NINAD

A Multi Disciplinary Journal

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"STRENGTH THROUGH HARDSHIP"

VIRTUS IN ARDUO

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ST. ALOYSIUS COLLEGE (AUTONOMOUS)

Contents

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Editorial

Emerson wrote in *The American Scholar* that one must "take the whole society to find the whole man", because a human being, like a subject he/she studies is not just "a farmer, a professor, or an engineer" but also "priest and scholar, and statesman and soldier." It is now common to talk of human learning as three concentric circles: the outer most standing for natural and physical sciences (pure and applied); the intermediate for social sciences and the innermost representing the humanities. Contemporary thinking is affected by and affects all three, and hence the need for us to comprehend to a small degree something from each. This will reveal the interdependence and connection between various areas of concern affecting modern times.

Today, scientific conquests of distance shrink the earth, but individual worlds are paradoxically enlarging. Questions give rise not to answers but further questions despite the fact that with phones tuning SMART, knowledge is on every palm. Yet, the onus of finding more and more information that can lead to a much needed transformation rests largely on academicians. We are clearly heading to greatly accelerated era of research: research that is not confined but is comprehensive enough to accommodate ideas across disciplines. This is in line with the idea of homo sapiens now inhabiting a world that is borderless - where borders have turned into dim shadow lines.

It is said that great minds and quality research cannot be confined in pigeonholes. Today, knowledge is a composite fertilized from many minds, many subjects, many previous researches - a synthesis of all that is new and can lead to newer avenues, a serious revision and rethinking on outdated ideas. We at St. Aloysius believe in promoting a Catholic World view, an inclusive society and research aptitude that, transcends the customary and stems from out of the box thinking. *NINAD* is published with the aim of providing enough content, when pursued judiciously to hold the interest of the best scholars and to test the mettle and caliber of the most competent researchers.

With this aim in view, *NINAD* selects research articles from diverse disciplines to present a rainbow of rich ideas that can further lead to extending the domain of learning. In this issue from Bio Diversity to studying of reincarnation in the Ramayana there is a fertile field that holds something of interest to one and all.

Dr. Anjali D'souza et al focus on their topic "Biofuel: A Symbiotic Step towards Sustainability and Greenery" that call attention on use of bio fuels to help energy, cost, and energy security and address global warming concerns. In the paper the term bio fuel encompasses any liquid fluid made from plant material that can be used as a substitute for petroleum derived - fuel. The paper explores how these bio fuels could play a critical role in providing maximum health benefits to billions.

Mala Das, on her topic "Artificial Recharge Techniques to Advance the Value of Civilization and make a Smart City" points out how to utilize the waste water to make smart city with proper resource adopting various artificial recharge techniques to meet the household needs through storage.

Ms.Shalakha Rao's paper "CSR in Insurance Industry-with Special Reference to ICICI Lombard General Insurance Company"emphasizes on the CSR policy with regards to the General Insurance Companies; this will be important to the government and policy makers in India in both terms of employment and GDP.

Dr. Sharda I. Mahajan discusses in her paper "Women's Struggle against Discrimination in Today's Era" that sex determination is a core issue in society. This paper explores positive and negative attitude of female students regarding use of advanced technology for sex determination. and the extent of awareness among selected girls student regarding sex determination.

Prof. Sarita Udapurkar in her paper "A Study of History of Developing a New Era of E-Commerce

in Indian Economy - with Reference to Amazon" writes about the benefits of Amazon in multi-level e-commerce sales strategy. She explores how it has become favorite ecommerce website in India.

Dr. Sunil Kumar in his paper, "Roots to Terrorism in Ancient and Medival India."reminds us of the roots of today's terrorism in India through his research. He refers to Ancient, Medieval and Modern India in relationship to the origins of terrorism.

Dr Vishwas Patel and Dr Tuhina Johri express their views on, "Value Based Higher Education: Need of an Hour". This article is based on decline of ethical values in Indian society and role of Higher Education to revamp the society to inculcate values in younger generation.

Dr Usha Kalley's paper, " Tales of Reincarnation in the Ramayana" expresses that the Ramayana has fascinating stories of reincarnation making it an interesting piece of writing which offers a new insight with ample scope for further research and investigation.

Dr Vinita Singh Chawdhry in her paper "Beyond Borders: Marginalized Consciousness in My Feudal Lord" writes about Pakistani female writers in English who continue to portray the resistance of women within patriarchal Pakistani society. The published paper investigates and explores the dynamics of resistance and protest of female beyond borders against patriarchal structures as reflected in My Feudal Lord by Tehmina Durrani.

Dr. G.A. Ghanshyam expresses his view on "Use of Emotional Intelligence in ElT: An Edge to Success and Balance". He argues that teaching is a process that requires many skills and the most important quality of a teacher is to have patience. It is his attempt to establish the fact that EI plays a vital role to build the personality and career of our stakeholders. The paper stresses on the seven successful strategies to "ELEVATE" Emotional Intelligence in the classroom.

Savita Yadav and Maya Yadav discuss the topic " Analyzing Need of an Academic Audit and Its Role in Quality Improvement of Higher Institutions of India". Indian higher education system is very large and plays a key role in promoting social, economic and technological development of our nation through fullest utilization of vast human resources. The study concludes that academic audit plays a vital role to bring quality in higher education and promote it at a global level.

Ms. Poonam Kushwaha discusses in her research paper "Environmental and Ecological Concern of Organization through CSR that Environmental Corporate Social Responsibility initiative is becoming an important consideration for all organization.

It is blessing that in the realm of research, there is happily scope enough for honest differences of opinion. Papers containing fortnight and challenging views should be regarded as honest attempts to initiate a new stream of thinking so urgently needed to extend the frontiers of knowledge. *NINAD* may be defined as a journey in study of innovation, continuity, contemporaneity, relevance and inter relatedness between diverse areas of interest. The articles have been compiled with the earnest conviction that one of the primary needs in current academic scenario is the forging of an appreciative understanding of the common denominators of learning through collaborative thinking. It is hoped that the research papers included herein shall ignite minds to further explorations by teachers, students, administrators and researchers.

Neelanjana Pathak

NINAD

Biofuel : A Symbiotic Step towards Sustainability and Greenery

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I.1 Introduction:

Biofuels in recent years have been attracting increasing attention worldwide as substitutes for petroleum-derived transportation fuels to help address energy cost, energy security and global warming concerns associated with liquid fossil fuels. A biofuel is a type of fuel whose energy is derived from biological carbon fixation. Biofuels include fuels derived from biomass conversion, as well as solid biomass, liquid fuels and various biogases. In this project, however, the term biofuel has been extensively used to mean any liquid fuel made from plant material that can be used as a substitute for petroleum-derived fuel. Biofuels can include relatively familiar ones, such as ethanol made from sugar cane or diesel-like fuel made from soyabean oil, to less familiar fuels such as dimethyl ether (DME) or Fischer-Tropsch liquids (FTL) made from lignocellulosic biomass. They have extensive uses. Alcohol fuels can substitute for gasoline in spark-ignition engines, while biodiesel, green diesel and DME are suitable for use in compression ignition engines. The Fischer-Tropsch process can produce avariety of different hydrocarbon fuels, the primary one of which is a diesel-like fuel for compression ignition engines. While there is much attention on biofuels for the transport sector, biofuels in the cooking arena, is a promising potential application of wide relevance globally, especially in rural areas of developing countries. In all cases, combustion of biofuels for cooking will yield emissions of pollutants that are lower (or far lower) than emissions from cooking with solid fuels. Some three billion people in developing countries cook with solid fuels and suffer severe health damages from there sulting indoor air pollution [1, 2]. Thus, biofuels could play a critical role in improving the health of billions of people. It is noteworthy that the scale of biofuel production needed to meet cooking energy needs is far smaller than that for meeting transportation fuel needs. One estimate [3] is that some 4 to5 exajoules per year of clean cooking fuel would be sufficient to meet the basic cooking needs of three billion people. This is the equivalent of about 1% of global commercial energy use today.Many industrialized countries are pursuing the development of expanded or new biofuels industries for the transport sector, and there is growing interest in many developing countries for similarly "modernizing" the use of biomass in their countries and providing greater access to clean liquid fuels. Biofuels may be of special interest in many developing countries for several reasons.Climates in many of the countries are well suited to growing biomass. Biomass production is in herently rural and labour-intensive, and thus may offer the prospects for new employment in regions where the majority of populations typically reside. Restoration of degraded lands via biomass-energy production may also be of interest in some areas. The potential for producing rural income by production of high-value products (such as liquid fuels) is attractive. The potential for export of fuels to industrialized-country markets also may be appealing. In addition, the potential for reducing greenhouse gas emissions may offer the possibility for monetizing avoided emissions of carbon, e.g.,via Clean Development Mechanism credits. Expansion of biofuels production and use also raises some concerns, the most important among which may be diversion of land away from use for food, preservation of biodiversity orother important purposes. Added pressure on water resources for growing biofuel feedstock is also of concern in many areas of the world.

I.2 Fossil Fuels and its impacts on Environment:

The technical definition of fossil fuels is "incompletely oxidized and decayed animal and vegetable materials, specifically coal, peat, lignite, petroleum and natural gas". The technical definition of fuel is "material that can be burned or otherwise consumed to produce heat". In our modernized western world,

fossil fuels provide vast luxurious importance. We retrieve these fossil fuels from the ground and under the sea and have them converted into electricity. Approximately 90% of the world's electricity demand is generated from the use of fossil fuels.

There is a growing concern regarding the collaboration between fossil fuels and environmental pollution. Debates regarding this contamination have become commonplace in today's effort to sustain the earth's health. Fossil fuels are not considered a renewable energy source and aside from the environmental impact, the cost of retrieving and converting them is beginning to demand notice. Seemingly this issue has many different angles that need to be addressed in order to ensure future generations a sustainable living.Combustion of these fossil fuels is considered to be the largest contributing factor to the release of greenhouse gases into the atmosphere. In fact it is believed that energy providers are the largest source of atmospheric pollution today. There are many types of harmful outcomes which result from the process of converting fossil fuels to energy. Some of these include air pollution, water pollution, accumulation of solid waste, not to mention the land degradation and human illness.

Evidence of the ill effects of fossil fuels is endless, and can take on many forms. Some forms are not easily seen by the human eye, although the disastrous results such as the loss of aquatic life can be seen somewhat after the fact. Carbon dioxide is considered the most prominent contributor to the global warming issue. The impact of global warming on the environment is extensive and affects many areas. In the Antarctica, warmer temperatures may result in more rapid ice melting which increases sea level and compromises the composition of surrounding waters. Rising sea levels alone can impede processes ranging from settlement, agriculture and fishing both commercially and recreationally.

Air pollution is another problem arising from the use of fossil fuels, and can result in the formation of smog. Other than causing human illness, smog can also affect the sustainability of crops. Smog seeps through the protective layer on the leaves and destroys essential cell membranes. This results in smaller yields and weaker crops, as the plants are forced to focus on internal repair and do not thrive.

Many toxic substances are released during the conversion or retrieval process including "Vanadium" and "Mercury". According to the "New Book Of Popular Science", "it is suspected that significant quantities of Vanadium in the atmosphere results from residual fuel oil combustion".

Moreover when coal is burned, it releases nitrous oxide. Unfortunately this is kept in the atmosphere for very long time. The harmful impact of this chemical could take up to a couple of hundred years to make itself known. It is very difficult to prevent or to diminish an impact when we are not even aware of what it may be. The only solution in this case is to reduce the formation of nitrous oxide. Nearly 50% of the nitrogen oxide in the atmosphere and 70% of sulfur dioxide are direct result of emissions released when coal is burned.

Converting fossil fuels may also result in the accumulation of solid waste. This type of accumulation has a devastating impact on the environment. Waste requires adequate land space for containment and/or treatment, as well as financial support and monitoring for waste not easily disposed of. This type of waste also increases the risk of toxic runoff which can poison surface and groundwater sources for many miles. Toxic runoff also endangers surrounding vegetation, wildlife, and marine life.

Delivery of fossil fuels can result in oil spills, and many of us are familiar with the impacts of this type of disaster. Seepage from foundations like that of oil rigs and pipelines can also result in similar destruction for habitat and wildlife. According to the Department Of The Interior, vast damage to waterways can be attributed to the extraction of coal. Coal extraction may very well be the leading the source of water pollution today.

1.3 The Advantages of Biofuels over Fossil Fuels

There are many advantages of biofuels over fossil fuels that make the alternative fuel source an attractive option now and in the future. Biofuels have been in production for the last few decades and

have really begun to take off with the awareness of global warming going around the world. Here are some of the benefits of biofuels over fossil fuels.

- **Lower Emissions.** One of the biggest knocks against fossil fuels is that they give off toxic emissions. These pollutants, called greenhouse gases, trap the sun rays inside our atmosphere. This causes global warming. Biofuels do not release as much carbon as fossil fuels do, and because of this, there are fewer harmful emissions out of biofuels.

- **Renewable.** Being made from organic materials, and even organic waste, there is practically an infinite amount of biofuels available. We can grow it ourselves by producing corn, which is currently the product most used to make biofuel. Not to mention, using waste means we don't need to lose energy getting rid of our waste, but reverse the process and make sure we get all the energy out of it that we can. This may be one of the biggest reasons that biofuels are getting more popularity.

- **Biodegradable.** Biofuels are made out of organic substances, which are biodegradable. These fuels are much less toxic in the event that something happens like the oil spills that occur, whether it be the Exxon Valdez spill or the one in the Gulf of Mexico. These spills are made worse due to the fact that it is oil. If these spills were of biofuels, they would break down naturally, and the environment would not be affected nearly as much.

- **Safer.** Finding these fossil fuels in the earth is dangerous. There is drilling, mining and other activities that are done to get to traditional oil reserves. There is not as much danger when you just need to grow the biofuels on a farm.

- I.4 Classification of Biofuels:

- I.4.i First-generation biofuels

The most well-known first-generation biofuel is ethanol made by fermenting sugar extracted from sugar cane or sugar beets, or sugar extracted from starch contained in maize kernels or otherstarch-laden crops. Similar processing, but with different fermentation organisms, can yield another alcohol, butanol. Commercialization efforts for butanol are ongoing [4], while ethanol is already a well-established industry. Global production of first-generation bio-ethanol in 2006 was about 51billion liters [5], with Brazil (from sugar cane) and the United States (from maize) each contributing about 18 billion liters, or 35 per cent of the total. China and India contributed 11 per cent to global ethanol production in 2006, and production levels were much lower in other countries, with feed stocks that include cane, corn, and several other sugar or starch crops (sugar beets, wheat, potatoes). Many countries are expanding or contemplating expanding their first-generation ethanol production, with Brazil and the United States having by far the largest expansion plans. Ethanol production is expected to more than double between now and 2013 in Brazil [6], and production capacity in the United States will double from the 2006 level once new plants currently under construction are completed [5].From the perspective of petroleum substitution or carbon emissions mitigation efficiencies, the potential for most first-generation biofuels is limited. The significant amount of fossil fuel used to produce this ethanol substantially offsets the carbon emissions reductions from photosynthetic uptake of carbon by the corn plants.

Pros	Cons
Simple and well-known production methods	Feedstocks compete directly with crops grown for food
Familiar feedstock	Production by-products need markets
Scalable to smaller production capacities	High-cost feedstock lead to high-cost Production
Fungibility with existing petroleum-derived	Low land-use efficiency

Fuels

Experience with commercial production and use in several countries	Modest net reductions in fossil fuel use and greenhouse gas emissions with current processing methods

Table 1. First-generation biofuels - Pros & Cons

By contrast, the potential for sugar cane-based ethanol is much more significant from the perspective of petroleum substitution or carbon emissions reductions. In the case of Brazil, ethanoluse was equivalent to nearly 50 per cent of gasoline use in 2006, and the carbon emissions reductions from ethanol use were very substantial due largely to the use of the fibre from the sugar cane itself as the energy source needed to produce the ethanol. While having the largest sugar cane-ethanol industry in the world, Brazil is not unique in its ability to produce sugar cane ethanol. More than 80 countries grow sugar cane and several of these already produce some fuel ethanol.

Biodiesel made from oil-seed crops is the other well-known first-generation biofuel. As of2005, Germany led the world in production (primarily from rapeseed and sunflower) with about 2.3billion litres produced [7]. Production worldwide has been growing rapidly since 2005. In the United States, biodiesel production (primarily from soybeans) rose from an estimated 284 million litres in2005 to 950 million liters in 2006. In Brazil, the Government has mandated the addition of 2 per centbio diesel to conventional diesel starting in 2008, with the percentage increasing to 5 per cent in 2013.

Meeting the 2008 goal will require about 800 million liters of biodiesel. As of the end of 2006,Brazil's installed biodiesel production capacity was about 590 million litres/year, and this capacity is expected to more than double this year [8]. Interest in palm biodiesel is growing, especially in South-East Asia (Malaysia, Indonesia and Thailand) where the majority of the world's palm oil for food use is made. Jatropha, a non-edible-oil tree, is drawing attention for its ability to produce oil seeds on lands of widely varying quality. In India, Jatropha biodiesel is being pursued as part of a waste land reclamation strategy [9]. From the perspective of petroleum substitution or carbon emissions reductions potential, biodiesel derived from oil-bearing seeds are - like starch-based alcohol fuels -

limited.
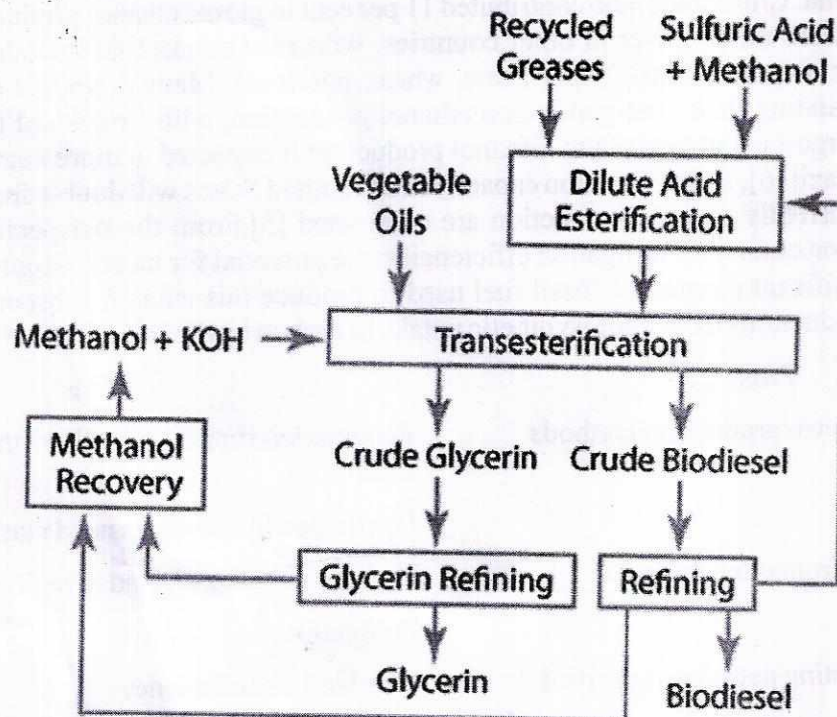
I.4.ii Second-generation biofuels

Second-generation biofuels share the feature of being produced from lignocellulosic biomass,enabling the use of lower-cost, non-edible feedstocks, thereby limiting direct food vs. fuel ompetition. Second-generation biofuels can be further classified in terms of the process used to convert the biomass to fuel: biochemical or thermo chemical. Second-generation ethanol or butanolwould be made via biochemical processing, while all other second-generation fuels discussed herewould be made via thermo chemical processing. Second-generation thermochemical biofuels may beless familiar to most readers than second-generation ethanol, because there are no first-generationanalogs. On the other hand, many second-generation thermochemical fuels are fuels that are alreadybeing made commercially from fossil fuels using processing steps that in some cases are identical tothose that would be used for biofuel production. These fuels include methanol, refined Fischer-Tropsch liquids (FTL), and dimethyl ether (DME). Mixed alcohols can also be made from fossil fuels, but there is no commercial production today due to the immature state of some components of systems for producing these. Unrefined fuels, such as pyrolysis oils, are also produced thermo chemically, but these require considerable refining before they can be used in engines.

I.4.ii. a Second-generation biochemical biofuels

The fuel properties of second-generation ethanol or butanol are identical to those of the first generation equivalents, but because the starting feedstock is lignocelluose, fundamentally differentprocessing steps are involved in producing them. Second-generation biochemically-produced alcoholfuels are often referred to as "cellulosic ethanol" and "cellulosic biobutanol". The basic steps for producing these include pre-treatment, saccharification, fermentation, and distillation. Pretreatmentis designed to help separate cellulose, hemicellulose and lignin so that the complex carbohydrate molecules constituting the cellulose and hemicellulose can be broken down by enzymecatalyzedhydrolysis (water addition) into their constituent simple sugars. Cellulose is a crystallinelattice of long chains of glucose (6-carbon) sugar molecules. Its crystallinity makes it difficult tounbundle into simple sugars, but once unbundled, the sugar molecules are easily fermented to ethanolusing well-known micro-organisms, and some micro-organisms for fermentation to butanol are alsoknown. Hemicellulose consists of polymers of 5-carbon sugars and is relatively easily broken downinto its constituent sugars such as xylose and pentose. However, fermentation of 5-carbon sugars ismore challenging than that of 6-carbon sugars. Some relatively recently developed micro-organismsare able to ferment 5-carbon sugars to ethanol [10,11]. Lignin consists of phenols, which for practical purposes are not fermentable. However, lignin can be recovered and utilized as a fuel to provide process heat and electricity at an alcohol production facility.

A variety of different process designs have been proposed for production of second generation ethanol. One relatively well-defined approach for ethanol production is the use of separatehydrolysis (or saccharification) and fermentation steps. Other concepts include one that combines the hydrolysis and fermentation steps in a single reactor (simultaneous saccharification and fermentation [12]), and one that additionally integrates the enzyme production(from biomass) with the saccharification and fermentation steps (consolidated bioprocessing [13]).Less work has been done on butanol, but similar processing ideas as for ethanol can be envisioned. The only operating commercial demonstration plant for cellulosic ethanol production in the world today is in Canada, and is owned by Iogen. It started operation in 2004, producing about 3 millionlitres per year of ethanol from wheat straw. Additional commercial plants have been announced,including a production facility capable of 5 million litres per year to be operated in Spain by Abengoa,starting later this year [14].

I.4.ii. b Second-generation thermochemical biofuels

Thermochemical biomass conversion involves processes at much higher temperatures and generally higher pressures than those found in biochemical conversion systems. Key in trinsic characteristics distinguishing thermochemical from biochemical biofuels are the flexibility in feedstocks that can be

accommodated with thermochemical processing and the diversity of finished fuels that can be produced. Thermochemical production of biofuels begins with gasification or pyrolysis. The former is generally more capital-intensive and requires larger scale for best economics, but the final product is a clean finished fuel that can be used directly in engines. During gasification, biomass (with 10-20 per cent moisture content) is heated (typically by combusting a portion of the biomass in oxygen) to cause it to be converted into a mixture of combustible and non-combustible gases. Contaminants in the gas are removed, followed in some cases by adjustments (using the "water-gas shift" reaction) of the composition of the gas (also called synthesis gas, or syngas) to prepare it for further downstream processing. Carbon dioxide is a diluent in the syngas and so is then removed to facilitate subsequent reactions down stream. The major components of the now-clean and concentrated syngas are carbon monoxide and hydrogen, usually with a small amount of methane. The CO and H2 react when passed over a catalyst (the CH4 is inert) to produce liquid fuel. The design of the catalyst determines what biofuel is produced. In most plant designs, not all of the syngas passing over the catalyst will be converted to liquid fuel. The unconverted syngas typically would be burned to make electricity to provide some or all of the power needed to run the facility and in some cases to export electricity to the grid. A comparison between 1st and 2nd generation biofuels is summarized in Table 2.

	1st Gen.	2nd Gen
Biofuels readily usable in existing petroleum infrastructure	Yes	Yes
Proven commercial technology available today	Yes	No
Relatively simple conversion processes	Yes	No
Markets for by-products of fuel production needed	Yes	Yes
Capital investment per unit of production	Lower	Higher
Feedstock cost per unit of production	Higher	Lower
Total cost of production	High	Lower
Minimum scale for optimum economics	Modest	Large
Land-use efficiency	Low	High
Direct food vs. fuel competition	Yes	No
Feasibility of using marginal lands for feedstock production	Poor	Good
Ability to optimize feedstock choice for local conditions	Limited	High
Potential for net reduction in petroleum use	Good	Better
Potential for net reduction in fossil fuel use	Modest	High
Potential for net reduction in greenhouse gas emissions	Modest	High

Table 2. First- vs. second-generation biofuels

I.4.iii Third and Fourth generation biofuels:

According to a new 150-page report available for the low-low price of $1,495 from GreenTech Media Research, 3rd-generation biofuel is basically advanced algae-based biodiesel while 4th-generation biofuels are created using petroleum-like hydroprocessing or advanced biochemistry. One such technology is the "solar-to-fuel" method, developed by Joule Biotechnology which sounds pretty cool. In their model, sunlight, waste CO2 and engineered microorganisms combine in a "solar converter" to create fuel.

I.5 Some FAQ about biofuel:

⇒ **Do biofuels help air quality?**

Biodiesel is far cleaner than petroleum diesel, with significantly lower emissions of particulate matter, hydrocarbons, sulfates and cancer-causing air toxics. Biodiesel can emit more nitrous oxide, a smog-forming compound, but biodiesel's lower hydrocarbon emissions mean that its overall smog-creating potential is 50% lower than petroleum diesel's. Adding ethanol to gasoline decreases emissions of carbon monoxide and helps reduce carcinogenic substances in gasoline such as benzene, toluene, and xylene. According to the EPA, a 10% ethanol blend can reduce benzene by 25% compared to gasoline. However, ethanol does result in slightly higher emissions of acetaldehyde. Ethanol also has a mixed impact on ground-level smog - some studies show an increase, others a decrease.

⇒ **Do biofuels mitigate global warming?**

Plant-based fuels have what's called a "closed carbon cycle," which means that the carbon dioxide released when they are burned is later used by plants, which are then used as a feedstock to produce more biofuel. In contrast, when petroleum fuel is burned, it releases carbon dioxide that has been stored for millions of years. Plants are able to recycle some, but not all of the carbon dioxide released by burning petroleum. On average, lifecycle carbon dioxide emissions from biodiesel are 78% less than petroleum diesel. On average, lifecycle carbon dioxide emissions from corn-based ethanol are 35% less than petroleum diesel. However the greenhouse gas benefits vary depending on how the biofuel is produced.

⇒ **Do biofuels save energy?**

Modern U.S. corn farming makes relatively intense use of energy and chemicals, and early ethanol plants were also energy intensive, raising concerns as to whether the ethanol being produced was worth the energy going into making it. However, both agricultural producers and ethanol processors have made great efficiency gains in recent years. Nearly all recent studies of ethanol's energy balance conclude that for every unit of energy that goes into growing corn and turning it into ethanol, we get back about one-third to nearly two-thirds more energy as automotive fuel. These analyses account for all non-solar energy used to grow, harvest and process corn, and to produce ethanol in modern facilities, as well as the value an important byproduct of ethanol production - cattle feed. Cellulosic ethanol is expected to have a much more favorable energy balance than corn ethanol, and biodiesel has a net energy gain of 220%.

⇒ **How else do biofuels impact the environment?**

Biodiesel and ethanol plants are relatively clean industries compared to oil refineries. Biofuel refineries are closely regulated, and in most states must install the best available control technologies so that air and water emissions meet stringent standards. That said, locals communities should play a role in ensuring regulatory oversight. The pesticides and fertilizers used for corn production raise serious environmental concerns, as well as the fact that corn requires intense irrigation. Thus it's important to move quickly toward ethanol production from cellulose feedstocks. The stronger the demand for ethanol, the sooner commercialization of cellulosic ethanol will occur.

⇒ **Shouldn't our farm land produce food instead of fuel?**

Worldwide food supply and demand are primarily influenced by agricultural and export policy and the politics of food availability, not by crops grown for fuel. Given that three-quarters of the corn produced in the U.S. is used to feed animals, there is no shortage of land currently devoted to corn production that could be converted to production of crops for human consumption. There are certainly limits on producing biofuels from crops. Over the long run, other sources must be commercialized. Already biodiesel is produced from waste oils. Soon, ethanol will be produced from cellulosic materials like switch grass and wood waste from forest-thinning. (In the case of the latter, we must be vigilant to

ensure that the cellulose materials are derived from environmentally-sound forest thinning projects.) Other means of producing biofuels are being researched anddeveloped. One future feedstock for biodiesel might be algae!

⇒ Can we completely replace petroleum with biofuels?

For most of the 20th century, we've consumed petroleum as though it would last forever. Experts disagree about how much petroleum is left and how long it will last. They do agree, however, that less new oil will be found and that prices will increase.

While we can't displace all petroleum with renewable fuels, they are one important piece of reducing our dependence on a finite and dirty fuel. We must also demand more fuel-efficient vehicles and develop lifestyles and communities that are less reliant on the automobile.

⇒ How can we reduce these environmental impacts?

There are a set of guidelines, or best management practices, for production of biofuels. These practices would apply to agricultural and forestry producers of biofuel feedstocks as well as producers of biofuels at biorefineries. They are intended to be used as broad guidelines in areas such as soil management, water use, waste generation, and energy use. These practices exemplify sustainability in the biofuels industry, and we will encourage producers to employ them wherever possible.

I.6 Merits and Demerits of biofuel:

Merits:

➢ Using biofuels can reduce the amount of greenhouse gases emitted. They are a much cleaner source of energy then conventional sources.

➢ As more and more biofuel is created there will be increased energy security for the country producing it, as they will not have to rely on imports or foreign volatile markets.

➢ First generation biofuels can save up to 60% carbon emissions and second-generation biofuels can save up to 80%.

➢ Biofuels will create a brand new job infrastructure and will help support local economies. This is especially true in third world countries.

➢ There can be a reduction in fossil fuel use.

➢ Biofuel operations help rural development.

➢ Biodiesel can be used in any diesel vehicle and it reduces the number of vibrations, smoke and noise produced.

➢ Biodiesel is biodegradable.

➢ They are non-toxic.

➢ They are renewable.

➢ Biodiesel has a high flash point, making it safer and less likely to burn after an accident.

Demerits:

➢ The capital cost is over 700 million dollars to develop secondary biofuel processes which would yield a better quality and more efficient fuel and reduce greenhouse gas emissions even more.

➢ Biofuels are neither carbon neutral or negative as all the processes which are used to create them

such as transportation, fertilizer manufacturing, fuel used for machinery, et cetera.

➢ Some times the production of some biofuels actually leads to more green house gas emissions then they decrease such as in the case of rapeseed corn.

➢ The techniques used to find out how good biofuels are for the environment usually do not take into account other gasses emitted such as nitrous oxide which sometimes happen to be more prominent after biofuels have been used.

➢ Biofuels take a large expanse of area to grow. Land will have to be cleared for more growth. If rainforests and other high biomass lands are cleared on a mass scale for biofuel production (which may happen in lower income countries) then the amount of green house gases emitted would be staggering, up to 420 times more GHG's emitted. Multiple studies have been found to draw the same conclusion.

➢ Biofuel may raise the price of certain foods, which are also used for biofuel such as corn.

➢ Biofuel development and production is still heavily dependent on Oil.

➢ As other plants are replaced, soil erosion will grow.

➢ A lot of water is used to water the plants, especially in dry climates.

➢ Deforestation in South America and South Eastern Asia causes loss of habitat for animals and for indigenous people living there.

➢ New technologies will have be developed for vehicles for them to use these fuels. This will increase their prices significantly.

1.7 Bio fuel and India:

The Government of India approved the National Policy on Biofuels in December 2009. The biofuel policy encouraged the use of renewable energy resources as alternate fuels to supplement transport fuels (petrol and diesel for vehicles) and proposed a target of 20 percent biofuel blending (both bio-diesel and bio-ethanol) by 2017. The government launched the National Bio-diesel Mission (NBM) identifying Jatrophacurcasas the most suitable tree-borne oilseed for bio-diesel production. The Planning Commission of India had set an ambitious target covering 11.2 to 13.4 million hectares of land under Jatropha cultivation by the end of the 11th Five-Year Plan. The central government and several state governments are providing fiscal incentives for supporting plantations of Jatropha and other non-edible oilseeds. Several public institutions, state biofuel boards, state agricultural universities and cooperative sectors are also supporting the biofuel mission in different capacities.

The biodiesel industry in India is still in infancy despite the fact that demand for diesel is five times higher than that for petrol. The government's ambitious plan of producing sufficient biodiesel to meet its mandate of 20 percent diesel blending by 2012 was not realized due to a lack of sufficient Jatropha seeds to produce biodiesel. Currently, Jatropha occupies only around 0.5 million hectares of low-quality wastelands across the country, of which 65-70 percent are new plantations of less than three years. Several corporations, petroleum companies and private companies have entered into a memorandum of understanding with state governments to establish and promote Jatropha plantations on government-owned wastelands or contract farming with small and medium farmers. However, only a few states have been able to actively promote Jatropha plantations despite government incentives. The unavailability of sufficient feedstock and lack of R&D to evolve high-yielding drought tolerant Jatropha seeds have been major stumbling blocks. In addition, smaller land holdings, ownership issues with government or community-owned wastelands, lackluster progress by state governments and negligible commercial production of biodiesel have hampered the efforts and investments made by both private and public sector companies.

Another major obstacle in implementing the biodiesel programme has been the difficulty in initiating large-scale cultivation of Jatropha. The Jatropha production program was started without any planned varietal improvement program, and use of low-yielding cultivars made things difficult for smallholders. The higher gestation period of biodiesel crops (3-5 years for Jatropha and 6-8 years for Pongamia) results in a longer payback period and creates additional problems for farmers where state support is not readily available. The Jatropha seed distribution channels are currently underdeveloped as sufficient numbers of processing industries are not operating. There are no specific markets for Jatropha seed supply and hence the middlemen play a major role in taking the seeds to the processing centers and this inflates the marketing margin.

Biodiesel distribution channels are virtually non-existent as most of the biofuel produced is used either by the producing companies for self-use or by certain transport companies on a trial basis. Further, the cost of biodiesel depends substantially on the cost of seeds and the economy of scale at which the processing plant is operating. The lack of assured supplies of feedstock supply has hampered efforts by the private sector to set up biodiesel plants in India. As of now, only two firms, Naturol Bioenergy Limited and Southern Online Biotechnologies, have embarked on commercial-scale biodiesel projects, both in the southern state of Andhra Pradesh. In the absence of seed collection and oil extraction infrastructure, it becomes difficult to persuade entrepreneurs to install trans-esterification plants.

Recently, the State Bank of India provided a boost to the cultivation of Jatropha in India by signing a Memorandum of Understanding with D1 Mohan, a joint venture of D1 Oils plc, to give loans to the tune of 1.3 billion rupees to local farmers in India. Farmers will also be able to pay back the loan with the money that D1 Mohan pays for the Jatropha seeds. There are other states and Institution which are interested in this context like:

Indian Railways:

The Indian Railways has started to use the oil (blended with diesel fuel in various ratios) from the Jatropha plant to power its diesel engines with great success. Currently the diesel locomotives that run from Thanjavur to Nagore section and Tiruchirapalli to Lalgudi, Dindigul and Karur sections run on a blend of Jatropha and diesel oil [15].

Andhra Pradesh:

Andhra Pradesh has entered into a formal agreement with Reliance Industries for Jatropha planting. The company has selected 200 acres (0.81 km2) of land at Kakinada to grow jatropha for high quality bio-diesel fuel [16].Kerala is planning a massive Jatropha planting campaign [17].

Chhattisgarh:

Chhattisgarh has decided to plant 160 million saplings of jatropha in all its 16 districts during 2006 with the aim of becoming a bio-fuel self-reliant state by 2015 [18]. Chhattisgarh plans to earn Rs.40 billion annually by selling seeds after 2010. The central government has provided Rs.135 million to Chhattisgarh this year for developing jatropha nursery facilities.In May 2005, Chief Minister Raman Singh became the first head of a state government to use jatropha diesel for his official vehicle. Chhattisgarh plans to replace with jatropha fuel all state-owned vehicles using diesel and petrol by 2007 .Chattisgarh Bio-fuel Development Authority now oversees the production of the Jatrophacurcas seed as a rich source of bio-diesel [19]. Chhatisgarh government tie up with public sector company Indian oil to produce biodiesel and maintain jatropha plantation in chhatisgarh name of this company Indian oil CREDA Biofules Ltd. this company is established on 2009 at sankarnagarraipur this company covered all district of chhatisgarh to plantation of jatrophacurcas.

Karnataka:

Farmers in semi-arid regions of Karnataka are planting Jatropha as it is well suited to thoseconditions [20].Labland Biodiesel is a Mysore based Private Limited Company. Since the year

2002, the Company is active in Biodiesel and Jatrophacurcas-based Research and Development activities headed by its Chairman and Managing Director, Dr. Sudheer Shetty [21].

Tamil Nadu:

Tamil Nadu is aggressively promoting the plantation of Jatropha to help farmers over come the loss due to irregular rains during the past few years. The government has contracted the development of Jatropha in Tamil Nadu in a large scale to four entrepreneurs. Namely M/s Mohan Breweries and Distilleries Limited. M/s Shiva Distilleries Limited, M/s Dharani Sugars and Chemicals Limited and M/s Riverway Agro Products Private Ltd. Currently the firms have cultivated the plant in about 3 square kilometres as against the goal of 50 km². The government of Tamil Nadu has also abolished purchase tax on Jatropha, but presently government has announced to reduce the 7.5% tolgate charges to 2.5%

Rajasthan:

Jatropha is ideally suited for cultivation in Rajasthan as it needs very little water which is scarce in Rajasthan. Jatropa plantations have been undertaken in Udaipur, Kota, Sikar, Banswara, Chittor and Churu districts. In the Udaipur district, Jatrophacurcas is planted in agroforestry formats with food or cash crops on marginal lands (in India often called waste lands). As its leaves are toxic and therefore non-palatable to livestock, they remain intact in their sapling stage, unlike most other tree saplings.[citation needed] These Jatropha Seeds are very much favorable for the Germination. Udaipur is the major supplier of the Jatropha Seeds especially for the Germination. Many companies and Govt are taking interest to collect best seeds from Udaipur. Bulk Agro (I) Pvt Ltd is the elite of the suppliers.

Maharashtra:

In September 2007, the Hindustan Petroleum Corporation Limited (HPCL) joined hands with the Maharashtra State Farming Corporation Ltd (MSFCL) for a jatropha seed-based bio-diesel venture. As part of the project, jatropha plants would be grown on 500 acres (2 km²) in Nashik and Aurangabad [22]. In November 2005, the Maharashtra Government aimed to cultivate jatropha on 600 km² in the state, with half the land going to the public sector and the other half to the private sector [23]. On July 1, 2006, Pune Municipal Corporation took the lead among Indian cities in using bio-diesel from jatropha in over 100 public buses [24].

Ahmednagar:

Gulabrao Kale studied the prospects of plantation in the Ahmednagar district in Maharashtra and under his guidance, Govind Gramin Vikas Pratishthan (GOGVIP), decided to plan under DPAP program of government. Initially, it was a very difficult task to make farmers ready for the Jatropha plantation. When 20-25 farmers were offered the plan, only 2-3 farmers were convinced to plant jatropha. Lack of literacy was a big hindrance in convincing the farmers. It was hard to convince them about the future benefits of the plant and its potential to produce bio-diesel, an equivalent of diesel. But after untiring and continuous efforts more than 1000 farmers are working with the GOGVIP for the Jatropha planting program now. For this task, under the watershed development program, GOGVIP took an area of 10.92 square kilometres for making CCT'S. To date, more than 2 million Jatropha plants have been planted in the target area of the five villages of Vankute, Dhoki, Dhotre, Dhavalpuri and Gajdipoor in the project. The villages are in the remote locations and that made connecting them with GOGVIP a difficult task [25].

Eastern India:

D1 Williamson Magor Bio Fuel Limited is a joint venture company between D1 Oils plc, UK and Williamson Magor group. This biodiesel initiative was incorporated in July 2006. Advocating the creation of energy from renewable resources, the company promotes Jatropha Plantations on the wasteland possessed by the farmers in the North Eastern States, Orissa and Jharkhand. The Company has a comprehensive network to manufacture bio-diesel from the oilseeds harvested by the farmers.

Biodiesel initiative hopes to benefit local communities through commercial plantation of Jatropha. NGOs and self-help groups are also involved.

1.8 Conclusion:

In summary we can conclude that biomass can provide increased liquid fuel supplies or fossil fuel substitution. It is worth mentioning that the more efficiently a biofuel can be used, the greater the energy services it will provide per hectare of land. In fact, improving biofuel end-use energy efficiencies - e.g. through introduction of vehicles with high fuel economies, efficient mass transit, energy-conscious urban land-use design, public consciousness etc. -should be part of any comprehensive energy supply planning. Given the inherent inefficiency of photosynthesis, improving end-use efficiency is essential if biofuels are to make more than modest contributions to meeting energy-service demands. The other alternatives of fossil fuels are either very much geospecific or very much expensive. So we have no other alternatives but to develop the bio fuels.

First-generation biofuels e.g. Sugar cane ethanol have some attractions, but more limitations. There is a broad spectrum of second-generation biofuels. Their common defining feature is that they are made from lignocellulosic feedstocks. By comparison to feedstocks for first-generation biofuels, lignocellulosic biomass is generally not edible and therefore does not compete directly with food production; so can be bred specifically for energy purposes, thereby enabling higher production per unit land area. These basic characteristics of lignocellulosic materials translate into substantial energy and environmental benefits for second-generation biofuels compared to most first-generation biofuels. However, for essentially the same reason that lignocellulosic biomass is not used for food(indigestibility), it is more challenging to convert into liquid fuels than are edible feedstocks. In general, second-generation biofuel production systems require more sophisticated processing equipment, more investment per unit of production capacity, and larger-scale facilities.

There are important roles for Governments and as well as the society in fostering the development of biofuels industries in developing countries. The development of competitive second-generation industries will be facilitated by establishing regulatory mandates for biofuels use. Direct financial incentives could also be offered, but clear "sunset" provisions and/or subsidy caps should be designed into such provisions. Policies supportive of international joint ventures would help provide access for domestic companies in developing countries to intellectual property owned by international companies. For there be sustainable domestic biofuels industries, there will be a need for strong international biofuel and/or biofuel feedstock trading systems, since most countries that rely on domestic production alone would be subject to weather- and market-related vagaries of agriculture. In the context of global trade, sustainability certification may be instrumental to ensure that widespread biofuel production and use will be conducive to the achievement of social and environmental goals.

Hence to be precise and specific biofuels need to traverse a long way so that they can emerge as a successful replenishment for fossil fuels which under the present scenario is quite inevitably too versatile and useful to be discarded. But still keeping in mind the pressing issues with environmental concern one must take on biofuels as a promising large-scale alternative to fossil fuels. Not to mention the synergic role of the Governments and the society, both of which must be optimistic and persuasive in this regard. Let's hope make the world a better place to live in.

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Artificial Recharge Techniques to Advance the Value of Civilization and Make a Smart City

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Introduction

A smart city is a developed city that creates sustainable economic development and high quality of life by excelling in multiple key areas; economy, mobility, environment, people, living, and government. Excelling in these key areas can be done so through strong human capital, social capital, and/or ICT(Information Communication Technology) infrastructure. The picture of smart city contains a list of infrastructure and services that describe his or her level of desire. Society is a small part of the city. A society is a group of people involved in persistent social interaction, or a large social grouping sharing the same geographical or social territory, typically subject to the same political authority and dominant cultural expectations. To provide their desires, smart city planners ideally aim at developing the entire city eco-system, which is represented by the four pillars of comprehensive development - institutional, physical, social and economic infrastructure. The core infrastructure elements in a smart city would include -Water supply, electricity supply, waste management, health and education, e-governance, public transport etc.

There are number of societies in a city. To improve any idea in large scale it is advisable to implement it in a small scale. This is the reason, our concentration for development of societies instead of focusing on the cities as a whole is to target the more important and minute problems of the particular city. It is the key to have a better understanding about the problems of the cities and its solutions at a more elaborate stage. In the recent activities of transforming cities into smart cities started by the Government of India, it has been evident that there is a will to change in the people of the country. All they need now to work is the motivation and dedication of a mutual being and they can create miracles. The introduction to this topic can be understood by the need and the steps that have been taken that showcase the accomplishments in every region.

Water is one of the most essential elements for our quality of life. Water is a renewable resource that keeps replenishing from time to time. The rate at which citizens using water continues in future, it could result in lack of portable water and in turn this might have a dramatic impact on the lives of people and their ability to survive. So take necessary steps for conservation of water and make it available for the future generation. Rain water harvesting is the best solution to overcome this problem. Itcan be implemented everywhere from a single household to community level because the technology is flexible and adaptable to a very wide variety of conditions. It is used in the richest and the poorest societies, as well as in the wettest and the driest regions on our planet. Collected rainwater can supplement other water sources when they become scarce or are of low quality like brackish groundwater or polluted surface water in the rainy season. It also provides a good alternative and replacement in times of drought or when the water table drops and wells go dry.

Water Management System

Living creatures of the universe are made of five basic elements, viz., earth, water, fire, air and sky. Obviously, water is one of the most important elements and no creature can survive without it. Human being could not save and conserve water and it sources, probably because of its availability in abundance. But this irresponsible attitude resulted in deterioration of water bodies with respect to quantity and quality both. Now, situation has arrived when even a single drop of water matters. Water

management is the management of water resources under set policies and regulations.

The fundamental problem with the concept of water use efficiency based on supply i.e. both the evaporative loss of water and the drainage water. Water scarcity and water quality concerns caused by changing population and land use pressures are forcing communities to think beyond traditional water management approaches.New models for more efficient and holistic water management and infrastructure development that integrate sustainable site-scale to watershed-scale strategies are beginning to evolve. One of the most important yet least appreciated facts about water harvesting is that a substantial amount of water is recycled between the sources and the sinks. The main aim of water management is to supply quality water to the society. Quality water is most frequently used to refer to a set of standards against which compliance can be assessed. The most common standards used to assess water quality relate to health of ecosystem, safety of human contact, and drinking water. The hitches of society related to water are water supply and management, leakages in water supply, sources of quality water and monitoring.

Rain Water Harvesting (RWH)

Water, once an abundant natural resource, is becoming a more valuable commodity due to droughts and overuse. Growing demands on resources and increasing management challenges are driving communities throughout the nation to become more sustainable. There is a famous quote in Hindi "JAL HAI TO KAL HAI" meaning 'Our Future Depends on Water'. It is necessary to save water. In India, rain is the main source of water. Rainwater itself is of excellent quality, only surpassed by distilled water - it has very little contamination, even in urban or industrial areas, so it is clear, soft and tastes good.
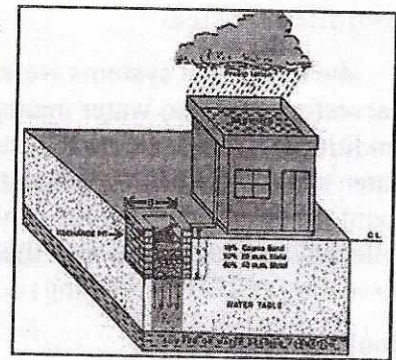
"Conscious collection and storage of rainwater to cater to demands of water, for drinking, domestic purpose & irrigation is termed as Rainwater Harvesting." The water harvesting of rain water is the activity of direct collection of rainwater from the surface on which rain falls, and subsequently storing this water for utilization. The rainwater collected can be stored for direct use or can be recharged into the groundwater. The main objective of rain water harvesting is to make water available for future use. It is done by most of the rural areas which are in dire need of water because of shortage. The determination behind water harvesting is the water in the oceans and seas cannot be used for drinking purpose and very little of it can be utilized for other purposes. As a result, there is a constant shortage of water that is either good for drinking or home/industrial use. This is the step that should be taken for neutralizing the scarcity of water. In India, it is an old practice in high rainfall areas to collect rainwater from roof tops into storage tanks. To meet the ever increasing demand for water is to reduce the runoff which chokes storm drains, avoid flooding of roads, ground water storage and control decline of water levels, reduce the soil erosion, supplement domestic water requirement during summer, drought etc.

Principle Components of Water Harvesting

Rain is the first form of water that we know in the hydrological cycle; hence it is a primary source of water for us. River, lakes and groundwater are all secondary sources of water. In present time, we depend entirely on such secondary sources of water. A rainwater harvesting set-up is composed of a water collection system, a storage cistern and a distribution system. Commonly used systems are constructed of three principal components; namely, the catchment area, the collection device, and the conveyance system. -

- Rain water(plenty of it preferably)
- An open space to collect water.
- Network of pipelines for connecting storage.

- Storage Tanks or drums.
- Filters (from simple metal screens to highly sophisticated filters)
- Pumps (for larger collection's distribution)

The need to use this amazing technique for our betterment is imminent and it will, in a long run, help to meet the needs of freshwater for personal and industrial uses. It is a creative activity for the young generations to carry out and also help the environment unknowingly. This will lead to the improvement in habits of the societies and change them into smart societies. The dedication and understanding of the society will also lead to the successful carriage of this practice.

The Artificial Recharge Techniques

Rainwater harvesting is the process of augmenting the natural filtration of rainwater in to the underground formation by some artificial Recharge Techniques. Artificial recharge to ground water is a process by which the ground water reservoir is augmented at a rate exceeding that under natural conditions of replenishment.

Traditional System

The traditional systems were time-tested wisdom of not only appropriate technology of Rainwater Harvesting, but also water management systems, where conservation of water was the prime concern. Traditional water harvesting systems were Bawaries, step wells, jhiries, lakes, tanks etc. These were the water storage bodies to domestic and irrigation demands. People were themselves responsible for maintenance to water sources and optimal use of water that could fulfill their needs.Rain water may be collected and recharged into the ground water aquifers through the following methods - (1) Roof top harvesting and (2) Harvesting rain water from open spaces.

Roof Top Harvesting

Roof top harvesting has been practiced since ages. In cities, rain water collected from terrace of buildings, paved and unpaved areas which is free from any bacteriological contamination except small amount of dust and other silt particles which can be filtered goes waste. But there is not sufficient space to construct a vast chamber/tank to harvest this water. The artificial recharge techniques are very helpful for this. It diverted this water to the existing wells/ bore-wells which are in use. The rain water falling on the terrace of the building is collected through pipe lines and diverted into an existing open well and a bore well also through a small filter tank/chamber. Defunct bore wells which are not in use may also be converted in to a recharge well. The filter chamber helps to filter fine dust, silt and other small floating particles such as leaves which are normally found on the terrace. It is less expensive and very effective and if implemented properly helps in augmenting the ground water level of the area. This system does not occupy large space for collection and recharge rain water. This concept and method given is meant for micro level approach to be implemented in individual houses/apartments/societies existing in city areas.

Various kinds of recharge structures are possible which can ensure that rain water percolates in the ground instead of draining away from the surface. While some structures promote the percolation of water through soil strata at shallow depth (e.g. percolation/recharge pits, recharge trench, etc.) others conduct water to depths from where it joins the ground water (e.g. percolation pit with bore trench with bores/recharge well etc.).

Recharging through Existing Tube-wells

In areas where the shallow aquifers have dried up and existing tube-wells are tapping deeper aquifer, roof top rain water harvesting through existing tube-well can be adopted to recharge the deeper aquifers. Pipes are connected to roof drains to collect rain water. The first roof runoff is let off through the bottom

of drain pipe. After closing the bottom pipe, the rain water of subsequent rain showers is taken through a filter. The filter may be provided before water enters the tube-well. A connecting pipe with recharge well is provided at the bottom of the pit for recharging of filtered water through well.

Recharging of Existing Bore-wells

Rainwater collected from rooftop of the building is diverted through drainpipes to settlement or filtration tank. After settlement filtered water is diverted to bore wells to recharge deep aquifers. Abandoned bore wells can also be used for recharge. Optimum capacity of settlement tank/filtration tank can be designed on the basis of area of catchment, intensity of rainfall and recharge rate. While recharging, entry of floating matter and silt should be restricted because it may clog the recharge structure. "First one or two shower should be flushed out through rain separator to avoid contamination. This is very important, and all care should be taken to ensure that this has been done."

Line diagram of Rain Water Harvesting for Domestic use

Artificial Glaciers

The decentralized approaches to water harvesting boost innovation come from Ladakh in Jammu and Kashmir. Ladakh is the cold desert. In Ladakh, the only source of water is met from glaciers. But this comes in late in the summer. In this technology, developed a way to bring glaciers closer to villages, which is a bonus for farmers as water reaches their fields in spring. This innovation involves channelizing water to the shadow area of a mountain close to a village. After going through metal pipes, the water freezes, creating a glacier close to the village.
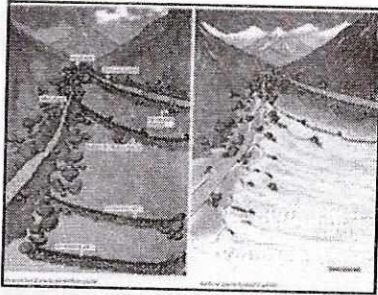

Networking of Farm Ponds

This approach is based on a traditional concept where structures were dug out in strategic locations, locally known as kalyani in Karnataka. This overcomes the shortcomings of constructing check dams, which cannot be constructed in all terrain and the benefits of which are not available to upstream communities. A series of ponds, constructed along contour lines and connected to one another, allow easy access to water and a better soil moisture regime. It has promoted the idea of leaving a small part of the farm for water harvesting.

Tudum or monga

Tudum or monga are mechanisms used to draw water from Kohli tanks for irrigation. Different mechanisms are used depending on the size of the tank.For a small tank or a bori, a straight tunnel across the base of the bund is constructed using stones. A log is pitched at the mouth of the tunnel and plastered with clay. It is removed when water is required.For a medium or large tank, a straight tunnel across the base of the bund is constructed using stones over which a stair-like structure (monghad) is built, with a opening (dachcha) on each side. This is stopped with a stone slab or a wooden log carefully plastered with clay.
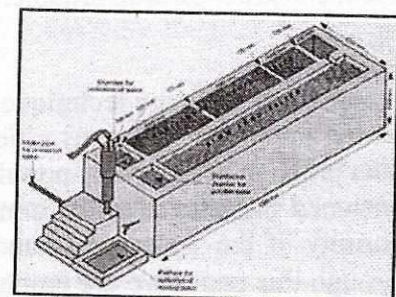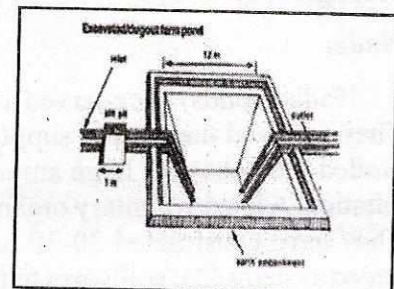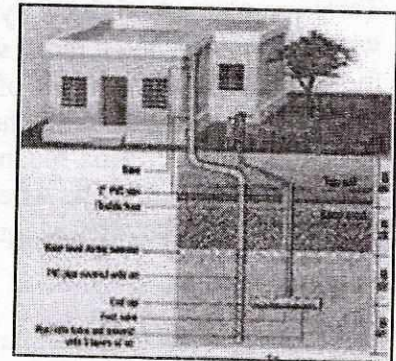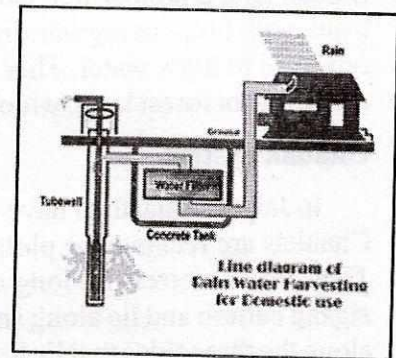
Sometimes, a hollow tree trunk is also placed across the base of a tank, to which another hollow tree trunk with holes at regular distances is placed vertically. These holes are plugged with cogs, which are removed to draw water. This system requires frequent repairs as tree trunks rot quickly. Besides, there are stringent forest laws, which make it difficult to obtain wooden logs.

Chauka System

In Jaipur, Rajasthan have dyked degraded pastures to harvest rain. Chaukas are rectangular plots in a dyked pasture and store rainwater. They are 66 metres (m) long and 132 m wide enclosures arranged in a zigzag pattern and lie along small gradient. Dykes, 1.5 m high are built along the three sides that lie towards the lower part of the land/gradient. Trees are planted on these dykes to give them additional support to withstand rain. When it rains, water collects in the dyked lower half of the chauka. As the amount of water stored in the enclosure rises, it flows into the neighbouringchauka, and so on, gradually seeping over the entire pasture. This means that fields are never inundated with water. Grasses can grow. After reaching the last chauka, the water flows into a monsoon drain. This system not only provides adequate water for villagers, but also promotes the recharge of groundwater.
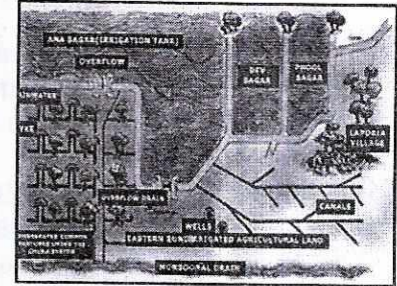
Polymer Kundis

Churu District in Rajasthan is facing acute water scarcity due to poor ground water quality and lack of water resources such as rivers and canals. To deal with this problem Bhoruka Charitable Trust (BCT) is encouraging villagers to build and renovate Kundis (tanks), Johads (ponds), Talabs(permanent ponds) and dugwells. The kundi consists of a circular catchment area sloping towards the centrally located storage structure. The quality of water from kundi is good and if maintained properly no serious water contamination occurs. Its maintenance is easy. Local materials such as clay, silt, lime,ash and gravel are traditionally used to construct the catchment area of a kundi. They do not make completely impermeable layer. As a result some part of rainwater is lost due to uncontrolled seepage.
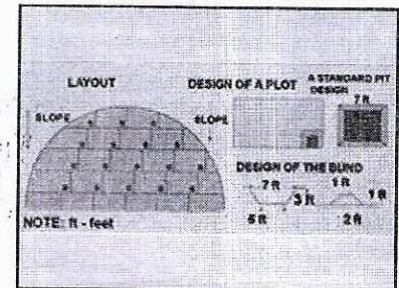
Nadis

Nadis (ponds) once served as the principal drinking water sources in Rajsamandditrict in Rajasthan. They received their water supply from erratic, torrential rainfall. Since the runoff was from sandy and eroded rocky basins, large amounts of sediments were regularly deposited in them, resulting in quick siltation. A local voluntary organization has been working in the district for the welfare of local farmers. They have constructed 20-30 nadis with a command area in excess of 500 ha. The organization has added systems like spillways to the nadis, in the absence of which these structures were damaged earlier. To prevent siltation, the organization has promoted afforestation of the drainage basin and constructed silt traps. Since farmers construct this structure on their own fields using locally available materials, the cost of construction is affordable.

Conclusion

Artificial recharge technique is an idea of ground water recharging by harvesting rainwater. It is gaining importance in many cities. If the above measures are implemented in all areas, then drinking water problem in Inner-city population can be solved to some extent. In India, the amount of water being consumed has exceeded the annual level of renewal, thus creating a non-sustainable situation. The enormity of the water crisis and the need for water conservation can hardly be over emphasized. Through this paper we are emphasize All the Government agencies across the globe are introducing

policies to promote increased use of directly captured rainwater, as a supplementary source of drinking water. Smart city planners and civic authority in many cities in India are introducing bylaws making rainwater harvesting compulsory in all new structures. No water or sewage connection would be given if a new building did not have provisions for rainwater harvesting. Such rules should also be implemented in all the other cities to ensure a rise in the groundwater level.In future, it will help to reduce the problem of shortage of water in the society. The people, NGO, and Government should joint together and implement the rain water harvesting in a big way in all places in the years to come to solve water scarcity problem in the country.The CGWB (Central Ground Water Board) is taking steps to encourage it through rainwater harvesting in the capital and elsewhere. Every household and community has to become involved in the provision of water and in the protection of water resources. A number of government buildings have been asked to go in for water harvesting in Delhi and other cities of India. These are still functional at Burhanpur in Madhya Pradesh, Golkunda and Bijapur in Karnataka, and Aurangabad in Maharashtra. The Government of Kerala has introduced legislation making roof top rainwater harvesting mandatory in all newly constructed buildings in the state. All the state Governments can take a proactive step and to make rainwater harvesting mandatory. These types of step create our city truly a SMART CITY.

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CSR in Insurance Industry-with Special Reference to ICICI Lombard General Insurance Company

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Introduction

Many businesses are today engaged in Corporate Social Responsibility (CSR). Many organizations have incorporated the concept of CSR in their strategy and are focusing on supporting the community, environment in a positive manner so as to make difference to their stakeholders. It is no longer acceptable for a corporation to experience economic prosperity in isolation from those agents impacted by its actions. A company must now focus its attention on both increasing its bottom line and being a good corporate citizen. Keeping abreast of global trends and remaining committed to financial obligations to deliver both private and public benefits have forced organizations to reshape their frameworks, rules and business models. The increasing adoption of corporate social responsibility (CSR) in businesses (Source Watch, 2008; Sagar & Singla, 2003; Hoffman, 2007) has grown with its corresponding challenges, which may include ethical violations (Aluko et al., 2004; Lantos, 2002), economic dishonesty (Amaeshi et al., 2007), commitment problem (Holmes, 1977), gender complications, controversies and agitations (Marshall, 2007), profit-making problems (Capaldi, 2005; Scott, 2007) and accountability mechanism weaknesses (Brennan, 2008). Despite these problems, government and non-government organizations, particularly in developing countries are progressively working towards ensuring good governance of the companies that are under them (Jamali&Mirshak, 2007; Jenkins, 2006; O'Dwyer, 2003). However, accurate measurement of results in CSR has taken on additional importance over the past decade as managers face pressure to justify the allocation of scarce firm resources (Scott, 2007). Indeed, investments in socially responsible behaviours such as philanthropy have become much more strategic and focused on providing tangible returns to the firm (Capaldi, 2005; Vorhies et al., 1999). The pressure to rightly position CSR has created a wealth of empirical research examining this issue.

The relationship between corporations and society as well as the natural environment has since been developed.

The most commonly used term in the literature is corporate social responsibility (Montiel, 2008; Carroll & Shabana, 2010) followed by many alternative themes and terms such as Social Responsibility (SR), Corporate Citizenship, Corporate Sustainability and Corporate Social Performance (CSP) as well as Business Ethics and Stakeholders Management. One of the notable debates regarding CSR is whether it is expedient for companies to value and act upon social demands.

This paper examining CSR has already considered the potential for such activities to provide an incremental gain to companies, for example, researchers have cited heightened purchase intentions, increased sales, enhanced image and improved employee morale as benefits of CSR through improved organizational structure and other means (Chaston, 1997; Peloza, 2008; Moir, 2001; Meechan et al. 2006). However, the potential for CSR to enhance performance in the insurance industry has been largely unexplored. Although numerous views have been made and analyzed concerning the rewards (profitability, enhanced reputation and goodwill, etc.) and downsides (resource mismanagement, socially irresponsible governments, etc.) of CSR performance in business organizations. CSR seems to be affecting organizations in India through contributions to the improvement of overall technical and professional performance of managers and other functionaries who are virtually responsible for efficient

management of organizations. Thus, this work pursues a better understanding of CSR and carves out a picture of factors considered in regulating CSR policies in insurance companies. The study also puts its attempt in reviewing the CSR policies of one of the renowned private general insurers, i.e., ICICI Lombard General Insurance Company.

Corporate Social Responsibility

CSR refers to a company's obligations to be accountable to all of its stakeholders in all its operations and activities. Socially responsible companies consider the full scope of their impact on communities and the environment when they are making decisions, balancing the needs of stakeholders with their need to make profit (Nicolau, 2008).Now a day, there has been growing acceptance of the view that business should be socially responsible to all the stakeholders, i.e., shareholders, employees, consumers, government, suppliers and society.CSR, if implemented in true sense, helps in enhancing the quality of stakeholders and the society at large. The cost incurred by companies on corporate social responsibility activities is a worthwhile investment as it enhances not only goodwill but also contribute to more profit by doing honest efforts and ethical business practices.

McWilliams and Siegel (2001)describe CSR as "actions that appear to further some social good, beyond the interest of the firm and that which is required by law." CSR is more than just following the law (McWilliams & Siegel, 2001). Alternatively, according to Frooman (1997), the definition of what would exemplify CSR is an action by a firm, which the firm chooses to take, that substantially affects an identifiable social stakeholder's welfare. Frooman (1997) views CSR as a comprehensive set of policies, decision-making processes throughout the company and usually include issues related to business ethics, community investment, environmental concerns, governance, human rights, the marketplace as well as the workplace.

There are several theories on CSR, some supporting CSR, some against yet some are neutral. Those against CSR believe that if a company focuses more on social responsibility instead of maximizing profit, it will decrease the efficiency of market mechanism and fail to achieve optimal allocation of resources (Friedman, 1970; Jensen, 2000). However, people favoring CSR think that those companies are ethical practice oriented. Since they have lots of resources, they should donate some of that and take social citizen's responsibility to make the society better (Davis, 1975; Freeman, 1984; Roman et al., 1999; Waddock& Graves, 1997). Moreover, it cannot only improve the company's brand image, build a good relationship with community and government, induce more talents, but also explore some profitable markets that will bring to the company long term profits (McWilliams & Siegel, 2001; Garriga & Mele, 2004).

One way to view CSR is through Carroll's pyramid, which he claims presents the concept such that social responsibility will be accepted by a conscientious business person. There are four kinds of social responsibility-economic, legal, ethical and philanthropic which can be depicted in a pyramid, as presented in figure 1 below. Carroll (1991) contends that all of these responsibilities have become significant in recent years. Economic responsibilities relate to business' provision of goods and services of value to society. Profits result from this activity and are necessary for any other responsibilities to be carried out. It is assumed that corporations will be as profitable as possible, maintain a strong competitive position, and maintain a high level of operating efficiency. These are responsibilities that the corporation must do and the key stakeholders are shareholders, creditors and consumers
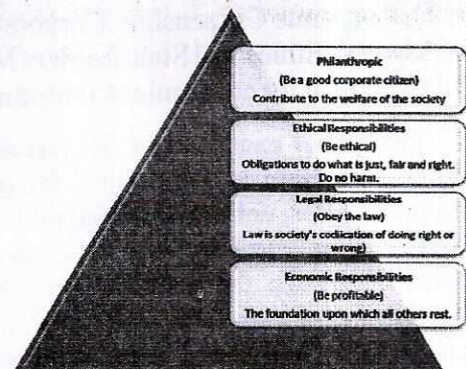

Figure 1: Carroll's Pyramid of Corporate Social Responsibilities (Source: Carroll, 1991)

Objectives of the Study

The study has been undertaken for accomplishing the below mentioned objectives:

- To understand the importance of corporate social responsibility (CSR);
- To identify the factors considered in regulating CSR in insurance sector; and
- To review the CSR policies of ICICI Lombard General Insurance Company.

Significance of the Study

The study on general insurance companies is very important to the government and policy makers in India due to the contribution of insurance of insurance companies to the Indian economy in both terms of employment and GDP. Policy makers would be enlightened to make policies relating to CSR and ascertain the appropriate guidelines to be put in place for governing insurance companies. The research would add value to the business community especially insurance company investors as this would allow them to determine whether to practice corporate social responsibilities to improve on their financial performance or not. The result of the study would help corporate managers in the decision making process and employees to identify insurance companies which are environmentally and socially responsible when looking for prospective employers. Further, the study result will also assist the society in finding firms with strong CSR practices to support. The study would be of great value to the academic community and body of corporate management discipline by shedding more light on CSR activities in the Indian general insurance industry.

CSR in Insurance Sector

CSR practices can be best laid by considering customers, employees, shareholders, intermediaries, suppliers, regulators and the broader community at large. The interests of these stakeholders are vast, and insurers should focus on those that are affected by, or align with, their business operations so that insurers can earn a superior reputation in the market. They can increase engagement and loyalty among staff while reducing turnover rates. CSR can also increase long-term sustainability and profitability by shaping the market's competitive environment and the community as a whole. Ultimately, it will result in insurers becoming more attractive to investors, who are increasingly concerned about CSR.

- Paving valid claims efficiently- This may sound simple but involves more than the obvious. Having the right technology is essential as staff training. Insurers also need to rise prices accurately and fairly. If risks are continually underpriced, an insurer will go out of business, which will have wide-ranging effects on all stakeholders. To pay valid claims efficiently, insurers must also keep costsdown. Premiums are calculated by account for both the particular risks and operating costs required to provide the policy. It is, therefore, important to minimize overhead infrastructure and claims-processing costs so that insurers can offer affordable insurance.

- Risk minimization/loss control- Insurers are in the business of risk analysis to minimize risks-both internally in their operations and externally for their clients and other stakeholders. Internal risk minimization could be as simple as implementing proper policies and procedures, such as occupational health and safety guidelines. External risk minimization may be more difficult to employ. External risk minimization should reduce claims costs and frequency for clients and insured's will thus be incentivized to reduce the likelihood and severity of loss in order to lower their premiums. Insurers should, and often do, consider offering discounted premiums to insured's that take preventative measures. For example, discounts are offered to households that install security systems, young drivers who take safety courses and life insured's who do not smoke.

- Climate change leadership- For insurers, a big part of risk minimization involves the environment, as insurers have an inherent interest in ensuring their clients are equipped to deal with natural disasters and the effects of climate change. The United Nations Environmental Program Finance Initiative is a collaborative effort of more than 200 companies in the financial services sector to

"identify, define and promote good and best environmental practice" in the industry. For example, the company is supporting a World Food Organization project in sub-Saharan Africa to slow deforestation that replaces open fires with energy efficient stoves. Some insurers are also helping customers reduce their energy consumption.

- Strategic philanthropy- Strategic philanthropy involves partnering with charities or organizations in the community for a mutually beneficial purpose. This type of corporate giving can not only impact the community but also other stakeholders in the business. Another form of philanthropy relevant for insurers is disaster relief. There are many other projects insurers could support that are a form of strategic philanthropy. Those that decrease crime or improve safety are particularly valuable, as they not only support the participants but create safer communities, which have lower claims costs than dangerous areas.

- Recognition for human rights- Studies show that few companies have taken steps to implement human rights policies. Companies that show enthusiasm for observing voluntary human rights codes of conduct usually operate in a business with the potential to considerably impact human rights; the majority of their work may be done in developing countries. These companies also tend to have high-profile brand names that they wish to protect, and for that reason they can be more easily pressured into action by civil society. Ruggie (2007) explains that "to respect rights essentially means not to infringe on the rights of others-put simply, to do no harm." The key operational element is to conduct the diligence to "become aware of, prevent and address adverse human rights impacts." This process involves making policy commitments to human rights, undertaking "periodic assessments on the actual and potential impact of business operations on human rights, integrating the process into decision making and the tracking of performance."

- Socially responsible investment- Socially responsible investment describes the process of including non-financial criteria-environmental, social and governance considerations-in decision making. Institutional investors, such as insurers, are in a powerful position in that they are able to encourage positive change in investment strategies. There are three main strategies that socially responsible investors can use, i.e., screening, shareholder activism, and community investing.

CSR Initiatives by ICICI Lombard General Insurance Company

CSR has been a long-standing commitment at ICICI Lombard and forms an integral part of its activities. Being a responsible corporate citizen, ICICI Lombard General Insurance Company is committed to perform its role towards the society at large. In alignment with its vision, the company always works towards adding value to its stakeholders by going beyond business goals and contributing to the well-being of the community. Its contribution to social sector development includes several pioneering interventions, and is implemented through the involvement of stakeholders within the company, the group and the broader community. ICICI group has established the ICICI Foundation for inclusive growth in 2008 with a view to significantly expand the ICICI group's activities in the area of CSR. Over the last few years ICICI Foundation has developed significant projects in specific areas, and has built capabilities for direct project implementation as opposed to extending financial support to other organizations. ICICI Foundation has undertaken several CSR initiatives for ICICI Lombard as well in the past.

ICICI Lombard's objective is to pro-actively support meaningful socio-economic development. The company works towards developing an enabling environment that will help citizens realize their aspirations towards leading a meaningful life. ICICI Lombard aims to identify critical areas of development contributing to the well-being of the community and benefitting them over a period of time. The CSR policy of ICICI Lombard sets out the framework guiding the company's CSR activities. The policy also sets out the rules that need to be adhered to while taking up and implementing CSR activities. The projects or programme undertaken by ICICI Lombard as CSR in India is considered and approved by the CSR Committee of ICICI Lombard. Any project or programme that is exclusively for

the benefit of ICICI Lombard's employees would not be considered as CSR. ICICI Lombard's primary focus areas for CSR activities are health care, road safety, education, skill development and sustainable livelihoods, support employee engagement in CSR activities, etc.

- Healthcare- The health challenge in India spans a number of dimensions, including access to affordable healthcare for the poor, awareness of health issues and available facilities/benefits among the less privileged segments of society and specific vulnerable sections of the population etc. ICICI Lombard in association with non-profit organizations target specific geographic and population segment in the health care ambit of CSR. The companies concentrated on reducing diseases rates and promote awareness through continuous and planned intervention. The company also pursued activities of health check-ups for municipal school students and other remote areas of the country as also other social initiatives towards healthcare.

- Road safety- Road safety is emerging as a critical social concern of the country. Lack of professional driver training and positive behavioural culture amongst the driving community is one of the major causes. Shouldering the responsibility of enhancing road safety, the company under the CSR mandate has organized road safety programs and drive initiatives focusing on lowering incidence rates of road accidents. The company has targeted diverse segments including drivers, passengers and pedestrians to bring about a change in their behaviour.

- Education- Education represents a critical area of action to realize India's growth potential as also make it inclusive, by enabling citizens across population age groups to have access to quality education that equips them for taking up higher education or job-oriented skill training or provides them with requisite knowledge to improve their quality of life. ICICI Lombard, both directly and through ICICI Foundation, continued its work with state government and other non-profit organizations to improve the quality of education or perform facilitating programs in government and municipal schools, which account for the vast majority of school-going children in the country.

- Skill development and sustainable livelihoods-Enabling India's youth to gain skills that can provide employment is key to realizing the potential of India's demographic dividend and driving inclusive growth. Improving employability of the youth from lower-income sections of society is hence an important focus area. The ICICI Academy for Skills has been set up across the country to provide job-oriented skill-training to youth. Several centres have been set up across the country. In this initiative, ICICI Foundation is also leveraging the skills and training modules in their respective domains. ICICI Foundation is also in liaising with corporate and businesses to get the trained youth employed, through a job portal.

- Support employee engagement in CSR activities- ICICI Lombard supports the involvement of its employees in CSR activities. It encourages employees to participate in CSR activities of the company and ICICI Foundation. An ongoing initiative by the company to involve employees in social initiatives is the 'Caring Hands' campaign where free health, eye check-ups are conducted for municipal school kids across the country. With the aim to address the concerns of wellness and health of underprivileged kids, ICICI Lombard has been organizing such camps every year since 2011. The company is also working towards expanding the scope of the initiative to extend benefit to larger geographies, communities and population.

- Other- ICICI Lombard continued its support to specific needs such as during natural disasters, through financial as well logistical support. The company is also open to engage in activities in areas beyond the scope mentioned above if they are in alignment with the CSR focus of the company.

Conclusion

The concept of corporate social responsibility has gained immense importance throughout the world. The overseas corporate houses as well as Indian corporate sector have realized the importance of CSR activities for attaining the persistent dominance in the marketplace. Though, the concept of CSR

evolved in 1920s but in India, the concept was recognized only in 1990s after the liberalization of the economy. It can be articulated that on the advent of globalization, the Indian corporate were inclined towards CSR activities because of the increased competitive pressures. Today, almost all of the industries are involved in CSR activities for enhancement of their reputation and brand value and insurance sector is no exception to this. It is worth mentioning that a number of social welfare schemes by ICICI Lombard General Insurance Company have noticeably contributed to the welfare of the society. It can be concluded that CSR activities are naturally leading to welfare of all, i.e., customers and the common people. Therefore, in this era of high competition companies need to put their best foot forward when it comes to social welfare projects besides caring for their economic interests.

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WOMEN'S STRUGGLE AGAINST DISCRIMINATION IN TODAY'S ERA

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Introduction:

In every society, women have a unique position, whether developing, underdeveloped or developed. This is particularly due to the various roles They play during various stages of their life, like mother, Sister, Wife and daughter etc. we believed in power of women to change their lives, their communities and the world, yet too much many women are prevented from enjoying their full human rights because of poverty, discrimination, violence and inequality, that's why we support, grassroots women's organizations in developing and disadvantaged communities to provide education, livelihood and leadership opportunities for women.

On one hand, she is held in high esteem by one and all, worshiped, considered as the embodiment of tolerance and virtue which is now day's limited only up to pages of Book and is not accepted in real life,. On the other hand, she has been the victim of untold miseries, hardship and atrocities.

Hence, sex determination has now become fashion in society. Negative sex ratio has emerged as a burning problem in society. It is not that the discrimination starts after she takes birth; it is far before that the discrimination starts. As soon as, when the parents come to know that the child who is going to take birth is 'girl child', here is the place from the discrimination starts first and the scientific discovery like amniocentesis is abused too conveniently to get rid of the female fetus.

Table: 1.1 Male-Female Ratio

YEAR	INDIA	MAHARASHTRA	GONDIA
1901	972	978	1071
1951	946	941	1004
1991	927	934	1005
2001	933	922	1005
2011	940	925	996

Above table no. 1.1 reflects that in the year 1901, the male-female ration in India was 972 F /1000 M which got decreased in 2011 up to 940 F/1000 M.

And, in the year 2011 in Maharashtra, the M/F ratio was very less i.e. 925 F/1000 M.

And, in year 2011 in Gondia District M/F ratio was very better i.e. 996 F/1000 M comparative to other cities of Maharashtra.

Justification:

After looking into the studies of past literature and available data, the researcher felt the urgent need to explore awareness and attitude of future mother or homemakers towards gender discrimination. The present study would serve as a highlighter to the society at micro level and reforms government

policies at micro level for determination of gender.

The researcher would get base data regarding opinion of college students. It would serve as a guideline for extension workers and NGO's to make future programmers on gender sensitization.

Objectives:

1) To study positive and negative attitude of female students regarding use of advanced technology for sex determination.

2) To study the extent of awareness among selected girls student regarding sex determination.

3) To know the opinion of girl student regarding awareness and use of advanced technology for sex determination.

4) To study opinion of girl students regarding role of social, commercial and medical professional to control negative sex ratio.

5) To know the opinion of girl students regarding awareness and use of advanced technology for sex determination.

Research Design and Methodology

1. Research Design: Descriptive method was used to collect the quantitative data from the girls' student of the Gondia College.

2. Description of Sample: Unit of the enquiry for the present study is the girl student of Gondia city College.

3. Sampling Method: Purposive random sampling method was used to collect the data the total sample comprised of 100 respondents.

4. Construction of instrument: Data was collected by administering questionnaire method.

5. Collection of Data: The purpose of the Study was explained to girl students and hence the data was collected by questionnaire method.

6. Statistical Analysis of Data: The collected raw data was categorized, coded and then tabulated for the purpose of further analysis. Qualitative Analysis was done for the collected data through percentage calculation and presented through percentage calculation and presented though graphs and tables.

7. Co-relation was applied within the variables.

Major Findings:

1. Do you support the social practice of sex selection

Social Practice of Sex Selection
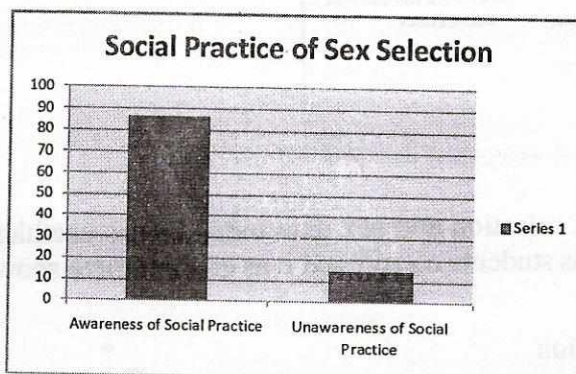
Overall, the study reflect about 86% of girl students were aware of social practice of sex selection sex determination of fetus whereas in 14% of girl students were not aware social practice and use of advance technology.

Social Practice of Sex Selection

Series 1

Awareness of Social Practice   Unawareness of Social Practice
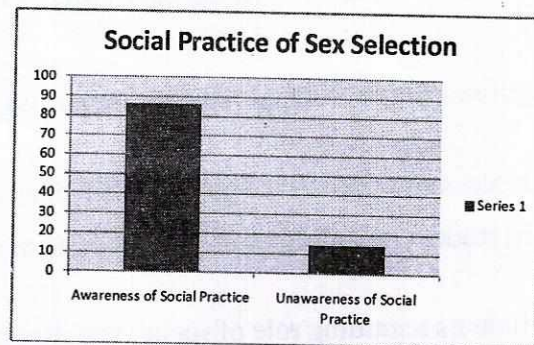
2. Sex selection of sex determination of fetus.

Sex Determination of the Fetus

Sex Determination of the Fetus

Fetus as Illegal   Fetus as Legal
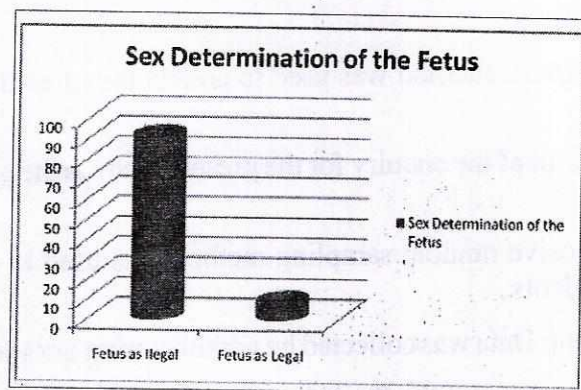
About 91% of girl's student considered the sex selecting or sex determination of the fetus as illegal whereas 9% of the girl's student opined that it should be considered as legal.

3. According to social ethics, sex selection and sex determination is ethical or unethical.

Sex Determination as Social Ethics

Sex Determination as Social Ethics
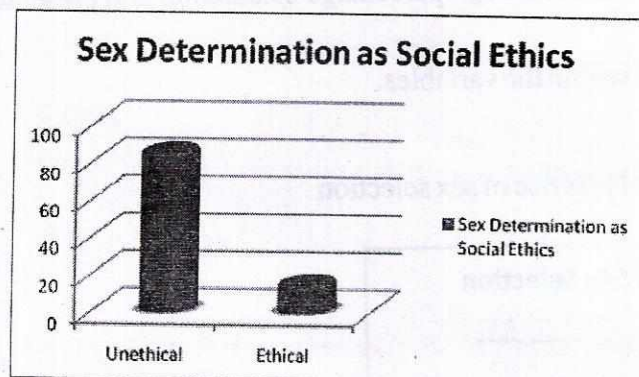
Unethical   Ethical

About 85% of the girls student considered the sex selection and sex determinations as unethical which shows their awareness. Whereas, 15% of the girls students considered it as ethical which shows their unawareness.

4. Sex selective abortions are necessary for population

Abortion For Population Control
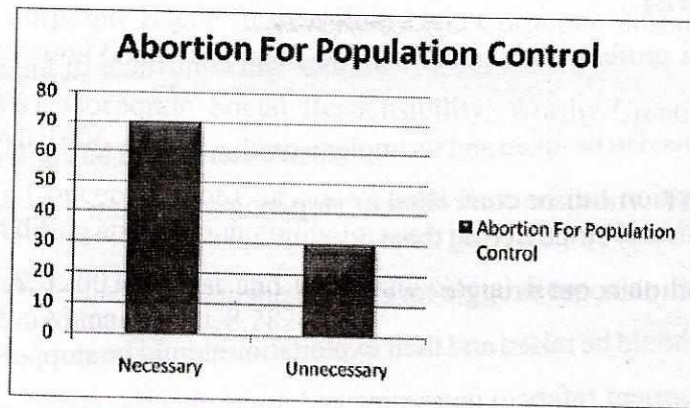
About 70% of girls students said that the sex selective abortions are not necessary for population control which reflects their awareness about the sex selective abortion. Whereas, 30% of the girl student considered as a sex selective abortions as a necessary thing for population control which reflects their unawareness.

5. Negative sex ratio less number of a woman compare to men is a social problem?

Negative Sex Create Social Problems
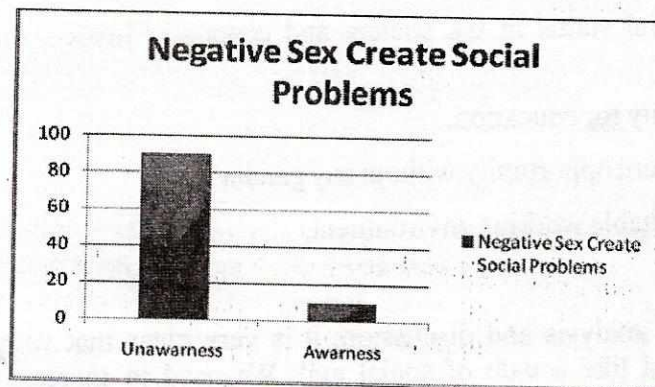
About the social problem created by the negative sex ratio whereas only 10% of student were unaware and about 90% of there were aware. A striking difference was noted regarding the awareness of the negative sex ratio compared to man is a social problem.

6. Social, medical and commercial professional can play a major role to stop negative sex ratio.

Social & Commercial Professional Can Stop Negative Sex Ratio
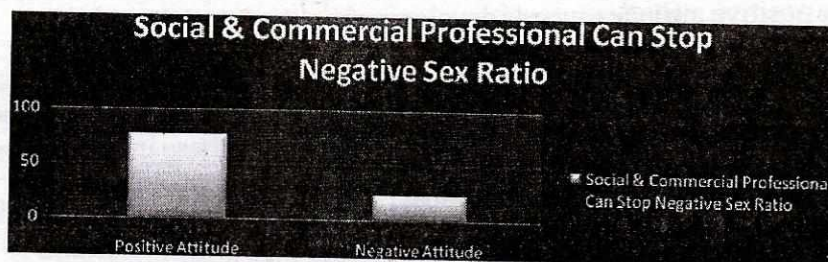
As per the given data, it can be seen that social ,medical & commercial profession can play a major role to stop negative sex ratio whereas 23% of girls student possessed negative attitude for the same and about 77% of girls students were having positive attitude.

Suggestions (From Girls)

1. If social medical professionals get united, they can contribute in improving the negative sex ratio.

2. Strict ACTION need to be taken and its implementation should be vigilantes.

3. Women's exploitation can be controlled or stop by giving them protection as well as making them aware of their rights and empowering them.

4. Don't live life with pain, but struggle for every incident in life.

5. Woman's status should be raised and their exploitation should be stopped.

6. Woman empowerment refers to increasing and improving the social, economic, political and legal strength of the women, to ensure equal-right to woman.

7. To make them confidence enough to claim their rights such as freely live their life with a sense of self - worth, respect and dignity, have complete control of their life both within and outside of their home and work place.

8. To make their own choices and decisions, have equal right to participate in social, religious and public activates.

9. To have equal social status in the society and economic justice, determine financial and economic choice.

10. Get equal opportunity for education.

11. Get equal employment opportunity without any gender bias.

12. Get safe and comfortable working environment.

Conclusion:

After the elaborate analysis and discussion, it is very clear that women harassment is the problem which has spread like a web of social evil. We need to increase the programmes and government schemes to educate urban and rural women regarding sex determination and bring about balance between the male and female sex ratio prevailing today.

Hence, if can be concluded that the correlation among the response of the girls students calculated was (-1) which mean totally negative and so, it can be concluded that they were not aware of the sex selection or determination of fetus and further, sex determination of the fetus was negative or more the attitude towards the sex selection.

Thus, there is need for empowering adolescent girls to develop the awareness and decision-making ability to have positive attitude towards developing healthy family.

Gender inequality in India refers to health, education, economic and political inequalities between men and women in India. Various international gender inequality indices rank India differently on each of these factors as well as on a composite basis and these indices is controversial.

Gender inequalities and its social causes, impact India's sex ratio, women's health over their lifetimes their educational, attainment and economic conditions. Some argue that some gender equality measures placement at a disadvantage. However, when India's population is examined as a whole moment is at a disadvantage in several important ways. Further, intervention programmes can be carried out to bring awareness regarding the sex selection or sex determination among college girls. So, women have the rights to get their voice to be heard.

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A Study of History of Developing a New Era a E-Commerce in Indian Economy-with Reference to 'Amazon'

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The Heretical Back ground of the Study

There are four categories of e-commerce. First is B2B (Business to Business) category. This involves companies doing business with each other. E.g. - Selling to distributors and wholesalers selling to retailers. Second category is B2C (Business to Consumer). It involves selling to the general public through shopping cart software, without any human interaction. E.g. - Amazon. And the third category is C2B (Consumer to Business), in which consumers post a project with a set budget online, and companies bid on the project. The consumer reviews the bids and selects the company and the product. E.g. Elance. Forth category is C2C (Consumer to Consumer). It consist online classified ads, forums or market places where individuals consumer can buy and sell their goods. E.g. - Craigslist, eBay and Etsy. In 2014, B2C ecommerce sales growth in China was 63.8 % while in India it was 31.5 %. That time the percentage of sales growth in United States was 11.8% and in Canada it was 14.0%.

E-Commerce

The Federal Trade Commission regulates most e-commerce activities, including the use of commercial email, online advertising and consumer privacy. Federal and state governments have passed new online advertising to protect consumer privacy and ensure truthful marketing practices online. Digital Millennium Copyright Act (DMCA) protects consumers from data leaks and misleading online advertising, digital works.

In the world of e-commerce Amazon is the leader in innovation. It is the first in making things simpler and attractive for their customers. It is the American electronic commerce company.

History

It is the American electronic commerce company. Amazon was founded at Seattle, Washington, U.S on July 5, 1994 by the name Cadabra by Jeffrey P. Bezoz who is the founder, chairman, President and CEO of the Company. Amazon was started out as an online bookstore. Now it is the largest online retailer in the world. It provides services like online shopping, web hosting, content distribution. It is the best place to buy goods online. It understands the needs of the customer. It helps millions of people to make the right decision for product and at the end of the day be satisfied with their purchase. It provides an option for creating a wish list and also suggests products. It also provides the option to sell their products using their platform. Amazon has developed a customer base of around 30 million people within 10 years of 2000-2010.

It is the 56th largest company in America by market capitalization and 15th biggest retailer in America by revenue by far the largest internet retailer. According to Greg Girard, an analyst for IDC Retail Insights, Amazon's greatest strength is that its customer relationships are inherently one-to- one more akin to what telecoms and banks have with their customers.

Amazon in India

In early June 2013, Amazon.com launched their Amazon India marketplace. Amazon. In   is

operated Amazon Seller Services Private Limited. It has received Rs. 7000 Crores over a 12 month period in 2016. It increased its advertisement expenses budget to Rs. 946 Crores in 2016 from Rs. 766 Crores in 2015.Amazon India is generating sales with collecting commission from third-party sellers, providing marketing services to other firms and wholesaling of Kindle e-book readers and accessories.

Amazon increased authorized share capital in India up to Rs. 16000 Crores by more than four times within 12 months to bid with competitors. It has become most favorite ecommerce website in India. In second quarter of 2016, net sales jumped up 31percent and net income was $857 million which was $92million in the last year. Amazon has made acquisition over 44 notable company from 1998.

Important Amazon Milestones

1994 :Jeff Bezos quits his job and launches Amazon out of his garage.

Within 30 Days, it is doing $20,000 per week in sales.

1995   : Bezos raises an $8 Million round of funding from Kleiner Perkins.

1997   : Amazon goes public at $18 per share.

1999   : Bezos is named Time Magazine's "Person of the Year" for popularizing online shopping.

2009   : Bezos acquires Tony Tsieh's Zappos through a stock swap.

2012   :Amazon's site went down for 49 minutes and company estimates it lost nearly $5.7 million in sales as a result.

2013   : Bezo acquires the Washington Post.

2014   : Unveiled a partnership with Twitter.

2014   :Cyber Monday - Amazon sold more than 300 items per second and estimates the company's net worth sits at $ 175.1 billion.

2015   : Reported that it had more than 270 million customer worldwide (over 75 countries)

E-Commerce Strategy

1. Set Goals - the first step in succeeding in e-commerce is to set goals.

2. Set a plan - with the help of SWOT analysis.

3. Fit it into your overall vision.

4. Set business objectives for the current year - sales, profits, customers, traffic, new system and new staff.

5. Set a strategy -to hire an-ecommerce.

Strategy Employed by Amazon

Amazon employs a multi-level e-commerce sales strategy. Amazon uses Business-Consumer category of commerce. They are focusing on relationships between itself and its customers, and Business-Business relationships between itself and its suppliers. Linux based core technology helps to support Customer Relationship Management and information management strategy of amazon's business. Amazon also employs Netscape Secure Commerce Server to store all credit cards details in a separate database for the purpose of security of credit cards of consumers. Now, it facilitates

• Customer to customer relationships with the provision of the Amazon marketplace which act as an intermediary.

- Anybody can earn a commission through sales by posting Amazon links.
- Other large e-commerce sellers can use Amazon to sell their products.
- It employs the use of Meta sellers which have millions of products listed.

Interesting Facts and Figures

Revenue	US$107 billion (2015)
Operating Income	US$ 2.233 billion (2015)
Net Income	US$ 596 million (2015)
Total Assets	US$ 65.444 billion (2015)
Employees2	68,900 (July 2016)

Source: www.amazon.com
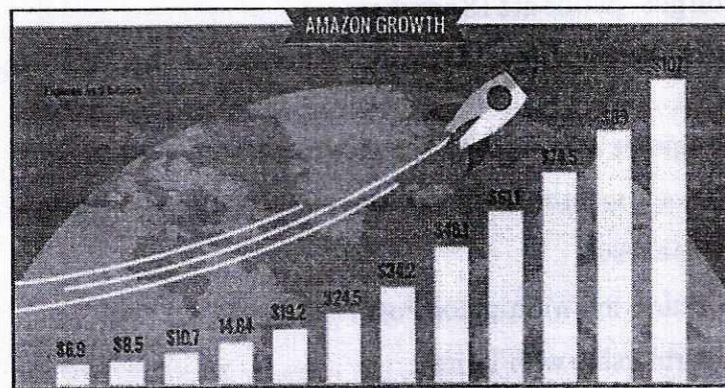
Source: Official website of Amazon

Other Competitors

Flip kart (launched in 2007) and Snap deal (launched in 2010) are the main players and competitors of Amazon in India. In 2014, Flip kart announces $1 billion in funding and after that Amazon invest another $3 billion to pressure rivals Flip kart and Snap deal. Amazon has also entered grocery segments in Bangalore and also planning to enter in other cities like Delhi, Mumbai and Chennai.

Flip kart has a 45% (44% in 2014) market share in terms of gross merchandise value and snap deal has 26 %(32 % in 2014) while Amazon is still a mere 15 %. Snap deal has around 300,000 sellers and delivers in 6000 cities and towns in India. Its gross merchandise value stood at around $ 4 billion while $6.3 billion of Flip kart.

Since 2010, Flip kart has acquired nine companies and snap deal has 13 companies. Amazon has long years of experience with large capital but Snap deal has a problem of logistic and identity of its own. Snap deal will suffer also because of the lack of ecosystem.

(Note: Gross Merchandise Value is the total worth of merchandise sold through a marketplace.)
Conclusion:

Amazon.com is the largest retailer of goods. It emphasizes to increase the profitability of the company with the increasing market share. The main mantra of success of Amazon in India is its market strategy which focuses on the needs and wants of the customers covering both rural and urban India. Financial management with more attention on operating ratios particularly in the reduction of operating costs and inventory control is another mantra of success of Amazon in India.

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Roots to Terrorism in Ancient and Medieval India

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If we want to trace out the word terrorism in Indian history we could get it in Modern India during British rule. However, from the definition we come to know about the word 'violence' been frequently associated with terrorism. No one can deny the fact that the cycle of violence started ever since the human being started living on this earth. 'In the history of human society, the first stone had usually been thrown by the powerful - who had been strong enough to lift and wield the heavy stone against the weak and the powerless. It is this assault by the strong predator on the life and property of the defenseless weak that had bred the violence with which a desperate, pushed to the wall oppressed people retaliate.1

What should we call them? Can we call their methods of retaliation a terrorist move? So as in the case of Indian history we get traces of conflict or violence. Let us see this in reference to Ancient Mideval and Modern India.

Violence and Terrorism in Ancient India

It is evident from the following incidents that the word like violence were used and their acts were threat against civilians by groups or persons for political or other ideological goals. This will help us to trace out the roots of terrorism in Ancient India.

Violence and Terrorism in Vedic Period:

Different scholars have identified different regions such as the Arctic region, Germany, Central Asia and Southern Russia as the original homes of Aryans. The Indo-Aryans entered India in about 1500 BC and 2000BC. 'When the Aryans came to the Punjab, they carried fire and swords with them the original inhabitants were completely exterminated. There seems to be a reference to the wars between the Aryans and the Non-Aryans in the Rigveda. After having overpowered the Dasyus and occupied the Punjab, the Aryans began to struggle for supremacy among themselves.2 Hence violence started to defend supremacy and establish supremacy. 'The children and wives of natives were made slaves. On account of the contact of the contacts of the Aryans with non-Aryans, strict rules were framed to maintain the purity of the Aryan blood. The non-Aryans were called by name of Sudras. The differentiation between the higher and lower classes based on colour started and became rigid.3

The struggle between Aryans on the one hand and the Dasas and the Dasyus on the other hand, it does not consider the former to be indigenous and the latter to be foreigners. The violence started between two cultures. At that stage there is no perception of India as a country or a nation and therefore the labels of 'indigenous' and foreigners' do not arise. On the basis of colour of the skin some hymns of the Rigveda show the Aryans to be a separate community. It is also stated that the Aryan god Soma killed black people. In such references the Aryans and their enemies are identified by the colour of their skin. This gives us the evidence of violence in Vedic society based on the colour of their skin.

Violence and Terrorism in Mouryan Period:

Ashoka dharma was a way of life a code of conduct and a set of Principles to be adopted and practised by the people at large. He was the first Indian king who spoke directly to the people through his incriptions. These inscriptions are in the form of 44 royal orders. In his inscriptions he has given threating to the tribals who lived near border area of Mauryan dynasty and tried to spread terror by the act of robbery and killed people.

It is evident from some of the writings of scholars that kautilya in Arthsashtra was very serious about insurgency and gave suggestion to the king to counter insurgency. 'An internal rebellion is more dangerous than an external threat because it is like nurturing a viper in one's bosom.4 Kautilya in his Arthashastra also suggested that a king should not go on an expedition until had suppressed the rebellion, appointed a Viecroy and placed the capital, under different types of troops and under many different chiefs. Kautilya also worked against 'A revolt by Jungle chiefs or by commander of a frontier region seeks independence from the king. They can be tackled by setting another against him, Prevent him from going over to the enemy, secret agents shall be used to sow discards between the rebel and the enemy.5

Kautilya in his book Arthoshastra has also mentioned about the cross regional revolt, which we may to some extent co-relate with cross border terrorism. 'The way of successfuly overcoming these interior and outer cross regional revolt is by tackling the one who responds. More than the instigators, the abettors make the success (of the conspiracy) possible; for if the abettors are subdued, the instigators will find it difficult to tempt others. To instigate a conspiracy in a different region requires enormous effort and this is an advantage to the king.6

"In Arthasashtra, Kautilya also talked about eliminating anti social persons. 'There are about thirteen types of undesirable persons, who amass wealth secretly by causing injury to the population. These are corrupt judges and magistrates heads of villages as departments who extort money from the public, Perjurers and procurers of perjcry, those who practice witchraft, black magic or sorcery, poisioners, narcotic dealers, counterfeitas and adulterators of precious metals. When they are exposed by secret agents, they shall either be exiled or made to pay adequate compensation proportionate to the gravity of the offense." 7

From the above quotes we can trace out words like people who caused injury to the population was as similar as terrorists of modern time.

Violence during Pal Dynasty / Kaivorta Revolt:

Kaivarta Revolt:

Pala Dynasty ws ruled by Rampala in about 1077. His predecessor led several campaigns against Kanauj & Kamrupa and established control over north-east trade route. Rampal faced many difficulties when he assended the throne. 'There were many rebellious feudatories who had taken advantage of the misfortunes of the Palas. Ramacharita of Sandhyakaranandi tells us that Rampala visited them personally and his tact and magnanimity won them over.8

Rampal faced the threat of the Kaivarta revolt aimed at preventing Pala expansion. It could not be put down by diplomacy. Diplomacy required lavish gifts to the Samantas and to the forest-chiefs to ensure their alliance. "The Kaivarta revolt has also been seen as a peasant rebellion, since the Kaivartas were traditionally a low caste of cultivators and fishermen. However, the description seems more appropriate to a rebellion of lesser land owner, who would have mobilized the peasants."9

Terrorism which was not very famous word before French Revolution has now achieved a relative importance in present context. Terrorism might be a new participant in modern world but it is evident from the above mentioned incidents and examples that it was known to the kings and the subjects, the rulers and the ruled, thinkers and followers alike during most part of our written history. Ramayan and Mahabharat, the oldest of the epics, are full with the names of despoters who were removed from power by the protagonists by assuming untraditional way, like terrorizing the servants of the sovereign and creating fear in the minds of the people of a particular community. It was also used by the rulers to keep the rebels in control and fear. In Kautilya's Arthshastra, which is a treatise on statecraft talks about the way and policies to expose rebels and destroy enemies by using terror so that they should not rise against the king.

II - Violence and Terrorism in Medieval India

Medival India (1206-1707) means the rule of Muslim dynasties-Ghajni, Ghori, Slave, Khilji, Tughlaq, Lodi and finally the mughals. It was natural for the administration in those days to use terror / violence as a policy as they were ruling people who were basically Hindus. The basic reason for the use of terror or establishing very strict laws was a way for the Sultans to keep them on the throne. We must also not forget that in this period, the sultan had unlimited power. In the medival history of India the root to terrorism may be associated and justified with Arab invasion the attack of Mohammad of Ghajni. In Sultanate period among the three prominant rulers of slave dynasty i.e. Qutub-din-Aibak, Iltutmis and Balban, Balban was called a monster due to his policy of terror.

(a) Evidence of Violence during Reign of Balban:

Ghiasuddin Balban himself became the Sultan in 1266 A.D. the period from 1236 - 1266 AD is therefore, called the era of 'The rule of the Forty' in the history of Delhi Sultanate.10 During this period Balban was to resist the numerous Hindu attempts to regain their independence. His first task was to subjugate the disaffected people of the Doab. In this (Balban in the power of Naib) struggle Balban slaughtered a large number of men & carried away women and children into slavery. In Mewat, south of Delhi he displayed his usual brutality. He led numerous expeditions.

Balban took several measures to put to an end 'The Forty'. He promoted some low caster Turks to chief-holders. Malik Bakbak, a member of the gang, governor of Badaun was flagged to death on a insubstantial charge. Haibat khan, the governor of Ayodhya was whipped 500 times and made over as a slave to the widow of a man he had murdered. Balban poisoned his own cousin Sher Khan a leading member of the forty. By such crooked and barbarous measures he destroyed 'the forty', and cowed down those of its members that escaped death and dismissal.11 The Hindu resistance was so great that the entire clan of the slave sultans were busy full time in consolidating their territories. The Hindus threw off the yoke of the Muslim administration and routed Turkish officers and soldiery. 'In the Doab and in Awadh there was perpetual rebellion. The Sultan's men could not collect any revenue in Katehar (modern Rohilkhand). The Rajputs made the roads unsafe by their depredations. Rebellious Rajput chiefs had their strong holds in Badaun, Amroha, Patiali and Kampil from where they issued out, committed excesses, prevented the way farers and then returned to their hiding places. The area around the capital city of Delhi was invested by robbers. 'It was such raids that caused the city gates of Delhi to be closed at noon, after Muslim Prayers.12 In distant areas such as Bengal, Bihar and Rajasthan, conditons were even worse for the Muslims. Afraid of Rajput raids, Balban had all trees and foliage surrounding Delhi ruthlessly mowed down. The idea was to deny any cover to the raiding Rajput parties. After ravaging Delhi for a year, Balban turned to Doab and Oudh in the second year of his reign. He divided up the entire area in smaller segments each under its separate military contingent. They were ordered to cut down all trees, remove foliage and slaughter all Hindus. Muslim fanatics tutored into believing that slitting the throat of Hindus was a most pious duty and that looting their property, raping their women and kidnapping their children was essential to get to Jannat, the Islamic heaven.13

Balban now himself marched towards Katehar. At katehar he ordered his men to attack the villages, to set fire to the houses and to slay the entire adult male population. Innocent women and children were dragged into slavey. By these barbarous methods he struck terror into the hearts of the people and depopulated the entire region. In every village and jungle, heaps of human corpses were left rotting. The remnants of the people, lucking here and there, were thoroughly cowed. Chronicle Barni remarks: "Balban struck such terror by this horror-drama in that region that the robellious Hindus were suppressed once for all."

Evidences of violence and Terror during Khalji Dynast (1290 - 1320)

Alauddin Khelji (1296 - 1316) came to the throne by treacherouly murdeing his uncle and father-in-law Jalaluddin Khelji. Alauddin won over most of the nobles and soldiers to his side by a lavish use of

gold. But for some time, Alauddin had to face a series of rebellious - some by disgruntled nobles and some by Alauddin's own relations. To overcome his opponents, Aluddin Khalji adopted methods of utmost sererity and ruthlessness. Most of the nobles who had defected to him by the lure of gold were either killed or dismissed and their properties confiscated. Severe punishments were given to the rebellious members of his own family. He resorted to a wholesale massacre of the Mongols, a couple of thousands of them having settled down in Delhi after embracing Islam in the time of Jalaluddin. These new converts had rebelled, demanding a large share in the loot of Gujrat having compaigned there. Alauddin gave harsh punishments even to the wives and children of these rebels.14

Among the Khalji Rulers Ala-ud-din Khilji was the most efficient ruler but he was very ambitious too. He wanted to become a second Alexander and conquer the world. He used to give presents (gold) to citizens to remain loyal to sultan, he at the same time made it clear that he was a strong and powerful ruler and he would deal severely with anyone who showed sign of disloyalty. He is famous for his land revenue policies and control over market.

Besides crushing the provincial rebells and conquering other territories there are very few evidence of violence and terror in Khalji Dynasty. He had sent an army in 1299 under the leadership of his brother to conquer Gujrat, Ranthambhor, Ujjain, Mandu, Dhar & Chanderi. 15

In 1303 he himself marched against chittor. His greatest achievement was the conquert of the Deccan with so many expiditions and establishing his lordship over Rajput chiefs was not possible without violence. He was cruel and almost savage in inflicting punishments. While Balban was ruthless in slaughtering the Hindus who resisted him in order to retain their freedom, Ala-ud-din did not spare Muslims even. He awarded the barbarous punishments of mutilation and death for very ordinary crimes. He visited the sins of rebels and others on the heads of their innocent women and children. Alauddin believed in the policy of blood and iron.16

Violence during Tughlaq Dynasty (1320-1414 A.D)

This dynasty was distrubed by numerous rebellions. Early rebellions were not due to the failure of Muhammad bin Tughlaq domestic policies but to ambitious designs of certain important chiefs. First among them was Sultan's cousin, Bha-ud-din Gussasp, governor of sagar near Gulbarga. The second was Hindu chief of Kondhana (near pune). The third rebellion was Bahram Aiba of Multan who held besides Multan Uch and Sindh. All of them were defeated.17

Some rebellions raised their head against the sultan's oppressive policies of increasing taxes and by ruthless punishments inflicted upon people. 'In 1327-28 AD. Bahram Aiba alias Kishlu khan revolted against the sultan. He was the guardian of the north-western frontier of the empire. Therefore, rebellion was a serious affair. He was the friend of late Ghiyas-ud-din and even Sultan Muhammad respected him. But he refused to send his family to the new capital viz. Daulatabad and killed the messanger of the sultan. The sultan was in Deccan at that time hurriedly advanced against him. Aiba fled away but was captured & killed. His head was hungup in the gate of the city as a warning to others."18

There was a revolt in Bengal in 1327-1328 AD. Ghiyas-ud-din Bahadur who was taken to Delhi as captive by the late Ghiyas-ud-din Tughlaq was released by Muhammad and sent back to Sonargaon to rule jointly with Bahram Khan but he revolted after three years. However, he was defeated and killed by Bahram Khan. Revolts occurred in Sunam, Samana Kara, Bidar, Gulbarga and Multan as well. However, the sultan was successful in supressing them all. In 1334-35 AD Sayyid Ahsan Shah, governor of Malabar, declared himself as an independent ruler. The sultan marched against him in person, but the news reached him that there was a revolt in Lahore. Therefore, he retraced back and Malabar became an independent kingdom. During the same time Hindus succeeded in establishing an independent kingdom at Telingana and Kanchi and foundation of the strong kingdom of Vijaynagar was laid down by Harihara and Bukka in 1336 AD."19

In Gujrat, the revolt was led by the foreign nobles. It had resulted in revolts in Malwa, Berar and

Daultabad. The first revolt in Gujarat was suppressed by naib vazir. Burt while the sultan was in Daultabad another widespread revolt broke out in Gujarat under Taghi who probably, commanded the sympathy of the people. The sultan himself marched and suppressed the revolt and brought peace in Gujrat.20

Thus there were a number of revolts which occurred under the reign of Muhammad Tughlaq. He was successful in suppressing few of them but these rebellions ultimately resulted in the downfall of his vast empire.

Invasion of Timur and violence in the Name of Holy War:

Timur attacked Delhi with his 92 regiments of 1000 horsemen each. He was the founder of Timurid Dynasty in (1370-1405) central Asia and was the ancestor of Babur. Timur was induced by the surpassing riches of India and by the duty of the "Holy War" against the infidels. The objective of Timur to invade India was "to lead a compaign against the Infidels" and convert them to true faith as per the command of Hazarat Muhammad and purify the land from the pollution of misbelief and overthrow the temples and the idols placed inside them.21 In 1398 Timur invaded northern India, attacking the Delhi Sultanate ruled by sultan Nasiruddin Mehmud of the Tughlaq Dynasty. The cambridge history says that he was opposed by Ahirs and Jats but Delhi Government did nothing to stop him.22 After crossing the Indus river on September 30, 1398, he sacked Tulamba and massacrad its inhabitants. Timur's campaigns in India were marked by systematic slaughter and other atrocities on a truly massive scale inflicted mainly on the subcontinent's Hindu population.23

During Timur invasion on Jumma and Lonifort, "many of the Rajputs placed their wives and children in their houses and burned them, and then they rushed to the battle and were killed. Other men of the garrison fought and were slain, and a great many were taken prisoners. Next day I gave orders that the Musulman prisoners should be seperated and saved, but that the infidels should all be despatched to hell with the proselyting sword. I also ordered that the houses of the saiyids, shaikhs and learned Musulmans should be preserved, but that all the other houses should be plundered and the fort destroyed. It was done as I directed and a great booty was obtained."24 -Amir Timur-i-lang.

"At this court Amir Jahan Shah and Amir Sulaiman Shah, and other amirs of experience brought to my notice that from the time of entering Hindustan upto the present time, we had taken more than 100,000 infidels and Hindus Prisioners and that they were all in my camp. On the previous day, when the enemy's forces made the attack upon us, the prisioners made signs of rejoicing, uttered imprecations against us, and were ready, as soon as they heard of the enemy's success, to form themselves into a body, break their bonds, plunder our tents, and then to go and join enemy, and so increase his numbers and strengths. I asked their advice about the prisoners, and they said that on the great day of battle these 100,000 prisioners could not be left with the baggage and that would be entirely opposed to the rules of war to set these idolaters and foes of Islam at liberty. Infact no other course remained but that of making them all food for the sword. When I heared these words I found them in accord with the rules of war, and I directly gave my command for the Tawachis to proclaim throughout the camp that every man who had infidel prisoners was to put them to death, and whoever neglected to do so should himself be executed and his property given to the informer. When this order became known to the ghazis of Islam, they drew their swords and put their prisoners to death. 100, 00 infidels, impious idolaters, were on that day slain. Maulana - Sariru-ud-din Umar, a counselor and man of learning, who, in all his life, had never killed a sparrow, now, in execution of my order, slew with his sword fifteen idolatrous Hindu, who were his captives."25 -Amir- Timur-i-lang.

In the raid by Timur saw 100,000 slaves slaughtered in cold-blood before he attacked delhi and possibly 200,000 - 250,000 plus craftsmen enslaved and taken out of India (to Samarkand, central Asia).26

In his memoirs on the attack on Delhi, Timur claims his 15,000 Turks each "Secured from 50 to 100

prisoners… there was no man with less than 20 and that was on just one day the other booty was immense … Women were obtained in such quantities as to exceed all counts." The areas of Delhi occupied by Muslims weren't sacked. The slaughter, mass enslavement and plunder contined as he headed towards his home Samarkand, central Asia.27

Rebellions during Lodi Dynasty: (1517 - 1526)

The last sultan of Delhi Ibrahim Lodi was extremely unpopular. His arrogance had displeased one and all. The Afghan nobles were driven to revolt and to hatch out conspiracies. The eastern districts of Bihar, Oudh and Jaunpur rose in arms and chose Daryo Khan Lohani as there chief. In the west Dault Khan Lodi, the governor of Punjab also rebelled and invited the assistance of Babur. Even the sultan's uncle Alam Khan fled to Kabul and implored Babur's intervention with Punjab and Bihar in open revolt, the position of Delhi sultan was very weak and embarrassing, of the Rajput princes, the most famous was the gallant Rana Sanga of Mewar, the Leader of the Rajput confederacy. 28

Daulat Khan Lodi who was in arrears in setting the accounts of his charge with Ibrahim Lodi, and was apprehensive of action against him by the young sultan, sent his son, Dilawar Khan, to Babur at Kabul in 1521-22. He invited Babur to invade India since, he said, the ruler, Ibrahim Lodi, was a tyrant, and had mattreated Sikandar's nobles and killed 25 of them without cause. He asserted that he had been sent to Babur by many nobles who were ready to obey, and for whose coming they were on the watch anxiously.29

The rebellions rose to revolt against their ruler since they found their ruler a tyrant. We also find that innocent people were killed on silly reasons just to set examples for other and to spread fear among them. Besides discontent with ruler in lure to get power also led to conspiracy against state. Invasion of Babur is the right example of conspiracy in lure of power. Babur needed no invitation to attack India; the arrival of these envoys convinced him that the situation was ripe for under taking the conquest of India. Babur invasion led to unnecessary death of several innocent people.

Mughal Dynasty and Reign of Terror (1657-1707)

In order to establish his supremacy over Mughal successors after Shah Jahan, Aurangjeb very tactfully defeated and killed them. The strongest contender among Shah Jahan sons was Dara. 'Both Muslim and Hindu nobles were equally divided in their support to the two rivals.'30

The battle of Deorai near Ajmer (March 1659) was the last major battle Dara fought against Auranzeb. Dara might well have escaped into Iran but he wanted to try his luck again in Afghanistan. On the way, in the Bolan Pass, a treacherous Afghan chief made him a prisoner and handed over to his dreaded enemy. A panel of jurists decreed that Dara could not be suffered to live 'Out of necessity to protect the faith and Holy law, and also for reasons of state as a destroyer of the Public peace.31 He was executed. During war of succession, many local zamindars and rajas had withheld revenue, or started plundering the neighbouring areas including Mughal territories and royal highways. After seating himself on the throne formally, Auranjeb embarked upon era of strong rule.

During Mughal era in India also sign of terror could be seen as in the name to protect religious orthodox belief people were brutly executed. Mughal state laws as well did not show mercy to any person who acted as a destroyer of public peace or refused to pay revenue or taxex to the kingdom. Thus we see that in medival period in India use of terror existed.

Rise of Ahoms rebellions in Assam:

There was a long-drawn out war between the Mughals and the Ahoms during the reign of Auranjeb. The war began with the attempt of the Ahom rulers to expel the Mughals from Guwahati and the neighbouring area and thus complete their control over Assam.32 Assam was not rich and was surrounded by warlike tribes, such as the Nagas, living in the mountains. It was found that the back of Ahom power had not been broken, and that it was beyond Mughal power to enforce the treaty. In 1667,

the Ahoms renewed the contest. They not only recovered the areas coded to the Mughals, but also occupied Guwahati. A long, desultory warfare with the Ahoms

lasting decade and a half followed.33

The events in Assam showed the limits of Mughals power in far flung areas, and also the skill and determination of the Ahoms who avoided pitched battles and adopted a mode of Gurrilla warfare. The warfare adopted by Ahoms tribe against Mughals was also an act of terrorism because this was led against the state.

Rebellions of West Bengal:

After patching up an agreement with the ruler of cooch Bihar, Shaista Khan the governor of Bengla gave his attention to the problem of south Bengal, where the Magh (Arakanese) Pirates, had been terrorizing the area up to Dacca from their headquarters at Chittagong. The land up to Dacca had become desolate and trade and industry had suffered a setback. Shaista Khan built up a navy to meet the Arakanese pirates and captured the island of Sondip as a base of operations against Chittagong.34

Actually the Magh Pirates were another anti state element during this period tried to hamper the industrial and trade growth. They were a threat for state and trying to terrorise the traders of different regions.

Rebels for Regional Independence:

Within the empire, Aurangzeb had to deal with a number of difficult political problems, such as the problems of the Marathas in the Deccan, the Jats and Rajputs in north India, and that of the Afghans and Sikhs in the northwest. Some of these problems were not new, and had to be faced by Aurangzeb's predecessors. In the case of the Rajputs, it was basically a problem of succession. In the case of the Marathas, it was a question of local independence. The clash with the Jats had a peasant agrarian background. The only movement in which religion played a powerful.35

Jats Rebels:

The first section to come into conflict with the Mughal government was the Jats of the Agra-Delhi region living on both sides of the river Yamuna. The Jats were mostly peasant cultivators, only a few of them being zamindars. In 1669, the Jats of Mathura region broke out in Rebellion under the leadership of a local zamindar, Gokla. The rebellion spread rapidly among the peasants of the area, and Aurangzed decided to march in person from Delhi to quell it. Although the Jat Levis had swelled to 20,000, they were no match for the organized imperial army. In a stiff battle the Jats were defeated. Gokla was captured and executed.36

The Jats farmers and zamindars broke to rebellion when they could not get their basic rights on land and the produce. In many incidents of Indian history we get to know about the suppression of farmers either by zamindars or agents of king. The Jats of Mathura too suffered the same and revolted against tyranny of Auragzeb. Aurangzeb too did not show any mercy and farmers were uprooted brutally.

Satnamis Rebels:

In 1672, there was another armed conflict between the peasants and the Mughal state at Nornaul, not far from Mathura. This time the conflict was with a religious body called Satnamis. They were mostly peasants, artisans and low caste people, called 'goldsmiths, carpenters, sweepers, tanners and other ignoble beings. They did not observe distinctions of caste and rank or between Hindus and Muslims, and followed a strict code of conduct. Starting from a clash with local officials, it soon assumed the character of an open rebellion. Again the emperor had to march in person to crash it.37

The royal suppression during mughal period was not only against the farmers but it was also against the people of other profession. They had given the mughals a tough challenge which led to destablise the

peace in region.

The Afghans Rebel:

Aurangzeb came into comflict with the Afghans also. Conflict with the hardy Afghan tribesmen who lived in the mountain region between the Punjab and Kabul was not new. With little means of livelihood in the rugged mountains, the Afghans had no option but to prey on the caravans or to enroll in Mughal Armies. Their fierce love of freedom made service in the Mughal armies difficult. The Mughals generally kept them content by paying them subsidies. But growth of population or the rise of an ambitious leader could lead to a breach of this tacit agreement.38

During the reign of Aurangzeb, we see a new stirring among the Pathans. In 1667, Bhagu the leader of the Yusufazai tribe, proclaimed as king a person named Muhammd Shah who claimed descent from an ancient royal lineage and proclaimed himself his wazir. Bhagu's movement spread till his followers started ravaging and plundering the Hazara, Attock and Peshawar districts and brought the traffic in the Khyber to a stand still. To clear the Khyber and Crush the uprising, Auranjeb deputed the chief bakshi, Amir Khan. A Rajput contingent was posted with him. After a series of hard fought battles, the Afghan ressistance was broken.39

During Mughal period we also see that there were people who loved freedom and also got support and assistance from government but eventually they were checked by the heirs of throne which led suppression and terror to keep them under the control of kingdom.

The Sikhs:

In 1675, Guru Tegh Bahadur (Sikh Guru) was brought to Delhi from his head-quarter with five of his followers various accusations were made against him, and he was asked to renounce his faith, which he refused. As a punishment, he was beheaded. Guru Tegh Bahadur was beheaded because some of the enemies and rivals of Guru Tegh Bahadur, such as Ram Rai, had suggested to Auranjeb that he should ask the guru to show a miracle to prove his claim of divine powers, and that action could be taken against him if he failed to do so. Different historians hold different reasons or story behind beheading of Guru Tegh Bahadur. The execution of Guru Tegh Bahadur forced the Sikhs to go back to the Punjab hills. It also led to the Sikh movement gradraully turning into a military brotherhood. A major contribution in this sphere was made by Guru Govind Singh. He showed considerable organizational ability and founded the military brotherhood or the Khalsa in 1699. The struggle which followed was thus not primarily a religious struggle. It was partly an offshoot of local rivalries among the Hindu hill rajas and the Sikhs and partly an outcome of the Sikh movement as it had developed. Auranzeb was concerned with the growing power of the guru and had earlier asked the Mughal faujdar 'to admonish the guru'. Two of the guru's sons were captured and an there refusal to embrace Islam, were beheaded at Sirhind.40

We find that religious issues during mughals were one of the reasons of terror. Muslims tried to convert Hindus to Islam which led to resentment and in retaliation many were brutally beheaded. Many people out of fear changed to Islam. Religious gurus also formed armies and taught their disciples to protect their religious ideologies through violence.

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Value Based Higher Education : Need of the Hour

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Civilization are not built with brick and mortar, steel and machinery. They are built with men and women, their quality and character."

Dr. Radhakrishanan.

Higher Education imparts in depth knowledge and understanding so as to advance the students to new frontiers of knowledge in different walks of life. It develops the students' ability to question and seek truth and makes him/her a competent critique on contemporary issues. The UNESCO International Commission on Education for the 21st century headed by Jacques Delors has identified four pillars of education; "learning to know, learning to do, learning to be and learning to live." While Higher Education intends to inculcate all these four pillars in the individuals and in the society. Education is effective agency of value dissemination, particularly in the context of a globalize World. The purpose of education is to mould the learner to behave in socially acceptable ways, and be a human being for others. The unity with which all freedom fighters put their heart and soul, keeping aside their personal and regional interests is a clear indication that the value education in schools, colleges, universities and gurukulas was effective in bringing the desired changes in the pupils in the positive direction. Higher education system is essential for national, social and economic development of the country. There is a need of value based higher education system which empowers youth for self sustainability by inculcating employment skills and hence reducing poverty. Value Based Education is highly needed in our modern society because our lives have become more miserable. The quantity of education has increased, but the quality has decreased,   The number of educated people has reached at a high level, but murder, hatred, and selfishness have spread out like wildfire everywhere, Many institutions are opened, but only few civilized people are produced, Degrees are available for all, but the dignity has gone down. Many books are written; much research is done; many professional achievements are attained, but humanity is threatened. Why? The rate of suicide is going up in our society. One of the very common factors responsible for this is over pressure on students to get the high marks in their exams. Values are required in the life of human beings so that they can do well and is able to do what is right and true. To build a society with good character and citizenship, it is important that value education is introduced in preschool and reinforced in primary, secondary and higher education. In Higher Education, educating students means giving them the tools to awaken their highest potential, to recognize the importance of values in their lives, and to empower them with the knowledge that they need not to 'take the World as it comes' but for the better. According to UNESCO, "higher education is no longer a luxury; it is essential to national, social and economic development". The quest to achieve Education for All (EFA) is fundamentally about assuring that children, youth and adults gain the knowledge and skills they need to better their lives and to play a role in building more peaceful and equitable societies. Education and especially higher education is the primary agent of transformation towards sustainable development and increasing people's capacities to transform their visions for society into reality.(Dr.A.P.J.Kalam). Today's education system provides only such education which enables the student to earn more. The importance to the improvement of the character of the 'educated' is hardly thought about.

The higher education system in India has grown in a remarkable way, particularly in the post-independence period, to become one of the largest system of its kind in the world. However, the system has many issues of concern at present, like financing and management including access, equity and relevance, reorientation of Programmes by laying emphasis on health consciousness, values and ethics and quality of higher education together with the assessment of institutions and their accreditation.

These issues are important for the country, as it is now engaged in the use of higher education as a powerful tool to build a knowledge-based information society of the 21st Century.

Education not only gives us a platform to succeed, but also the knowledge of social conduct, strength, character and self respect. The greatest gift education gives us is the knowledge of unconditional love and a set of values. Education is a continuous learning experience, learning from people, learning from success and failures, learning from leaders and followers and then growing up to be the person we should make every individual capable physically, mentally, intellectually, emotionally and spiritually. The fact that all good education is, in essence a process of developing the human personality in all its dimensions- intellectual, physical, social, ethical and moral is undisputed and universally accepted. General education can be transferred, but Value Based education should be transformed. Values which are Standards or Principles considered important in life. It brings quality and meaning to life, gives a person his identity and character .Values act as guidelines-they tell him what he should and should not do. They make us realize that WHAT WE ARE is more important than What We Have. Values are deep seated and remain constant over time. Education opens up our mind, but Value-based education gives us purity of heart, sincerity, links us with our own family members ,makes our life better ; education makes us a good professional, but value based education makes us a whole human too. The values include the simple difference between right and wrong, a belief in God, the importance of hard work and self respect. Value education is not simply the heart of education, but also the education of the heart. It is a necessary component of holistic citizenship education. The Ministry of Education does not recommend mere teaching about values but rather learning how to value, how to bring knowledge into the deeper level of understanding and insights. The holistic learning experience aims at the internalization of values by the learner and translating them into their behavior. The World Education Forum in Dakar in 2000 did not only emphasis the need to achieve education for all, but did also notice the need to improve the quality of education. The Forum made the following recommendation, "Improve all aspects of the quality of education to achieve recognized and measurable learning outcomes for all-especially in literacy, numeracy and essential life skills". Values earlier considered essential by all societies have been eroded and have given way to unethical practices around the globe. Where honesty and integrity were loved and appreciated, greed, corruption and red tapism have come in, bringing in their wake, unethical responses which have pervaded all walks of life and are thwarting efforts of a few enlightened individuals to promote value based society. Development of human values through education is now routinely seen as a task of national importance. Value education though supposes to be the part and parcel of the regular education, due to the market influences, it could not be so. Education is always, in one sense or another, preparing persons for the future. The necessity for imparting values to the students of all levels has been felt by everyone. The world today is facing unprecedented socio-political and economic challenges. Problems of life are becoming increasingly intense and complex. Hence, it has become an inevitable need to include an exclusive curriculum for value education at all levels.

Value based education is an overall development of any individual of any gender and age, but most importantly of a child. It gives a purpose in life. Our educational system needs to evaluate its priority and understand that learning should not be coordinated with cramming. We take pride that our educational system is far more advanced and progressive in terms of academic standards in comparison with the U.S.A. or U.K. But in terms of creativity, independent study and an objective approach towards a subject we feel inadequate in experience. National Education Policy of our government insist on establishing a Centre for Value Education in all universities and institutes of higher education with the sole purpose of imbibing human values in their campuses.

Now the question rises about the nature of value education. What sort of values should be given preference in the curriculum is the prime problem in the introduction of value education. This problem surfaces because we can find varieties of values prescribed on the basis of various scriptures and theories. The solution to the problem of the nature of value education is primarily dependent on the

social conditions that prevail in the state. The burning social issues would demand the required value education. Though India is considered to be the land of divinity and wisdom, the modern value system throws challenges to the ancient value pattern. The objective of education in a country like India, which has a glorious heritage and can boast of diversity in geography, culture, values and beliefs very rarely seen in this wide world, should be to educate a student of the value system which is indispensable to live a successful life. There has been a lapse in our value system which the educational institutes should inculcate in a student - that is why there are increased incidences of teenage pregnancies, MMS scandals, student prostitution and academic pressure related suicides. The moral values present a true perspective of the development of any society or nation. They tell us to what extent a society or nation has developed itself. Today we are facing so many problems like terrorism, poverty, population, it is necessary to inculcate moral values in curriculum. Education is a weapon, whose effect depends on who holds it is his husband at whom it is aimed.

Education is in some ways a mirror of society, but at the same time a factor influencing the development of society. It is quite essential to take necessary steps for Value Based Education on time. Just patching up problems will not ensure us a safe and peaceful future. We have realized very clearly that brain drain is a serious problem, Violence has now reached even our personal life, Frustration amongst youths is very common, and negativity and suicide are now common, The family system is getting weaker day by day; the children are crazy for violent movies, The cases of sexual harassments are increasing. So the government should take bold steps; educators should come forward with very pure hearts and intentions; schools and colleges should work on it collectively; parents must decide now what they want for their children and we should know what we hope from our own children. Young people and children must be given through education the tools to deal with the different tasks that they will need to perform in their lives. They must be helped to prepare themselves for their private lives, but equally be prepared to participate in economic life, cultural life and the political life of their societies. They must learn the necessary skills and achieve the essential knowledge that will make it possible for them to play an active part in economic life. As citizens they must learn to be critical and responsible. In today's world there is also a need to prepare young people and children to participate in and understand activities at an international level.

The value education class room, if it is dealt with full seriousness and sincerity would be very interesting and challenging sphere for students and teachers. At times they need to sail at the same level with the students. The hierarchy may get disappeared. Value education demands a total responsibility from the teachers. They become more accountable. On the other side, a teacher who is committed to a set of values would always like to preach and impose them on the young minds.

There is a famous saying - better late than never. So we must start now. Educators worldwide are now quite worried; therefore they have started various packages and discussions at their level. Names could be any - Holistic Approach to Education, Global Education, Democratic Education and Home Schooling System (USA), Alternative Education etc. They are all working for Value Based Education directly indirectly, formally or informally. So we must awake and work now.

The student of today is concerned with acquiring wealth, strength and position, but not good qualities. Education is meant to enable one to acquire what are good qualities. Every student should take note of this. Education is not intended merely to stuff the brain with information. It has to transform the heart and make it pure. This sacred truth has been forgotten. Value education cannot be done by just delivering lectures and screening films. It requires a strong interaction between the students and the society. A lot could be experimented at this sphere. For which the supreme value 'integrity' is expected from the educator. It is observed that many modules of teaching values have been designed and tested. Some are seemed to be very effective. In Tamil Nadu, especially in aided colleges, with all good intention the government has introduced the value education as a compulsory scheme at the undergraduate level. The teachers who have been handling their hardcore subject papers had to meet the shortage of workload due to this program and to solve this problem, they have been entrusted with the

job of teaching value education paper. As Nietzsche puts it, the society requires masters to create and impart values, not the slaves who accept all the values imposed on them without any critical understanding. Education, even value-based education, is the major if not the primary business of the colleges and universities. The need of the hour is to inculcate human values in the College students, like quest for peace, adherence to truth and right conduct, non-violence, compassion, tolerance, love for all living beings, respect for the Motherland and the glory of its culture and traditions, in order to promote societal concern and responsible citizenship; so that such an effort is in the interest of the students, society and the nation. It is desirable that human values should permeate and form part of the teaching in all disciplines and subjects. Human Values should be the guiding parameters for governance processes at higher education institutions. the UGC may consider taking suitable measures for disseminating this information in the higher education system. The UGC Expert committee on Value Education has a crucial role to play in this connection. Besides, the Distance Education Council and IGNOU could also play useful roles. It is also recommended that the evaluation criteria of institutions should be so spelt out as to give due weight to the inculcation of human values, and that the 'Healthy Practices' identified during the Assessment exercises be widely disseminated by NAAC for the benefit of other institutions. Both the UGC and the NAAC can play useful roles in this initiative.

Education without values, as useful as it is seems rather to make man a cleverer devil. Education is the deliberate and systematic influence exerted by the mature person upon the immature, through instruction, discipline, and harmonious development of physical, intellectual, aesthetic, social and spiritual powers of the human beings (Erwin, 1991).The study of moral and ethical values that make us a perfect man is Value Based Education. There is now a growing demand to lay greater emphasis on education to inculcate, nurture and develop values, particularly among the youth of the country.

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Tales of Reincarnation in the *Ramayana*

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The Ramayana is undoubtedly one of the most well-known epics of the world; widely known and loved in India and also in South and Southeast Asia. It is similar to the Odyssey tale of ancient Greece as well, which continues to allure the Euro-American world. As with the Greek epics written by Homer, the Ramayana is considered to be a fictional account based on real historical events, specifically the expansion of Aryan groups from what is now northern India, and their battles with more southern Dravidian groups centered in the island now called Sri Lanka. The reason behind its world wide popularity lies in its multidimensional appeal to the one and all. Lord Rama, the main character, is the epitome of high ideals and therefore, rightly becomes the synonym of the true essence of Indian cultural social political and religious tradition.

The story of legendary epic characters Rama, his wife Sita and his brother, Lakshmana who fought with Ravana and put an end to evil is heard by everyone. However, there are many more unheard, untold stories about these immortal characters that make it more legendary. Various reincarnations of lord Ram and of several other important characters create a keen interest in their past lives Karmas. As a consequence, an exploration of some of the prominent stories would be the focused area of this research paper. The Rama is known as the seventh incarnation of Lord Vishnu and the central figure of The Ramayana composed by Maharishi Valmiki written around 500 BC. The Ramayana also describes Sita as the reincarnation of the Hindu god Vishnu's consort Laksmi. Dasharath and Kaushalya are also reincarnated beings. Bharata, younger brother of Rama is supposed to be reincarnation of Vishnu's sacred conch. His wife Mandavi is supposed to be reincarnation of Lakshmi's sacred conch. It is interesting to note that the hunter who killed the Lord Krishna in The Mahabharata is none other than Bali from Ramayana. There are many more characters in The Ramayana that draw the attention of readers to the past and present of their physical selves that naturally adds an aided charm to the meaning of such character's multiple existence. The mystical journey of these reincarnated characters who cross the immeasurable time zone to justify the purpose of their 'coming back to life' state makes it an interesting subject to work on. As per the epic tradition characters in this epic too are not normal human beings. Most of them are endowed with superhuman qualities; they are incarnation of gods and demons in human form. Nevertheless, they sometimes need to take simple human forms to give meaning to their other mighty births.

At this point it becomes necessary to comprehend the concept of reincarnation as it has been interpreted in India from the times immemorial. In Indian context the concept of Reincarnation is understood as samsara in the classic Vedic literature of ancient ages. The word samsara is a Sanskrit word that means being in the cycle of recurring birth and death through many lifetimes. This cycle of birth and death is absolutely governed by Karmic philosophy which is altogether a deep subject to interpret but its role in understanding reincarnation is as close as the relation of body and soul. Not only in literature, reincarnation plays such an integral part in Indian way of life that reincarnation and Karmic philosophy becomes an all pervasive common belief amongst Indians, more so amongst Hindus who form 79.8 % of the total population of India (1). According to this widely spread notion soul can transmigrate through different bodies according to its desires and past activities (or karma) and relations. Their desires and longings, if significantly motivated by the material world need a physical body to fulfill it. In Ramayana too various reincarnation tales reveal the perfect connection between the two

consecutive lives of the reincarnated beings. They take the new form to fulfill the already set goals of their previous lives. For example Ram is the seventh avatar of the Hindu God Vishnu. According to The Ramayana, The Atharva Vedas and the Puranas, Rama will attain human form whenever righteousness decreases and the unrighteousness increases; in such a morally degrading society only Ram will defeat the wicked and protect his devotees.

The mere notion of reincarnation is so deep that its interpretation definitely requires a significant understanding of the already established beliefs present in the treasure of world literature. It is quite fascinating to note down that in the Eastern traditions it is generally considered that all forms of life have soul that goes through the cycle of reincarnation. It is believed that soul progresses in an upward direction; experiencing various lives until it reaches the human form which is the most sublime form of living beings on earth. This journey of the soul is an imperative condition for its betterment and refinement which is attained through experiencing multiple desires and longings of the material life.

According to Taittiriya Upanishad, III, "He passes in his departure from this world to the physical Self; he passes to the Self of life; he passes to the Self of mind; he passes to the Self of knowledge; he passes to the Self of bliss; he moves through these worlds at will" (2) Lord Rama and other characters show a high level of consciousness that becomes the deciding factor behind their chosen reincarnated forms. Lord Rama is an ideal man, the Bhagawan, beyond from the cycle of birth and death but he too goes through this vicious cycle to perform his role as the benefactor of human kind.

Bhagwad-Gita dictates the above mentioned idea in a very convincing way. It says that there is a process of reincarnation which has the most accountable reasons behind it. The Bhagavad-Gita explains that whatever state of consciousness one attains when a mortal being quits body; a similar state will be attained in the next life. This means that when a person dies he has the entire experience of his life amalgamated into one potent emotion that becomes the decisive factor of the next birth of that being. Once the person has lived his or her life, the numerous multicolored activities of the person form an aggregated consciousness. All the thoughts and actions of his life collectively influence the state of being he becomes at the time of his death. This consciousness determines what that person is meditating upon at the end of his life. This last thought and consciousness will then direct where that person will most likely go in the next life because this state of being carries over from this life into the next. In this way, It is very interesting to note that Rama and the epic's other characters sometimes don't follow a fixed pattern of behavior in all their births. Their manifold existences are very different from one another, for example the demon king Ravana and other demons at times show emotions that evoke sympathy and seem very human. (3) On the contrary, it's also observed that good characters in one life shock by their merciless deeds in another life.

Buddhism and Hinduism both believe in the concept of rebirth, the Buddhist concept vary from the Hindu system of belief. The doctrine of rebirth as understood in Hinduism involves a permanent soul, a conscious entity which transmigrates from one body to another. The soul inhabits a given body and at death, the soul casts that body off and goes on to assume another body. The Bhagavad-Gita compares this to a man who might take off one suit of clothing and put on another. The man remains the same but the suits of clothing are different. In the same way the soul remains the same but the psycho-physical organism it takes up differs from life to life.

The Buddhist term for rebirth in Pali is "punabbhava" which means "again existence". Buddhism sees rebirth not as the transmigration of a conscious entity but as the repeated occurrence of the process of existence. There is continuity, a transmission of influence, a causal connection between one life and another. But there is no soul, no permanent entity which transmigrates from one life to another (4). The tales of Ramayana, in this respect, do not support this angle of reincarnation theory, because they truly exhibit the evolvement of the same soul through different births.

Jainism proposes the concept of reincarnation very much in the vein of Bhagwat Gita and says that

when a being dies the soul (jiva) goes to its next body instantly. This body may not be human or even animal. The quality of its next life is determined by its karma at that time. Like all Indian religions, Jainism, here, upholds the universal law of Karma. According to this law, every action - thought, word or deed - produces an effect, which in turn serves as the cause of another action, and so on. The mental state of the being at the moment of death is also important: a calm and contented death, with the mind focused on spiritual truths, is the best. (5)

In Sikhism, similar to the philosophy of The Bhagwat-Geeta death is not the end. According to the Sikh sacred text, the Guru Granth Sahib, body is just clothing for the soul and is discarded at death. It propagates the message that everything that happens is Hukam - the will of Waheguru (God). Just like the popular phrase 'kan kan main bhagwan hai' it teaches that there is a divine spark which is a part of Waheguru in each person and this spark or soul is taken back to join God which is termed as mukti.(6)

Such long and deep tradition of mind boggling knowledge on reincarnation available in India gives this research paper an opportunity to recognize and appreciate a few popular tales of reincarnation present in the Ramayana. There is a tale about Ram who appears as the saviour Ram by taking the avatar Kashyapa, son of Dasaratha and Kausalya, in order to overpower two of Lord Vishnu's gatekeepers turned into demons absolutely destructive for the mortal beings due to the curse of the Brahmana Sanakadi. He kills one of the demons Hiranyaksha, by taking the form of a boar Varaha; the other Hiranyakashyapa in form of a man-lion body shape.

In another point in time, there is a great evil spirit named Jalandhara. Shiva fights a violent battle against him, but is powerless to kill the mighty demon. Ram has this knowledge that reason behind Jalandhara's immunity is devoutness of his wife, Vrinda. So, Ram deceives Virnda by embracing her in the disguised form of her husband Jalandhara. When Vrinda realizes she was deceived, she curses Ram that someday his own wife will be stolen from him, and then commits suicide. With Vrinda now departed soul, Shiva is able to defeat Jalandhara.

According to another tale Seeing Narada's holiness, the god Indra fears that Narada may be after his kingdom. He asks Kamadeva, god of desire, to break Narada's Sam?dhi. Kamadeva fails in this task, and Narada becomes arrogant over his victory. Now, Rama is determined to uproot the seed of vanity in Narada he takes the form of a beautiful princess Vishwamohini, who is seeking a husband. Enchanted by her beauty Narada also goes for her swayamvar as one of the suitors but realizes that it was not easy to win her. Being the Ram devotee he prays the lord Rama to help him. As determined to teach him a lesson Rama gives him the face of a hideous monkey. With no realization of his appearance Narada is humiliated and insulted for his looks by the princess. When Narada realizes that he had been tricked by Rama, he becomes furious and curses Rama, that since Ram took away his love, that someday Ram's love should be taken away; and since then Ram gave him a monkey-like form, that someday only monkeys would help him.

Another tale is related to Svayambhuva Manu and his wife Satrupa who were undergoing a hard asceticism surviving without water and even air for thousand years. Seeing their unyielding determination Brahma, Vishnu and Shiva repeatedly tempted them in many ways and encouraged them to ask for some boon, but the stoic king and queen always refused. Seeing this, Ram spoke to them to ask for a boon. Just by hearing the words of Rama the king and queen's bodies which withered to skeletons from their Tapas, became beautiful and muscular again. Manu and Satarupa fell straight on the ground in reverence; overwhelmed Ram lifted them at once. Then Ram said "Knowing me to be extremely happy and immensely generous, whatever pleases your mind ask for that boon". The king responded, "I want to have a son like you." Seeing the king's love and listening to his priceless words Ram spoke "So be it. O king! Where should I search the other like me! Hence I myself would be your son." You will be the king of the earthly kingdom Awadh (Kosala or Ayodhya). Then I will be your son. Adorning a human body created as per my wish I will manifest myself in your home." (7)

Another tale says that once upon a time there was a hermitage in the forest where in the deceptive guise of a Sage lived a king who had escaped from the battle where his kingdom was taken. One day a visitor arrived at the hermitage, whom the fake sage immediately recognized as King Pratapbhanu. However, the king was exhausted and he did not recognize the hermit. The fake sage told the king to ask for whatever he likes. The king replied that he wished his body to be free from aging, death and misery that no one could win over him in the battle, and for his rule to last for a thousand years. The fake sage told the king that he would prepare food, and that the king should serve it without mentioning the sage's identity, and that whoever eats that food will then be under the king's complete control. The king agreed, and the fake sage got to work. As promised, he delivered to the king lots of cooked meat for the feast, but secretly all throughout it was mixed in the flesh of many slaughtered Brahmins. King Pratapbhanu did not suspect a thing, but the moment he started serving the food, an announcement came from the sky warning all the guests that the feast was of human flesh. Hearing this, the Brahmin sitting for the feast cursed King Pratapbhanu so that he and his family became the demons called Ravana.

All these tales of incarnated forms of Ram clearly reveal that his different births were not the result of his desire and free will, it were all directed towards giving meaning to the life of other people or to improve the imperfections of the material world so that righteousness is established in the society for the benefit of the larger sum of people. The purpose was well known to him which was a consistent one; unaltered by the outside circumstances and any influence caused by mortal beings.

Ram's consort Sita, is believed to be reincarnation of Devi Laxmi. This revelation doesn't surprise at all. The kind of oneness Ram and Sita share through deep love and bonding is never questionable; it's obvious that they must have been connected in various births as each other's counterpart. Her connection to Ram is comprehensible but her connection with Ravana unfolds a great mystery. In one of her births Sita was known as Vedavati, the daughter of Brahmarishi Kusadhvaja, who is the son of Brihaspati, Lord-Guru of the Gods. Having spent his life chanting and studying the revered Vedas, he names his daughter Vedavati, meaning Embodiment of the Vedas, born as the fruit of his devotion .Father wanted his child to have Lord Vishnu as her husband. He thus rejects many powerful kings and celestial beings who sought his daughter's hand. Outraged by his rejection, King Sambhu murders her parents in the middle of a moonless night. Vedavati continues to live in the hermitage of her parents, meditating night and day and performing a great penance to win Vishnu as her husband. The Ramayana describes her as wearing the hide of a black antelope, her hair matted in a jata, like a sage. Ravana, the emperor of Lanka found Vedavati sitting in meditation and is captivated by her incredible beauty. Ravana mocks her austerity and her devotion to Vishnu; finding himself firmly rejected at every turn, he grabbed her hair. This greatly incensed her, and she at once cut off her hair, and said she would enter into the fire before his eyes, adding, "Since I have been insulted in the forest by thee who art wicked-hearted, I shall be born again for thy destruction." (6) So she entered the blazing fire, and celestial flowers fell all around. It was she who was born again as Sita, and was the moving cause of Ravana's destruction. In some versions of the Ramayana, Vedavati is reborn as Maya Sita meaning an illusion, which takes Sita's place and is abducted by Ravana and suffers his captivity, while the real Sita hides in the fire. The sage Agastya tells Rama that Vedavati was reborn as Swaha, Agni's Wife and became the cause of Ravana's destruction at his hands.

Excerpt from Skanda Purana regarding this rebirth-

"In treta yugha, when I had incarnated as Ram, Ravana had deceitfully abducted my consort Sita. But fortunately she was not Sita but Agni's consort Swaha. Before this incident could occur, Agni had already taken Sita to Patalloka and kept his own wife 'Swaha' in her place. Indra's act had special purpose behind it--to avenge Swaha's death, who was Vedavati in her previous birth and who had committed suicide after being touched by the same demon. Actually, Agni's consort 'Swaha' was 'Vedavati' in her previous birth. So, in reality Ravan had abducted Vedavati instead of Sita. Later on, I thanked Agni and promised him that I would make Vedavati my consort in Kaliyuga. The same Vedavati has taken birth as

Padmavati. You must go and convince Padmavati to become my consort. Vakulmalika went to Narayanpur and informed the king about Sri Hari's desire. Emperor Akash was extremely delighted at the prospect of having Sri Hari as his son-in-law. An auspicious day was chosen for the marriage and thus, Lord Sri Hari got Padmavati as his consort." (8)

The Ramayana describes Sita as the reincarnation of the Hindu god Vishnu's consort Laksmi, who was reborn as a princess in the demon kingdom of Lanka. At her birth, however, the baby called out ill omens for Lanka and its demons, so they put her in an urn and floated her down the river. She then was discovered by a king who had left his throne to become a hermit farmer, but returned to his rightful rule once he found the beautiful Sita.

As Ram is considered an incarnation of Vishnu, Bharat and Shatrughan are considered to be his Sudarshan-Chakra and Conch-Shell, while Laxman is considered to be his Shesh-Naag, Vishnu's seat in Vaikunth (adobe of Vishnu). As Earth rests on Shesh-Nag's head, whenever Adi Shesh is angered, the Earth shakes. When in the courtroom of Janak (father of Sita), during Sita's 'swayamvar', nobody could lift the bow of Shiva, Janak got distressed and declared that the Earth is now devoid of strong men. This angered Laxman so much that the Earth started to tremble. Laxman was later born as Balram, the elder brother of Lord Krishna. Laxman had complained that since he is born as the younger brother, he has to obey all commands of Ram and thus, his wish to be the elder brother was fulfilled when he was born as Balram. In some Puranas it has been mentioned that Kashyap and Aditi had a reincarnation who were born as Dasaratha and Kaushalya.

The tale of Bali is also a captivating one, it narrates that the elder brother of Sugreev, known for his strength, had a boon that whosoever engaged in a combat with him would lose half of his strength to Bali. Invincible Bali was challenged once by Ravan for a combat. Incensed Bali grabbed Ravan by his head and took him round the world, making Ravan accept his defeat. Bali, when took over Sugreev's wife and the kingdom of Kishkinda forcefully, Sugreev fled the kingdom and met Hanuman in the woods for help. In the interim, Ram killed a demon named Kadambh in the forest while searching for Sita and a curse-free Kadambh now asked Ram to meet Sugreev to help him from Bali. Ram decided to execute Bali after meeting Sugreev. Ram shot Bali from behind the tree, and Bali alleged that Ram had betrayed him as he didn't challenge Bali for a combat. To this, Ram explained that if a man ill-behaves a woman, it is the duty of a righteous man to punish him. Ram then promised Bali that in his next life, he would become the reason of Krishna's death and thus take revenge of this incident.

Bali was later reborn as Jara, the hunter, who was the reason of Krishna's death in the Dwapar Yug! By killing Krishna, he could take revenge of the previous birth. Thus, after that, Bali died. In Mahabharata, it is told that Krishna got a curse from Gandahri that his people would kill each other and cause the massive destruction of his clan. That happened years after Kurukshetra war. Krishna realized that it was time for him to go back. So the Lord went to a forest and sat there deeply in meditation. There came a hunter called Jara who thought the moving foot of Krishna as an animal and shot him to death.

The birth of Hanuman is also associated with reincarnation of lord Shiva, it is believed that When Agni, the god of fire, gave Dasharath, the king of Ayodhya, a bowl of sacred dessert to share among his wives so they may have divine children, an eagle snatched a part of the pudding and dropped it where Anjana was meditating, and Pavana, the god of wind delivered the drop to her outstretched hands. After she took the divine dessert, she gave birth to Hanuman. Thus Lord Shiva incarnated as a monkey, and was born as Hanuman to Anjana, by the blessings of Pavana, who thus became Hanuman's godfather.

The soul connection between Laxman and Meghnad is yet another interesting story. Ravana's son Meghnad was cursed that he would be killed by the lord of snakes. To counter his fate, Meghnad married Sheshnaag's daughter Sulochna, which made Laskhman (Shahsnaag's reincarnation) his father-in-law. Meghnad thought that Sheshnaag won't kill his own son-in-law. However, Lakshman killed him during the war. Ravana and Kumbhakarna's births were also predefined and had foretold purposes. They were

given two choices - either they could be born seven times as normal mortals and devotees of Vishnu or 3 times as powerful enemies of Vishnu. Eager to be back with the Lord, they choose the latter one. Ravana and his brother Kumbhakarna were born to fulfill the curse on the second birth as enemies of Vishnu in the Treta Yuga. The curse of first birth was fulfilled by Hiranyakashipu and his brother Hiranyaksha in Satya Yuga when they were both vanquished by Varaha and Narasimha. And the curse of third birth was fulfilled by Dantavakra and Shishupala in the Dwapar Yuga when they both were killed by Krishna. (9)

Vibishan was a prince called Satyavrat in his previous birth. He was called so as he always talked truth and walked in path of dharma. Vibhishana's sister Surpanakha was his guru's daughter in his previous birth and her name in previous birth is not known. She fell in love with Satyavrat. Satyavrat treated her like a sister and hence rejected her love. She felt insulted and became angry and vowed to revenge. As Satyavrat was not agreeing to marry guru's daughter, he was sentenced to death the day after. Then Lord Anand appeared before him and told him that because of his deeds in previous births, he will die now but in the next life he will be born in demons race and his guru's daughter will take birth as his sister. This will happen so as he said to the king's court that he treated his guru's daughter as his sister. Vibhishana, like in this previous birth always walked in the path of dharma and started seeing Lord Narayan's avatar in Sri Ram. Vibhishana was ultimately blessed immortality by Lord Narayana Surpanaka was punished by Lord Anand for her bad deeds. It is also claimed that there are many people who were reincarnated in Mahabharata era from Ramayana era. Most of them belonged to Lord Krishna's life. There were also few people who may be referred as same in both the epics. Parushuram, who appeared in the marriage of Ram and Sita is also Guru to Bhishma, Drona and Karna. The list of other people who reincarnated again in Mahabharata are as following: (Ram as Krishna) (Sita as Rukmini) (Lakshman as Balrama) (Ravan as Kans) (Kumbhkarn as Shishupal) (Kalnem as Jarasandh) (Sugreve as Karna) (Bali as Arjuna) (Kekeyi as Devki) (Kaushalya as Yashoda) (Vayu deva - as father of Hanuman in Ramayana as Bhimma in Mahabharata) (Sugreev in the Ramayana as Karna in the Mahabharata) (10)

These tales fascinate human beings even in today's society Many early Southeast Asian Hindu kings identified themselves as Rama, and therefore as incarnations of the god Vishnu. It's on record that "All the Theravada Buddhist kings of the Chakri dynasty of Thailand take the name Rama. The currently reigning King Bhumibol of Thailand is known as Rama IX". (11)

Consequently, the exploration of these tales provides an insight into the unknown realm of existence and its mysterious versions. An understanding is achieved that teaches the art of living according to which dying in the right consciousness in order to become free from the cycle of birth and death is an ability that takes practice. This is one of the purposes of yoga as well that teaches man to search for higher meaning of life. Moreover, if a man develops a spiritual level of consciousness, he can transform his life to the extent that there is no need to come to life in this physical world. These tales also educate that a person reaps the consequences of his sinful actions for a limited amount of time. After being purged of one's sins, one can work a fresh for the liberation of one's soul from the criss-cross web of material life. Thus, it is hoped that such positive philosophy contained in these tales will definitely provide a better understanding of life and its varied intricate meanings.

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Beyond Borders : Marginalized Consciousness in *My Feudal Lord*

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Tehmina Durrani's contentious autobiography My Feudal Lord not only narrates the ordeal of Tehmina, but also made her a fighter by coming out her experience of agony and her complaint. The act of writing for a woman is essentially an act of violation of the silence because the patriarchal society has taught her to be culturally silent. The female is essentially the marginalised consciousness that operates on the periphery of patriarchal discourse. My Feudal Lord (1995) is an epitome of aforementioned explanation of feminism. It covers all the facets relating to dissimilarities, and identity issues which show women's subjugated position in Pakistan.

Tehmina portrays the time when women had no voice to articulate their rights. She raises the voice against male chauvinism to claim the rights of economic independence. She creates the woman that wrestles alongside prohibitions, family limitations and restraint laid by patriarchy. Her work comprises delineation of inner life and subtle interpersonal relationship. Individualism, quest for identity, protests and concepts of defiance have often remained unfamiliar ideas, women were not supposed to raise voice for their human rights, complain against inequality or enquire about values, behaviour, ceremony and false notions. They simply survive subjected to the patriarchal system. It was an accepted norm that women have to be obedient, quiet, submissive, and passive not claiming any of their rights neither as women nor as human beings. She is the silent sufferer, the supporter of traditional values and ethics, a strict spectator of social taboos, a spirit of forbearance and patience, a paradigm to their successors, a being with no liberty for herself, a lady without individuality, ignorant about their human rights as human and so on.

My Feudal Lord has roused much argument among the male-dominant societies of Pakistan. Tehmina's marriage with Mustafa Khar isolated her from the world. She suffered for fourteen years till she could separate herself, but the price she paid was unwarranted. She had to give away the custody of her children. Her family too sided with her husband instead of giving moral support to her. Tehmina becomes the voice of women in her society. The degree of torture kept escalating year by year, her children were kidnapped and husband had relations with her sister Adila. Tehmina has instinctively perceived the gender issues distressing to women and presented women as an individual who fights against suppression and oppression of the patriarchy.

My Feudal Lord is a novel dealing with the writer's own life written by Tehmina Durani. Durrani born in 1953 is the daughter of a former Governor of State Bank of Pakistan and Managing Director of Pakistan International Airlines. She was brought up in the privileged milieu of Lahore high society and educated at the same school as Benazir Bhutoo. Her first book, My Feudal Lord, caused ripples in Pakistan's male dominated society. It narrates her insulting and shocking marriage to Ghulam Mustafa Khar, then Chief Minister and later Governor of Punjab and her experience of a feudal society. It is a comprehensive elucidation of her life with Mr.Khar from their marriage to divorce. This work, vividly unfolds the impasse of Ms. Durrani, she had to face after becoming the member of the feudal family of Mustafa Khar.

Mustafa Khar was "authoritative, conservative and overpowering", the qualities that fascinated Tehmina towards him. He entirely built into her idea of a respected head. She admits, "Psychologically I had suffered from my father's weak role in our family. Now here was someone who presented a quite

different personality" (39) When Tehmina and Mustafa fell in love, Mustafa was already married to Shahrazad (Sherry), his fifth wife. In between her story, the author opens an account of Mustafa's incompatible married life with his wives, switching from one to another. Sherry had warned Tehmina, "He's a very difficult man. I know him. You don't know him. He's no good for you. He'll ruin your life as he's ruined mine" (76). Slowly she finds Sherry's caution take a real form as soon as she marries him. He bullys her by saying "Never ever disobey me! You have to do what I tell you to do" (95). Under such threat and supremacy of Mustafa, she had to obey him at all cost.

It represented the real portrayal of feudal landlords' power drunkenness and their inclinations to ever maintain their hold over the lives of their women. Gender supremacy and male prejudice remained the vital feature of Durani's book. Mr. Khar, the central male character of this narrative was not a dictator in the beginning, but the world taught him the art of tyranny against women. The leading social positions of men, and the subsidiary social position of women, elucidates how men ever attempt to maintain dominance over the social roles of women. The term cultural hegemony coined by Antonio Gramsci analyzes the power relations among the social classes of a society. According to Barky, "Women's oppression under male domination not only consists of solely in depriving women of political and legal rights but also extends into the structure of our society and the contents of our culture and permeates our consciousness". (Barkty, 1990, p.63) My Feudal Lord deals with the major aspect of masculinity (male domination). Beauvoir (1949) claims that man has fabricated and constructed woman as 'The Other'; the one who is not significant by one's self. Our part of the world gives a greater emphasis on male dominant order. Women have always been made to suffer from disappointment, disillusionment, and frustration which arise from social restrictions. Almost every woman faces harsh criticism like that of Durrani, who tries to write in a courageous manner about the male-centered society as well as by protesting against it.

In My Feudal Lord Durrani articulates sexual rousing, harassment and intolerance. Feminists in Pakistan are coming to grips with with the issue of feminism. Today's Pakistan is a nation indeterminate with educational, environmental, socio-economic, and political nuisance. The leaders deliberately beleaguered and it was only with the unexpected legislation shift that Pakistani women realized how unsupported their grip on their own constitutional rights was. The commencement of 1980s saw a number of self-proclaimed feminists, as well as writers, academics, and politicians. Disapproval against the state was articulated through newspaper articles, crusades in schools and universities, etc. Many of these women were from the family unit of those who contributed in the Pakistan movement. The younger generation had an absolutely feminist point of view and approach.

In the comprehensive set-up, equal opportunity for women is endorsed; a receptiveness of the essential issues that concern women without a voice, including brutality, maternal death, human trafficking or conjugal ill-treatment, etc; all repression of women is the most vital challenge of our time. The issue is that the state is unsuccessful to counter male favouritism; the country is a dwelling of violence and suppression against women, it is this state of affairs that has forced women to lift the voice. The Pakistani writers talk and write about the threat their women have to bear through. It is not only corporeal antagonism that women become victim to, but 'deep-rooted' frames of mind of men inflict non-physical aggression against women.

Having a discussion about women liberation and empowerment, takes you back to A Room of One's Own. The treatise is on the whole observed as a feminist manuscript, and is noted in its argument for factual and figural emancipation for women writers within a literary convention subjugated by patriarchy. Woolf's idea is that a woman must have power over money and have some breathing space of hers to put pen to paper. Her commencement in the 1920s had modest impact on the situation of women when Tehmina Durrani was articulating her tone in Pakistan. Woolf states the communal and fiscal impediments are laid in the course of a woman's literary objectives. The state of women in Pakistan is still not at par with their equivalents in the world. Woolf observes that women have been kept from writing because of their paucity, and financial freedom will bring women the liberty to put pen to paper;

"In the first place, to have a room of her own... was out of the question, unless her parents were exceptionally rich or very noble". The premise refers to any writer's call for for prosaic longing and the individual release to produce art. Simone de Beauvoir in her Second Sex states, "One is not born, but rather becomes, a woman." She challenges the conventional notion of man and woman; she argues that a human is born as a human without any defined traits of a male or female. She observes that there doesn't exist any feminine temperament innate in females; she rather disproves the presence of any inborn human nature. Beauvoir regards that man has placed himself on the biased position and a woman on the objective position. She emphasises that a woman is equal to man rather than a subordinate. Helene Cixous opposed the hierarchical dissection of masculine and feminine, she has deconstructed the very culture and system of patriarchy. She demands the break of one-sided system of patriarchy and building a new system where there is place and position for everyone on equal terms. In these terms,

The memoir My Feudal Lord is spread into three parts known as 'Lion of Punjab', 'Law of Jungle' and 'Lioness'. All three separations in fact map the growth of Tehmina Durrani from a common average house wife to a liberated, open-minded woman who is combating for equal rights. Durrani's family, who hails from Khyber-Pakhtunkhwa, discarded her for thirteen years after the book, which was at the onset banned in Pakistan, was published. "The price (for writing the book) was a severe and lonely one for me," Durrani said, adding that she had made enormous enemies as she took on the entire feudal system. After her divorce, Durrani put pen to paper and came up with her My Feudal Lord in 1991, detailing her marriage with Khar, known as the 'Lion of the Punjab', and right-hand man to Bhutto, as well as the double standards of the higher class and the challenges in society. She depicts the dreadful details of her marriage, including the mistreatment imposed on her by her husband, a prominent political figure, leading it to be initially banned in Pakistan. The book narrates how Khar physically beat Durrani, kidnapped their children, had a heart breaking affair with her sibling, and even forced her to strip naked, when she refused to abide by his orders. She argued in the book that the real power of feudal landlords like Khar is derived from the deformed description of belief that is borne by the silence of women and society as a whole. She feels that it was her family that bore the penalty of writing her experience. She was publicly boycotted by friends and family. "No amount of apologies and gratitude will be enough. My family suffered much more than I did," she said. "It's taken a long time. I don't think Pakistan was ready for someone like me. But at the same time I got a lot of support." She added that people had, now, accepted her because of her stability. "I was sowing seeds that would sprout later. Everything did take time, but it was this consistency that made me acceptable." Durrani's understanding would always be with the subjugated; whom she feels she has complete association with. She said it was crucial for people to realise how empowered they are. The power, she said, was within her; she did not inherit it and nobody made it easy for her.

Tehmina Durrani was raised in the private setting of Lahore high society. Similar to all women of her position, she was likely to tie the knot with n well-off Muslim from a decent family, bear him children and lead a protected life. Her marriage to Mustafa Khar, one of Pakistan's most eminent political figures, soon turned into a frightening affair. A woman when decides to face the male dominated society on her own she has to bear the consequences. She sustained to move in the high circles, and learned to keep up the public mask as a captivating, refined wife, and mother of four children. In private life, however, the position rapidly turned resentful. For fourteen years, Tehmina suffered alone, in silence. When she decided to rebel, the price she paid was enormously high. She was forced to leave all financial support, her children and friends and family too. Refused by the local publishers, she published her work on her own and that triggered the Pakistani society. The book shook the traditional silence of her society. She is the first woman in Pakistan to write the fact about Pakistan's parliament, feudal system, beliefs, and women's rights. Durrani uses it as a means of exposing the double standards of her country. She started writing this book just after her break up. In this book, she discusses the societal values of marital life by alluding to her own marriage as a paradigm. Before marrying Mustafa, Tehmina was also married but she leaves behind her husband and marries Mustafa. But soon she starts understanding the void and

barrenness of this relationship. She states in the novel that "I had no power, no rights, and no will of my own". Law of Jungle begins with Tehmina and Mustafa's migration to London; there his affair with her youngest sister infuriated and troubled her. She endured all her husband's physical assaults and sexual brutality as part of her destiny.

Durrani is deserted by her socio/political circle she tells, "I was a social and political outcast. People whom I formerly respected turned their backs on me. I shuddered at the realization of the position that a woman falls into after divorce ... especially if her ex-husband is an important person. Increasingly, I experienced a humiliating lack of confidence and self-esteem. But although I cried often in bed at night I held on during the day with a determined strength" (Khan 37). Durrani also affirms her commitment to feminism in these words in an interview; well I am a woman, so I naturally write from a feminine perspective. More than that, I am interested in reform. My work My Feudal Lord is about issues that concern our people, about breaking of a silence from a part of the society that cannot speak out. I am called bold because these are the issues one does not talk about, nor does one talk about one's life. I suppose my passion for reform is overwhelming. And, I think, when anything overwhelms you that much you have a natural boldness because you step out of the realm of fear (Online Interview).

She decides to rebel the king - "I am not your sister or your mother, I am your wife". This is how Tehmina challenges the patriarchal structure refuting all the roles of women as useless and conceptual. Is Tehmina a fighter, as she calls herself? She obviously is a woman in the middle of an upheaval. Was she sinned against than sinning? Was the safety of four walls so strong to her that she refused to dislodge against it or shout her pain? Tehmina's story lifts a question on the feminism in Pakistan; feudalism still thriving as a way of life, the struggle for survival of woman in a society overwhelmed with male dominance. The book not only exposes Khar but Tehmina too. She was a party to the treason committed by Mustafa Khar by acts of error. She states. "Conspiracies, involvements and compromises are drawing room incidents that people know about but do not challenge. Nobody puts it in black and white...but I had the inside story and even though the truth has become irrelevant I still chose to write it because I feel the people have a right to know the truth about their leaders." As lioness, Tehmina campaigns for Mustafa and he wins the elections. His violence becomes more powerful. Finally she decides to burst out all her pains in the form of book and an act of writing for woman is to break the silence that patriarchal society has culturally improved upon her. Durrani has publicized in an unbending way that every woman has her uniqueness and personality. Her so-called roles are nothing but cultural constructs and a woman has the power to challenge the whole patriarchy even at the cost of her closest relatives. "Much as people think I wrote [My Feudal Lord] out of vengeance, I actually wrote it [for myself] to understand what had actually happened to me. It is not just about me. It is a universal story …about the struggle and abuse women face". She did break her silence!

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Use of Emotional Intelligence in EIT: An Edge to Success and Balance

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Introduction:

Emotional intelligence (EI) or emotional quotient (EQ) revolves around an individual's emotions and psychological balance. An individual with a healthy and balanced emotional intelligence will be well adapted and better equipped to handle life's difficult situations and conflicts in a positive manner. On the contrary, lack of a well balanced EI leads to stress, crisis, lack of confidence and pessimism. Goleman who came up with the concept of EI includes factors like self awareness, management of emotions, empathy, cooperation, communication and conflict management in EI.

Language teaching is an area that directly deals with a person's interpersonal and social skills that are largely influenced by EI. As a second language learner of English language, the student has to grapple with various hurdles to acquire even the basics of the language. Fear, hesitation, lack of interest and motivation stops the learner from making an effort towards improving their language skills.

The teaching - learning process is affected to a large extent by the environment. If it is such that relaxes and attunes to the emotional needs of the learner; is sensitive to their emotional well being, then it is certain to exert an influence on the learning and performance of the learner.

Teaching is a process which requires many skills and most important quality of a teacher is to have patience. Teaching is the noblest profession in the world which caters to the needs of the students. A teacher has to be multidimensional in his approach while teaching and must understand his wards well. A teacher has to reach the students rather than teach the students. Reaching of the teacher to the students plays a vital role in moulding the students and inculcating in them the core values of life.

Emotional Intelligence (EI) plays a vital role in the life of everyone. In this highly materialistic world EI is not given any importance and we are running behind IQ. IQ creates bad pressure in the minds and hearts of the students whereas EQ creates good pressure which is creative and fruitful.

EI or Emotional Intelligence focuses attention on the emotional ability of the individual to express feelings, interact and communicate effectively. In an ELT classroom it aids in student-teacher interaction thereby increasing the level of interaction and comprehension as well as helping the students to understand the nuances of the language and express themselves better.

Coordinating the 3 H's has become the necessity of the Day-Head, Heart & Hands, to be called the 'Complete Human'. However Quotient of the individual's intellect & emotion is latent & sometimes instinctive. To remove one's hand involuntarily from a flame or a hot vessel may be instinct but to save oneself & others from an inferno requires certain amount of intelligence and emotional quotient. An individual's reaction to a situation in various contexts - domestic, social, official etc. depends a great extent on the same.

Emotional Quotient (EQ) can vary from culture to culture and country to country, and can be extremely region specific and based on social upbringing. Quiet often, a person from Britain exudes more reserved demeanor, an American-a matter of fact approach, a Japanese-a traditionally formal body language and an Indian- a philosophical attitude. This inbuilt system of emotion contributes to the grade of emotional quotient. Here the question of the suitability of the quotient during change of place is also important.

Joy, Distress, Anger, Tears, Surprise & Disgust are considered the basic emotions. The percentage varies depending on the background of an individual. These feelings are understood to be more instinctive. Love, Guilt, Shame, Embarrassment, Pride, Envy & Jealousy are considered higher cognitive emotions which are universal basic emotions but exhibit more cultural variation.

Being emotional is considered negative but it is this emotion that differentiates an individual's reaction from apathy to empathy. The modern individual with more opportunities and even more competition to handle, necessity to win & handle peer pressure, has to moderate one's emotion intelligently and increase one's EQ suitably. A human is identified through reason & reaction. Reason comes through intellect but reaction is tempered by emotion.

Emotions are primeval. However they may be transformed as per requirement. The demand made by the family or career can upgrade the emotional quotient for better output. For instance, if one has to deal a difficult client, who however is important for our business, one has to moderate one's emotion from feeling unhappy inside to displaying a pleasant demeanor on the outside. If one does not temper one's emotional quotient in this way, one may have to forego the benefits of a successful career. Thus emotion has to be intelligently moderated. This moderation may be with the risk of being termed hypocrite but in business it is termed diplomacy.

This is as far as individual Emotional Intelligence (EI) is concerned. However when an individual is a teacher and has to face the students as teacher, as counselor or as mentor, handling them and assessing their requirements with a certain amount of emotional intelligence would do wonders for student as well as the self. As a teacher, one has to face any number of students with varied backgrounds, variety of problems and various temperaments. Though a teacher too has to face mood swings as any human would, the emotional balance that he or she exhibits is what makes them a success. In fact in order to inculcate the students with emotional intelligence the teacher first has to achieve a level of 'Self Management' or emotional balance and stability.

The Five Components of Emotional Intelligence at work are claimed as 'Self Awareness' that leads to self confidence, 'Self Regulation' that leads to integrity, 'Motivation' that leads to desire to achieve, 'Empathy' that leads to cross-cultural sensitivity and 'Social Skill' that leads to inter-personal relationship. All these in turn lead to job satisfaction and organizational Commitment. Analyzing oneself periodically can be a useful method to remain balanced.

Ask yourself some questions:

- Am I a happy person?
- Do I go to sleep peacefully?
- Do I reach out to those who need help?
- How frequently do I hum to myself?
- What is my hobby?
- Have I shouted at any one in the recent past?

These are simple and emotion related questions that are neglected as one 'matures' with age. However, it is only when one is aware of their emotions that one can move along life emotionally intelligent. J. Krishnamurthy in his The Book of Life elucidates:

When you read the book which is yourself, there is not you and the book. There is not reader and the book separate from you. The book is you. Are you aware that the autobiography of each one of us - our own book of life is being written on the pages of time? Every day is a page. Every year is a chapter.

Examine the chapters which have already been written. Do they reveal a person who has been kind,

serene, humane, secure, without fear, cheerful, self confident, humble? Or a person who has been unkind, intolerant, petty, greedy, egoistic, jealous, spiteful, insecure, fearful, always grousing and complaining? ...

It is your own book of life. It is up to you to write it as you will. Day by day your book grows towards the completed volume of your life. You cannot do anything about what you have already written. But, look at those white pages ahead. They invite you to make the rest of the chapters deeply satisfying by acting rightly in the present. The potential is within you. Make it a fine piece of work.

Daniel Goleman defines EI as "the capacity for recognizing our own feelings and those of others, for motivating ourselves, and for managing emotions well in ourselves and in our relationships". Motivation therefore is imperative to charge an emotion in an individual.

Motivation is two-fold:

- Self
- Others

Steps for Self Motivation

- Set your goals and write in places that you are definite to see at least once a day.
- Set a reward for achieving your goal and put t below your goal.
- Request a true friend to keep track of your journey to your goal.
- Ensure that setbacks never break your resolve to reach your goal.
- Congratulate yourself every time you cross a milestone towards your goal.
- Most important - Understand the difference between self-esteem and ego, between confidence and overconfidence and between goal and gaol.

There are situations in life that you meet on the way to your goal and Emotional Intelligence plays a great role in shifting the situations in your favour. Some of those are:

- facing adversity
- overcoming apathy
- accepting change
- reaching conformity where necessary
- fulfilling ambition
- annihilating arrogance
- Handling Achievement

For this one should avoid negative thinking and try to be affirmative and develop positive thinking. EI is an inherent faculty that the teacher uses to enhance in turn the EI of the students. This can be achieved through Motivation. Motivation becomes the single most important tool in the hands of teacher to encourage the student. As is popularly known in Sanskrit a teacher may adopt one of the means to help students fare better in academics and other areas based on their scale of receptivity.

Methods of Motivating Students

- Reasoning: discussing the pros and cons of a situation
- Appreciation: oral or written, even a small note, of appreciation would encourage students to a

great extent

- Gifts: even a chocolate would do wonders

- Threat: sometimes a teacher needs to be strict, the proverbial bitter pill to eliminate traces of any ailment

- Narrating stories: Story telling is one form of art that goes a long way in moulding young and old minds. This particular story is just a small example.

Once a rich man was at a florist placing an order for a bouquet to be delivered to his mother living in a nearby town on the occasion of Mother's Day. He was giving instructions to the florist how well the bouquet should be packed and how promptly it should reach his mother when he heard sobs from a corner of the shop. He turned around to see that a little girl of six was crying by herself.

He turned to her and asked, "Hey , little lady, what's the problem?". The little one sobbed back," My mother loves red roses. I want to buy one on the occasion of Mother's Day but I have only two rupees. The shop lady tells me it would cost six." The man smiled and said, "Never mind, I will get the rose for your mother." The girl's tear stained face beamed a smile. The two left the place, the man having placed his order for delivering of the bouquet to his mother and the little girl clutching her rose to her chest. The Man said, "Show me the way to your home and I shall drop you by my car."

The little girl chattered away during the drive as she shot out directions to her place. Suddenly she said, "This is it. My mother is here. Please stop the car." The man stopped and stared ahead with shock. It was a cemetery. He mumbled, "What are you doing here and the little girl smiled a sad smile, "My mother is here. She died last year."

The man sat speechless for moments. He rushed back to the florist and cancelled the delivery. He told the Florist,"Please make the most beautiful bouquet. I am going to meet my mother after nearly 10 months. I want to give her these flowers personally on Mother's Day."

- **Anecdotes**: Incidents from the lives of people both simple and famous can make a major impact on the listeners motivating them towards great achievements. An incident from the life of Thomas Alva Edison is very apt here. "Thomas Alva Edison was born in Ohio in 1847. In school Edison was classified as "confused & not teachable" by his teachers. He was totally deaf in his left ear and impaired in his other ear. Edison experimented many thousands of times before he invented an acceptable incandescent lamp in 1879, and perfected it in 1880."

On succeeding in inventing the bulb, one of his critics said, "So you have failed nearly 700 times before inventing the bulb" to which Edison replied, "I have not failed 700 times. I have not failed once. I have succeeded in proving that those 700 ways will not work. When I have eliminated the ways that will not work, I will find the way that will work." And, "discontent is the first necessity of progress."

As B. Olatunji said "Yesterday is history. Tomorrow is mystery. And Today? Today is a gift. That's why we call it the present". Therefore it is important to have a grip over our lives and balancing our emotions with prudence. EI leads to personal competence through self awareness & self management EI leads to social competence through social awareness & social skills. Apart from these motivational techniques, small assessment tests may be taken to assess ourselves. These tests are easily available in today's information repertoire- the internet. A Self- Efficacy test as the one below may be taken by a student or a teacher.

Individuals with High EI and Low EI may be differentiated with the following qualities:

People with High EI: are optimistic, empathetic, poised, balanced and take responsibilities.

People with Low EI: are skeptical, withdrawn, vacillating, sensitive and avoid responsibilities.

The most dangerous of all emotions is anger. This little story puts it down very effectively. A father gave his bad tempered little boy a bag full of nails and told him to hammer a nail in the back fence each time he got angry. The first day the boy drove 37 nails into the fence. But gradually the number dwindled down as the boy realized it was easier checking his temper than hammering nails. A day came when the boy did not lose his temper at all. When he told his father of his achievement, the father suggested that the boy pull out a nail for each day he could hold back his temper. When the fence was finally free of all nails, the boy ran to his father and said, "Look I am free of my temper now."

Emotional Intelligence plays a vital role to build the personality and career of our stakeholders. The seven successful strategies to "ELEVATE" Emotional Intelligence in the classroom are:

- Environment for Learning
- Language of Emotions
- Establishing Relationships
- Validating Feelings
- Active Engagement
- Thinking Skills
- Empower through Feedback

If one works on gaining clarity in the areas that one is wanting, one can aim for a life of greater success. As William James said, "I have no doubt whatever that most people live, whether physically, intellectually, or morally, in a very restricted circle of their potential being. They make use of a very small portion of their possible consciousness… much like a man who, out of his whole body organism, should get into the habit of using and moving only his little finger… We all have reservoirs of life to draw upon, of which we do not dream."

As the student grows from his college into his profession EI plays lot of importance. From the reservoirs of life it is for the student to draw the best to become the best. It may be once again stressed that EQ is an integral aspect of today's individual professional growth and can be learned and enhanced with great profits. Since EQ complements IQ, it is the combination of EQ with IQ that takes one to get the edge to success and balance, as an individual -whether it is a teacher or a student.

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Analyzing Need of an Academic Audit and its Role in Quality Improvement of Higher Institutions of India

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Introduction:

India's higher education system is the third largest in the world that is next to the United States & China. The higher education system in India has been grown in a remarkable way, particularly in the post independence period and fulfilling the educational requirements of millions of students. In simple words, an education after secondary education i.e. after 10+2 is known as higher education that is provided by large number of Universities, colleges and other higher institutions. The main governing body for higher education is University Grants Commission (UGC) which governed and regulates the functioning of the Universities and Colleges. According to education council government report, there has been witnessed a rapid quantitative growth in the higher education in terms of the number of Universities, Colleges and gross enrollment ratio. According to MHRD report, as on 2011 India has 42 Central, 275 State, 90 private universities and 130 Deemed Universities and around 33,000 colleges. Except few IIM's and IIT's institutes, the rest are providing low quality education and so that not a single university or institute of our country ranks among top 100 world-class institutes. Therefore there is an abundance scope of improvement in quality and in order to increase the supply the quality should be maintained. The present conceptual based paper has been undertaken with an objective to analyze the need of an academic audit and its role in quality enhancement of institutions of higher education system.

Review of Literature:

Kumar. M (2016), in the paper titled "Academic and Administrative Audit" discussed about the methods, strategies and function of an academic and administrative audit. The paper was descriptive based and emphasized on the fact that both types of audit play a vital role to bring quality in education and performance.

Verma. A (2016) in his paper on the topic "Present scenario of Academic and Administrative Audit in Higher education Institutions", The main objective was to bring awareness among the Universities and Colleges about processes and system that can ensure attainment of quality related goals in higher institutions. The qualities of HEIs depend on its efficiency, coordination and effective implementation of set academic plans was the major finding and conclusion of this study.

Prasanjit.P & Jonaki. B (2016), in the paper titled "Higher education in India: Recent Trends and Issues" explained about the present status and recent trends of Indian higher education. Issues like privatization, quality control mechanism; disparity in accessibility, government practices has been discussed in this paper. Poor education quality, low accessibility and lack of equity are some of the major issues before Indian higher education system. The paper reveals that education reforms and strong regulatory mechanism is needed to overcome the obstacles in the way of HEIs.

Saravanakumar. A (2014), in the paper titled "Present and Future Prospects of Higher education in India" has discussed about present quo, challenges and future prospects before Indian higher education. Education plays a critical role in nation building and development. He said that the quality society can be produced only through the quality education. He highlighted various threats posses by higher education like imbalance between quality and quantity, ignorance of equity, accessibility and excellence,

unplanned expansion of higher education etc. He laid focus towards the need of more refined, diversified and upgraded higher education.

Need of the Study:

Higher education of India has witnessed massive changes and significant growth in terms of increase in the number of colleges, universities and gross enrollment ratio. Like other major sectors, education sector also contributes highly to the development of our nation. No nation can sustain longer without strong education system. In India, the qualitative growth of higher education is relatively poor as compared to other developed nations like UK, USA, Germany, China etc. In today's competitive global world, we need an educational system that is modern, liberal and can adapt to the changing needs of a changing society, country and world. The pressure of revamping the declining quality of higher institutions is the major concern of present times. In this context, the researcher has tried to study the need of academic audit and its role in quality enhancement of higher institutions of India.

Objectives of the Study:

1. To gain the conceptual understanding and need of an academic audit in higher educational institutes of India.

2. To identify the factors examined under an academic audit and analyze its role in quality improvement in higher education.

3. To provide an appropriate suggestions to improve the quality and performance of the higher education.

Academic Audit:

An academic audit is an essential part of higher education system. Academic audit is a continuous and systematic procedure of verifying and assessing the performance of academic practices and processes against the planned or pre-determined standards. Academic audits serve critical quality-related purposes such as ensuring and increasing quality of processes and results, identifying strengths and weaknesses of an existing system, achievements and progress, areas needed improvement or change. (Kumar, 2016). It should be an on-going and an annual activity. The main purpose behind the academic audits is to evaluate the present performance of the universities and colleges and also give suggestions for further improvement of the quality of teaching, research, administration, curricular development and other academic related activities.

To achieve and maintain the quality standards, the University Grants Commission and NAAC have taken initiatives for such academic audits and thus established internal quality assurance cell (IQAC) in almost all the level of higher institutions. The National Accreditation and Assessment Council (NAAC) has played great role in examining the implementation for quality parameters in HEIs. (Verma, 2016) Internal Quality Assurance Cells (IQACs) plays a vital role in improving the quality of academic and research activities of the institution along with suggestions to bring further enhancement on the quality of teaching, research and new academic developments.

Role of Academic Audits in Quality Improvement:

In the present educational competitive environment, it is essential to achieve remarkable quality standards as the success of any education system is depends on its qualitative aspects. To achieve the qualitative goals, UGC has launched National Institutional Ranking Framework (NIFR) which helps in the ranking of Universities and Colleges based on different parameters. (NKC Report) Some of the essential parameters which support an assessment of higher educational institutions under academic audits are as follows:

Assessment on Teacher's -Student Ratio

1. Availability of infrastructural facilities for carrying out the academic activities.

2. Quality of Teachers/Faculty in terms of education, experiences, research activities etc.

3. Teaching methods adopted and use of ICT in teaching, learning process.

4. Feedback mechanisms to evaluate the performance of teachers by students.

5. Focus on curricular designing and development.

6. Research activities and output in the form of publications, patents etc.

7. Availability of computer, internet, labs and library facilities.

8. Male and female enrolment ratio.

9. Evaluation of internal and external examination system.

10. Faculty development programmes, seminars and conferences conducted by the department.

11. Tutorials, remedial classes for weak students, project based assignment, guidance for competitive exams etc.

12. SWOT analysis and future plans of the department.

Academic audit is an on-going process of internal evaluation of the universities departments, schools or centers focuses on the procedure that the institution uses to maintain and develop the quality of its operations. With the help of academic audit report, an institution came to know about its strength, weaknesses and also provide suggestions for improvement or future development plans. Hence it can be reveals that, academic audit is one of the powerful tool to strengthen the quality of HEIs as it ensures continuous up gradation and maintenance of quality standards or benchmarks.

Suggestions:

1. Need to focus more on learning based teaching for better quality.

2. The assessment of teaching has to be done keeping in view of attainment of various educational related objectives.

3. By providing adequate and sound teaching-learning environment to ensure greater quality of teaching.

4. Academic and other related activities should be well planned to avoid wastage of resources and time.

5. A competent teacher can only be an effective teacher. So, attention should be given to improve and develop the competencies of teacher through the activities of faculty development programmes, seminars, conferences etc

6. Quality can only be achieved through developing and maintaining high educational standards. Therefore a need of strong transparent feedback system is required to evaluate, assess and suggests measures for continuous quality improvement.

7. Emphasis should be given to produce better quality oriented research outputs in terms of publications, new processes developments, innovation in teaching-learning process, patents etc.

8. By use of difficult selection criteria and other personality tests to get more competent, qualified, dedicated and research oriented teachers for Universities and colleges.

9. Regular assessment and redesigning of curriculum to meet changing requirements of the society

and educational needs or objectives.

10. Provide better infrastructure in terms of adequate no. of classrooms, teaching aids, college buildings, labs, library, computers and other supporting facilities to perform various academic activities.

Conclusion:

Higher education is an important pillar of nation building and development. Role of education cannot be ignored as it helps to produce knowledge based society and opportunity for growth and progress. In present times, quality is a big issue and concern for HEIs. Academic audit is a type audit which continuous monitors, evaluate, assess and provide solution to bridge the gap between present and desired quality outcomes. Academic audit aids higher educational institutions to develop and maintain high quality standards in terms of teacher's competencies and research levels, updated curriculum, improved teaching-learning environment, innovative and productive teaching methodology, greater equity, reach and excellence in plans, processes and implementations.

Since independence, there has been manifold increase in the numbers of Universities, colleges and higher institutions but qualitative growth is quite poor except few renowned institutions. Seeing the constant downfall in quality of education, the UGC has formed committees which can regularly monitor and check over the quality of higher education system. Any deviations or problem identified are recorded and rectified through an appropriate strategies, plans and actions. Thus we can say, in present competitive educational environment academic audit becomes an important need and contributes in remarkable way to enhance quality of education.

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Environmental & Ecological Concern of Organizations through CSR
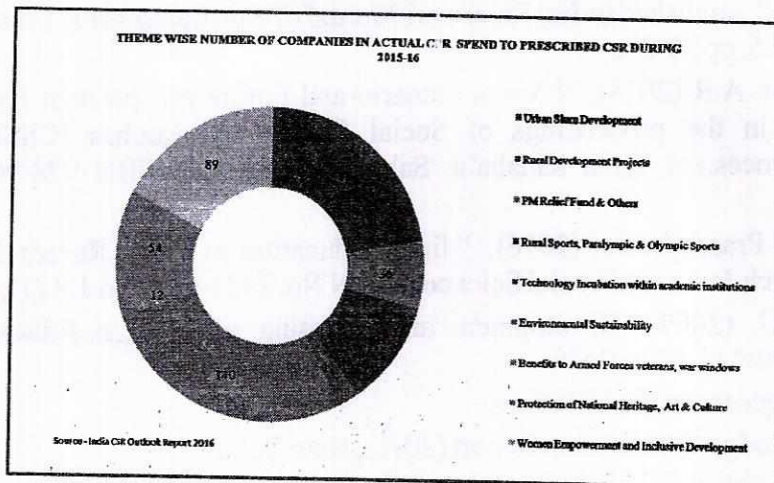
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Introduction

The concept of Corporate Social Responsibility (CSR) emerged in the latter half of 20th century. Corporate Social Responsibility means management and relationship building with partners to improve the image and increase credibility of the company for members of business leader's forums. Corporate Social Responsibility is a voluntary commitment by firms to be responsible towards the environment & society in which they operate [1]. India is a first country in the world to make Corporate Social Responsibility (CSR) mandatory, following an amendment to the Company Act 2013 in April 2014. It has been noticed that 28% growth in CSR spending realized during the financial year 2015-16 in comparison to the previous year [2]. There are number of options available for organizations to discharge its responsibilities viz. owners, employees, consumers, government, shareholders community and environment [3].

Environmental Corporate Social Responsibility initiative is becoming an important consideration for all organizations today not only because of government regulations but also because of its benefits to organizations. Environmental CSR initiatives concerned with preservation of natural recourses, generation of greenery, avoidance or minimization of organizational pollution so that ecology can be maintain in the earth [4].

THEME WISE NUMBER OF COMPANIES IN ACTUAL CSR SPEND TO PRESCRIBED CSR DURING 2015-16

Source - India CSR Outlook Report 2016

It helps organizations to improve productivity, increases sustainable use of resources, saves cost, saves environmental impacts, gives tax rebates and builds good image in public [5]. Previously organizations were more concerned towards the profit earning and less concerned towards the environment but gradually the trend changed and environment became an important part of Corporate Social Responsibility today.

Initiatives of Government of India in the Context of Environment & Ecology-

The Ministry of Environment, Forest and Climate Change (MOEFCC) is the nodal agency in the administrative structure of Central Government. The primary concerns of the ministry are implementation of policies and programmes relating to conservation of country's natural resources

including its lakes, rivers, its biodiversity, forest and wildlife, ensuring the welfare of animals and prevention and abatement of pollution while implementing these policies and programmes, the ministry is guided by the principle of sustainable development and enhancement of human well-being [6].

The important initiatives of Government of India are as follows-

• Wetland (Conservation and Management) Rule 2010 has been framed for protection of wetland in the state.

• The centrally sponsored scheme of National Plan for Conservation of Aquatic Eco-System also provides assistance to the states for management of wetland including Ramsar sites in the country.

• Wildlife Crime Control Bureau has been established for controlling illegal trades in wildlife including endangered species.

• Wildlife Institute of India, Bombay Natural History Society and Salim Ali Centre for Ornithology and Natural History are some of the research organization undertaking research on conservation of wildlife.

• The Indian Government has banned the veterinary use of declofenac drug that has caused rapid population decline Gyps vulture across the Indian Subcontinent. Conservation Breeding programmes to conserve these vulture species have been initiated at Pinjore(Haryana), Boxa (West Bengal), Rani and Guwahati (Assam) by the Bombay Natural History Society.

• The centrally sponsored scheme 'Integrated Development of Wildlife Habitats has been modified by including new component namely 'Recovery of Endangered Species' and 16

Species has been identified for recovery.

• Protected areas, viz. National Parks, Sanctuaries, Conservation Reserves and community Reserves all over the country covering the important habitats have been created as per the provisions of the Wildlife Protection Act 1972.

• Financial and technical assistance is extended to the State Government under various centrally sponsored schemes.

• The Central Bureau of Investigation (CBI) has been empowered under the wildlife (Protection) Act 1972[7].

Important Indian Acts Passed Related to Environment and Bio Diversity- [7]

1. Fisheries Act 1897

2. Indian Forest Act 1927

3. Mining and Mineral Development Regulation Act 1957

4. Prevention of Cruelty to Animal 1960

5. Wildlife Protection Act 1972

6. Water (Prevention and Control of Pollution) Act 1974

7. Forest Conservation Act 1980

8. Air (Prevention and Control of Pollution) Act 1981

9. Environment Protection Act 1986

10. Biological Diversity Act 2002

11. Schedule Tribes and other traditional forest dwellers (Recognition of Rights) Act 2006[7].

Apart from these laws and regulations Government of India has also framed policies to save environment and ecology-

- National Forest Policy
- National Conservation Strategy And Policy Statement On Environment And Development
- National Policy And Macro-Level Action Strategy On Biodiversity
- National Biodiversity Action Plan (2009)
- National Agriculture Policy
- National Water Policy
- National Environment Policy (2006)[7]

The 2014 Environmental Performance Index (EPI) showing India ranked at a low 155th position in a global list that places countries on how well they perform on high -priority environmental issues. "Emerging economies, including China, India, Brazil, Russia, and South Africa, had modest improvements over the past decade, but they have also paid on environmental price for their rapid growth". The environmental CSR initiatives can become medicine for India for environmental sustainability [8].

Research Methodology

The primary objective of this research study is to understand the concept of CSR in the context of environment & ecology with the initiatives of Government of India and secondly,to identify different ways of CSR activities adopted by businesses in the field of environment& its ecological system. The data is collected using secondary sources to fulfill different issues related to research topic from the published articles, journals, reports, websites, blogs and academic literatures.

Ways of CSR Activities Adopted by Businesses in the Field of Environment & its Ecological System-

These are the following tactics that can be followed by every business to discharge its Environmental Corporate Social Responsibility.

1. Corporate Environment Policy- It is a set of environmental principles and standards, often including formal goals with the intensions to reduce environmental impact on business. It expresses organizations intensions to respect the environment in the design, production and distribution of its products and services[9].

2. Statutory Compliance- Government of India has enacted number of laws and policies that helps in preservation of natural recourses, maintaining greenery, avoiding or minimizing organizational pollution and protecting wildlife in the earth that every organization should follow.

3. Water Management Policy- Every business depends on water resources so it is for organizations to ensure sustainable water management policy that will reduce, reuse, recycle and replenish water.

4. Energy Conservation- Energy is an important and precious resource that should be use consciously to make available it in future. There are number of ways that can be used for energy conservation. They are as follows-

- Install CFL Lights
- Lower the Room Temperature
- Use maximum Day Light

- Timely Energy Audit at Regular Intervals
- Use Energy Efficient Appliances
- Drive Less, Walk More & Car Pooling
- Green Building
- Switch off Appliances when not in use etc.[10].

5. Global Reporting Initiative- the Global Reporting Initiative (GRI) is an international independent standard organization that helps businesses, governments and other organizations understand and communicate their impact on issues such as climate change, human rights and corruption. It should be adopted by organizations for sustainability reporting [11].

6. ISO 14000- ISO 14000 family of standards related to Environment Management that exits to help organizations to minimize their operations which negatively affects(Air, Water or land) the environment, comply with applicable laws, regulations and other environmentally oriented requirements and continually improvement in performance[12].

7. Green Management- Green Management is a process of rethinking -how organization is operating with respect to environment? The scope of green management is very broad includes the following-

- Green Production- It means production which helps in reducing harmful effluents and accidents.

- Green Marketing- It is marketing of products that presumed to be environmentally safe. It includes product modification, change to the production process, packaging changes and modification in advertisements.

- Green Supply Chain Management- It is a combination of 3 things i.e. Green Purchasing, Green Manufacturing and Green Distribution.

- Green Human Resource Management- It is the use of HRM policies, Philosophies and practices to promote sustainable use of resources within business organization.

- Green Research & Development- Everything which is provided to customers should be based on proper research. If research done then only suitable product should be provided to customer that will not affect the environment [13].

8. Environment Friendly Disposable System- An organization should adopt good environment friendly disposable system to dispose its organizational waste that will not harm to environment and also try to recycle waste if possible[14].

9. Renewable Energy- Organizations can pool its renewable energy investment in its business premises in form of wind turbine, heat pumps or solar paneling depending on suitability that will generate energy and give long lasting benefits [15].

10. Paperless Work- Organizations should leave the traditional methods of work and adopt new way of digitalization so that the paper usage can be control. It will not only save the natural resources but also cost [16].

11. Generation of Greenery- An organization can not only preserve the environment but also generate good environment in surroundings that will ensure positive thinking and good health among organization's people.

12. Employee Involvement- No policies can be executed properly without the support of employees so organizations needs to involve its employees to spread education about environmental impacts in order to ensure positive attitude among employees to carry out different activities of environment

sustainability[9].

All the above mentioned activities can be carried out by organizations to fulfill its corporate social responsibilities towards the environment.

Conclusion

Corporate Social Responsibility is a voluntary action by business organization but in India it is mandatory, following an amendment to the Company Act 2013 in April 2014. Environment is very important part of Corporate Social Responsibility which is treated as a base for development of all parts of society. Government of India has taken number of initiatives to protect the environment and maintain eco-system in the earth. Better environment is essential for business growth and development of the organizations so it is for organization to preserve and maintain environment for organizational sustainability. In this paper number of ways has been discussed to discharge Corporate Social Responsibility by business organization that gives long term benefits to the whole world.

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Request for Articles

We invite original articles of 3000-4000 words as well as shorter communications for the forthcoming issue. These articles should reach the editor by 30th June 2017. Articles contributions are subject to editorial revisions, proofs will not be sent to the contributing author(s). Articles should be in Microsoft doc. Format in Times New Roman font with font size 12 and should not have been sent for publication elsewhere or published earlier. Hard and soft (CD/Email) Copies of the articles are needed for publication. Email of the article(s) can be sent to the editors on the following ID:

eng.sac@gmail.com

neelanjna.jbp@gmail.com

Notes on the preparation of papers

Typescript:

Text should be typed double spaced with one inch margin on all sides. Text with embedded graphics should be in Microsoft Word Format.

Title Page

1. The title of the paper must be short and contain words useful for indexing.

2. Number(s) of author(s) with initial (s) and the name and address of the institution where the work was done must give. Present address (s) of author(s) may be given if different from the above.

3. An abbreviated running title of not more than 50 letters and spaces must also be given.

Abstract

All papers must have an abstract of not more than 200 words of the significant results reported in the paper. Presentation of numerical results should be avoided as far as possible in the abstract.

Keywords

Between 3 and 6 keywords must be provided for indexing and information retrieval.

Text

The paper must be divided into sections starting preferably with 'Introduction' and ending with 'Conclusions'. Main sections should be numbered 1, 2 etc., and further sub-sections 1.1, 1.2 etc. and further sub-sections (if necessary) 1.1a, 1.1b etc.

Tables

All tables must be numbered consecutively in Arabic numerals in the order of their appearance in the text. Tables should be self-contained and have a descriptive title.

Figures

All figures including photographs should be numbered consecutively in Arabic numerals in the order of their appearance in the text. Figure captions must be typed on a separate sheet.

References

References should be cited in the text as superscript numbers in order of appearance. References at the end of the paper should be listed in serial order to match their order of appearance in the text. References should be listed in the following manner. Authors (s), name(s), followed by initial(s), year of publication, name of the journal, volume number of the first page. References to books should include: name(s) of author(s), initials, year of publication, title of the book, edition of not the firsts, initials and name(s) of editor(s) if any, proceeded by any "ed (s)", place of publication, publisher and chapter or pages referred to. References to these must include the year, the title of the thesis, the degree for which submitted, the name of the university and the city where it is located. References to reports and unpublished conference proceedings should include the title of the report/paper.

Footnotes

Footnotes to the text should be avoided if possible but when necessary should be numbered consecutively and typed on a separate sheet.