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A CRITICAL ANALYSIS ON THE CONSUMER PROTECTION IN MEDICAL NEGLIGENCE IN INDIA: A CONTEMPLATIVE STUDY

Anita A Patil

Abstract

India is the second largest country in the world in terms of population and its wealth of manual resources runs into millions. Health care and medicine is one of the most important yet most neglected portfolios in the state of affairs of India. Although there are State and Central Ministers for Health, and the Government does set aside quite a substantial amount for healthcare services in the budget every financial year, most of this money does not reach the people that it is targeted for. Also, the lack of incentive to work for Government hospitals due to posting in remote places and other problems results in lack of enough doctors to tend to the ever increasing number of patients in most rural areas of India. Therefore, this means that despite the fact that the government has set up primary health centers, hospitals and other institutions to facilitate health care amongst its citizens, this is not made available to most people and due to the sheer fact that this is as basic a need as it gets and that it is most essential for survival, people shift to private alternatives where they expect more reliable care to their health. However, does this mean that they are now in safe hands? Not really.

With more and more people becoming aware of the importance of proper and advanced health care services clubbed with the present environment and social problems resulting in a large portion of the society being ‘patients’ in the true sense of the word, the health sector looks like the most enticing profit opportunity to most corporate giants and individuals. They only look at the sector as a money minting machine and nothing more – the truly noble profession of medicine has now become a joke. Patients’ bodies are only looked at as loot and rarely do we find doctors who do not in any way indulge in practices that may prove detrimental to his patient. The Hippocratic Oath has lost its sanctity and the medical profession has become a joke. In this situation, it has become increasingly important that in order to ensure that people are protected from these vices as health is one of the most essential in order for a person to function.

Keywords: Medical, Negligence, Consumer, Deficiency in Service, Law

Introduction

Of late, there has been a lot of commercialization in all the spheres of life. All professions, be it medicine, engineering, law have come under

* Anita A Patil, Assistant Professor of Law, National Law School of India University, Bangalore, E-mail id: anitavd@nls.ac.in, Ph: 08971047082, Mob – 09742577787.
increasing scrutiny of the public. It is very well known that the services rendered by the medical professionals were considered charitable and noble. However, this image of the medical profession has been shattered over the past few decades as the malpractices and instances of negligence associated with it have increased.

Monetary gains are often cited as the reason behind the deterioration in the standard of the care of patients. As patients have become more aware of their rights, complaints and cases filed against the guilty have also increased. These cases are filed in the various consumer redressal forums available for the consumers throughout the country. This has resulted in the souring of the patient–doctor relationship.

The Consumer Protection Act (COPRA) was passed on December 24, 1986. The better protection of the interest of consumers and for the setting up of consumer councils and different authorities was the purpose behind the enactment of COPRA and so that consumers’ complaints could be redressed easily without causing much inconvenience to them.

For a long time even the courts were not sure as to whether doctors should be brought under the ambit of the Consumer Protection Act. In 1995, in the landmark judgment in the Indian Medical Association vs V P Shantha case, the Supreme Court held that: “the medical profession has been brought under section 2(1)(o) of the Consumer Protection Act, 1986”. The medical profession is now also considered a ‘service’ as per the Consumer Protection Act. This resulted in the definition of the connection between the doctors and patients as contractual and not as a master-servant relationship.
Medical Negligence

Not so long ago medical negligence was a term heard only in private conversations in India. In the overwhelming majority of cases there was always the element of doubt that it was beyond the control of the doctors or the concerned institution to have prevented the damage to the patient. And the doctor for historical and cultural reasons was always given the benefit of the doubt. Things have changed in the last couple of years even though not dramatically. There are more cases of medical malpractice being filed before the medical council and the courts, forcing recognition of the problems which beset the issue of medical negligence in India. One response has been the enactment of the Consumer Protection Act which allows medical negligence cases to be viewed as consumer complaints and makes it possible for victims to circumvent the medical council and the courts.*

Forcing doctors to look more closely at the standards of current practice and attempting to strengthen their professional bodies has been another result of this. For instance, the Maharashtra state branch of the Medical Council held its elections for its first time in several years which was the result of the growing criticism of its inefficiency form its members. Until now the council has been a monopoly of a few doctors who have succeeded in rendering the already weak and ineffective council even more useless. Issues of medical health have never been taken up on its own by the Council, especially those relating to issues of medical ethics on the ground that it cannot do so until a formal complaint is received. In doing so, it has

*Economic and Political Weekly, Vol. 27, No. 45 (Nov. 7, 1992), p. 2393
knowingly condoned unethical practices. Nor has it taken its responsibility towards monitoring the quality of medical education seriously by giving into political power and pressure.†

Doctors by and large are concerned about the falling ethical standards that have been kept out of the politics of the Medical council by choosing to concentrate on their individual practice or initiating independent fora which provide a critique and an alternative to current practice. A group of doctors, perhaps for the first time has come together to contest the Maharashtra Medical Council elections, making the restoration of the ethical standards and the strengthening of the Council as their platform. The point clearly is not whether they are able to break the monopoly hold over the council but that the issues have now been given public form in the council and that may make it different for the new incumbents, whoever they may be, to ignore them.‡

Another interesting issue has been raised in the context of the of the increasing public interest in medical practice by a recent case in the Bombay High Court where a petition against a doctor and a premier medical institution in Bombay has had to be postponed indefinitely because the only judge who was available to take on the case is on the board of the concerned hospital. It is an old and established practice to make sitting judges, the board members of the private intuitions. In this case, however,

†Ibid.
‡Economic and Political Weekly, Vol. 27, No. 45 (Nov. 7, 1992), p. 2393
awkward questions have been raised whether sitting judges should be on the boards of institutions which render public service. §

The issue is likely to come up even more pointedly which render to the consumer courts where retired judges will be appointed, and there is a greater likelihood of them being associated with institutions rendering public service. All in all, there is turmoil in the medical community which may or may not result in better care but may never the less strengthen professional bonds. Without an adequate mobilization of health care, the consumers and those who ought to be consumers, but are not, because of the high price of Medicare, this movement aims towards the restoration of ethical standards in the medical profession may remain a limited exercise. **

Before the introduction of the Consumer Protection Act, in this country, by filing a complaint against the doctors, a patient who is aggrieved or his relatives could seek remedy and claim damages in courts of law. These remedies have been based on the Tort Law and “Section 1-A of the Fatal Accidents Act 1855”. A patient who had been affected or his family members have to wait for a very long time and spend sufficient amount of money on court cases to avail it. The route of sub-court, district court, high court and Supreme Court were taken by civil court cases concerning compensation. For instance, in Achutarao Haribabu Khodwa vs. State of Maharashtra which took the convoluted route of civil courts, 33 years after the demise of the patient, the final award of ₹36,000 was finally obtained by the Supreme Court. If this continues, even an extremely hardworking

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person who is in touch of the case against a medical practitioner would dissuade him because of the delay.††Earlier, medical negligence was considered as an offence against the state as the representative of the people, it is the “people” who bring proceedings to prosecute the crime. Punishing the defender (the physician) and/or meting out a penalty is the purpose of the criminal proceedings and also to protect the interest of the public. In criminal proceedings, damages are not usually awarded to the victims. As and when the common law in England began to change, this scenario also underwent a change. Since the fourteenth century medical negligence has been increasingly considered as a tort, rather than a crime. Since the primary aim is to provide compensation to the patients and not punish the negligent medical practitioner, the tort differs from the criminal law. Succeeding centuries saw the rise of negligent law based on the law of torts. Accordingly, in 1838, while discussing the problem of proper standard of care and skill in a medical negligence suit, chief justice Tyndall said “Every person who enters a learned profession undertakes to bring to the exercise of it a reasonable degree of care and skill”.‡‡The concept of negligence has been accepted in jurisprudence although it has been very difficult to define. The definition provided includes 3 major components of negligence :( 1) A legal duty to take care by the person who has complained versus the party complaining the former's conduct within the scope of the duty;

(2) Breach of the said duty; and


‡‡Ibid.
(3) Consequential damage.

Only when the damage occurs, does the cause of action for negligence occur since an essential aspect for negligence is damage. Thus negligence consists of three essential components that are: “duty”, “breach” and “resulting damage”. In the Bolam case §§ which is a landmark case, it was held that: “In the ordinary case which does not involve any special skill, negligence in law means a failure to do some act which a reasonable man in the circumstances would do, or the doing of some act which a reasonable man in the circumstances would not do; and if that failure or the doing of that act results in injury, then there is a cause of action”

Negligence by Professionals

In the landmark Jacob Mathew’s case ***, the conduct and of professionals and what may amount to their negligence by professionals in that case was explained by the Supreme Court of India:.

In the case of negligence, people such as lawyers, doctors, architects, and others are considered to be a part of the category of persons who have some different or special skills. All tasks which must be performed with special skills would be taken up by the concerned person only if the person has the required skill set for doing it. Any reasonable person who does a job which requires a certain level of learning to be called an expert in that branch, impliedly assures the person who is dealing with him that the skills which

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§§ Bolam v. Friern Hospital Management Committee, Queen’s Bench Division, 1957,[1957] 2 E.R. 118.

*** Jacob Mathew vs. State of Punjab, Supreme Court of India, August 5, 2005, AIR 2005 SC 3180.
he claims to possess shall be implemented and used only with a reasonable degree of care and caution.

Judged on the basis of these standards, an expert may be considered to be liable for negligence on 1 of 2 criteria: either he did not have the required skill set which he claimed to have, or, he did not implement, with proper care in that particular case, the skill which he did possess. The standard which needs to be applied when judging whether the charged person has been negligent or not, would be that of any competent person who exercises ordinary skills in that area. It is not mandatory for every professional to have the best level of expertise in that area which he practices. A very skilled professional might be in possession of better qualities, but this can’t be the basis for deciding the performance of that professional.

The Supreme Court of India in the case of Jacob Mathew went into the details of what medical negligence by the medical professionals is. There is a necessary call for treatment with a difference for negligence which is in context of medical negligence. Additional considerations do apply especially to a doctor in order to infer negligence or rashness on the part of the professional. The case professional negligence is different from the case of occupational negligence. A simple error on judgment of a lack of care, is not considered as proof of negligence on the part of medical professional. A doctor cannot be held as negligent just because there was a better method for treatment that was available or if a doctor with better skill and experience would not have chosen to follow that procedure which the accused would have followed, just as long as he follows a practice that is considered acceptable to the medical profession.

In the Bolam case the Court held that:
“In the case of a medical man, negligence means failure to act in accordance with the standards of reasonably competent medical men at the time. That is a perfectly accurate statement, as long as it is remembered that there may be one or more perfectly proper standards; and if he conforms to one of those proper standards, then he is not negligent. He is not guilty of negligence if he has acted in accordance with a practice accepted as proper by a responsible body of medical men skilled in that particular art. A man is not negligent, if he is acting in accordance with such a practice, merely because there is a body of opinion who would take a contrary view. At the same time, that does not mean that a medical man can obstinately and pigheadedly carry on with some old technique if it has been proved to be contrary to what is really substantially the whole of informed medical opinion.”

**Civil or Criminal Liability**

The doctor’s liability shall be either criminal or civil or both. *mens rea*, in criminal law, is one of the essential element. In medical negligence, the question that arises is whether there is slight, ordinary or gross medical negligence. Whether the doctor was intentionally negligent or had a guilty mind is quite difficult to argue because *mens rea* is essential. In most of the cases this is the main argument posed to determine the criminal liability. In the case of Jacob Mathew, neither the doctor not the medical staff connected the empty oxygen cylinder intentionally. Bolam, in the same way, it is seen that neither the hospital staff nor the doctors did anything wrong intentionally. At no point of time did they have a guilty mind.
Jacob Mathew vs. State of Punjab†††

In this case, a patient was suffering from difficulty in breathing and was admitted to CMC hospital in Ludhiana. At the hospital, he was made to wait for twenty to twenty-five minutes because no doctor showed up. After some time, two doctors- Dr. Jacob Mathew and Dr. Allen Joseph arrived and connected an oxygen cylinder to the mouth of the patient. For some reason, the patient’s difficulty in breathing increased further. The patient tried to get up but the hospital staffs made him remain in bed. When looked into the problem, it was found that the oxygen cylinder was empty. By the time another cylinder it was found that the patient died. The entire case went to the Supreme Court of India for taking action against the entire hospital and its staff and the doctors. From the aspect of medical negligence and from the perspectives of criminal, civil, by professionals, etc. the matter was discussed in the court and analyzed and it was concluded that the case was not of any negligence or criminal rashness.

Dr. Suresh Gupta vs. Government of N.C.T. Of Delhi

The supreme court of India in 2004 in the case of Doctor Suresh Gupta‡‡‡, held that: “the legal position was quite clear and well settled that whenever a patient died due to medical negligence, the doctor was liable in civil law for paying the compensation. Only when the negligence was so gross and his act was so reckless as to endanger the life of the patient, criminal law for offence under section 304A of Indian Penal Code, 1860 will apply.”

†††Jacob Mathew vs. State of Punjab, Supreme Court of India, August 5, 2005, AIR 2005 SC 3180.
‡‡‡Dr. Suresh Gupta vs. Government of N.C.T. of Delhi, August 4, 2004, Supreme Court of India, AIR 2004 SC 4091
The section 304A – causing death by negligence is as follows – “Whoever causes the death of any person by doing any rash or negligent act not amounting to culpable homicide shall be punished with imprisonment of either description for a term which may extend to two years, or with fine, or with both.” Under this topic, other relevant sections are:

Section 80- accident in doing a lawful act – “Nothing is an offence which is done by accident or misfortune, and without any criminal intention or knowledge in the doing of a lawful act in a lawful manner by lawful means and with proper care and caution.”

Section 88- Act not unintended to cause death, done by consent in good faith for the person’s benefit – “Nothing, which is not intended to cause death, is an offence by reason of any harm which it may cause, or be intended by the doer to cause, or be known by the doer to be likely to cause, to any person for whose benefit it is done in good faith, and who has given a consent, whether express or implied, to suffer that harm, or to take the risk of that harm.”

Along with this section are the acts of a surgeon which are as follows: “A, a surgeon, knowing that a particular operation is likely to cause the death of Z, who suffers under a painful complaint, but not intending to cause Z’s death, and intending, in good faith Z’s benefit, performs that operation on Z, with Z’s consent. A has committed no offence.” The Court held that: “the negligence has to be gross negligence or recklessness for fixing criminal liability on a doctor. The standard of negligence is much higher as compared to what is relevant in civil liability cases. It is not simply lack of normal care. It has to be gross lack of competence or inaction and wanton indifference to the patient’s safety.”

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Further it added that: “…where a patient’s death results merely from error of judgment or an accident, no criminal liability should be attached to it. Mere inadvertence or some degree of want of adequate care and caution might create civil liability but would not suffice to hold him criminally liable.”

In the Jacob Mathew case, the court held that:

“The moral culpability of recklessness is not located in a desire to cause harm. It resides in the proximity of the reckless state of mind to the state of mind present when there is an intention to cause harm. There is, in other words, a disregard for the possible consequences. The consequences entailed in the risk may not be wanted, and indeed the actor may hope that they do not occur, but this hope nevertheless fails to inhibit the taking of the risk. Certain types of violation, called optimizing violations, may be motivated by thrill-seeking. These are clearly reckless.” It was made very clearly by the court in the Jacob Mathew case as to under criminal law, when a medical professional is allowed to be prosecuted for negligence. According to the Court:

“To prosecute a medical professional for negligence under criminal law it must be shown that the accused did something or failed to do something which in the given facts and circumstances no medical professional in his ordinary senses and prudence would have done or failed to do. The hazard taken by the accused doctor should be of such a nature that the injury which resulted was most likely imminent.”
Martin F. D'Souza Vs. Mohd. Ishfaq

In this case, there is a dispute about the medicine itself that had been prescribed and its dosage regarding a kidney transplant and the medicines that were prescribed post operation. In 1991, the patient was admitted to Nanavati Hospital in Mumbai since he was suffering from a chronic renal failure and was asked to get a kidney transplant. Twice a week, the patient underwent haemodialysis. He later got the transplant for his kidney done at Prince Aly Khan Hospital. Throughout the course of his treatment, there was no complaint of any ailment. Among other medicines he was prescribed 500 mg. of a medicine called Amikacin that was to be taken twice for two weeks. After some time, the patient claimed a compensation of Rs. 12 lakhs and filed a complaint at the National Consumer Dispute Redressal Commission at Delhi arguing that his hearing had been affected. The complaint being that he had been given an excessive dosage of Amikacin that had caused him a loss in his hearing. Finally the matter went to the Supreme Court where all the previous cases that had been discussed that were pertaining to medical negligence, it was held that the doctor and the hospital were not held negligent. The Court had made an interesting observation to defend the position of doctors: “The law, like medicine, is an inexact science. One cannot predict with certainty an outcome of many cases. It depends on the particular facts and circumstances of the case, and also the personal notions of the Judge concerned who is hearing the case. However, the broad and general legal principles relating to medical negligence need to be understood.” The Court at one point held: “

are not experts in medical science, rather they are lay men. This itself often makes it somewhat difficult for them to decide cases relating to medical negligence.”

**Kishan Rao vs. Nikhil Super Specialty Hospital****

In the case of Kishan Rao, his wife was affected with fever and severe cold and chill, so she was admitted to Nikhil Super Specialty Hospital in Hyderabad. There, instead of being cured for malaria, she was being cured for typhoid. Hence, she did not show much response to it and further went into a poor condition. The lady was transferred to Yashoda Hospital where she passed away after getting a cardio respiratory arrest and malaria. A case was filed by Kishan Rao in the District Forum and he sought compensation for negligence against the hospital. Finally, the court ruled in favor of the appellant. The state commission overturned the decision of the district forum when the hospital appealed to them again on the basis that to effect the treatment that was being given by the hospital, there wasn’t any opinion of an expert given by the hospital. The decision was upheld by the National Commission. The Supreme Court observed, when Kishan Rao appealed to them, that the case didn’t need any opinion of an expert since the case was not that complicated. It was held as a case of simple wrong treatment. She was treated for typhoid instead of malaria, when she had had complained of intermittent fever and chill.

The court held that: “it was not bound by the earlier decision of the same court in Martin D’Souza’s case as that judgment was *per incuriam*.

****V. Kishan Rao vs. Nikhil Super Specialty Hospital, Supreme Court of India, 8 March 2010, Citation: 2010 (5) SCR 1
regarding the directions for expert opinion is concerned. It was not necessary in all cases to seek expert opinion before proceeding with the matter. For simple and obvious cases, the consumer courts were free to proceed without seeking expert opinion and the instant case fell in such a category.” The Supreme Court allowed the appeal and ordered the hospital to pay the required amount to Kishan Rao directed by the District Forum.

**Minor Marghesh K. Parikh vs. Dr. Mayur H. Mehta**

In this case, a minor named Marghesh complained of loose motions and was admitted to Dr. Mehta’s hospital. He was administered to glucose saline that was injected through his shoulder on his right and then through his left foot which then began to swell and blacken his knee. From Dr. Mehta’s hospital, he was then taken to a different hospital where it was found out that he had developed gangrene and so the doctor had to amputate his left leg below the knee. A complaint was filed by the minor in the state commission, and also demanded a compensation for the negligence caused by the hospital. The state allowed for this to happen. Dr. Mehta then appealed to the national commission, and on the basis of another doctor’s expert opinion it was stated that there could be multiple causes for gangrene.

After the appeal in the Supreme Court by Marghesh, which objected strongly to the decision of the national commission because it was based on the opinion of an expert and moreover didn’t pay attention to Dr. Mehta’s conduct during the surgical proceedings. The Doctor did not yield,

†††† Minor Marghesh K. Parikh vs. Dr. Mayur H. Mehta, Supreme Court of India, 26 October 2010, AIR 2011 SC 249.
when required, the papers for the case that were essential for the treatment and also another doctor who was involved in the treatment of the minor, as a witness was not present when required. The appeal was allowed by the Supreme Court only on the assurance that the National Commission should be much more cautious and diligent. From this case the facts tell that the patient did not arrive to the hospital in a hazardous condition and that the medical proceedings left the patient’s leg amputated. There was no apparent reason or cause for the accident to have happened. Hence, the doctor and his hospital are *prima facie* liable.

**Samira Kohli V Prabha Manchanda**

In the fairly recent case of Samira Kohli vs Prabha Manchanda Dr. & ANR, the Supreme Court elaborated on various aspects of taking consent from a patient. It also described various guidelines which are quite helpful in taking valid consent. The judgment in the Samira Kohli case was concerning a gynecological case in which hysterectomy was performed by the doctors as an extra operation. The consent which was initially taken by the doctors was for hysterectomy, diagnostic laparoscopy, and removing of the ovaries. All these procedures were performed in one go under the influence of general anesthesia. The doctors, however, took the consent for the performance of the hysterectomy from the patient’s mother.

The doctor was held liable by the Supreme Court for indulging in malpractice. In doing so, the Supreme Court overruled the order passed by the National Consumer Dispute Redressal Commission (NCDRC). The

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Samira Kohli vs. Prabha Manchanda Dr. & Anr 1(2008) CPJ 56 (SC).
Supreme Court said that “additional surgery however beneficial to the patient in saving time, expenses, pain and suffering are no ground for defense.” The judges looked into every aspect of taking consent. The judgment also gave reference to the practice of taking consent in countries like UK, Australia, Canada and the USA. The judges further marked a difference between *Informed Consent* and *Real or Valid Consent*. They also elaborated on various aspects which are related to the treatment such as long waiting period, poor infrastructure and commercialization of medical practice. The Supreme Court also talked about the lack of knowledge of patients in India about their understanding of giving proper consent.

**Conclusion**

It has become increasingly clear that people shall not take such incidents lying down and will retaliate and seek redressal in case of the same, especially now that the procedure has taken a simpler and more consumer friendly route. The efficiency of the same, however, is still questionable. Also articulated are the effects of having insurance covers etc. On comparison with the health care system of a developed country, it becomes clear that privatization of health care in our country is very rampant and the share of health care in the government’s budget is miniscule as compared to such countries. Although our country has government services, the popular conception that they are far inferior to the private institutions treatment as well as lack of adequate doctors, nurses and facilities has caused government health care in India to not act up to its potential. Every Country must place health care as its *numero uno* priority as it is the primary requirement in order for the citizens to function well and be more resourceful. In a country like India with such a large
population and one of the largest work forces, the major reason for not being able to tap all of these resources is the lack of skill but most importantly, most of them being unhealthy. With the changing environmental conditions and the advent of more and more diseases, the importance of health care cannot be emphasized enough. Therefore, the Consumer Protection Act, 1986 if properly and efficiently implemented may act as a huge step in furtherance of the betterment of health care in India.

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SOCIAL MEDIA AND CHILD MENTAL HEALTH ISSUES

Dintomon P D

Abstract

Using social media web sites is among the most common activity of today's children. Any web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. Such sites offer today's youth a portal for entertainment and communication and have grown exponentially in recent years. For this reason, it is important that parents become aware of the nature of social media sites, given that not all of them are healthy environments for children. Pediatricians are in a unique position to help families understand these sites and to encourage healthy use and urge parents to monitor for potential problems with cyber bullying, “Facebook depression,” sexting, and exposure to inappropriate content.

Key Words: Internet, cyber bullying, online harassment, Facebook depression, sexting, social media, digital footprint, advertising, social networking, adolescents, children

Introduction

Mental health — an essential part of children's overall health — has a complex interactive relationship with their physical health and their ability to succeed in school, at work and in society. Physical and mental health affects how a person thinks, feels and acts in his life. The Wealth of a nation is not so much in its of economical and natural resources but it lies more decidedly in the kind and quality of the wealth of its children. It is they who will be the creators and shapers the modern world, for that the children have to be physically and mentally healthy.
Definition of a child

Defining what age a person is or ceases to be a child is a constant debate in the India. The Census of India considers children to be any person below the age of 14, as do most government programmes. The juvenile justice Act 2000 defines child as “any person who has not completed 18 years of age.” Because as it is the latest law to be enacted regarding child rights and protection, many are of the opinion that the definition of child found in this should be considered the legal definition for a child in all matters.

Definition of social media

According to Ann Handley, the Marketing Profs, Author with C.C. Chapman of Content Rules, “Social media is an ever-growing and evolving collection of online tools and toys, platforms and applications that enable all of us to interact with and share information. Increasingly, it’s both the connective tissue and neural net of the Web.” Chris Garrett tells us that social media is the tools, services and communication facilitating connection between peers with common interests.

Definition of mental health

Mental health is not just the absence of mental illness. It is defined as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community. (WHO, 2007)

Mental health is a part of your overall health. It's about:

- How you feel, think, and behave;
• how you cope with the ups and downs of everyday life;
• How you feel about yourself and your life;
• How you see yourself and your future;
• How stress affects you;
• How you deal with negative things that happen in your life;
• Your self-esteem or confidence.

Social Media use by Children

Engaging in various forms of social media is a routine activity that research has shown to benefit children and adolescents by enhancing communication, social connection, and even technical skills. Social media sites such as Facebook and My Space offer multiple daily opportunities for connecting with friends, classmates, and people with shared interests. During the last 5 years, the number of pre adolescents and adolescents using such sites has increased dramatically. According to a recent poll, 22% of teenagers log on to their favorite social media site more than 10 times a day, and more than half of adolescents log on to a social media site more than once a day. Seventy-five percent of teenagers now own cell phones, and 25% use them for social media, 54% use them for texting, and 24% use them for instant messaging. Thus, a large part of this generation’s social and emotional development is occurring while on the Internet and on cell phones.

Because of their limited capacity for self-regulation and susceptibility to peer pressure, children and adolescents are at some risk as they navigate and experiment with social media. Recent research indicates that there are frequent online expressions of offline behaviors, such as bullying, clique-forming, and sexual experimentation, that have introduced problems such
as cyber bullying, privacy issues, and “sexting.” Other problems that merit awareness include Internet addiction and concurrent sleep deprivation. Many parents today use technology incredibly well and feel comfortable and capable with the programs and online venues that their children and adolescents are using. Nevertheless, some parents may find it difficult to relate to their digitally savvy youngsters online for several reasons. Such parents may lack a basic understanding of these new forms of socialization, which are integral to their children's lives. They frequently do not have the technical abilities or time needed to keep pace with their children in the ever-changing Internet landscape. In addition, these parents often lack a basic understanding that kids' online lives are an extension of their offline lives. The end result is often a knowledge and technical skill gap between parents and youth, which creates a disconnection in how these parents and youth participate in the online world together.

**Risks of youth using social media**

Using social media becomes a risk to adolescents more often than most adults realize. Most risks fall into the following categories: peer-to-peer; inappropriate content; lack of understanding of online privacy issues; and outside influences of third-party advertising groups. The main areas of concern regarding young people’s mental health and development when using new media are:

1. Cyber Bullying and online harassment
2. Sexting
3. Facebook depression
4. Online addiction
5. Aggression
6. Sexualisation of children
1. Cyber bullying and Online Harassment:

Cyber bullying is deliberately using digital media to communicate false, embarrassing, or hostile information about another person. It is the most common online risk for all teens and is a peer-to-peer risk. Bullying affects many young people and can lead directly to mental illnesses such as depression and anxiety. The use of mobile phones and social network sites has led to an increase in bullying from a distance. Young people who already suffer from low self-esteem or lack of confidence can be impacted greatly. There have been instances where the level of distress caused by cyber bullying has contributed to increase suicidal thinking.

Although “online harassment” is often used interchangeably with the term “cyber bullying,” it is actually a different entity. Current data suggest that online harassment is not as common as offline harassment, and participation in social networking sites does not put most children at risk of online harassment. On the other hand, cyber bullying is quite common, can occur to any young person online, and can cause profound psychosocial outcomes including depression, anxiety, severe isolation, and, tragically, suicide.

2. Sexting:

Sexting can be defined as “sending, receiving, or forwarding sexually explicit messages, photographs, or images via cell phone, computer, or other digital devices.” Many of these images become distributed rapidly via cell phones or the Internet. This phenomenon does occur among the teen population; a recent survey revealed that 20% of teens have sent or posted nude or seminude photographs or
videos of themselves. Some teens who have engaged in sexting have been threatened or charged with felony child pornography charges, although some states have started characterizing such behaviors as juvenile-law misdemeanors. Additional consequences include school suspension for perpetrators and emotional distress with accompanying mental health conditions for victims. In many circumstances, however, the sexting incident is not shared beyond a small peer group or a couple and is not found to be distressing at all. “Sexting” is becoming more common place among young people and many do not understand the consequences socially or legally of sending sexually explicit images from their mobiles. Those with identified mental health problems, especially if they have low self-esteem and are seeking acceptance within a peer group may be particularly vulnerable in this regard, both in terms of engaging in sending images, and from the impact of distress where the images are then used inappropriately.

3. Facebook Depression:

Researchers have proposed a new phenomenon called “Facebook depression,” defined as depression that develops when preteens and teens spend a great deal of time on social media sites, such as Facebook, and then begin to exhibit classic symptoms of depression. Acceptance by and contact with peers is an important element of adolescent life. The intensity of the online world is thought to be a factor that may trigger depression in some adolescents. As with offline depression, preadolescents and adolescents who suffer from Facebook depression are at risk for social isolation and sometimes turn to risky Internet sites and blogs for “help” that may promote
substance abuse, unsafe sexual practices, or aggressive or self-destructive behaviors.

4. **Online addiction:**

The report Virtual addiction: A 21st century affliction, defines online addiction as: “the pervasive long term and heavy use by a person of internet and computer-based technologies, including gaming, that is out of keeping with one’s educational, social or occupational role, and that results in a clinically significant negative impact on schooling, work, relationships or general wellbeing and health.”

For these people, interacting in a face to face social situation can be traumatic so they retreat into their own virtual world of online games where they can project a persona when connecting with other people. This can lead to a greater feeling of isolation and a heightened state of anxiety which can spiral into deeper depression.

5. **Aggression:**

There is concern that increased access to violent movies and online war games can lead to increased violence and aggression in children and adolescents. The violence is played out in a fantasy world where there are no consequences and if you’re hurt or you hurt someone, then you simply start another game. This lack of grasp on reality and the lack of impact from the violent acts committed can lead to a greater acting out in real life.

6. **Sexualisation of children:**

The increased sexual content in the media is impacting on young people in how they see themselves and how they think the world
wants to see them. In 1988 the Australian Senate completed an extensive inquiry into the sexualisation of children in the contemporary media. It raised concerns over the classification of music videos with sexual imagery, magazine covers and content and the need for better accountability for advertising standards.

Privacy concerns and the digital footprint

The main risk to preadolescents and adolescents online today are risks from each other, risks of improper use of technology, lack of privacy, sharing too much information, or posting false information about themselves or others. These types of behaviour put their privacy at risk.

When Internet users visit various Web sites, they can leave behind evidence of which sites they have visited. This collective, ongoing record of one's Web activity is called the “digital footprint.” One of the biggest threats to young people on social media sites is to their digital footprint and future reputations. Preadolescents and adolescents who lack an awareness of privacy issues often post inappropriate messages, pictures, and videos without understanding that “what goes online stays online.” As a result, future jobs and college acceptance may be put into jeopardy by inexperienced and rash clicks of the mouse. Indiscriminate Internet activity also can make children and teenagers easier for marketers and fraudsters to target.

Influence of advertisements on buying

Many social media sites display multiple advertisements such as banner ads, behaviour ads (ads that target people on the basis of their Web-browsing behaviour), and demographic-based ads (ads that target people on the basis of a specific factor such as age, gender, education, marital
status, etc.) that influence not only the buying tendencies of preadolescents and adolescents but also their views of what is normal. It is particularly important for parents to be aware of the behavioural ads, because they are common on social media sites and operate by gathering information on the person using a site and then targeting that person's profile to influence purchasing decisions. Such powerful influences start as soon as children begin to go online and post. Many online venues are now prohibiting ads on sites where children and adolescents are participating. It is important to educate parents, children, and adolescents about this practice so that children can develop into media-literate consumers and understand how advertisements can easily manipulate them.

Top 5 psychological disorders due to excessive use of social media

In addition to their ability to brainwash us, social media channels and social networking sites pose the following psychological threats on our mental health and personality:

1. **Schizophrenia**: “a mental disorder characterized by abnormalities in the perception or expression of reality. Distortions in perception may affect all five senses, but most commonly manifest as auditory hallucinations, paranoid or bizarre delusions, or disorganized speech and thinking with significant social or occupational dysfunction”. As the above definition clearly suggests, perception disorders are a mental problem, especially when it comes to certain complexes such as the “God complex” and claiming that one is someone he/she isn’t. Social media can help encourage such disillusion perceptions due to the fact that they allow for claiming to be who you are not and describing yourself differently using various channels.
2. **Insomnia & Sleep Disorders**: insomnia is “difficulty initiating or maintaining sleep or both”. In general, lack of sleep can be very problematic and social media can cause it as well as insomnia at a more advanced stage. Staying awake up to early morning hours on several occasions is not only unhealthy, but it also can stress the mind and further cause lower level outputs.

3. **Sexual Problems & Deviation**: sexual deviation is “a term used to describe sexual arousal to objects or situations that are not part of normative stimulation and that can cause distress or serious problems for the paraphiliac or persons associated with him or her”. Although we all know that there are thousands, if not millions, of porn sites, of different nature and content, all over the web. Social media makes it is to share them now despite parental controls and site blocks. A great example would be the availing porn searches and their negative influence on kid’s mental stability and parenting as well.

4. **ADHD**: Attention Deficiency/Hyperactivity Disorder (ADHD) is primarily characterized by “the co-existence of attention problems and hyperactivity, with each behaviour occurring infrequently alone.” In such a fast moving environment that we live in, we are becoming like goldfish; with a rather limited attention span. Attention Deficiency/Hyperactivity Disorder is a well-known and highly spread problem. Use of social media and the many distractions the various channels, tools and sites cause actually help promote ADHD for all of us.

5. **Eating Disorders**: “is a condition in which an individual eats, or avoids eating, in a manner which negatively affects both
one’s physical and mental health.” It’s very simple you sit all day at work, then sit some more for social media; that will probably help grow any eating disorder habits you have! Just like the TV used to cause us to eat more, especially in the evening time, social media use can motivate such a practice.

On too young: mixed messages from parents and the Law

Many parents are aware that 13 years is the minimum age for most social media sites but do not understand why. There are 2 major reasons. First, 13 years is the age set by Congress in the Children's Online Privacy Protection Act (COPPA), which prohibits Web sites from collecting information on children younger than 13 years without parental permission. Second, the official terms of service for many popular sites now mirror the COPPA regulations and state that 13 years is the minimum age to sign up and have a profile. This is the minimum age to sign on to sites such as Facebook. There are many sites for preadolescents and younger children that do not have such an age restriction, such as Disney sites, Club Penguin, and others.

It is important that parents evaluate the sites on which their child wishes to participate to be sure that the site is appropriate for that child's age. For sites without age stipulations, however, there is room for negotiation, and parents should evaluate the situation via active conversation with their preadolescents and adolescents.

In general, if a Web site specifies a minimum age for use in its terms of service, the American Academy of Pediatrics (AAP) encourages that age to be respected. Falsifying age has become common practice by some preadolescents and some parents. Parents must be thoughtful about this
practice to be sure that they are not sending mixed messages about lying and that online safety is always the main message being emphasized.

The vital role of a counsellor for overcoming social media issues

Counsellors may gain an understanding of the student by examining both the content as well as the function of the individual’s self-disclosure. For example, the client may post pictures involving drug and alcohol use. The function may be to gain attention from females through this interaction. The counsellor and client could determine more “healthy” avenues to gain attention and establish intimate relationships. In addition, substance abuse issues may be determined based on the social media activities. In this case, abuse can be determined and addressed with social media sites. Counsellors may need to address with their clients the long-standing implications a first impression can have upon a future employer or prospective intimate partner. Once the client “clicks” on send, either the email, instant message, or compromising picture at a fraternity party can all be dispersed in cyberspace. Counsellors should emphasize that this information is not lost in cyberspace--it’s basically lost from one’s control. The counsellor should assist the client to become more self-aware and help instill a proactive and insightful approach to using social media sites.

The counsellor is in a key position to address these unfortunate circumstances. An array of emotions may result from such social media activities. The counsellor can, for example, address client reactions toward peer pressure. Or a review of the client’s emotional rollercoaster stemming from a “nasty” break-up could be explored. Typically feelings of anger, loss, and helplessness may accompany the above scenarios. The counsellor is trained to address issues such as these. The counsellor and client can explore the issue of self-disclosure as well as implications, that is, possible
dangers that could occur from inappropriate self-disclosure. For example, this could impact prospective job possibilities or even relationship development. Counsellors should inform clients that anything posted on social media sites could potentially “come back” and cause havoc in one’s life. A brain-storming session between the counsellor and client could help determine the many negative consequences that could occur from inappropriate self-disclosure. Likewise, the brainstorming session could then address the many ways the client could protect him/herself from breach of confidentiality or some other negative implication.

Social media sites create a venue, or a therapeutic environment that fosters in-depth self-disclosure by the client. Feelings such as anger, love, astonishment, and hopelessness, as well as self-destructive behaviours such as serious drug and alcohol use may be displayed, openly. Client emotions and behaviours such as these are vital information for the therapist. Social media sites can be a valuable tool and the counselling intervention can be directly linked to the client’s behaviour as well as its function.

**Recommendations**

I would like to make few recommendations regarding the impact of media on vulnerable children.

- In fact all mental health and education workers should encourage the use of media for the enhancement of education of the children.
- It is also necessary to create adequate awareness among the public on how the problematic use of media could lead to adverse setbacks in normal development of the life of a child.
- Similarly parents, caretakers and those working with young people need to be aware of the risks associated with media usage.
• At the same time measures at state and central level should be taken to protect children and young people against sexualisation through the media.

• In all levels the education should be broadened in the area of media literacy to cover issues of cyber safety.

• After all proper research must continue to provide a comprehensive evaluation of the associated risks of media usage.

Conclusion

Children of the present generation have continuous access to many different forms of media. Just as a coin has both sides, media can enhance children's education, learning opportunities, curiosity, creativity, and communication. However, it can also provide them with lot a negativity and take away their precious time; make them lazy and keep them away from exercises, physical healthy activities and socialization. Parents can best guide their children's media choices by educating themselves about the forms of modern media including the latest Internet formats for communication and obtaining information, by monitoring media which the children consume, by reviewing media before releasing it to children, by blocking the unwanted content carefully which make it harder for youth to view inappropriate content, and by setting and enforcing clear rules and boundaries for balanced media use. After all, the awareness created by the parents in the minds of the children will stay for life.

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ROLE OF KNOWLEDGE MANAGEMENT IN THE TRANSFORMATION OF INDIA INTO A KNOWLEDGE ECONOMY

Chacko Jose P & Bindu Balagopal*

Introduction

A knowledge economy is one in which knowledge is the key resource, just like in an agricultural economy land is the key resource. The knowledge economy is a vague term that refers either to an economy of knowledge focused on the production and management of knowledge, or acknowledge-based economy. In the second meaning, more frequently used, it refers to the use of knowledge to produce economic benefits.

The knowledge economy differs from the traditional economy in several key respects. Firstly, the knowledge economy is not of scarcity, but rather of abundance. Unlike most resources that deplete when used, information and knowledge can be shared, and actually grow through application. Secondly the effect of location is diminished in a knowledge economy. Using appropriate technology and methods, virtual marketplaces and virtual organizations can be created that offer benefits of speed and agility, of round the clock operation and of global reach. Thirdly in a knowledge economy laws, barriers and taxes are difficult to apply on solely a national basis. Knowledge and information ‘leak’ to where demand is highest and the barriers are lowest. Fourthly, in a knowledge economy knowledge

* Chacko Jose P- Associate Professor of Economics, Sacred Heart College, Chalakudy, Kerala
BinduBalagopal - Head of the Department of Economics, Victoria College, Palakkad, Kerala
enhanced products or services can command price premiums over comparable products with low embedded knowledge or knowledge intensity. Fifthly in a knowledge economy pricing and value depends heavily on context. Thus the same information or knowledge can have vastly different value to different people at different times. Human capital - competencies - are a key component of value in a knowledge-based company, yet few companies report competency levels in annual reports. In contrast, downsizing is often seen as a positive ‘cost cutting’ measure.

**Knowledge Assessment Methodology**

The World Bank’s Knowledge Assessment Methodology (KAM: www.worldbank.org/kam) is an online interactive tool that produces the Knowledge Economy Index (KEI)—an aggregate index representing a country’s or region’s overall preparedness to compete in the Knowledge Economy (KE). The KEI is based on a simple average of four sub-indexes, which represent the four pillars of the knowledge economy:

- Economic Incentive and Institutional Regime (EIR)
- Education and Training
- Information and Communications Technologies (ICT) Infrastructure
- Innovation and Technological Adoption

A Knowledge Economy is one that utilises knowledge to develop and sustain long-term economic growth, thus the Knowledge Economy framework focuses on four pillars which are needed to support a successful knowledge economy.

1) The first pillar of the framework is Economic Incentive and Institutional Regime (EIR) that is conducive to the creation, diffusion, and utilisation of knowledge. A regime that provides incentives that encourage the use and
allocation of existing and new knowledge efficiently will help to foster policy change. The economic environment must have good policies and be favourable to market transactions, such as being open to free trade and foreign direct investment. The government should protect property rights to encourage entrepreneurship and knowledge investment.

2) The second pillar is a well-educated and skilled population that creates, shares, and uses knowledge efficiently. Education, especially in the scientific and engineering fields, is necessary to achieve technological growth. A more educated society tends to be more technologically sophisticated, generating higher demand for knowledge.

3) The third pillar is a dynamic information infrastructure that facilitates the communication, dissemination, and processing of information and technology. The increased flow of information and knowledge worldwide reduces transactions costs, leading to greater communication, productivity and output.

4) The final pillar is an efficient innovation system of firms, research centres, universities, think tanks, consultants, and other organisations that applies and adapts global knowledge to local needs to create new technology. The generation of technical knowledge leads to productivity growth. With these pillars in place, countries can develop a knowledge economy and sustain long-term economic growth.

**Knowledge Economy Index (KEI)**

The Knowledge Economy Index (KEI) 2012 rankings for 146 countries are prepared by World Bank. Sweden retains its first-place position as the world’s most advanced knowledge economy, with a 2012 KEI of 9.43. Sweden is especially strong in innovation and ICT, ranking second for both
pillars. In the education pillar, however, it fell to 6th place from 3rd place in 2000. Sweden’s competitiveness in the ICT pillar is largely attributable to an increase in Internet users. Sweden is also remarkably strong in all the innovation indicators: royalty payments and receipts, science and engineering (S&E) journal articles, and patents. The slight decline in its education performance is mainly due to a drop in secondary and tertiary enrolment rates. The gross secondary enrolment rate declined from 152 percent in 2000 to 103 percent most recently. The tertiary enrolment rate has risen over time, but not as fast as other countries, so its normalized score declined from 9.72 in 2000 to 8.72 in the most recent year. The United States KEI position has suffered from a weakening in all 4 pillar indices. Its KEI has fallen from 1st place in 1995 to 4th in 2000 to 12th position in the current 2012 rankings.
Table 1: KAM 2012 Knowledge Indexes Top 10 Economies

<table>
<thead>
<tr>
<th>Country</th>
<th>KEI Rank</th>
<th>KEI Index</th>
<th>EIR Rank</th>
<th>EIR Index</th>
<th>Innovation Rank</th>
<th>Innovation Index</th>
<th>Education Rank</th>
<th>Education Index</th>
<th>ICT Rank</th>
<th>ICT Index</th>
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<tbody>
<tr>
<td>Sweden</td>
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<td>2</td>
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<td>6.9</td>
<td>7</td>
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</tbody>
</table>

Source: KAM 2012 World Bank

The Nordic countries remain among the best KEI performers. Finland is ranked 2nd, with Denmark and Norway following closely in the 3rd and 5th places, respectively. All four KE pillars in these countries are well developed and balanced. These countries are characterized by their particularly strong performance in the EIR pillar: all rank in the top 10; and to a lesser extent in the education pillar where they all rank within the top 15. Compared to 2000, Finland jumped 6 positions to 2nd place in 2012 (KEI 9.33) because of improvements in the EIR, education, and ICT pillars. Its strongest performance was in innovation and EIR, for which it
ranks in the top 3. Denmark made impressive improvement in the EIR pillar, rising 8 positions to 3rd place between 2000 and 2012. However, its ICT pillar ranking dropped 10 places to 13th, because of a relatively weak showing in telephone and computer penetration.

Table 2: KAM 2012 Knowledge Indexes of BRIC countries

Source: KAM 2012 World Bank

<table>
<thead>
<tr>
<th>Country / Economy</th>
<th>KEI Knowledge Economy Index Rank</th>
<th>EIR Economic Incentive Regime Index Rank</th>
<th>Innovation Index Rank</th>
<th>Education Index Rank</th>
<th>ICT Index Rank</th>
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</thead>
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</table>

India ranks 110 among 146 countries in KEI index. Our position in the ranking has fallen from 104th in 2000 to 110th in 2012. India’s KEI index is 3.06 when compared to Sweden’s 9.43. There are only very few countries behind India, in the ranking like, Pakistan (117), Bangladesh (137), Nepal (135) and some African countries. What’s interesting is that among various factors such as economic incentive regime, innovation, education, and information and communications technology (ICT), India’s highest ranking is in the area of innovation. But even though India is known for IT outsourcing, its own use of ICT is far behind that of developed economies. Apart from fixing weak primary education, restrictive policies on labour and the general difficulty of doing business in India, a lot more needs to be done by the government to facilitate the transition to a knowledge-based economy.
Countries in the Asia-Pacific region are far less knowledge driven than developed nations, according to a recent report by the Asian Development Bank (ADB). Using an index developed by the World Bank, the report shows that average Knowledge Economy Index score for the Asia-Pacific region was 4.39, compared with 8.25 in the case of OECD (Organisation for Economic Co-operation and Development) countries.

Theoretical perspectives

Let us now examine the factors that determine a country’s rate of economic growth in the long run. The growth models of the 1960s assigned a significant role to human capital formation and in particular to education financed by the public sector (Arndt, 1987), but long-run growth was entirely an exogenous process due to technological progress, which was assumed as an unexplained time trend in labour productivity. In recent years, this approach has received renewed attention with the rise of a new line of research that explains the growth rate endogenously, assigning an important role to the private and public sectors in the formation of human capital, at both the aggregate and the individual levels. Within the new growth theory, economists have begun to study the influence of education spending on consumption-saving decisions in models which allow for the possibility of persistent growth (Glomm and Ravikumar, 1997). These recent developments have significant policy implications since public or private expenditures on education may influence long-run growth and social welfare. To the extent that formal schooling is a significant component of human capital investment, the institutions for schooling may be important for economic growth (Gradstein, Justman and Meyer 2005).

Public expenditure on education and returns to growth- the revival of interest in growth theory and analysis in the 1980s was marked by a
paradigm shift towards a new outlook: endogenising the growth factors within the system. The endogenous growth perspective looks at growth. In the neoclassical growth model, the economy is ‘assumed’ to reach a steady state in which all macroeconomic variables grow at the same rate and in the absence of technological progress, per capita growth of these variables will eventually cease.

Endogenous growth theory states that human capital accumulation is a driver of economic growth. The belief, that education causes growth has led governments of many developing countries to make huge investments in the education sector. Paul Romer in 1986 published a paper called ‘increasing returns and long run growth’ in which he proposes a model in which economic growth is driven by the accumulation of knowledge. Endogenous growth theory focuses on education, job training and development of new technologies for the world market. The assumption of diminishing returns to capital is abandoned in the endogenous growth theory. According to the traditional view, K includes only the economy’s stock of plants and equipment then it is natural to assume diminishing returns. The advocates of endogenous growth theory argue that the assumption of constant returns to scale is more applicable if K is interpreted to include knowledge a part of capital. Knowledge is used in the production of goods and services and knowledge is used to produce new knowledge. Compared to other forms of capital, knowledge does not exhibit diminishing returns. The increasing face of scientific and technological innovation over the past centuries has led economists to argue that there are increasing returns to knowledge. If we assume that knowledge is a type of capital, then endogenous growth model with the
assumption of constant returns to scale provides an analysis of long run economic growth and sustainable development

Romer takes the example of an economy with two sectors: the manufacturing firm and the research universities. Manufacturing Firms produce goods and services which are used for consumption and investment. Universities produce a factor of production called knowledge, which is freely used in both sectors. The stock of knowledge determines the efficiency of labour in both manufacturing sector and universities. The growth of knowledge depends on the fraction of labour force in universities. The economy exhibits constant returns to scale as long as capital is broadly defined to include knowledge. If we double both physical capital K, and knowledge E, then we double the output of both sectors in the economy. Here persistent growth arises endogenously because the creation of knowledge in universities never slows down.

Social Perspectives

Apart from technical knowledge, and skills becoming factor inputs in production, there are many spill over benefits to the society at large, what we call as positive externalities. Knowledge enrichment enables human beings to have a better quality of life in the sense that they are better equipped to appreciate and acquire culture in the widest sense of the term. Human beings have the right to be open to great paintings, great music, theatre, poetry and the arts. Their life will be richer, their appreciation of values keener and their awareness sharper, with education. Society moves forward with all the cultural and counter cultural trends generated in the process.
Creating an awareness regarding the dangers of losing environmental quality is one of the pressing needs in India. Environment as an amenity, a luxury and a necessity should be appreciated. Environment degeneration, in the interests of economic growth will soon lead to the stark reality that the economic growth is not sustainable. A high quality social infrastructure can be assured only with environmental protection. To realize this creation of a population with strong knowledge base and social awareness is a prerequisite.

**Conclusion**

Though we can boast of a glorious past, the fact remains that the achievements of contemporary Indian universities are limited. The quality of higher education as judged by the list of 200 top ranking universities prepared by the Times Higher Educational Supplement in October 2011 shows that India is nowhere near the picture. In fact the top five leading institutions of higher education are all in America followed by Britain. There are none from Asia in the top 20. There is not a single university in India in this list of the top 200 in the world. (Sen 2013). Singapore is small and lacks a natural resource base, but have universities which are ranked among the World’s best. It is almost a corollary that Singapore is also hailed as the best country to work in, the least corrupt with high environmental standards.

The present scenario for knowledge creation in India is bleak. There is severe quality deterioration, lack of innovation and creativity. The unholy nexus between political parties and private educational agencies has made education the best investment opportunity with high return and low risk. The government instead of ensuring the principles of inclusion, equity and access, left the students to the mercy of banks for finding funds for
financing higher education in the private sector. Such policies certainly cannot lead to the formation of an egalitarian society.

The neglect that Indian planners have shown towards knowledge creation is incomprehensible even in the context of the desire to provide universal literacy and free elementary education to children below fourteen. The level of literacy still remains high. Vast resources which should fruitfully move towards education, both higher and elementary is expended in wasteful and unproductive activities. India is slated to have one of the youngest populations, with the bulk of the population figuring in the working age. However, in order to utilize this demographic dividend effectively, India needs to impart adequate and appropriate skills to its workforce.

India needs a shift in focus. Our priorities have to be changed and our form shifted from big dams and steel mills to knowledge creation and the generation of creative knowledge. The emphasis should be on people with ideas and capabilities. Giving livelihood jobs to millions are important, but more important become the chance to grab the opportunity of turning them into a qualified human resource.

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LEVEL OF AWARENESS AND STIGMA AMONG SOCIAL WORK TRAINEES ABOUT HIV INFECTED AND AFFECTED COMMUNITY - A DESCRIPTIVE STUDY.

Nithin Kumar N & Athena Rose Joseph *

Abstract

The Human Immuno Virus (HIV) is a pandemic disease which does not discriminate. India has more than 2.1 million people infected with HIV and more than 1.5 million people affected with the virus. Social workers work with the HIV infected and affected communities by supporting them to access antiretroviral therapy (ART) and helping them lead a healthy and peaceful life. There is no doubt that HIV infected and affected people belong to highly marginalized communities with high public stigma and self-stigma attached to the disease. Social Workers are seen as change agents who sensitize, create awareness and build capacity in others in order to remove the prevalence and impact of stigma/taboo on sensitive and marginalized sectors and communities. HIV is among one of the world’s highly stigmatized diseases, with India not being an exception. It is the duty of Social Workers to ensure the public and concerned communities are aware of the scientific knowledge about the disease. Thus it becomes essential for social work trainees to be personally stigma-free and broad-minded and accept the HIV infected and affected communities to assist in solving their problems and concerns. The purpose of this study to understand the stand and view of the social work fraternity especially social work trainees on the HIV infected and affected communities. The findings of this study can help to improvise and modify the social work curriculum and pedagogy to make the social work trainees more holistic and broad-minded in approaching these issues. The respondent group of this study is from various departments, colleges and schools of social work across the city of Chennai. The intent and motivation of taking this study are to understand the minds of social work trainees' and improve the profession as such.

* Nithin Kumar N, Social Work Graduate (BSW), Development Management Trainee (MA.DM), Madras School of Social Work (MSSW), Affiliated to University of Madras, Mob: 7358004546 Mail : nithin.rathi@gmail.com

Athena Rose Joseph, Economics Honours Graduate (BA), Development Management Trainee (MA.DM), Madras School of Social Work (MSSW), Affiliated to University of Madras. Mob: 9591928984, Mail: athenarjoseph@gmail.com
Introduction

HIV/AIDS is a global epidemic affecting the lives of many. There are 36.9 million people living with HIV/AIDS according to the 2017 report by the World Health Organisation. HIV brings out the best and worst among people; it is at its best when the infected and affected communities come together to combat the issue and it is at its worst when stigma and discrimination isolates the individuals who are affected and also prevents them from seeking help (Maluwa, Aggleton, & Parker, 2002). Erving Goffman, a Canadian-American sociologist argues that the stigmatised individual is a person who possesses an undesirable difference. The stigma attached to HIV is also patterned such that it reinforces the existing social inequalities (Maluwa et al, 2002). One of the most known examples of this is that HIV is considered a disease only among homosexual men.

The patients infected with HIV are often blamed for the cause of the disease and this, in turn, is associated with their moral values. Many believe that had an individual made better moral decisions he/she would not be infected with HIV. This stigma attached to HIV creates discrimination in various aspects of life thus violating his/her basic human rights. The stigma also prevents the HIV infected and affected communities from seeking effective treatments. Thus, it becomes very necessary to remove the stigma attached to HIV. A social worker is an individual who belongs to the academic disciple of social work, a profession concerned with working with individuals, communities, and groups to help them address the various social issues and enhance their functioning and well-being. Social workers also a role in challenging stigma by making people aware. There is a large number of the social work fraternity who do not just work with the HIV/AIDS infected and affected communities but also work outside of it
to help make the families of infected and affected communities, the society and the rest of the world understand what HIV is and thus help remove the stigma attached to it. This study aims to assess the level of awareness and stigma among the social work trainees about HIV/AIDS infected and affected communities.

**Importance of this Study**

Social Workers are seen as change agents who sensitise, create awareness and build capacity in others to remove the prevalence of stigma attached to the sensitive and marginalised sectors and communities. As mentioned previously, HIV is highly stigmatised in India and social workers have the role of creating more awareness about the disease. Thus it becomes essential for social work trainees to be stigma-free and broad-minded, to accept the HIV infected and affected communities and help/assist in solving their problems and concerns. The purpose and scope of this study is to understand the position and view of social work trainees about HIV infected and affected communities. The findings of this study can help to improvise and modify the social work curriculum and pedagogy to make the social work trainees more holistic and broad-minded in approaching these issues.

**Methods, Data Sources, and Scheme for presentation**

The findings are based on multiple sources – literature review, observation, information requested through a questionnaire and focused one on one interviews. The literature review can be categorised into Indian academic/research literature and western academic/research literature and some of the literature reviewed has been re-interpreted. Reinterpreting can be defined as the extraction of data from articles that are descriptive,
ideological or that which address the different research questions. Several qualitative interviews with social work trainees and their faculties and also observations were conducted to complement the literature search. The research design predominantly used for this study is descriptive. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collected (Glass & Hopkins, 1984). It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution.

Students of Social Work (UG and PG) in Chennai are the source of participants in this research. The sampling technique used is probability sampling. In probability sampling, each member of a given research population has an equal chance of being selected. It involves, literally, the selection of respondents at random from the sampling frame, having decided on the sample size. This type of sampling is more likely if the orientation of the research is positivist, and the methodology used is likely to be quantitative. In probability random sampling the selection is completely arbitrary and a given number of the total population is selected completely at random. As in the study, the respondents were selected randomly and the sampling method followed is probability random sampling. The major tool for data collection is through Questionnaire and Interview (One on One Discussion). The article comprises of the literature review followed by findings of the study in different subheadings and perspectives, suggestions and the conclusion.

The Literature Review

Maluwa, Aggleton & Parker (2002) in their study on HIV related stigma and discrimination show on how stigma and discrimination are related and that HIV worsens when infected individuals are stigmatized by their loved
ones, families and communities and are discriminated against, both individually and institutionally. It also shows how HIV and AIDS-related stigma and discrimination are tied to other existing social inequalities and they reinforce each other. This stigma and discrimination associated with HIV and AIDS deny an individual his basic rights such as the right to employment, right to marry, freedom of movement etc., thus denying his basic human rights. The authors consider a multipronged approach to help remove stigma and discrimination against those with HIV and AIDS as it not just hinders their effective treatment but also obstruct the individual's human rights.

Pandey (2002) conducted a study on the social awareness of AIDS in India and found that there exists a large number of misconceptions about the disease and its spread. This is the result of the various socio-cultural practices and beliefs existing in Indian society such as premarital sex being a great taboo. In India, HIV/AIDS transmission and its risk factors are associated with the socio-cultural practice, sexuality and sexual behaviour, prostitution, professional blood donors and truck drivers. There also have been various instances in the past where patients were denied surgery and treatment in the major hospitals in India as a result of stigma and taboo against these conditions. Though there have been various initiatives by the government such as National AIDS Committee (NAC), National AIDS Control Organization (NACO), Pandey concluded there has not been a remarkable reduction in the stigma associated with HIV AIDS because of the socio-cultural practices and India’s low literacy rate.

Rios-Ellis, Becker, Espinoza, Nguyen-Rodriguez, Diaz, Carricchi, & Garcia (2015) conducted an evaluative study on community health worker intervention to reduce HIV AIDS stigma among the Latino community.
The Latino community is at an elevated risk for HIV infections and the high levels of stigma acts as a barrier to HIV testing and also affects the quality of life of a HIV positive patient. A community health worker intervention was conducted among 579 participants to reduce HIV AIDS-related stigma and the intervention was led by HIV positive and HIV affected promoters through interactive group-based sessions. The results of this intervention show that HIV related stigma reduced alongside a significant increase in HIV AIDS-related knowledge. These authors also found an increased willingness to discuss HIV risk perceptions with sexual partners. Women showed a greater reduction in HIV AIDS stigma scores when compared to the men. Though the intervention has yielded positive results the willingness to test for HIV in 3 months following the intervention did not increase.

Islam, Mostafa, Bhuiya, Hawkes, & De Francisco (2002) conducted a study on the knowledge and attitude to HIV/AIDS of the staff of the International Centre of Diarrheal Disease Research Centre, Bangladesh (ICDDR, B). Two hundred and ninety-three randomly selected members of staff were surveyed using questionnaires to assess their knowledge and attitude towards HIV and AIDS. The study showed that though the staff had a satisfactory level of knowledge about HIV, half of them had poor attitudes. Similarly, the staffs at the higher levels (61.6%) have more knowledge about the disease and its causative factors, but only 33.3% of the staff had the knowledge that an HIV positive person can look healthy. The lower level staff has various misconceptions about the transmission of the HIV virus. Though the staff had sufficient knowledge about the disease, 40% of the respondents were of the opinion that HIV positive patients should not be allowed to work. Pulerwitz, Michaelis, Weiss, Brown, &
Mahendra (2010) conducted a study on the importance of reducing HIV related stigma as it acts as a major barrier to a successful HIV prevention, care and treatment. The findings of more than 10 studies from the years 1997-2007 and the Horizon program clarifies the relationship between stigma and HIV. This study summarizes the major contributions of the Horizon program of 1997 and also provides an understanding of the concept of stigma at various levels such as interpersonal, institutional, community and legislative levels. In his book, AIDS in the World, Jonathan Mann (2008) and his co-authors describe the three phases of the AIDS epidemic prevalent in a society. The three phases are: the typical entry into the community which usually goes silent and unnoticed; the second phase is the epidemic in itself which emerges when HIV triggers life-threatening infections; and the third phase is the combined reaction of stigma, discrimination, blame and collective denial. This third epidemic makes it necessary to reduce the stigma as this worsens HIV. These authors claim it is the duty of individuals and the state governments to come up with measures to combat HIV related stigma

Overview of the findings

Our study shows that majority of the social work trainees claim to be aware of HIV/AIDS but in reality, detailed data collection conveys that their awareness levels are very meagre with many viewing HIV/AIDS as a communicable disease. Majority of the social work trainees find it difficult to differentiate between HIV and AIDS and there are very few social work trainees who are aware of details about the transmission of the HIV virus. Many view it as a virus spreading through water and even air. Most of the social work trainees are not aware of the HIV treatment, i.e. ART (Antiretroviral Treatment). The study has also found that very few social
work trainees get the opportunity and exposure to work with HIV infected and affected communities and very few are interested to work with the community on these issues because of the stigma and prejudice attached.

Very few social work trainees are aware of the facts and complete science of HIV, and these were the only ones who showed interest to work with HIV infected and affected communities. Even these trainees demonstrated reluctance when given scenarios such as sharing food or kissing an HIV infected patient. The reason they provided was the insults and stigma they could receive from friends and colleagues if they did so. Thus, it is very clear that the few who are aware and stigma-free are also being isolated and suppressed because of the fear of insult and stigma. One interesting finding was that most of the social work trainees show huge sympathy towards the HIV infected and affected communities through donations and charitable efforts but very few show empathy by undertaking welfare and intervention activities with them.

**Correlation of awareness and stigma**

The stigma, prejudice and judgements are often caused due to the lack of factual knowledge and awareness on the issue. Social Work trainees becoming more aware on the subject will eventually reduce their stigma levels and more importantly, they will only accept their clients without judgement if they are equipped with practical and subject knowledge awareness. A completely aware individual will be non-judgemental and stigma-free since he knows the science behind the problem or the issue.

**Generic Inputs from the researchers**

A holistic curriculum framework and sophisticated teaching pedagogy can help in addressing the issue of lack of awareness and stigma mindset with
prejudice thoughts. The study suggests that the social work fraternity should inculcate and modify the typical and conventional learning style and pedagogy by making the trainees to explore more through effective fieldwork, classes, practical and research sessions. Social work research should be given more emphasis in the curriculum because the research has the scope to make the trainees aware of the grassroots and ground realities by probing, analysing, interpreting and assimilating. Soft skills and skill lab sessions can also be part of the curriculum so that the trainees will experience and learn the social skills and values which are essential like empathy, being non-judgemental and stigma-free.

The soft skills session can also include critical thinking and positive thinking, leadership skills, and personality development, as all these will ensure the trainees become more broad-minded, non-stereotypical and more responsive and less reactive towards sensitive issues. It will make them inquisitive to learn and to gain awareness and facts about the necessary issues. The Social Workers and the Social Work fraternity as a whole is seen as a change-making community who has been closely associated with society from all levels, so it is very necessary and important for the future social work fraternity to maintain and improve the quality of the discipline and fraternity. So the present social work trainees are the target, who must prepared to be socially aware, socially sensitive and stigma-free. So, we social work fraternity stand at an important juncture where we do not only strive to prepare our fraternity trainees to be aware and stigma-free, we also strive to make the whole society aware and stigma-free towards each other.
Suggestions to the fraternity

Social Work Trainees are considered as change agents and thus it is necessary for them to be stigma-free. To help address the issue of stigma here are the following suggestions:

- Firstly, social work institutions should recognise the need to address stigma and discrimination. The social work trainees must be taught about stigma and its adverse effects on people. They must be given adequate knowledge and awareness about HIV/AIDS through the curriculum, pedagogy, field work and workshops to can help reduce stigma and the taboo attached to the HIV/AIDS community.

- Social work institutions should encourage social work trainees to work with the HIV/AIDS infected communities, thus helping them realise how HIV/AIDS is spread therefore knowing that working with an HIV infected person does not cause it to spread.

- There should be vast use of media to address stigma and it is also necessary to show how stigma and discrimination attached to HIV/AIDS make it difficult for the affected communities to seek effective treatment.

- Since HIV/AIDS is a pandemic disease and is one of the biggest threats to the globe, it must be mandatory for all social work trainees to have field experience with HIV infected and affected communities which in turn will make them aware of the ground realities and their actual problems.

- Social work institutions can also enrol students who have HIV/AIDS, thus help to address stigma and discrimination through the involvement of people with HIV/AIDS.
Conclusion

As can be seen from the findings a majority of the social work trainees still have a certain level of prejudice towards the HIV infected and affected communities. As brought out in many studies, stigma and discrimination hinder the process of effective treatment of HIV and in most cases complete denial of it. The stigma further worsens when it is in association with various other social inequalities existing in society. Thus, it is very necessary to remove the stigma attached to HIV/AIDS.

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DIALOGUING ENVIRONMENTAL PEACE THROUGH PEOPLE’S MOVEMENTS – A READING ON ANTI-DAM MOVEMENT IN CHALAKKUDI RIVER BASIN, KERALA WESTERN GHATS

K. Umadevi

Abstract

The paper sketches the Resource conflicts, Rights of Indigenous People, Importance of environmental peace building and role of social work profession in the context of anti-dam movement in Chalakkudi River Basin in the Kerala Western Ghats. Chalakkudi river is the 5th largest river in the state with biologically rich forests tracts spread over the catchment with the only remaining low altitude riverine forests in Kerala Western Ghats. The proposal for building a dam for the envisaged Athirappilly Hydro Electric Project dates back to 1982 when the Kerala State Electricity Board proposed a twin project of 120MW installed capacity and a Poringal Right Bank hydroelectric project. Environmental groups and people’s collectives opposed the project on grounds that it would damage the environment, infringe on the human rights of the indigenous community, and threaten tourism and affect the drinking water projects of nearby grama panchayats. Environmentalists also expressed concern over the proposed hydroelectric project at Athirappilly waterfalls and highlighted that it would lead to displacement of the indigenous communities residing in the submergence zone and also lead to drying up of the river channel and eventual extinction of the primitive tribal group, ‘Kadars’. In 2006, the Kerala high court quashed the earlier award of clearance and ordered a fresh public hearing on the project. The newly elected Government in the state also has plans to proceed with the project. The Kadar community, who are already victims of two earlier displacements owing to the similar projects, expressed their disagreement with the project and declared that only they have the right to forest and forest products under the Forest Rights Act (2005). The current scenario is that the indigenous community has moved the Honorable High Court of Kerala against the proposed project. In this context the paper explores the arguments of various agents involved in the conflicts and sketches the terrain of the conflict from the point of view of the fundamental rights and existing legislations. The paper analyses the very idea of development as a state’s governance programme which infringes over the rights of the Citizens and demand their sacrifice for the greater common good. This paper also envisages the philosophy of anti-dam movements as a planned strategic intervention of social work in the environmental peace building process. The movements try to manage the conflicts that emerged in the area due to the encroachment to the environmental

* Mrs.K. Uma Devi, (PhD scholar), Department of Social Work, Sankaracharya University of Sanskrit, Kalady, Kerala, Email: umakottappurath@gmail.com, Ph: 09847675060
peace and human rights using the strategies and the process of social action and other scientific social work methods.

Key Words: - Nature based conflicts, Environmental Rights, Dialoguing, Anti-Dam Movements, Chalakkudi River Basin, Kerala Western Ghats, Environmental peace building, Social work Intervention.

Introduction

Man's impact on environment goes back far beyond the beginning of history. The interference of human beings on the earth's crest have resulted in denuded forest, dammed rivers, polluted atmosphere, depleted ozone layer, global warming and rise of sea level and depletion of natural resources. The very existence of human beings is under threat (Max Nicholson). The expression of changing relationship of man and nature and its repercussions are reflected on ecological landscapes. River is one of the major ecological landscapes which express the drastic changing relationship of the human beings and the environment (P. McCully). Most of the human civilizations started and flourished along the banks of great rivers. By the mid-1970s almost all the major rivers in India were dammed, to fulfil the objectives of providing drinking water, water for irrigation, and to generate electricity. Since then the issues of ecological degradation, human rights of project affected people, rights over land, forests and water emerged accordingly.

As the invasions of the humanity over the natural resources started and proceeded without considering the significance of the environment there emerged a number of nature based conflicts. “Nature based conflicts have increased in frequency and intensity in India. They revolve around competing claims over forests, land, water, and fisheries, and have generated a new movement struggling for the rights of victims of ecological degradation” (Gadget & Guha). There is a close link between
environmental issues and human right violations and peace. Natural resources and other environmental factors are linked to violent conflict in a variety of ways often obscured by more visible issues, such as ethnic tension and power politics. In India, nature based conflicts started as an impact of the post independent capitalist model development. During the past few decades an exponential increase in human population, alarming disappearance of forests, rapid urbanization and industrialization, intense agriculture and irrigation, growing demand for energy etc., have led to the massive exploitation and abuse of the Indian environmental assets. The drastic changes in the land use, occurred in Kerala in the second half of the 20th century have their consequences not only in the general environment of the state but also in the case of river systems in particular.

God’s own rivers in God’s own country

The state Kerala is termed as the God’s own country because the land is located between the sea and the Western Ghats sliced with the rich tributaries flowing across the land with great cultures and traditions of agriculture and bio diversity. The state of Kerala lies in southwest corner of the Indian Peninsula stretching between the Western Ghats on the east and the Arabian Sea on the west. Rivers are an important part of Kerala’s landscape and flowing water in the most characteristic feature of the State. The luxuriant moist forests that once clothed the Western Ghats, coupled with the abundant rainfall gave rise to the 44 rivers (41 west flowing and 3 east flowing) of Kerala. Rivers of Kerala are relatively small. The annual discharge from all the rivers of Kerala is approximately 78401 mm3, whereas a single river like Godavari has an annual discharge of 1,05,000 mm3 (James 1988). Even then they are having an indispensable role in shaping the social and cultural life of the state. The State owes its
prosperity to its rivers. But today none of these rivers are able to perform their life-sustaining role satisfactorily as all of them are in various stages of degradation due to different types of human interactions such as excessive deforestation in the catchment areas, indiscriminate sand mining, over burden of dams, pollution and unsustainable approaches of river basin management in the name of development to cater to the ephemeral needs of man.

The Chalakkudy River

The 145.5 km long Chalakkudy is the fifth longest river in Kerala and its basin lies between 100 05’ to 100 35’ North latitude and 760 15’ to 760 55’ East longitude. The total drainage area is 1704 Sq. km. Out of which 1404 Sq. km lies in Kerala and the rest 300 Sq. km in Tamil Nadu. Chalakkudy River is formed by the union of four major tributaries namely Sholayar, Parambikulam, Kuriarkutty and Karapara. In the plains the river flows through highly fertile tracts. The river finally joins the right arm of Periyar at Elanthikkara, a few kilometers before flowing into (merging with) the sea. The basin includes 15 Panchayats, one Municipality, and three Districts. Its northern tributaries originate from the Nelliampathy hills of Palakkad district in Kerala and its southeastern tributaries originate from the Anamalai Hills of Coimbatore district in Tamil Nadu. Chalakudy River is unique in its rich fish diversity; at least 104 fish species have been located from this river. This river basin is the only home to a primitive hunter-gatherer tribal group; the 'Kadar' their settlements scattered in the forests of the river basin. The Chalakudy River has hundreds of lift irrigation schemes and 30 Government operated drinking water supply schemes and a population of about 10 lakh directly dependent on the river for various uses.
Forests in the Chalakkudy River Basin occupy a pivotal position in the natural vegetation cover of Western Ghats. Forests of this basin form a major chunk of the wildlife habitat extending from Peechi to Indira Gandhi Wildlife Sanctuary (in Tamil Nadu) through the Anamalais and therefore sustain large, viable populations of wildlife. The Parambikulam Wildlife Sanctuary which is the second ‘Tiger Reserve’ in the State forms the central part of the above mentioned wildlife biological unit. Parambikulam Wildlife Sanctuary also forms the part of the forest area along the upper reaches of the Chalakkudy Basin. To the North and North East of this sanctuary lies the Nelliyampathy Hills, to the East and South-East is the Indira Gandhi Wildlife Sanctuary, in the West the continuity of forests is maintained through natural forests of Vazhachal and Chalakkudy forests divisions. The natural forest types of the Chalakkudy River Basin can be classified as: (a) West Coast Tropical Evergreen, (b) West Coast Tropical Semi Evergreen, (c) South Indian Moist Deciduous, (d) Moist Bamboo Brakes, (e) Reed Brakes and (f) Fire Degraded Grasslands.

**Human infringements on the Chalakkudy River basin**

The upper catchment of Chalakkudy river basin has a 200 year odd history of deforestation for agricultural and forestry plantations. Dams and inter-basin water transfers have added to the degradation. Heavy sand mining, over extraction of water for drinking and irrigation are other problems. There are already six dams in the Basin namely Poringalkuthu, Sholayar, Upper Sholayar (in Tamil Nadu), Parambikulam, Peruvaripallam and Thunakadavu. As part of Parambikulam – Aliyar agreement made between Kerala and Tamil Nadu Governments reservoirs (in Chalakkudy Basin) were constructed on the Sholayar River (in Tamil Nadu), Sholayar River in Kerala, Parambikulam River, Peruvaripallam River and Thunakadavu.
River. The water thus diverted from Chalakkudy basin is used by Tamil Nadu for irrigation and power generation.

Riparian vegetation in the upper reach has been degraded primarily due to the construction of reservoirs, clear felling of forest, rising of both private and government plantations and also through the canalization of streams. Degradation of riparian vegetation along the down reaches was primarily due to the encroachment for agriculture and construction of pump houses in the encroached lands along the river bank. From Chalakkudy, town to the mouth of the river, within each kilometer there is an average of four major lift irrigation schemes and an average of 15 smaller lift irrigation schemes. Forested freshwater marshes in this basin, in particular in the Parambikulam area which are highly degraded due to soil erosion. Beginning from 1830’s, Nelliyampathy and Valparai areas were cleared for raising coffee plantations by the colonial rulers. From 1901 onwards forest were extensively cleared in the Parambikulam area using the Cochin Forest Tramway for timber extraction by British rulers. From 1942 extraction of timber increased due to the construction of Anamala Road from Chalakkudy to Valparai. Due to construction of manmade reservoirs extensive areas of forest were cleared.

**River protection movements in the valley**

People’s movements and river protection committees have been responding to the issues of the river. Farmers Associations of the Chalakkudy River Diversion Scheme has sent several representations to the Government of Kerala regarding the reconsideration of the Parambikulam Aliyar Project. Several complaints have been filed in the local bodies against sand mining from river bed. Several tonnes of BHC (1kg/plant) were used by the Plantation Corporation in the oil palm
plantation in 1991. Major portions of this organochlorine pesticide reached the river due to the steeply sloping terrain of the area. Kerala Chemicals and Proteins Ltd, is sending their effluents into the river and this made a series of agitations in the area. Many of the wells near by the effluent point are contaminated. Series of protests have been done by citizen organisation of Kuzhoor regarding the indiscriminate mining of clay from the fertile paddy fields. In most of the areas of Puthenvelikkara Panchayat and the Malaya tribal people of Pillapara Colony in Pillapara is an area facing acute drinking water scarcity. Salinity intrusion into the far inland areas of the river has caused serious damage to the several farm crops. Complaints have been filed at the Agriculture Department as well as the Irrigation Department. The region specifically Kathikudam and its residents are facing the environmental and livelihood destruction brought on after the setting up of Nitta Gelatin India Limited (NGIL), formerly Kerala Chemicals and Proteins Limited in this area. The major conflict issues that had emerged with the operations of NGIL in this region are primarily related to unauthorised water extraction by NGIL from Chalakudy River and dumping of toxic waste water into Chalakudy River. The by-products of the ossein production process have led to increased incidence of diseases in the village.

**Proposed Athirapilly Dam as symbol of conflicting incursion**

The Athirappilly waterfalls is situated 1000 ft above sea level on the Chalakudy river, at the entrance to the Sholayar ranges of the Western Ghats, Athirappalli is a scenic combination of forests and little streams. Falling from a height of 80 feet, this is one of the largest waterfalls in the state. The forests in the catchment area is the only remaining low altitude riverine forests in Kerala. Many endangered and endemic species of flora
and fauna are found in the forests of the Athirapilly-Vazhachal area. This area is the only place in the Western Ghats where four endangered Hornbill species are seen. The Western Ghats is one of the most important biodiversity hot spot in the world. This valuable natural ecosystem is already been degraded by several human interactions. Environmentalists claim that Athirapally is a one-of-its-kind riparian ecosystem in Kerala.

Apart from the direct submersion of forests, large areas of virgin forests in the basin are disturbed and degraded due to the associated developments with the dams like powerhouses, project colonies, approach roads, power lines, quarries etc. Dams along this river have drastically affected the riverine physical and chemical conditions. The major river valley project in this periods were (a) Poringalkuthu Hydro Electric Scheme - 1957, (b) Sholayar H.E. Scheme - 1966 , (c) Upper Sholayar (within Tamil Nadu) - 1966, (d) Parambikulam Group Dams - 1958. Clear felling of natural forests for raising industrial raw material and raising plantations began in mid-1960.

The history of Athirappilly Hydro Electric Project dates back to 1982 when the Kerala State Electricity Board proposing a twin project such as AHEP at 120MW installed capacity and Poringal Right Bank hydroelectric project. It was to include a dam 23 metres (75 ft) high and 311 metres (1,020 ft) wide on the Chalakudy River in the Vazhachal Forest Division about 5 kilometres (3 mi) upstream of Athirappilly Falls and 400 metres (1,312 ft) upstream of Vazhachal Rapids (Vazhachal Falls). Environmental groups and people's collectives opposed the project on grounds that it would damage the environment, infringe on human rights, and threaten tourism and affect the drinking water projects of nearby gramapanchayaths. Environmentalists also expressed concern over
whether the proposed hydroelectric project at Athirappilly waterfalls would lead to displacement, drying up of the river and eventual extinction of the primitive tribal group, `Kadars,' in the area (These families were brought from Poringal dam site for constructing the reservoir. Now they are again going to be displaced for constructing the Athirapilly Hydro Electric Project) and also threaten tourism. Though it was not their main concern, critics also noted that if the entire course of the river were diverted to make electricity, the Athirappilly-Vazhachal waterfalls could dry up. To avoid damaging the falls, the KSEB proposed adjusting the water releases to maintain the falls.

In 2005, the Kerala Ministry of Environment and Forests approved the project on the basis of a report by Water and Power Consultancy Services (India) Ltd. (WAPCOS), an environmental impact assessment (EIA) agency. In 2006, the Kerala High Court quashed the clearance and ordered another public hearing. On 29th Jan 2011, the chairman of the Western Ghats Ecology Expert Panel (WGEEP) Madhav Gadgil opined that the Environment Impact Assessment (EIA) of the Athirappilly hydel power project was not properly carried out. He was of opinion that the proposed Athirappilly hydro-electric project cannot be approved until the Forest Rights Act is implemented in its true spirit for the Kadar tribal community of the area and also no comprehensive study had been carried out so far on the natural riparian forest vegetation along the Western Ghats. On 14th Jun 2011, Union Minister for Environment and Forests Jairam Ramesh said his ministry would not grant approval to the Athirappilly hydroelectric project. The Western Ghats Ecology Expert Panel (WGEEP), on Sep 6th 2011 recommended to the Union Ministry of Environment and Forests against granting permission to carry out any construction activities at the sensitive
Athirappilly-Vazhachal region. The panel, which submitted its report to the then Union Environment Minister Jayanti Natarajan in the Capital, named Athirappilly as one of the 18 eco-sensitive localities (ESL) in the state.

In 2016 the present Government of Kerala also declared that they intend to proceed with the project. The Kadar community, who are already victims of two displacements, expressed their disagreement with the project and declared that only they have the right to forest and forest products as per the forest rights act. The current scenario is that they have sued case in the Honorable High Court of Kerala against the proposed project. The World Commission on Dams in its report published in 2000 reveals that 40 – 80 million people worldwide have been displaced by development projects. The United Nations High Commission for refugees that economic and environmental refugees will continue to make up a significant percentage of the total refugee populations around the world, and that the number will only increase as more damage is done to the environment.

These continued efforts of the state government through various agencies and departments in the out fits of the power shortage in the state to proceed with the construction of the dam even without considering the economic non viability and the alarming EIA reports have made the area an area of conflicting environmental experiences. The basic environmental rights including the fundamental right of the river to exist in its natural form and the right to protect the basic assets of the river including the people and the rich natural flora and fauna was violated through these encroaching activities. The proposal has made the basic harmony o the people and the living/non living organisms in the valley distorted and the peaceful life of the river dependent environment including the aboriginal and migrated people in the valley became in deep conflict. The people lost their peace of
mind and the environment lost the fundamental environmental equilibrium and synchronization.

**Peoples movements as efforts of Peace Building**

The two proposed schemes namely Athirapilly Hydro Electric project as well as the Kuriarkutty –Karapara multi-purpose projects has been severely objected by certain people’s organisations. People’s movement against the proposed hydroelectric dam in Chalakkudy River is one of its kind where the affected people demand the right over their habitat, water and livelihood. Not only the Kadar community is affected, but people residing in down streams of six gramapanchayaths will also be affected due to this project. The Chalakkudy River Protection Council has already filed a case in order to revoke the clearance given by the Minister of Environment and Forests for constructing the Athirapilly dam. Another people’s organisation called ‘Nilanilpu’, Kodungalloor has filed a case against the implementation of Athirapilly Hydro Electric Project as it will result in acute drinking water shortage in the downstream. Many Farmers Association which are beneficiaries of some of the irrigation schemes in the basin have sent memorandums to the Government of Kerala, that implementation of Karapara- Kuriarkutty project will result in acute shortage of water for irrigation from the river.

**Environmental Peace building**

The continues efforts of these peoples movements in the valley were treated by the government and the media as resistance to the development and the people involved in the effort were branded as anti-development people. The government and the corporate lobbies in the sector have succeeded to a great extend in the campaign for the dam. The general
community who believed as the cultured and developed people in fact believed the propaganda of the power centers and tried to support the efforts of the government and the pseudo development people. They never realized the value of protecting the rights of the river and the people in the catchment area and the downstream of the river valley.

In fact the resistance of the local people enlightened by the learned and farsighted environmental lovers and critical conscience of the community was not to prevent the development or the efforts of generating power from the water sources. The people involved in the protection movement revealed that they were in the great activity of ecological peace building process. The International Institute of Sustainable Development (IISD) states: The connection between environmental issues and conflict are many and complex. But natural resources and other environmental factors are linked to violent conflict in a variety of ways often obscured by more visible issues, such as ethnic tension and power politics. Peace cannot exist without equitable development, just as development requires sustainable management of the environment in a democratic and peaceful space says the Nobel Laurate for peace 2004 Wangari Mathai.

A better understanding of the links between environmental change and human security is vital for effective conflict prevention, peace building and post-conflict reconstruction. Environmental peace building” is an emerging concept recognizing the potential of the natural environment to play a role in post-conflict rebuilding and peaceful relations between communities in conflict. These movements have followed the logic of the environmental peace building rationale and the links between peace, the natural environment, and conflict thus the natural environment might be understood as a tool, actor, and stakeholder in peace building processes.
What really needed is a holistic approach to ensure ecologically sustainable development where needs of future generations are not compromised for the greedy conflicting intrusions of the present.

Conclusion

Most of the projects implemented in the name of development, often leads to the denial of the rights of people in general and ethnic groups in particular. These are also examples and experiences of critical environmental conflicts in the locale and make the harmonious existence of the environment in danger. For development to be sustainable, the peaceful living of the people must be ensured. Principle 25 of the Rio Declaration on Environment and Development emphasizes (UN 1992): “Peace, development and environmental protection are interdependent and indivisible.” Environmental peace building which advocates environmental protection and cooperation is needed to solve the issues behind the problem. Development should be sustainable so that every citizen should get equal access to the advantages of development. It should not be catering to the needs of the few at the cause of many. Social Work profession which have a method of its own to solve the mass social issues should actively involve and support such social action movements using professional skills and techniques and act as a catalyst to protect environment and ensure the rights of affected people through peace building process and should cater to the needs of the hour. Social Work being a profession that empowers individuals and communities to live a rich and full life, has to involve in nature conservation for peace building and negotiate and provide advocacy for the disadvantaged people who pay for the social and ecological ill effects of development projects. Social Work Professionals should empower them to achieve social justice which
entails that state activity should be based on just and equitable treatment of all people regardless of caste, religion, colour, race, sex, age, class. It is a call to honour the life and dignity of each individual, especially the least among the deprived. The social workers can take up and involve in the process of the peace building efforts of the people and also can very effectively practice the professional methods and strategies to empower the nature including the people in the nature.

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SOCIAL WORK AND COMMUNITY ENGAGEMENT: PERSPECTIVES FROM PRACTICE, RESEARCH AND EDUCATION, WITH SPECIAL REFERENCE TO COMMUNITY ENGAGEMENT IN ULLAL, KARNATAKA

Eveleen Benis & Sushmitha*

Introduction
Zero Waste is a philosophy that encourages the redesign of resource life cycles so that all products are reused. No trash is sent to landfills or incinerators. The process recommended is one similar to the way that resources are reused in nature. Adopting a zero waste approach to resource management is critical to the future of our planet and its peoples. Hence, it is proposed that zero waste management plan be implemented with the community participation in a phased manner

Field of Study
Ullal City Municipality is the second biggest governing body after Mangalore City Corporation (CMC) in Mangalore Urban Agglomeration, South Canara. Ullal was formed as Nagara Panchayat in 1996. Later Town Municipal Council was formed in 2006. And was then upgraded to City Municipality in 2014. It is interesting to note that a mosque called Sayyid Muhammad Shareeful Madani Darga attracts people from all faiths. It is very famous for historic locations like; Sri Cheerumba Bagavathi Temple, Someshwara Temple, Someshwar Beach, Kadapara jara Darga, Summer Sands Beach Resort, Queen Abbakka

* Eveleen Benis & Sushmitha, School of Social Work Roshni Nilaya, Mangalore.
Chowta's Fort at Ranipura, K Pandyarajah Ballal Institutes and college of nursing, St. Sebastian Church Permannur, Sayyid Madani Institutions, Fish Meal & Oil Plant, and Queen Abbakka's Jain temple at Melangadi. This town is an important trading centre for fish and fish manure. Fishing and Beedi rolling are main occupations of the residents of this town.

The strategy;

SSWRN through its Centre for Extension Service (ESC) has agreed to extend the technical support to Ullal City Municipal Council (CMC) to improve the stake holder participation for efficient service delivery of its key civic amenities. * The technical support will be provided in a phased manner in mutual agreement with the Ullal CMC over a period, in the next ten year i.e., up to 2017. The key areas proposed for the technical support to improve the civic services include the following;

1. Sustainable Waste Management system
2. Safe drinking water supply system
3. Disease control
4. Underground drainage system
5. Safe roads and street lights

* Service level bench (SLB) marking indicators framework as suggested by the Directorate of Municipal Administration (DMA)
6. Civic services; Commercial licensing, birth & death certification

7. Efficient tax collection system

Based on the proposal of technical support from ESC, the Ullal CMC accepted the technical support to improve the ‘Waste management system’ of Ullal initiated under the ‘Swatch Bharath Mission(SBM)’ Accordingly, ‘Zero Waste Management plan’ was proposed to be piloted in selected wards(7) and help the CMC to achieve the goal by 2020’.

The ESC interfaces with the CMC and the UG and PG faculty of Roshni in providing placement of field work students at Ullal in the wards where the councilors have volunteered to work for achieving the goal respective wards**** for an academic year 2017-18.

**Zero Waste management and its relationship to an inclusive society;**

There is a direct relationship between the SWM and inclusive society. Cleanliness is a common issue affecting every citizen irrespective of caste and community. The ultimate goal of the zero waste management plans is to make all wastes in to re-

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Waste management definition: ‘waste management or waste disposals are all the activities and actions required to manage waste from its inception to its final disposal.

Zero waste management definition: ‘zero waste means setting a new goal for how we live in the world- one that aims to reduce what we trash in landfills and incinerators to zero- and to rebuild our local economics in support of community health, sustainability and justice.’
usable resources. Hence changing the current practice requires understanding of the practices which is deep rooted in ones culture across various communities. The Residents Welfare Associations (RWA) or similar groups formed with members drawn from various communities in a locality/Ward provides opportunities for the neighbours to work towards a common problem (waste disposal). The RWA helps members of each community to exchange different views, verify taboo’s and eventually helps to remove one’s bias and commonly held taboos and creates and opportunity to practice the constitutional value of ‘fraternity’ in one’s neighbourhood and this opportunity is being created in every ward for every community members in Ullal CMC area.

**Role of various stake holders and the Field work students in evolving a model;**

The key stakeholders in the process of Zero Waste Management plan include the Service provider (CMC; Commissioner, Health Inspectors, Community organiser, Drivers, Sweepers, Supervisors etc.), the service clients (58,000 Pop in 10,300 HH) various the elected reps (31 Councillors and nominated members) and Community based institutions (local CBO’s, education institutions and heads of religious institutions which includes School of Social work, Roshni Nilaya (ESC and the Field work students). The leadership to the interventions will be with elected body of the CMC Ullal supported by SSWRN through ESC and a committee involving representation from all the key stakeholders referred above. The intervention plan will be worked out and implemented with approval of the committee on annual basis and reviewed periodically.
The plan of Action: (June-April 2017-18).

The key milestones of the Zero waste management plan in the pilot wards include the following steps;

1. Allocation of work load to Field work students @ 125 HH per students

2. Interfacing with the Respective Councillors and the role of Student social workers

3. Assessing the status of waste management in the pilot wards to understand the qualitative and quantitative analysis of the waste generation and waste management practices among the citizens. 
   (Sources a) HH level b) Institution heads c) Community Heads )

4. Presentation of status report ; ward wise by councillors

5. Way forward; Expansion of pilot model of zero waste management plan in the all the Wards of CMC area.

The base line study on the waste management practices among the citizens of Ullal 2016-17.

The quantum of mixed waste disposed (Bio degradable and non-bio degradable) by the citizens of Ullal per day is 12/15 tonnes per day (TPD)††††† and it is transported‡‡‡‡‡ to the waste processing yard of Mangalore city corporation situated in Vamanjoor which is 18 km away.

††††† Municipal Solid Waste (MSW) management system in Ullal City Municipal Council (CMC) having approximately 10,300 HH and Commercial establishments Like any other CMC’s, Ullal CMC is equipped with Men (54 sanitation workers) and machineries (8 garbage collector vehicles and two compactors) to manage its waste.

‡‡‡‡‡ The wastes are regularly collected from 27 wards covered in 8 geographical zones for collecting them from households and commercial establishments
Ullal CMC pays Rs.400/-per tonne towards the processing fee, consequently, approximately Rs. 1.56 lakh amount is spent per month for towards. As of now, Ullal CMC does not have its own land fill site or waste processing yard and depends totally on the waste processing system of MCC. Hence, it was clear from the data available at CMC w.r.t. TPD waste sent for processing to Vamanjoor is going on increasing and costing to the exchequer of CMC day by day. Hence, SSWRN proposed piloting of ‘Zero Waste management’ (ZWM) models on first come first basis in June 2017. Counsellors for seven§§§§§ (7) wards came forward and MSW students were placed at their disposal for piloting the sustainability of the system.

The concept of ‘zero waste management’ was presented to the CMC body and seven councillors****** out of the 27 came forward on first–come–first basis to pilot in their wards. (7, 8, 14, 15, 16, 22 and 24). It was a mixed group, politically, (5 members from Congress and one each from BJP and Independent candidate.) and 17†††††† students (MSW first and final year) were placed under CMC to work in the selected wards for a period of two semesters and they have put in an average 220 hours of field work during the period for i.e, from 10th August 2017 to 24th April 2018. They were

§§§§§ The Ward Councilors volunteered to pilot the Zero Waste management Plan include; 7, 8, 14, 15, 16, 22 and 24.

****** Councilors Volunteered to pilot Zero Waste management model: (Cong)Basil D’souza, Farooq Ullal, U.A. Ismail, Dinesh Rai, Mustafa (BJP) Mahalaksmi, (Independent) U.H. Farooq,

†††††† Final MSW (CD) Students; Annapurna, Annie Mary Sr. , Basavaraj, Deeksha, Deekshitha, Hashamma, Jovita, sneha kuriakose, Sushan, Soumya , Sushmitha, Shruthi
guided by the Director of the ESC as a field Instructor monitoring the piloting of the base line data for Implementation of the ZWM model.

The methodology;

Since the demographic profile of the Ullal area is dominated by the Muslim community (57%) and since most of the field work students come from Hindu and Christian community. It was found necessary to sensitise them on the socio-cultural practices of the major community to remove student’s personal biases and to ensure quality of data collection. Skill sets such as; conducting FGD’s and interviews with the community leaders, women and elders of the major communities, Documentation skills for case study writings and MS Excel for data entry were provided for the students in workshop mode with the help of subject experts and field instructor. Meanwhile, the counsellors were oriented about the broad frame work of this preparation for base line data collection and to build rapport with the community leaders and local institutions. However, it is important to facilitate a synchronisation between the interests of the field work students (academic) and the counsellors (political) and ensure that both are made to understand their respective role in achieving the common goal. Two sets of data (qualitative data and the Quantitative) were collected for the baseline study to understand what do people actually consider as waste (both wet waste and dry waste) and dispose them and why? And what is the quantity of waste disposed every day by a household as well as by a commercial entrepreneur. The FGD with community leaders and interviews with institution heads mainly focussed to understand the qualitative aspect of waste disposal behaviour of people i.e., the basis for considering an item as ‘waste’ or ‘resource’. On the other hand, the
quantitative data gathering focussed on the quantity of waste disposed in terms of weight and items of wet and dry waste.

**Tools of data Collection:**

FGD guidelines, interview schedules and electronic weighing scales were used for gathering information. 10% of the HH from the major communities and 100% of the commercial establishments in the pilot ward were covered in the base line. The two time lines were considered for gathering the quantitative data i.e., January and February 2018.

**The quantitative data analysis:**

Samples of the quantitative data of the Vidyaranya Nagara ward no. 16 on waste disposal practices at the HH level is given below.

- The average of two months waste disposal is 32 kg.
- Out of this 95% is wet waste(Bio degradable) and 5% dry waste(non-bio degradable)
- The average quantity of HH level waste disposal is 642grms
- Out of which 610 Grams is wet and 32 Grams is dry Waste
• The citizens are disposing their wastes without segregation
• The education and waste disposal practice has no direct co-relation
• The total quantity of waste disposed by a family is 750 grams to 1000 grams of which 150 grams-250 grams is dry (non-degradable) waste and 750 grams is the bio degradable green/kitchen waste.
• The overall waste collected from Ullal CMC area is 16/17 TPD of which 10/12 TPD is wet/bio degradable wastes
• The wet/bio degradable wastes include 8/9 items while dry waste/Non degradable include 30 items.
• Citizens with small size land plot use their bio degradable wastes to their cattle, piggery and pet/domestic animals.
• Citizens living in Flats by and large dispose their wastes to CMC vehicle.
• There is not much difference in the waste disposal practices among the HH and Commercial /establishments in Ullal.
• Using plastics and card boards to heat the bathing water is a common phenomenon among the HH.
• Irregularity of waste collection timings and improper waste disposal practices is common complaints of both the citizens as well as the garbage retrievers.
• Garbage retrievers’ feel bad when citizens throw wastes after they leave the location and complaint about not collecting to the CMC.
• Citizens as well as local institutions are willing to segregate if the system is improved
• The study indicated that a system to recycling of 100% of the bio degradable waste generated and non-degradable wastes is to be planned.
The qualitative data analysis;

Qualitative data were gathered from two sources i.e.

a) From the Muslim, Hindu and Christian community leaders and b) from the Heads of the local institutions like; Anganwadi, School HM’s, co-operative society, Youth clubs, Mahila mandals etc. Interview guidelines were used for the purpose. The interview guidelines were provided for conducting FGD and documentation skills were provided in workshops. FGD were conducted in the place suggested by the concerned ward counsellor. Students were oriented on ‘do’s and don’ts’ to be followed while conducting the FGDs.

Focused group discussion was used as a tool to understand rituals and cultural practices prevalent among the major communities from birth, death and beyond, was the frame work for FGD. The process helped the students to know community wise differences in the practices on common issues. Communities’ perception about ‘understanding, what according to them is ‘waste’ is also explored. The findings of the FGD are illustrated below;

- The field work students inhibition were easily removed because of the familiarity and the facilitation by the Counsellor who is respected by the local community.
- Some counsellors were confident and held FGD jointly with all the three major community leaders instead of separate FGD’s in their ward.
- Irrespective of religious difference, all communities indicated the need for maintaining personal hygiene and surroundings of habitation clean.
• The FGD exercise reduced biases of most of the field work students about other communities.
• Field work students built a good rapport with community leaders from other communities and were happy to have been offered breakfast, tea snacks and lunch during their field work.
• Opinions and suggestions of the local institutions such as intervention plan based on base line data analysis

Based on the data analysis the report for each of the selected wards were prepared by the field respective field work students in the month of March 2018 and presentations were made to the their Counsellors at the CMC with view to;

a) To discuss the waste disposal practices in the ward; both quantity and quality of waste
b) To highlight the strengths and challenges of zero waste management plan Implementation
c) To plan sustainable waste management plan for the ward

Consequently, the ward level action plans started emerging based on the inputs and suggestions from the ward counsellors. Accordingly, the following actions were planned to be taken up at the ward level before the end of academic year for the field work students by 24th of April 2018. The key action points emerged and focused included;

1. Presentation of the study outcomes of the base line to the neighbourhood groups identified by the Counsellor.
2. Forming neighbourhood committees within the ward and local youth group called as Citizen’s Alert Group’ (CAG) to monitor waste
collection by CMC and awareness to neighbourhood about ‘Reduce’, ‘Re-use’ and re-cycling of waste.

3. Identifying local institutions, groups and individuals for sustained campaign or for training volunteers on zero waste management concepts.

4. To complete formation of CAG groups at neighbourhood level before the end of the academic year of the field work students as well as the expiry of the tenure of the counsellors and the CMC body (The election dates due to be announced for the urban local bodies in Aug 2018)

The follow-up action in five wards (14, 15, 16, 22 and 24) out of seven could be taken up by the students while in remaining two wards (7 and 8) due to lack of initiative of the counsellors. Moreover, the counsellors started losing interest during the last two or three months prior to the expiry of their tenure i.e., from April 2018 onwards. Students went through an examination stress during the 2nd week of April and it affected the field work commitments.

**Current status of the project (As on 1st April 2018)**

With announcement of the Assembly election dates in Karnataka, the proposed formation of ward committees, selection and training of CAG members had to be deferred till the Election results.

- Publishing of Base line survey report of selected wards by CMC Ullal.(May 2018)

- The piloting of social entrepreneurship on *bio manure production* in selected wards( 16 and 22) with local initiative of local youth group and Corporator (May –June 2018)
• Application of Swatch map Ullal with support from Intel, Bangalore (June 2018)
• Allocation of social work students; BSW/BA and MSW for field work 2018-19 academic year (June 2018)
• Orientation to CMC officials and elected members on sustainable waste management plans for wet waste and dry waste into resources based on base line findings (June-July 2018)
• Identification of 125 CAG members (@15 members per ward) across 7 selected wards (Aug 2018)
• Training CAGs on the concept of Zero waste management (Sept 2018)
• Formation of ward committees (Oct. 2018)
• Orientation to CMC officials and Councillors on ward specific zero waste management practices (Oct-2018)
• Mid line survey of Waste disposal practices in selected wards and newly inducted wards (Oct-Nov-2018)
• Expansion of new wards for zero waste management model on voluntary basis (Nov-Dec 2018)
• Ranking of zero waste management wards from among the first 7 wards (Jan-Feb 2019)
• Draft presentation of Midline survey report on the status of wards as on March 2019.

Conclusion;

The purpose of Roshni engagement is purely to repay its societal obligation towards Ullal city where it had started its rural community development in 1978, the place with history of a harmonious society with unique demographic profile. The ESC of School of Social Work took the initiative
to partner with Ullal CMC to work towards making ‘Ullal City as a model for inclusive society.’ This goal is envisaged to be achieved by 2027’. Hence, engaging faculty and students of Social Work continuously in Ullal over a period of next 10 years in a phased manner is expected to bring in desired results. We remain indebted to Ullal CMC body, CBO’s and Educational institutions and major community and religious leaderships of Ullal city for their unconditional support in our endeavour.

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The Earth Summit 1992 resulted into five documents Rio Declaration on Environment and Development, Forest Principles, Convention on Biological Diversity, Framework Convention on Climate Change (UNFCCC) and Agenda 21. Agenda 21 is a blueprint for sustainable development into the 21st Century


Project Report of Mangalore City Corporation on Solid Waste Management 2016-19
SENSE OF PLACE AND PLACELESSNESS IN AMITAV GHOSH'S

Elizabeth Maria*

Abstract
Amitav Ghosh is an Indian English writer well known for his fiction and nonfiction works. His works are noted for the complex narrative strategies to probe the nature of national and subjective identity predominantly of people in India and Southeast Asia. ‘Sense of Place and Placelessness’ discusses the relation between space and identity based on Edward Relph’s theory of space. The focal point of the analysis is the influence of a space in the formation of one’s identity. The novel traces the conscious and subconscious transformations and adaptations that each character undergoes during their journey.

Keywords: Identity, Space, Placelessness, Displacement, Transformations

Introduction
Cultural geographers view the world as inherently spatial, social, and political and they examine issues relating to the spatiality of identities, inequalities and power across multiple scales. Characters in the narrative define and redefine their space. They also transform and redefine a place with the intention that it fits into their notion of space. As a part of defining their identity, the passengers transform the Ibis itself into “an adoptive ancestor” (Amitav Ghosh 356-57) and consider themselves as its children.

Amitav Ghosh belongs to the pantheon of writers who have established an independent status in the world of literature. Indian English Literature has

* Elizabeth Maria, English Trainer, Finishing School, DiST.
flourished in the hands of expert writers like Arundati Roy, Salman Rushdie, V.S Naipaul, and Sashi Tharoor. These writers succeeded in employing the language given to us by the colonizers to write back. They used it as a medium to express Indian thoughts, experiences, and sensibilities in a distinctive Indian way.

**An Analysis: Sea of Poppies**

The *Ibis Trilogy* is one of Amitav Ghosh’s most noted historical fiction. The work is set in the early nineteenth century with the First Opium War (1839-42) as the backdrop. The trilogy traces the events that led to the Opium wars between Britain and China in which they fought over the exportation of opium cultivated in the plantations in Colonial India. Another major event that serves as a backdrop for the novel is the "Great Experiment" which involved the transportation of indentured labours from India to the sugar and tea plantations in Mauritius. Britain played key role in both these events. The trilogy includes *Sea of Poppies* (2008), *River of Smoke* (2011), *Flood of Fire* (2015). *Ibis* is the name of the schooner that carried opium and the indentured labourers from Calcutta to the plantations in Mauritius. The trilogy is named after the schooner as it serves as the site of several significant events in the narrative. *Sea of Poppies* focuses on the events that occurred prior to the First Opium War. It introduces the principal characters including Deeti, a village woman, Paulette, a French woman, a mulatto sailor Zachary Reid, and a Bengali Zamindar Neel Ratan Halder. All these characters hailing from diverse social, cultural, political and economic background meet for the first time in the *Ibis*. They take up new identities, explore new world and different people, leave their past and transform themselves in relation to the space within the *Ibis*. The *Ibis* begins its journey from Calcutta carrying the coolies, convicts and opium
to Mauritius. While some of the passengers in the *Ibis* reach their destination some escape to Hong Kong and Canton and get caught up in the events that lead to the Opium War. The novel brings in a variety of characters ranging from a French woman, a mulatto sailor, British sailors and officials, lascars and a Bengali Zamindar. They bring with them their native tongues consisting of various pidgins including the Bengali Pidgin English and the variants spoken by other characters.

**Cultural Geography, identity and space**

Geographers have often spoken about the significance of place as the focal point distinguishing geography from other disciplines. Human geographers such as Yi-Fu Tuan, Anne Buttimer and Edward Relph studied the relationship between places and human emotions and the importance of place in ordinary human life. The term ‘sense of place’ has been used in several ways. It is a quality that some geographic places holds and some do not, while it can also refer to a feeling or perception held by people and not by the place alone. Edward Relph, a Canadian Humanistic Geographer in his work *Place and Placelessness* defines place as “a centre of action and intention. The essence of place lies in the largely unselfconscious intentionality that defines places as profound centers of human existence. (42-43). *Place and Placelessness* by Edward Relph published in 1976, was one of the first books that explicitly examined the idea of place and also one of the first phenomenological studies in geography.

‘Sense of place’ is a factor that converts the space into a place with special behavioral and emotional characteristics for individuals. In investigating the notion of place in depth, Relph focuses on people’s identity of and with place. By the identity of a place, he refers to its “persistent sameness and unity which allows that place to be differentiated from others. (Relph 1976
p 45). Relph describes this persistent identity in terms of three components: the place’s physical setting; its activities, situations, and events; and the individual and group meanings created through people’s experiences and intentions in regard to that place. He defines the identity with the place through the concept of insideness, the degree of attachment, affection and involvement that a person or group has for a particular place. A person feels inside a place, when he or she is here rather than there, enclosed rather than exposed, at ease rather than stressed, and safe rather than threatened. Relph suggests that the more deeply inside a place a person feels, the stronger will be his or her identity with that place. On the other hand, outsideness is a place experience when a person feels separated, alienated or estranged from a place. Individuals and groups may create a sense of place either unconsciously or deliberately.

**Sense of Place and Placelessness**

Deeti, one of the key characters of the novel defines herself through the shrine that she maintains at her home. It serves as a microcosm for the Ibis where people of divergent caste, community, and race converge. The room not only held just the gods but also Deeti’s personal pantheon which consisted tokens of her family and forebears such as her “dead father's wooden clog, a necklace of rudraksha beads left to her by her mother, and faded imprints of her grandparents' feet, taken on their funeral pyres (Ghosh 9). The walls surrounding the altar were dedicated to pictures that she had drawn herself on papery poppy-petal discs. Like the sketches of people that Deeti finger paints as relics in her “shrine” (Ghosh 10) their narratives are also marked with discontinuities and suggestiveness. The shrine occupies a significant place in her ordinary life. It serves as a defining feature that builds her identity throughout the narrative. It is a
memory temple that she carries with her even when she is being displaced from her home village. The shrine also serves as a place that transcends time; it immortalizes the characters with their exceptional features. It becomes an intimate and a transcendental space that connects her with her past. Later she drew the figure of a winged vessel flying over the water. Thus the *Ibis* became the second figure to enter “Deeti's seaborne shrine” (Ghosh 395). The shrine builds a mystic connection between the characters even before and as destiny puts them together in the *Ibis*.

Paulette is another important figure within the novel. She is a French woman who was brought up by her *aiyah*. Paulette's life with her new benefactors, the Burnham's, was marked by her preoccupation with the space in a Botanical Garden. Therefore, she assigns herself the task of supervising the Burnham's garden as an attempt to overcome her extreme sense of placeslessness. She planted the trees and plants that linked her to her past life in a Botanical Garden.

Preoccupation with space is indicated in the novel's concentration on the *Ibis* ship, its materiality and the spatial hierarchies that exist on board the ship. Therefore the ship acts as an instrument that aids to define and redefine the sense of place for its people. The identification of a person in a particular place depends on the factors such as race, language, religion, culture, customs and history which is disrupted with the notion of displacement. A person feels unfamiliar and strange in an alien land away from his home land which results in his attempt to redefine the place to regain the sense of *insideness*.

Deeti’s description of the *Ibis* “as a vessel that was the Mother-Father of her new family, a great wooden *mai-bap*, an adoptive ancestor and parent of dynasties yet to come” (Ghosh 356-57) is suggestive of the image of *Ibis*
as their new adoptive homeland. Ghosh also depicts the deep sense of loss faced by the *girmitiyas* as a result of their displacement from homeland. On the ship the passengers survive by constructing and existing in their own inside space. The marriage ceremony that occurs in the *dabusa* is an indication of the attempts made by the *girmitiyas* to familiarize themselves with the allotted space.

**Conclusion**

Ghosh in his novel tries to highlight that, one attempts to transform a space in such a way that it defines their identity. The discourse analyses the conscious and subconscious transformation and adaptations that each character undergoes during their journey to Mauritius. In the process they alter the place, take up new identity, shed their past and embrace the present.

**References**


TEXT MINING TECHNIQUES, APPLICATIONS AND ISSUES

Dhanya Devassykutty & Sona John *

Abstract

This article examines the concept of text mining techniques and issues and the main goal is to understand textual content. Text mining is a process of extracting interesting and nontrivial patterns from huge amount of text documents. There exist different techniques and tools to mine the text and discover valuable information for future prediction and decision making process. The selection of right and appropriate text mining technique helps to enhance the speed and decreases the time and effort required to extract valuable information. This highlights the study of text mining concerns the development of various mathematical, statistical, linguistic and pattern recognition techniques which allow automatic analysis of unstructured information as well as the extraction of high quality and relevant data, and to make the text as a whole better searchable. A text document contains characters which together form words, which can be further combined to generate phrases. These are all syntactic properties that together represent already defined categories, concepts, senses or meanings. Text mining is a process of extracting significant information or knowledge or pattern from the available unstructured text document. Text mining task include text clustering, document summarization, text categorization and sentiment analysis. This paper discusses general ideas of text mining techniques and issues, discussed a number of text mining application and tools for text mining process.

Keywords: information retrieval, information extraction, characteristics, issues, techniques, Computational linguistics

1. Introduction

Text mining is the procedure of exploring and analysing text and retrieving valuable information from it. Text mining is useful in various field such as artificial intelligence and pattern matching.

* Integrated master of computer application trainees (DDMCA), Department of Computer Science, De Paul institute of science and technology, Angamaly, Kerala.
Due to continuous growth of volumes of text data, automated extraction of implicit, potentially use full information becomes more necessary to properly utilise the knowledge. Text mining corresponds to the extension of data mining approach to textual data and concern with various task.

The size of data is increasing at exponential rates day by day. Almost all type of institutions, organizations, and business industries are storing their data electronically. A huge amount of text is flowing over the internet in the form of digital libraries, repositories, and other textual information such as blogs, social media network and e-mails. It is challenging task to determine appropriate patterns and trends to extract valuable knowledge from this large volume of data. Traditional data mining tools are incapable to handle textual data since it requires time and effort to extract information. Text mining obtaining helpful information from large amount of free format textual data.

Text mining is a multi-disciplinary field based on information retrieval, data mining, machine learning, statistics, and computational linguistics. Several text mining techniques like summarization, classification, clustering etc., can be applied to extract knowledge. Text mining deals with natural language text which is stored in semi-structured and unstructured format. Text mining is done using two methods: Text retrieval and extraction. Text retrieval method retrieves records from a text data base and it matches the query you have desired and extraction is techniques to extract information about pre-specified types of entities, and their relationships. Text mining techniques are continuously applied in industry, academia, web applications, internet and other fields. Application areas like search engines, customer relationship
management system, filter emails, product suggestion analysis, fraud detection, and social media analytics use text mining for opinion mining, feature extraction, sentiment, predictive, and trend analysis. The study of text mining concerns the development of various mathematical, statistical, linguistic and pattern recognition techniques which allow automatic analysis of unstructured information as well as the extraction of high quality and relevant data, and to make the text as a whole better searchable. A text document contains characters which together form words, which can be further combined to generate phrases.

**What is text mining?**

It may be characterized as the process of analysis text to extract information that is useful for a specific purpose. Compared with the kind of data stored in databases, text is unstructured, ambiguous, and difficult to process. Nevertheless, in modern culture, text is the most communal way for the formal exchange of information. Text mining usually deals with texts whose function is the communication of actual information or opinions, and the stimuli for trying to extract information from such text automatically is compelling—even if success is only partial. It quickly became apparent that these manual techniques were intensive and therefore expensive. It also requires too much time to manually process the already growing quantity of information. Over time there was a huge success in creating programs to automatically process the information, and in the last few years there has been a great progress.
The desired documents are collected from different sources. The text retrieval technique, retrieval of electronic documents is performed based on a query. Then it process the document. The analyser will analyse the result documents. The information extraction system use techniques adopted in natural language processing for providing more customized and specific output.

**Text mining steps:**

a) Collecting information from unstructured data.
b) Convert this information received into structured data
c) Identify the pattern from structured data
d) Analysis the pattern
e) Extract the valuable information and store in the database.

**Note:**

- First, identify the text to be mined. To do this, you need to prepare the text for mining. If the text data is contained in multiple files,
save the files to a single location. If you are mining databases, determine the field containing the text.

- Next, mine the text and extract structured data and apply the text mining algorithms to the source text.

- Now you need to build concept and category models for the data that is mined. Identify the key concepts and create separate categories for each of them. Quite often, you may find that the number of concepts from the unstructured data is too many in number. In such a scenario, it is advisable to identify the most popular or talked about concepts.

- Finally, you need to analyse the structured data. Make use of standard data mining techniques, such as clustering, classification, and predictive modelling, to discover relationships between the concepts. Next, merge the extracted concepts with other structured data to predict future behaviour based on the concepts.

**Other Related Areas**

- Information Extraction (IE) is a technique that extract meaningful information from large amount of text. IE has the goal of the transforming a collection of documents. Domain experts specify the attributes and relation according to the domain. IE systems are used to extract specific attributes and entities from the document and establish their relationship.

- Information Retrieval (IR) is a process of extracting relevant and associated patterns according to a given set of words or phrases. There is a close relationship in text mining and information retrieval for textual data. In IR systems, different algorithms are used to track the
user’s behaviour and search relevant data accordingly e.g.: Google and Yahoo search engines are using information retrieval system more frequently to extract relevant documents.

- **Computational linguistics**
  Corpus-based computational linguistics computes statistics over large text collections in order to discover useful patterns.

- **Natural Language Processing**
  Natural language processing (NLP) concerns to the automatic processing and analysis of unstructured textual information. It perform different types of analysis such as Named Entity Recognition (NER) for abbreviation and their synonyms extraction to find the relationships among them.

**Text mining tasks**

There are several text mining tasks performed for analysing text:

- Clustering
- Factor analysis
- Text classification
- Text purification
- Text summarization
- Distributed storage and retrieval
- Find similar documents
- Find association between terms
- find commonly occurring terms

Clustering is a process of grouping similar objects. In a cluster, similar terms or patterns are grouped extracted from various documents. Text summarization is a process of collecting and producing concise
representation of original text documents. Text classification is a process of extracting models and describing important data classes.

**Text Mining Techniques related characteristics**

Text mining techniques such as categorization, entity extraction, and sentiment analysis are made use of to extract the useful information and knowledge hidden in text content.

<table>
<thead>
<tr>
<th>Technique</th>
<th>Characteristics</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retrieval</td>
<td>Retrievals valuable information from unstructured text</td>
<td>Intelligent Miner, Text Analyst</td>
</tr>
<tr>
<td>Extraction</td>
<td>Extract information from structured database</td>
<td>Text Finder, Clear Forest Text</td>
</tr>
<tr>
<td>Summarization</td>
<td>Reduce length by keeping its main points and overall meaning as it is</td>
<td>Tropic Tracking Tool, Sentence Ext Tool</td>
</tr>
<tr>
<td>Categorization</td>
<td>Document-based categorization</td>
<td>Intelligent Miner</td>
</tr>
<tr>
<td>Cluster</td>
<td>Cluster collection of documents, Clustering, classification and analysis of text document</td>
<td>Carrot, Rapid Miner</td>
</tr>
</tbody>
</table>

**Application of Text Mining**

Some of the popular Text Mining applications include:

- Enterprise Business Intelligence/Data Mining, Competitive Intelligence.
- E-Discovery, Records Management
- National Security/Intelligence
- Scientific discovery, especially Life Sciences
- Search/Information Access.
There are several existing text mining applications

- Retrieving documents—most high quality methods used to retrieving the relevant feedback to modified initial text queries increased comprehensiveness and precision of records retrieved
- Identify infrastructure—text mining can be used identify elements to infrastructure of a technical disciple. These elements are journals, organisations etc.
- Identify technical relationships—it can be used identify technical themes and inter relationships.
- discovery from literature—it examining the relationship between linked, overlapping literatures and discovering relationships

In Digital Libraries Numerous text mining techniques and tools are in use to ascertain the patterns and trends from journals and proceedings from immense amount of repositories. These sources of information help in the field of research and development. It provides a novel method of organizing information in such a way that make it possible to available trillions of documents online. It provides a novel way to organize information and make it possible to access millions of documents online.

Academic and Research Field In education field, various text mining tools and techniques are used to analyse the educational trends in specific region, student’s interest in specific field and employment ratio. Use of text mining in research field help to find and classify research papers and relevant material of different fields at one place. The use of
k-means clustering and other techniques help to identify the attributes of relevant information.

Life Science Life science and health care industries are generating large amount of textual and numerical data regarding patients’ record, diseases, medicines, symptoms and treatments of diseases and many more. It is a big challenge to filter out an appropriate and relevant text to take a decision from a large biological repository. The medical records contain varying in nature, complex, lengthy and technical vocabulary are used that make the knowledge discovery process very difficult. Text mining tools in biomedical field provides an opportunity to extract valuable information, their association and inferring relationship among various diseases, species, and genes. Use of an appropriate text mining tools in medical field help to evaluate the effectiveness of medical treatments that show effectiveness by comparing different diseases, symptoms and their course of treatments

Business Intelligence Text mining plays a significant role in business intelligence that help organizations and enterprises to analyse their customers and competitors to take better decisions. It provides a deeper insight about business and give information how to improve the customer satisfaction and gain competitive advantages

**Future Directions for Text Analytics**

- New ways to make sense of data, enrich data
- Harvard – Analysing Text as Data
- Detecting deception, Frame Analysis
- Narrative Science – take data (baseball statistics, financial data)
and turn into a story

- Political campaigns using Big Data, social media, and text analytics
- Watson for healthcare – help doctors keep up with massive information overload
- Future Directions for Text Analytics
- Social Media: Beyond Simple Sentiment
- Beyond Good and Evil (positive and negative)
- Social Media is approaching next stage (growing up)
- Rhetorical reversals – “I was expecting to love it”

**Issues in Text Mining Field**

In text mining we are faced different types of issues. Many issues occur during the text mining process and effect the efficiency and effectiveness of decision making. Complexities can arise at the intermediate stage of text mining. In processing stage various rules and regulations are defined to standardize the text that make text mining process efficient. Before applying pattern analysis on the document there is a need to convert unstructured data into intermediate form but at this stage mining process has its own complications. Sometime real theme or data mislay its importance due to the modification in the text sequence. Another major issue is a multilingual text refinement dependency that create problems. Only few tools are available that support multiple languages. Various algorithms and techniques are used independently to support multilingual text. Because numerous important documents persist outside the text mining process because various tools do support them. These issues create
a lots of problems in knowledge discovery and decision making process. Infect real benefit is difficult to attain by using the existing text mining techniques and tools because it is rarely support multilingual documents [34]. Integration of domain knowledge is an important area as it performs specific operations on specified corpus and attain desired outcomes.

**Conclusion**

To conclude with this deliberations on text mining research practices. The availability of huge volume of text based data need to be examined to extract valuable information. Text mining techniques are used to analysis the interesting and relevant information effectively and efficiently from large amount of unstructured data. This paper presents a brief overview of text mining techniques that help to improve the text mining process. Specific patterns and sequences are applied in order to extract useful information by eliminating irrelevant details for predictive analysis. Selection and use of right techniques and tools according to the domain help to make the text mining process easy and efficient. Domain knowledge integration, varying concepts granularity, multilingual text refinement, and natural language processing ambiguity are major issues and challenges that arise during text mining process. In future research work, we will focus to design algorithms which will help to resolve issues presented in this work.

**References**


BOOK REVIEW ON THE BOOK ‘HOW TO WIN FRIENDS AND INFLUENCE PEOPLE’ BY DALE CARNEGIE

Solomon John*

I recently read a book How to win friends and influence people by Dale Carnegie and I would like to share some of the principles and ideas I came across in this book…

Did you know that having fewer friends as you get older is more dangerous than being obese or smoking 15 cigarettes a day? Did you know, having a best friend at work can make you seven times more engaged and productive, but regardless of the latest science on friendship, would it be nice to be surrounded by colleagues and customers that you can call your friends, rather than surrounded by a group of people you suspect are taking behind your back and finding ways to sabotage your success. Will it be nice to have a network of professional friends you could rely on and your career doesn’t go well according to your plan and you are looking for a new opportunity. Luckily, all the tools you need to build solid friendships, strengthen your network and make people eager to help you throughout the career, Can be found in this 82 year book – How to win friends and Influence people by Dale Carnegie. The principles discussed in this book are as applicable today as they were when the book was published in 1936. The ideas in this book can be practiced by any, to win friends and influence

* Solomon John, HOD – Finishing School, Department of Computer Science, De Paul Institute of Science and Technology, Angamaly, Kerala
people. All the principles in this book are centered on two fundamental behaviors.

In 1800’s there was a poor Dutch immigrant boy named Edward Bok. Bok didn’t have more than 6 years of schooling in his life, yet he made himself one of the successful editors of all the time. How did he do it? At the age of 13 he saved up his money to buy an encyclopaedia of American Biographies, then he did something that most of us wouldn’t ever think to do. He read the lives of these famous people and he wrote them letters to ask them more about their lives. He wrote General Grant is asking about a certain battle and Grant drew him a map and then invited this 14 years boy to dinner. Boy was corresponding with many of the most famous people in the nation like Waldo Emerson and Jefferson Davis. Each influential person he met introduced him to the next influential person and soon he had all the access he would need to run a successful magazine. His mere interest in others won the friendship of some of the most important people in the nation. The first fundamental behavior to win more friends and influence people is to be genuinely interested in other people. Author Dale Carnegie says you can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you. To spark a genuine interest in others make a mission to find out how someone spends their time and what subjects excite them, then make their subjects of interest your temporary passion. Be fascinated about what fascinates them. If someone is interested in collecting stamps, stamps might become interesting after you do a little bit of research and find out the most expensive stamp in the world is worth 9.5 million dollars. If I met a person with stamp collection I would be eager to ask what stamps were popular during World War II.
Another way to show your interest in others is to ask them for advice. Back to stamp example, I would be asking if I were to start a stamp collection where should I go to buy old stamps. If you give them the opportunity to share their interest and show their expertise they will associate their excitement and their passion with you. Being genuinely interested in others can also influence people to act in your favour.

In early 1900’s a man named Edward Chalice was looking for a favour from the President of a big corporation. He was doing a fund raising for his local Boy Scout group and he wanted to send at least one of his boy scout to attend a Jamboree in Europe before he met the Corporate President to see if he would be willing to fund one boy scouts, he found out that the president was proud of this one million dollar Cheque that he had framed on his wall. So the first thing that Edward did when he met the man was asked to see his Cheque. He told the man that he never knew anybody that had written the Cheque for million dollars and he wanted to tell his boys that he had seen a Cheque for a million dollars. The President gladly showed him and talked glowingly about this Cheque after a few minutes of talking about cheque the President turned to him and said by the way “What was it you wanted to talk to me about?” Edward told to him and to his surprise, he not only gave him the money for one boy to attend the jamboree in Europe, he gave him money to send five boys plus himself to Europe for seven weeks. In the book Edward says “I know if I hadn’t found out what he was interested in and got him warmed up first I wouldn’t have found him one tenth is easy to approach. If you want to win friends and influence start by taking genuine interest in others.

The second fundamental behavior in winning friends and influence people – Think of a person whom you received praise from, for your work or the
good deed you have done. What will be your opinion of that person after you received the praise? Think of a teacher or Boss who regularly praised your work? How would you compare that teacher or Boss to other Teachers and bosses? While you ponder on these questions, let me take you through another story. Several years ago Tom was working as an electrical engineer at the pulp mill. He was leading the electrical portion of that project. One day he insisted a welder to install a group of very expensive temperature sensors on a series of steel pipes. He returned to check on the welder, later that afternoon he realized that the sensors were installed on the wrong pipes. Tom became horrified, the mistakes would set back the project at least a day and cost the project thousands of dollars. Later that day when Tom had a meeting with the manager of the pulp mill and dozens of other important people on the project, he said “mistakes were entirely my fault and vowed to correct the screw up”. He felt incompetent afterwards, but before he left the office, a senior engineer pulled him aside and praised his courage to admit the fault before the management. He said he wished he had that courage of Tom in his younger age. When the senior engineer said that Tom’s mood dramatically improved and Tom didn’t like this senior engineer, previously and tried a lot to avoid him. Now he held the engineer with high regard and he still is thinking highly of him to this day. The reason is simple he acknowledged Tom for something difficult that he did. The second Fundamental behavior that helps to win friends and influence people is to frequent praise.

Author Dale Carnegie says People think they have committed a crime if their families or employees go six days without food. 6 days and 6 weeks and 60 days without giving them hearty appreciation that they crave almost as much as they crave food. We all are starving for appreciation, that’s why
the great Charles Schwab said if I like anything I’m hardy in my appreciation and lavish in my praise. Like Schwab be eager to praise others for their effort, when you notice a co-worker putting in extra work or effort walk over to them and praise their commitment to the team. If your child or partner helps you to clean your house praise them. A great way to build your praise and appreciation muscles is to make a daily habit. Take two minutes time to text or email your colleagues or partner or peer friends to praise them for the recent progress they have made on their goals and projects. Praise is also a great tool to influence people to act in your favour. Remember honest appreciations got results where criticism and ridicule failed. So if you really want to win friends and influence people be genuinely interested in others and give others frequent praises. Give people the joy of talking about their interests and satisfy their craving for praise and appreciation and soon you will find yourself surrounded by friends who are eager to help you succeed. This is the core message we get from “How to win friends and influence people” by Dale Carnegie. I highly recommend this book to anyone who wants to refine their social skills.

Title of the book: **HOW TO WIN FRIENDS AND INFLUENCE PEOPLE.**

Published by: **Simon and Schuster (1936)**

ISBN: **1-4391-6734-6**

Price: **296/-**

Pages: **291 pp**

**Reference:**

NOTES FOR THOUGHT: RECENT CONCERNS IN MANAGEMENT EDUCATION IN INDIA

Mani K P*

Industrial revolution in the mid-19th century led way to large scale production and the allied activities. This raised many problems in business and the possible ways of dealing with these problems necessitated appropriate and relevant strategies. Historical developments like the Second World War, Great Depression, and rule of Hitler in Germany and the emergence of Keynesian economics exaggerated the situation. The end result was the birth of a new, dynamic and vibrant discipline, called management. Later decades witnessed the practicing of different management thoughts and theories across globe. In the early 1990s, a new international economic order emerged under the label globalization (more aptly, LPG). Accordingly, corporates retuned their strategies and policies. Now the pertinent question is whether the MBA curriculum in India is equipped to orient the students in this direction, except in the case of premier management institutes? If we closely scrutinize the syllabus and also the text books followed, it is quite evident that the syllabus is mostly outdated and even the new books available in the market rarely address issues after globalization. Globalization recommends for globally challenging and competing strategies. Hence, it is high time to develop a new management pedagogy focusing on challenges of the recent days.

Another concern which requires immediate attention is the content of the management text books in Indian context. In India, we have large

* Former Head, Department of Economics, University of Calicut, Director, School of Management, DIST
corporates, focusing on metros and other urban pockets. In an urban metro back drop, the available text books do justice and provide sufficient inputs to the students and policy makers. But what about rural management techniques? For instance, take the case of rural marketing techniques. The marketing techniques presented in majority of the standard and popular text books are not suitable for rural markets in India. At the same time, standard text books on rural marketing strategies are rarely available in India. Similar is the case with many other branches also. Vedic management literature provides some insight, but still the knowledge gap is wide. Hence, it is appropriate to develop materials on rural context and include in the curriculum so that “bare foot mangers” will come up.

Another concern is the practical training provided to management graduates. In majority of the institutions, this is only a ritual and consequently students submit substandard project reports, that too copying from different sources or from the project reports of their predecessors. It is high time to revisit the methodology and pedagogy of practical training. As mentioned above, students are not trained in rural scenario except in the training programmes of IRMA, Anand. There is also an argument that the quality of management education is going down over the years. Of course, this is true for almost all other courses also.

Two or three issues are important here, they are academic, placement and employability. B schools are concentrating on placement, which very much depends on soft skills of the students. I personally know, many students who are not good in their academic track record got good placements because of their excellent soft skills and, many others, who were doing very well in academics struggle to get a placement. What we really need is scholars who are academically brilliant and practically vibrant. Of
course, communication skills are also important. One more related problem is the employability of the management graduates. It is said that only about 10 per cent of the 20 lakh management graduates coming out of Indian B schools are employable. These statistics is almost valid for other disciplines like, arts and science graduates, engineering graduates etc. Let these issues be addressed in management fraternities.

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