteland to pulpwood plantations. Social empowerment programs through micro-enterprises or loans have created sustainable livelihoods for over 40,000 rural women.

Conclusion

According to Milton Friedman

"there is one and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud."

The capitalist corporations can use a little bit of their profits to bring about a change in the society they thrive in and in the process increases their goodwill in the eyes of the people and their brand value which makes them even more successful. These little things don't cost them a lot but it can surely make the country and its people prosperous.

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Capitalism and Conflict

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ABSTRACT

Future historians may choose 1989 as the year the cold war between capitalism and communism ended and a new conflict began within capitalism. They may argue that it was in 1989 that America and the West turned from containing the Soviet Union to contain japan The new conflict arises from three historic shifts that have shaken the foundations of the post world war-America's relative economic decline, the rising economic power of Japan,and the decline of the West's old common enemy of communism. Indeed this is the dissolution of this threat that is sowing the seeds of capitalist cold war.There aare numerous theories advanced by Sociologists to explain why socialism is not a pactical possibility,but few have found such a sympethetic response in everyday thought as that which holds that the growth in white-collar employment provides increasing security to the capitalism.The arguments has two variants.This growth either creates an increasing middle class,hostile to socialism or if white-collar employees are to be regarded as workers, their growth erodes the traditional,class conscious working class. The examination of social theories concerned with white collar employment and the consciousness of whitr-collar workers is therefore of some ideological significance.

The conflict perspective derives it strength and support from the work of Karl Marx; who saw the struggle between the social classes as the major fact of history. In contrast to

functionalists' emphasis on stability and consensus, conflict sociologists see the social world in continual struggle. The conflict theorist assumes that societies are in continual state of change in which conflict is a permanent feature. Conflict does not necessarily employ outright violence. It includes tension, hostility, severe competition, and disagreement over goals and values . Conflict is not deemed here as an occasional event that disturbs The smooth functioning of the system. It is regarded as a constant process and an inevitable part of social life.

Karl Mark viewed struggle between social classes as inevitable because of the exploitation of workers under capitalism .Expanding on Marx work, sociologists and other social scientists have come to see conflict not merely as a classes phenomenon but as a part of everyday life in all societies .Thus in studying any culture ,organization or social group , sociologists want to Know who benefits ,who suffers and who dominates at the " expense of other," They are concerned with conflicts between women and men ,parents and children, cities and villages, rich and poor upper castes and lower castes , and so an In studying such conflict,

Conflict theorist are interested in how society's institution –including the family ,Government, religion, education and that media , may help to maintain the privileges of same groups and keep others in subservient position . The conflict perspective dominated the Western European sociology and was largely neglected in American sociology until the Sixties. Modern conflict theory, which is associated with such sociologists as C. Wright Mills (1956) and Lewis Coser (1956) does not focus, as Marx did on class conflict. It sees conflict between many other groups such as the Whites and Negroes, Asian and The European and so on. Conflict theories are primarily concerned with the kinds of changes that bring about, where as functionalists look for stability and consensus. Conflict perspective is viewed as more 'radical' and 'activist' this is because of its emphasis on social change and redistribution of resources. The functionalist perspective on the other hand because of its focus on the stability of society and society is generally seen, as more "conservative" At present, the

Conflict perspective is accepted within the discipline of society as one valid way to gain insight into a society. One important contribution of conflict theory is that it has encouraged

sociologist to view society through the eyes of those people who rarely influence decision-making. Example the blacks in America and south Africa the untouchables in India, the Hindu minorities in Pakistan and so on. Similarly, the feminist scholarship in sociology has helped us to have a better understanding of social behavior. Thus a family's social standing is also now considered from the woman's point of view and not solely from the husband's position or income. Feminist scholars have also argued for a gender-balanced study of society in which women's experience and contributions are visible as those of men. The conflict perspective has its own limitations. It is also criticized "By focusing so narrowly on issues of competition and change, it fails to come to grips with the more orderly, stable and less politically controversial aspects of social reality." Karl Marx's theory of social change is called deterministic or single factor theory about social change. According to this theory,

There is only one factor and not many factors responsibility for bringing about social change. In the words of MacIver and page Karl Marx believed that, "cultural life of man , his intellectual aesthetic spiritual life, his creeds and his philosophies and the social forms which are their vehicles, are the reflection of economics order." Marx believed that except economic factor all other factors are useless and superfluous and sometimes even harmful. He also believed the religion was the opium of the people and it distracted masses from hard realities of life. For Marx, all ideas change with economic ideas and so also the living standard of the people. Not only this, but for Marx, our social changes which are being witnessed in the society are nothing but due to continuous class struggle. A class struggle is always going on between the rich and poor, between the employer and employee, between the exploiter and the exploited, and between the bourgeoisie and proletariat. In his own words history of hitherto existing struggle is only class struggle. He, however feels that in this struggle between 'haves' and 'have notes' a stage is bound to come in which the workers will unite and try to improve their present miserable conditions.

According to his philosophy, capitalism was losing the seeds of its own degeneration and thus bound to collapse. He also felt that when such a situation would come, there would be great social change. He was sure the each economic change brought with it a social change as well. Persons theory of social change is very much related to structural functional paradigm that permits the study of change with in a system and of change of an entire unit, society

itself. Parsons drew an analogy between the changes in biological life cycles and change with in social system, although he qualified this analogy by saying that unlike the organic or biological system social system are governed by cultural factors which transcend biology. Nevertheless, the process of growth, differentiation, the tendency towards self maintenance that we witness operating in the processes of change neither biological systems to a large extent also operate within the social system. In addition, social system also undergo changes from within due to cultural innovations within the system, contact with other cultures and diffusion of new values and styles of living. A primary factor related to factors of change within the social systems is increase in population,

Its density and aggregation. It has been observed historically that major social systems, such as large communities, cities and organized forms of polity emerged in fertile lands where production of food could be harnessed in larger quantities. This increase in food production contributed to a growth of population and for other major changes within the social system, such as division of labor, emergence of urban centers, and more complex form of social organizations such as caste in India and guild in Europe. According to Parsons, these changes did not come about smoothly but almost invariably through the need for re-establishing equilibrium in the system. This re-establishing of equilibrium was required due to strains in relationships between past and present patterns of relationships, values and interests. Persons says, "change is never just alteration of pattern but alteration by the over-coming of resistance." By overcoming of resistance, parsons meant the resolution of strains or conflict in the social system. According to Marx, in all stratified societies, there are two major classes a ruling class and a subject class.

The power of the ruling class derivers its ownership and control of the force of production. The ruling class exploit and oppress the subject class. From a Marxian perspectives, the system of stratification derive from the relationship of social group to the forces of production. Marx used the term class to refer to the main strata in all stratification system. From a Marxian view, class in a social group whose member shares the same relationship to the forces of production. Thus during the feudal epoch, there were two main classes distinguished by their relationship to the forces of production. Thus during the feuded epoch, there were two main classes distinguished by their relationship to the land, the major forces of production. They are the feudal nobility who own the land. Similarly in the capitalist era,

there are two main classes the bourgeoisie the   capitalist class who owns the forces of production and the proletariat   or the working class whose member own only their labor power. Thus according to Marx all societies; ancient feudal and capitalist are characterized by two classes- the oppressor and the oppressed.

Mark has pointed out that the relationship between these two opposite classes are of mutual dependence and conflict . There is no symmetrical but a mutually exploiter and exploited type of relationship found between them.

Marx has argued that the entire infrastructure and superstructure of the society are owned by the ruling class. Thus, they propagate their own values, institutional set up and legal codes of conduct. They enjoy high prestige, power, and status in the society. On the other hand, the subject class enjoys no power, prestige and status. They survive for their livelihood.

The functionalist theory of social stratification assumes a holistic perspective according to which there are certain basic needs or functional pre-requisite which must be met if the society is to survive. They therefore, look social stratification to see how for it meets these functional prerequisites. Acc to Talcot Parson, those who perform successfully in terms of society's values will be ranked highly and they will be likely to receive a variety of reward they will be accorded high prestige since they personify common values. Since, different societies have different value system, the ways of attaining a high position, will vary from society to society. Stratification is an inevitable part of society.

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