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Effectiveness of Metacognitive and Neurocognitive Intervention Strategies in Enhancing Mathematical Performance of Grade 08 Students

AM Jazeel

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Abstract

Mathematics is utmost important for the daily life of the people. It is one of the significant subjects which improve the abilities and skills in a variety of calculations. Learning mathematical skills at the secondary level is highly emphasized because it will help the cognitive skills of the children. This is an experimental study using single group pretest treatment post test design. The major objectives of the study were to diagnose the mathematical performance of Grade 08 students who are identified to be improved, and to assess the efficacy of Metacognitive and Neurocognitive Intervention strategies in enhancing mathematical performance of Grade 08 students. For this study, a sample of 35 Grade 08 Students studying at AK/ Al-Muneera Girls High Schools, Addalaichenai who were identified poor in proficiency in mathematic ability was selected by using purposive sampling technique. Data were collected using Mathametic Achievement Tests (Diagnostic Test, Pretest, Post test, and Progressive Test) and Observation Sheet. The findings of the study have revealed that Metacognitive and Neurocognitive Intervention Strategies were effective in enhancing mathematical achievement of students.

Keywords: Metacognitive and Neurocognitive Intervention Strategies; Grade 08 students; Mathametic Achievement Tests.

Introduction

Mathematics is one of the significant subjects which support learning of the abilities and skills. Learning mathematical skills at the secondary level help the cognitive skills of the children. The methods of learning the proficiency of mathematics highly depends on the techniques of learning in the classroom. Effective teaching depends upon the application of innovative strategies which support

the learning teaching process to a great extent.

Metacognitive and Neurocognitive Strategies

Metacognition is simply an awareness and understanding of one's own thought processes such as study skills, memory capabilities, and the ability to monitor learning. Metacognitive knowledge helps to understand own cognitive processes and the understanding of how to regulate those processes to maximize learning. In teaching learning process, the metacognitive knowledge will be of very use not only to the teachers, but also to the students. Both students and teachers can adopt the metacognitive knowledge of the students in designing the learning activities to optimize their learning outcomes.

Similarly, neurocognition is simply any form of cognition that is associated with the functioning of one or more specific areas of the brain. Its functions are the cognitive functions that are closely linked to the function of particular areas, neural pathways,

Author's Affiliation: Senior Lecturer, Education University of Vocational Technology, Ratmalana, Sri Lanka

Corresponding Author: AM Jazeel, Senior Lecturer, Education University of Vocational Technology, Ratmalana, Sri Lanka.

E-mail: amjazeel@yahoo.com

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or cortical networks in the brain substrate layers of neurological matrix at the cellular molecular level (Dan, 2013). In other words, it shows how ones brain functions when it comes to learning teaching process. The knowledge about neurocognition also helps both teachers and students to design their learning activities to maximize the learning outcomes.

In combining both metacognitive and neurocognitive strategies in the teaching learning process is an innovative attempt in the approach to developing the mathematical ability of the secondary students. In designing the learning activities and implementing them in the classroom using metacognitive and neurocognitive approaches, suitable tasks are important.

Need for the Study

Mathematic proficiency is important for the cognitive development of the students and economic gatekeeper that provides a key basis for achieving other academic and career skills. The strategies of knowing of one's own thinking process and how his brain functions will ease the learning teaching process, particularly the difficult subjects, like mathematics. In secondary schools in Sri Lanka, several instructional methods and strategies have been used for teaching secondary class students, especially for improving mathematic proficiency. These methods were reported be relatively not that effective (Jazeel, 2017).

A review of related literature revealed that though there are some studies found in the line of teaching language using Metacognitive and Neurocognitive approaches abroad, there is little researches found to focus mathematical teaching of Grade 08 students in Sri Lankan context. Therefore, this study "Effectiveness of Metacognitive and Neurocognitive Intervention Strategies in Enhancing Mathematical Proficiency of Grade 08 Students" was planned.

Objectives of the Study

1. The objectives of the study are To diagnose the students who are to be improved in mathematics in Grade 08 class
2. To design and Implement Metacognitive and Neurocognitive Intervention Package among the students
3. To assess the effectiveness of the Metacognitive and Neurocognitive Intervention strategies in enhancing mathematic skills among the students

Methodology

In this study, an experimental method was adopted with pretest treatment post test design.

Population of the Study

The population of the study constitutes all the students studying in Grade 08 students in AK/Al-Muneera Girls High School, Addalaichenai

Sample of the Study

A sample of 35 Grade 08 students who were identified poor in mathematics was selected by using purposive sampling technique.

Tools for the Study

The following tools were used for the study:

1. *Diagnostic Mathematic Achievement Test:* This test is for identifying the specific difficulties in mathematic skills faced by students reading in Grade 08 and selecting the sample of 35 bottom level performers for the study
2. *Metacognitive and Neurocognitive Strategies Validation Scale:* This likert type Scales is developed by the investigator for validating the Metacognitive and Neurocognitive Intervention Package developed by the investigator
3. *Pre- and post tests:* (Parallel Achievement Tests). These achievement type mathematic tests are constructed for finding the levels of students and for assessing the effectiveness of Metacognitive and Neurocognitive Intervention strategies.
4. *Observation Sheet:* This sheet is developed by the investigator to identify the activeness and the attitudes of the students while doing activities during the experimentation

Intervention Strategy

For implementing Metacognitive and Neurocognitive Intervention strategies, a Metacognitive and Neurocognitive Intervention Package was developed by the investigator which contains series of mathematical tasks which can be implemented by using metacognitive and neurocognitive strategies. The package was validated by the experts using Metacognitive and Neurocognitive Strategies Validation Scale developed by the investigator

Conducting the experiment

Before the implementation of the package, a validated pre-test was administered for assessing the competency level of the sample in Mathematics.

Then, the validated Metacognitive and Neurocognitive Intervention Package was implemented for a period of 06 months. The modules in the package were implemented one after the other. After completing the implementation of the package, a post test was administered assessing the competency level of the sample in the mathematics. The scores obtained by the sample of the study were analyzed by employing the following statistical techniques, Test of Significance – 't' test

Results

Research Hypothesis -1

Metacognitive and Neurocognitive Intervention strategies will significantly enhance the attainment of mathematical proficiency of the students

From the table 1 it may be inferred that, since the value obtained 3.42 is more than the table value 2.85 the difference in performance between the Pre-Test and post test is significant at 0.01 level. Thus, the hypothesis of the study has been confirmed. Thus, Metacognitive and Neurocognitive Intervention strategies have enhanced the attainment of mathematics of the preschool students.

Table 1:

Sl. No.	Performance Test	N	Mean	Standard Deviation	't' value	Level of Significance
1	Pre-Test	35	14.2	4.18		
2	Post-Test	35	46.7	6.43	3.42	Significant at 0.01 level

Findings of the Study

- Metacognitive and Neurocognitive Intervention strategies have enhanced the attainment of preschool students
- Metacognitive and Neurocognitive Intervention strategies have improved the, confidence, activeness and interest among students to do activities. The techniques were user friendly

Discussion

It is revealed from the analyses of the findings that *Metacognitive and Neurocognitive Intervention* strategies. The findings of the present study strengthen the results of the previous researches. Bäckman (2012) found in the similar study conducted in Malaysia schools that the use of peer works improved the mathematical skills. This study also revealed that the students should be given appropriate activities to improve their mathematical problem solving skills. The mathematic activities should be student-centered and easier. However, the metacognitive strategies are rarely used in schools in Sri Lanka and that there needs more researches to test the ability of improving language, aesthetic, creative skills of the students.

The results of the study carried out by Dan (2013) revealed that the teaching using different cognitive and neurocognitive methodswere more effective than conventional methods. Similarly, Shulman (1986) concluded that approaches of giving peer assignments were more effective than conventional methods in developing language and mathematics for slow learners. The present study has supported this result. However, according to Pramling and Pramling (2008) emphasized in their studies that cognitive and neurocognitive approaches are more useful for the students with learning difficulties and the over use of this techniques discourage the students learning themselves. This arguments need to be proved with more studies using the cognitive and neurocognitive approaches. As far as the present study is concerned, what both opined was contradictory to the results of the study.

By and large, the various previous studies have strengthened the findings of the present study and vice- versa. Hence, this is an important attempt in search of an appropriate method for teaching mathematics in schools

Conclusion

The following conclusions have been made from the analyses of the data collected. It is concluded that

the Metacognitive and Neurocognitive Intervention strategies are very effective methods in teaching mathematics among students. The students are very active and interested and seem to be confident in this doing their mathematical activities

By using strategies difficulties in mathematics can be minimized. The mathematics of all the students can be enhanced further irrespective of the bottom performers.

The using of metacognitive and neurocognitive strategies instead of conventional teaching methods can activate the brains of the students and make the students learn the difficult concepts in mathematics easily.

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Trend and Growth of Export from Medicinal Plants and Aswahagandha in India

D Amutha

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Abstract

Medicinal plants defend the means of support of millions of people, predominantly in the Indian Himalayan region. The present paper deals with the trend and growth of export earnings from medicinal plants and aswahagandha in India.

The study has the following objectives

1. To study the earnings from medicinal plants during the 14 year period from 2004-05 to 2017-18.
2. To find out the trend and growth of export earnings from medicinal plants and aswahagandha in India.
3. To analyse the percentage share of Aswahagandha in medicinal plants exports from India.

The study based on secondary data from 2004-05 to 2017-18. The secondary data collected through internet, books, newspaper, journals records and brochures. The tools used for the study were percentage analysis, mean, standard deviation, linear trend and compound growth rate and coefficient of variation. It reveals that the earnings from these items gained momentum only in the 2010s and the trend in earnings from export of medicinal plants is found to be inconsistent. Earnings from Aswahagandha are found to have increased from ₹3542.02 lakhs to ₹16586.44 lakhs in 2015-16. The trend in export earnings from Aswahagandha continues to be positive except for the year 2005-06 and 2017-08. The share of Aswahagandha in the overall export earnings though not uniform in finding to be high and the percentage share varies from 25.84 per cent to 97.33 percent. Hence, the earnings from export of medicinal plants in India show a positive growth at a rate of 3.45 percent. In the case of Aswahagandha, it is showing a positive trend growing the rate of 10.55 per cent. The overall picture reveals that the demand for Aswahagandha is found to have increased and Aswahagandha has a good market in both Western and Eastern Countries.

Keywords: Medicinal plants; Export earnings; Health security; Pharmaceutical industry; Positive growth.

Author's Affiliation: Associate Professor of Economics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu 628001, India

Corresponding Author: D Amutha, Associate Professor of Economics, St. Mary's College (Autonomous), Thoothukudi, Tamil Nadu 628001, India

E-mail: amuthajoe@gmail.com

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Introduction

Medicinal plants play an essential role in the lives of rural people in India with few health amenities. Medicinal plants are not only a major resource base for the traditional medicine & herbal industry but also provide livelihood and health security to a large segment of Indian population (Marichamy 2013). Forty-five percent of all patents on the herb

or herbal based or related medicine is with China closely followed by Japan with a 28 percent share (Tannan, 2006).

Medicinal plants are gaining popularity globally as a source of raw material for pharmaceuticals and traditional health care system (Kandari *et al.* 2012). According to the World Health Organization, over 80% of the world's population, or 4.3 billion people, rely upon such traditional plant-based systems of medicine to provide them with primary health care (Bannerman *et al.* 1983).

According to the International Trade Centre, as far back as 1967, the total value of imports of starting materials of plant origin for the pharmaceutical and cosmetics industry was of the order of USD 52.9 million. From this amount, the total values grew to USD 71.2 million in 1971, and then showed a steady annual growth rate of approximately 5-7% through to the mid-i 980s (Atisso 1983).

According to WHO (2000), nearly 80% of developing countries are dependent on traditional systems of medicine, which are mostly plant-based. The place of plant-based pharmaceuticals in global economy and also as component of healthcare delivery system is critical and this makes research on medicinal plants crucial [Shellard, 1979].

Annual expenditure on pharmaceutical per person was lowest for low-income countries such as Nigeria (\$1.2), India (\$0.75) and Sri Lanka (\$0.58) as against those of high-income like Germany (\$53.4), Japan (\$38.5) and USA (\$35.10). This clearly revealed the disparity in access to pharmaceuticals between the developed and developing nations, though low-income countries are said to spend more with total pharmaceutical expenditure of 24.9% on the average, with a range from 7.7% to 67.6% [Lu Y, Hernandez, 2011].

However, some of such low-income countries, mainly from SE Asia, that could not adopt such measures remained with high pharmaceutical expenditures. Such was the case with Bangladesh that had pharmaceutical expenditure of 63%, Nepal (44.3%), Thailand (30.5%), Burma or Myanmar (24.5%) and India (18.8%) [Ransome-Kuti, 1987].

Many of developing countries are rich sources of medicinal plants that are potential sources of many pharmaceuticals [UNESCO, 1998]. Indeed, the report revealed that the market share of the USA alone rose from 18.4% of the world total in 1976 to over 52% in 2000 while in low-income countries, the share of pharmaceuticals consumed fell from 3.9% of the total in 1985 to 2.9% in 1999 [World Health Organization, 2001]. The present paper

deals with the trend and growth of export earnings from medicinal plants and aswagandha in India.

Objectives of the Study

The study has the following objectives

1. To study the earnings from medicinal plants during the 14 year period from 2004-05 to 2017-18.
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3. To analyse the percentage share of Aswagandha in medicinal plants exports from India.

Methodology

The study based on secondary data from 2004-05 to 2017-18. The secondary data collected through internet, books, newspaper, journals records and brochures. The tools used for the study were percentage analysis, mean, standard deviation, linear trend and compound growth rate and coefficient of variation.

Review of Literature

Kapur and Atal (1989) have analysed the market potential for Aloe vera. The major import markets are found to be U.S.A., and U.K. and most of the produce is shipped from Tuticorin and Bombay. The estimated world demand for Aloe vera is 10,000 tonnes per annum and India exports 4,500 tonnes per annum on an average. Hence, the authors have stressed the need to increase cultivation of Aloe vera in India.

Kazmi and Siddiqui (1953) identified 87 medicinal plants from Astore and upper Guruiz, valley. They also reported their local names, elevation, distribution and medicinal uses.

Jain (1994) has reported that medicinal plants were pharmacologically screened for their cardiac activity on isolated rabbit heart palpitation. Out of these 7 plants showed significant positive cardio tonic activity, along with the effects on the heart rate and coronary flow. In this research crude ethanol and aqueous fractions were used.

Singh (1993) have carried out anethno botanical study in Andhra Pradesh. 106 plants were used to cure veterinary diseases. The plants are listed in alphabetical order of family, genus and species

with local names, voucher specimen number, parts used, methods of application and ailments treated.

Vinay Tandon (2006) have explained about the allopathic medicine too owes it tremendous debt to medicinal plants: one in four prescriptions filled in a country like the United States are either a synthesized form of or derived from plant materials.

Results

Export earnings from medicinal plants

The earnings from medicinal plants during the 14 year period from 2004–05 to 2017–18 are presented in Table 1.

Table 1 reveals that the earnings from these items gained momentum only in the 2010s and the trend in earnings from export of medicinal plants is found to be in consistent. Earnings from Aswahagandha are found to have increased from ₹3542.02 lakhs to ₹16586.44 lakhs in 2015–16. The trend in export earnings from Aswahagandha continues to be positive except for the year 2005–06 and 2017–08. The share of Aswahagandha in the overall export earnings though not uniform in finding to be high and the percentage share varies from 25.84 percent to 97.33 percent.

Hence, earnings from medicinal plants have increased considerably showing a positive trend in recent years. The earnings from Aswahagandha are also found to be a positive thread. The share of

Table 1: Exports Earnings from Medicinal Plants and Aswahagandha in India

(in Lakh of Rs.)

Year	Earnings from medicinal plants	Earnings from Aswahagandha	Share of earning of Aswahagandha in medicinal plant (percentage)
2004–05	8774.00	3542.02	40.40
2005–06	15836.00	4092.44	25.84
2006–07	13259.20	7404.40	55.84
2007–08	11591.20	10487.04	90.47
2008–09	15493.20	9646.60	62.34
2009–10	11642.00	10208.00	87.68
2010–11	11874.00	10696.40	90.08
2011–12	12264.00	11064.36	90.21
2012–13	15484.00	11927.5	77.03
2013–14	15864.00	13874.3	87.46
2014–15	16582.00	15643.84	94.34
2015–16	17042.00	16586.44	97.33
2016–17	16422.00	14495.1	88.27
2017–18	17858.00	15889.32	88.98

Source: Basic chemicals, pharmaceuticals and cosmetics Export Promotion Council, Bombay, 2017–18.

Aswahagandha in the overall earnings from export of medicinal plants in sizeable varying from 25.84 percent to 97.33 percent.

Trend and growth of export earnings from medicinal plants and Aswahagandha in India. Table 2 gives the trend and growth of export earnings

Table 2: Trend and Growth of Export Earnings From Medicinal Plants and Aswahagandha in India

Trend Equation: $\log y = a + bt$

Particulars	Trend Coefficients		R^2	CGR (percentage)
	<i>a</i>	<i>b</i>		
Medicinal Plants	8.82	0.091* (10.18)	0.50	3.45
AswahagandhaLeaves	7.91	0.175* (6.81)	0.80	10.59

* Significant at 5 percent level.

Note: CGR = Compound Growth Rate

Figures in parentheses indicate t-values.

from medicinal plants and Aswahagandha in India for the period from 2004-05 to 2017-18.

The result of the analysis reveals in Table 2 that the trend in earnings from exports of medicinal plants is statistically significant and positive. The compounded rate is 3.45 percent per annum.

On the other hands, earnings from export of Aswahagandha and pods show a positive trend

increasing at a compounded growth rate of 10.59 percent. The trend coefficient for medicinal plants and Aswahagandha is 0.091 and 0.175 percent respectively. Table 3 gives the percentage share of Aswahagandha in medicinal plants exports from India.

From Table 3 it could be observed that the share of Aswahagandha in the import medicinal plants

Table 3: Percentage Distribution of Aswahagandha in Medicinal Plants Export from India

Year	West Germany	France	United Kingdom	U.S.A.	West Asian Countries	East Asian Countries	West Europe	East Europe	Total
2009-10	63.20	91.79	76.19	74.03	81.82	71.25	92.46	94.53	71.64
2010-11	74.83	93.29	82.09	86.25	89.09	82.00	81.82	76.99	80.08
2011-12	73.33	70.69	77.08	69.39	84.71	68.18	86.59	76.91	73.90
2012-13	67.14	76.83	70.00	52.99	81.33	64.84	89.12	75.51	68.97
2013-14	75.23	78.45	76.67	76.81	94.29	84.76	94.15	83.73	80.28
2014-15	90.09	76.89	73.17	80.14	88.62	90.13	90.11	81.56	86.40
2015-16	97.35	90.76	86.96	80.51	88.15	97.20	96.56	87.61	92.96
2016-17	94.33	77.64	79.35	51.99	70.08	99.17	65.64	74.28	94.20
2017-18	93.32	97.46	73.21	74.93	81.95	99.01	84.76	71.19	87.76

Source: Basic Chemicals, Pharmaceuticals Cosmetics Export Promotion Council, Bombay, 2017-18

has increased for West Germany, East Asia, U.S.A. and East and West European Countries. The overall picture reveals that the demand for Aswahagandha is found to have increased and Aswahagandha has a good market in both Western and Eastern Countries.

Conclusion

The earnings from export of medicinal plants in India show a positive growth at a rate of 3.45 percent. In the case of Aswahagandha, it is showing a positive trend growing the rate of 10.55 percent. Success of cultivation will largely depend on the returns from medicinal plants, compared to other crops. Cultivation of medicinal plants is a viable option to improve the livelihoods of poor farmers.

Conscious and continuous effort to produce drugs in finished form locally would no doubt; help earn more foreign exchange in India. Strict adherence to quality in both samples sent and the produce exported would win steady market for Aloe vera in Western countries. Lack of training among the labourers in the collection of the herbs leads to impurity in the medicinal plants and its regeneration capacity is lost.

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A Study on Maintaining and Enhancing Brand Value with Sustainability Among Companies

Dimple Meena

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Abstract

Sustainability concerns are An epochal issue nowadays and when it related to consumers health and ecological point of view or for future generations it becomes a prime issue for the business or corporations to adopt, maintain, sustainability practices as it enhances the Brand value as well as Brand image and brand survival capacity. These values can be critically important or small in consequential things but above all they are the things which give the brand its worth and differentiate from all others. Through these brands value a product or service is enhanced beyond its functional purpose. In this context the brand provides the consumer with more value and this is why they are prepared to pay a premium to acquire it. This paper attempts to conduct study on how far sustainability concerns are epochal for the companies brand value. An effort has been made in the present study to conduct the study on the scenario by conducting *t* test in order to explain the understanding and importance of the respondents in this relatively new aspect from the point of view of company's product Brand value is the noteworthy aspect in every company as it by and large responsible in getting attention wherein in current scenario it was observed that brand value is dependent on sustainability measures. This paper assesses and examines Brand value of companies affected by sustainability and sustainability concerns impact the performance and profitability aspect of the companies. This paper concludes that sustainability issues improving the brand performance and image and obviously the value which will be possible by strict and a well utilization of resources and adoption of green practices.

Keywords: Sustainability; Brand Value; Brand; Profitability.

Introduction

In the competitive business environment, businesses are surrounded with a numerous challenges. If they have not dealt with these challenges can impact on their performance. In the light of this they need to search a new outcome feel

Author's Affiliation: Assistant Professor, Department of Business Administration, University of Rajasthan, Jaipur, Rajasthan 302004, India.

Coresponding Author: Dimple Meena, Assistant Professor, Department of Business Administration, University of Rajasthan, Jaipur, Rajasthan 302004, India.

E-mail: dmeena522@gmail.com

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the improvement of their performance and to gain or retain the image in the mind of the consumer and in the market so this must be consider in mind and become a new paradigm shift which focused more on sustainable development. As resources dwindle and competition increases, there is need to remain relevant and competitive whilst promoting sustainable social environmental and technological best practices approaches. Business sustainability is defined as managing the triple bottom line - a process by which companies manage their financial, social and environmental risks, obligations and opportunities.

These there impacts are sometimes referred to as profits, people and planet. It respectful resiliency order time. It requires firms to adhere to the principles of sustainable development. By

attaining this important outcome business can pursue its objecting and achieve its targets by optimizing utilization of resources, reducing the impact on the environment without compromising on product quality, competitiveness, profitability and company long term goals. In today scenario there are lot of business are available who are not considering this aspect but there are many business or companies who have already adopted as well as focussed on this aspect. Those businesses who have not working on this aspect and if working but in a moderate level may harming the environment. Therefore one of the greatest challenges today is to encourage all business to adopt sustainable forms of business and social responsibility consciously which can make or give the good quality of life for everyone, now and for generation to come.

Literature Review

Various companies are growing with a broad based commitment to sustainable to develop one, some companies need leadership commitment, an ability to engage with a multiple stakeholder along the value chain, widespread employee engagement and disciplined mechanism for excretion. Neoclassical economics and several management theories assume that the corporation's objective is profit maximization subject to capacity (or other) constraints. The key agent in such models is the shareholder acting as the ultimate residual claimant who provides the necessary financial resources for the firms operations (Jensen and Meckling, 1976; Zingalis, 2000).

However, there is substantial variation in the Way Corporation's actually complete and pursue profit maximization. Different corporations place more or less emphasis on the long term reuses the short term (Brochette *et al.*, 2011) Care More or less about the import of extremities from their operational on other stakeholders (Paint, 2004) focus more or less on the ethical ground of their decisions (Paine, 2004) and assign relatively more or less importance on shareholders compared to other stakeholders (Freeman *et al.*, 2007).

During the last 20 years of relatively small but growing number of companies have voluntarily integrated social and environmental issues in their business models and daily operations i.e., their strategy through the adoption of related corporate policies.

Some scholars argue that companies can "do well by doing good" (God frog, 2005; Margolis

et al., 2007, Porter and Kramer, 2011) based on the assumption that meeting the needs of other stakeholders e.g. employees through investment in training directly creates value for shareholders (Freeman *et al.* 2010, Porter and Kramer, 2011). It is also based on assumption that by not meeting the needs of other stakeholders, companies can destroy shareholder value because of consumer boycotts (e.g., Sen *et al.*, 2001). On the other hand other scholars argue that adopting environmentally and social policies can destroy shareholder, wealth (e.g. Friedman 1970; Clotfelter 1985; Navarro 1988; Galaskic Wicz 1997). In its simplest form their argument is that sustainability may simply be a type of agency cost? Managers receive private benefits from embedding environmental and social policies in the company strategy but doing so has negative financial implications for the organization (Baloti and Hants 1999; Brown *et al.*, 2006).

Dyelick and Hockerts (2002) describe that "ecologically sustainable companies we only natural resources that are consumed at a rate below the development of substitute. They do not cause commission that accumulate in the environment at a rate beyond the capacity of the natural system do absorb and assimilate these emission finally they do not engage in activity that degraded eco system services (Dyelick & Hockerts, 2002).

Problems and Scope of the study

- Brand value of companies or businesses affected by sustainability.
- Sustainability concerns impact the performance and profitability aspect of the companies.

In any company brand value plays a noteworthy role in reaching out to the corners of the market and in the mind of consumers and of course in occupying a top position in the market. Hence the present study is aimed at to analyse the impact of sustainability on Brand value.

Objectives of the study and hypothesis generation

- To assess the impact of sustainability concerns on the brand value of the various companies or business.
- To ascertain the starts of sustainable issues and to analyze the importance of sustainability concerns in current scenario.
- In order to achieve the stated objective few working hypothesis have developed :

H_0 = Brand value is dependent on sustainability issues.

H_A = Brand value is not dependent on sustainability issues or concerns.

Research Methodology

This study is based on both primary and

secondary data which are collected from various categories of public through interview schedule or by questionnaire. The first part of questionnaire consists of identification of public and the second part consists of deep understanding about the importance or impact of sustainability issues on brand value by the consumers. The data for the present study were collected from 20 respondents who have involved in sustainability issues.

Table 1:

No of Respondents	Step 1 Agree Score	Step 2 Disagree Score	Step 3 $(x-y)$	Step 4 $(x-y)^2$
1	14	06	-8	64
2	15	05	-10	100
3	18	02	-16	256
4	17	03	-14	196
5	16	04	-12	144
6	13	07	-6	36
7	15	05	-10	100
8	15	05	-10	100
9	14	06	-08	64
10	19	01	-18	324
11	20	00	-20	400
12	17	03	-14	196
13	16	04	-12	144
14	10	10	00	00
15	13	07	-06	36
16	17	03	-16	256
17	19	01	-18	324
18	16	04	-12	144
19	16	04	-12	144
20	15	05	10	100
Sum		-222	3128	

Data Collection

In order to collect data, sample from 20 respondents were taken from the questionnaire containing 20 questions relating to the impact of sustainability issues as far as current scenario business is concerned which have a major effect on the brand value, performance and profitability aspect of the business. In order to analyze the data, t test were undertaken which can be calculated as follows:

$$t = \frac{(\sum D)/N}{\sqrt{\frac{\sum D^2 - \left(\frac{(\sum D)^2}{N}\right)}{(N-1)(N)}}}$$

$$Step 5: t = \frac{(\sum D)/N}{\sqrt{\frac{\sum D^2 - \left(\frac{(\sum D)^2}{N}\right)}{(N-1)(N)}}}$$

$\sum D$ = Sum of the difference (Sum of X-y from step 3).

$\sum D^2$ = Sum of the squared difference from step 4.

$(\sum D)^2$ = Sum of the squared difference from step 3 squared.

$$t = \frac{(\sum D)/N}{\sqrt{\frac{\sum D^2 - \left(\frac{(\sum D)^2}{N}\right)}{(N-1)(N)}}}$$

$$t = \frac{-222/20}{3128 - \left(\frac{(-222)^2}{20}\right)}$$

$$t = \frac{-222/20}{3128 - \left(\frac{-222}{20}\right)^2} \frac{1}{(20-1)(20)}$$

$$t = \frac{-11.1}{3128 - (123.21)} \frac{1}{(19)(20)}$$

$$= \frac{-11}{3004.79} = \frac{-11.1}{7.907} = 1.403$$

Step 6: Subtract 1 from the sample size to get the degrees of Freedoms we have 20 items to get (20-1 = 19)

Step 7: Find the *p*-value in the *t* table using the degrees of freedom in step 6 of you don't have a specified alpha level use 0.05 (5%) for this sample problem with *df* = 19 the *t* value is = 2.093.

Step 8: Compare *t* table value from step 7 i.e., 2.093 to calculated *t* value = -1.4038 the calculated *t* value is less than the table value at an alpha level of 0.05. So accept the null hypothesis and it is stated that after inducing this research that brand value is dependent on a sustainability issues.

Results and Findings

As far as sustainability issues are concerned, many companies are actively integrating sustainability practices into their business according to a various report mainly by McKinsey reports/survey and they are doing so by pursuing goals that go far beyond earlier concern for reputation i.e., Saving energy developing green products and retaining and motivating employees all of which help companies in capturing value through growth and return on capital. In this study of consumers and concerned persons on how they understand and manage issues related to sustainability and

the result shows that brands reputation and brand value is dependent on sustainability issues in current state of era and it may not distort the shareholder wealth.

This study explored why and how companies are addressing sustainability. On the whole respondents well rounded understanding of sustainability and its expected benefits and they are also more concerned that companies must take a more active approach than those in other sectors, probably as a result of it potential regulatory and natural resources constraints.

By considering secondary data sources i.e., reports and energy, it is noteworthy that since 2010 survey in the actions of executives report their companies are taking on sustainability, their reasons for doing so and the extent to which they have integrated sustainability into their business. For instance the respondents were also agreed that companies top reasons for addressing sustainability include improving operational efficiency and lowering costs and they have also agreed that in order to maintain reputation and enhancing brand value can be possible by adopting sustainability issues or aspects in their courses of action in business and they have opined that commitment towards R&D in continuous manner do bring sustainability products to market.

After considering this study it is to be ascertain that sustainability concerned is more helpful in managing corporate reputation, managing portfolio to capture trends in sustainability, leveraging sustainability of existing products to reach new customers or markets and achieving higher prices or greater market share from sustainable products in order to ascertain current demand of the market and needs of the consumers.

Sustainability Contribution by Various Companies

According to fortune report, the following companies are considered as green brands and are working largely from the point of view of business sustainability, Where in Unilever a major green giant committed to doubling its sales. While having its environmental footprint by 2020. It aims to source 100% of its agricultural feedstock's from sustainable agriculture and to improve the lives of 1 billion people. It's moving towards sustainable aspect decouple economic growth from carbon growth across its entire business via the sustainable living plan.

Tesla qualified as a green giant manufactured the world's first commercially successful all

electric vehicle. This automobile company wanted to help expedite the move from a mine and burn hydrocarbon economy towards a solar elective company.

General electrica green giant produced a line of products ranging from diesel locomotives to electric vehicle charging stations that are certified against a set of criteria and verified by a third party as delivering superior environmental and financial performance to customer. It has created a highly profitable and fast growing portfolio of environmentally superior products and services at a time when industry wisdom held that sustainability could not equal profitability and in spite of the absence of global regulation that would have favored the adoption of these products. This company wants to invent and build things that power the world.

Nike is also qualified as a green giant as it provides a technology that allows athletic shoes to be woven rather than picked together, resulting in a high performance shoe that creates up to 80% less waste than conventional athletic Shoes during manufactures.

Toyota a major automobile player considered as a green giant produced the first hybrid vehicle it topped the 2013 greenest list, an automotive ranking by the American council for an energy efficient economy it has proved to be the first vehicle in the world lot built on the internal combustion engine to achieve mainstream adoption, independent of gas prices and even in the US the land of SUV.

Conclusions and Suggestions

Today every major Corporation understands the importance of running a sustainable business. This means one in which water gets conserved, energy and materials come increasingly from clean sources and the social impact of the business is positive, customers are seeing how brands are performing environmentally companies that neglect to embrace sustainable changes may ultimately

find that their products become less relevant to consumers sentiment and less affordable. There is a misconception that longer term sustainability only adds near term cost, while this may be true for less well conceived strategies, a core element of any successful sustainability strategies should be a focus on value certain increasing brand value. Such strategies are characterized by long term business partnerships, a strengthened proposition for the consumer improved operational efficiency and increased margins and growth-all key enablers and drivers of value. The combination of business pro-activity, regulatory intervention and shifting consumer attitudes to environmental and broader sustainability issues will results in increasing demand for products that are greener cleaner and more responsibility produced organizations will had to respond to these changing patterns encouraging consumers to buy smarter and not less. This can be done by reducing the environmental impact of production methods, integrating sustainability into the supply chain, strengthening relationship with suppliers and developing products that help consumers reduces their own carbon footprint on enable them to buy ethically. Companies that neglect to embrace these changes may ultimately find that their product become less relevant to consumer sentiment.

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Causes of Human Rights Violations and Thirty Decades of Ethnic Conflicts: A Sri Lankan Perspective

AM Jazeel

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Abstract

A peaceful and just society could be founded by preserving human rights. Every state is bound to ensure these rights. The failure of the states to protect human rights in the country would eventually lead to the string of anarchy of rule, and the outbreak of insurgencies, and armed conflicts which themselves can, in turn, cause the manifest of human rights infringements. In the arena of human rights, Sri Lanka remains in one of the countries which stand severely accused for alleged a series of violations of human rights and freedoms in the international arena. Despite certain constitutional immunities for violations of fundamental rights, successive governments in Sri Lanka have been accused of indulging in denying the equal social, civil, political and economic rights to the minority communities in the country since post-independence. This paper aims at discussing the statement that the root causes of the conflict in Sri Lanka could be traced to the abuse of collective and individual human rights. It is asserted to re-establish legal mechanism and social norms to protect human rights in relation to the root causes of the conflict in order to further achieve a sustainable peace in the country.

Keywords: Human Rights; Ethnic Conflicts.

Introduction

A peaceful and just society could be founded by protecting both positive and negative human rights. Every state is bound to ensure these rights as well as freedom to their citizens. The failure of a government to protect collective and individual human rights in the country would eventually lead

to the string of anarchy of rule, and the outbreak of insurgencies, and armed conflicts which themselves can, in turn, cause the manifest human rights infringements.

Sri Lanka remains in one of the countries which stand severely accused for the series of violations of human rights and freedoms in the international arena. Despite the constitutional immunities for violations of fundamental rights, the successive governments in Sri Lanka have been accused of indulging in denying the equal social, civil, political and economical rights to the minority communities in the country since post independence. These collective and individual human rights infringements which, if not all, eventually culminated in the outbreak of two decades of protracted ethnic conflicts and JVP insurrections which "so far claimed 55,000 dead, 800,000 internally displaced persons and hundreds of thousands of expatriates among the Tamils" in

Author's Affiliation: Senior Lecturer, Education University of Vocational Technology, Ratmalana, Sri Lanka

Corresponding Author: AM Jazeel, Senior Lecturer, Education University of Vocational Technology, Ratmalana, Sri Lanka.

E-mail: amjazeel@yahoo.com

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addition to hundred of cases of disappearances, abductions, torture and arbitrary arrest and detentions (Völker, 2008: 22)

This paper, therefore, attempts to discuss the statement that the root causes of the conflict in Sri Lanka could be traced to the abuse of collective and individual human rights. The first section of the essay deals with the collective human rights violations which evolved the root causes of the ethnic violence and JVP insurrections and the second section of the essay portrays the outright abuses of individual human rights contributed to the evolution, sustainability and the dynamics of the conflicts. The final section concludes the essay asserting the need to re-establish legal mechanism and social norms to protect human rights in relation to the root causes of the conflict in order to further achieve a sustainable peace in the country.

Collective Human Rights Violations and their Root Causes

Though there are still different arguments regarding the root causes for the out break and sustainability of the ethnic conflict and the JVP resurrections, the following causes could be traced to the abuses of collective rights of the Tamil minority and the southern Sinhala youths in the Sri Lankan conflict history (Jazeel and Saravanakumar, 2012):

Declaration of Sinhala as official language

The government of S.W.R.D. Bandaranayke introduced "Sinhala Only Act" by "The Official Language Act. No. 33 of 1956" declaring the "Sinhala shall be the one official language of Ceylon". On the one hand, it is argued that it helped the most of students to study in their mother tongue instead of English medium. However, this Act put an end to equality of status enjoyed by the Tamil language and denied the Tamil speaking peoples' right to language of their own. (Fazil 2005: 167).

Chelvanayakam (2005) also argues that this legislature forced the Tamil speaking students to study in Sinhala, since the Tamil medium schools converted into Sinhala medium and the Tamil speaking public servants had to learn Sinhala for employment opportunities and promotions in their posts.

This legislature was later amended to give the Tamil Language an official language. But still, the Tamil political leaders points out that many a Tamil speaking people from north and east are still unable to use their own language experiencing

sever difficulties in obtaining passports and identity cards, registering their names in voters lists and other official bureaucratic work which are done in Sinhala language (Fazil M.M, 2005: 167).

Government aided colonization and education

Although the Sinhala governments discourse on colonization schemes aimed at developing the agriculture, power generation and irrigation of the country, the state aided colonization schemes carried out in the east made Muslims and "Tamil minority in their home land" (Sitrampalam 2005: 224) and the lawful lands belong to the Muslims and Tamils were granted to the Sinhalese brought in from the South.

Mohideen (The Island, 27th December 2007) argues that the government aided Sinhala colonization development projects such as Galoya, Pannala-oya, and Ampalam-oya in Ampara district, and Kanthalai, Allai, Muthalikkulam, Pathaviya (part) and Mahadiuluwewa schemes in Trincomalee triggered the sudden increase of Sinhala population and substantial alteration in the ethnic composition in the district. The Muslims and Tamil were denied their legitimate share of "State Lands" granted to the landless people in the Districts of Land alienation in the east. These were the gross violation of their civic rights.

Standardization University Admission

Although "the standardization scheme of 1973 and the district quota system" introduced in the selection of students to the national universities streamlined, in the governments' view, the university intake giving opportunities to the rural students and restricted disproportionate Tamil students' university entrances, it has, undisputedly, reduced the number of Tamil students entering the universities particularly in science. This new system led "the Tamil-medium students to score more marks than Sinhala medium students" to enter the national universities (Gunasekera 2005: 81).

The Tamil medium students who deserved the university admission were denied of their right to higher education. This created a huge army of the unemployed and frustrated the Tamil youths. Most of these "disillusioned youths became supporters of the struggle for a separate state" (Ibid).

Discrimination of national development to North, East and the South

As far as the national developments are concerned,

the successive governments prioritized, after independence, the most of national developments and foreign investments to the Western Province and its suburbs "largely ignoring the North East provinces" and the south (Saminathan. 2005: 120). However, the negligence of North East in development is, in governments discourse, owing to the on- going civil war. Whatever it is, the ethnic conflict obstructed the development initiatives and devastated their economic resources in these areas.

Similarly, the Southern province came under various discriminations politically and administratively in the national developments and employment opportunities in the past. The Southern rural Sinhala youths who were succumbed to the violations of their social and economic rights, rebelled against the State in 1970s and 1980s (Fernando 2002: 160).

Citizenship and disfranchisement

A million of Up-Country Tamils were made stateless by the Citizenship Act. 18 of 1948 and their franchise was stripped of by the Election Amendment Act. No. 48 of 1949 passed in parliament. The plantation Tamils had to live "without any basic human or civil rights" as a result (Liberation Tigers of Tamil Elam, 1980: 293). It is argued that this Act affected not only the only Plantations Tamils, but also the other Tamil speaking minorities in the country. For instance, "those who had Tamil or Muslim names had to submit proof of citizenship in regard to many matters connected with the government" such as employment in public sector; the issues of passports, other travel documents, certificates of citizenship and rice ration books; inclusion of names in the electoral registers, and the registration of transfers of property or shares (Chelvanayakam 2005: 280).

The Outright Abuses of Individual Human Rights and Conflicts

The series of abuses of individual rights can also be included as causes not only for the evolution of conflict but also for the sustainability and dynamics of the armed conflicts in Sri Lanka. Instances of abductions, torture, arbitrary arrest and detentions, and killing have fuelled the conflict. The government, LTTE, JVP youths are all collectively responsible for the past record of individual human rights violations in the country.

After the recent re-escalation of the conflict, the individual human rights situations has

become worse and the state, which is blamed for most of such infringements, failed to protect the individuals in the country. Major root causes of the conflict which originate from the out right abuses of individual human rights are given below.

Disappearances and abductions

The cases of involuntary disappearances and abductions remain increasing since the inception of the ethnic conflict and JVP rebellions. The suspected members of LTTE and JVP rebels and the political opponent of the LTTE were many among those disappeared and abducted. Sri Lanka, the second largest country in the case of disappearances in the world now, records "345 instances countrywide of politically motivated disappearances at the hands of the security forces or by paramilitary forces allegedly tied to the government, or the LTTE", (The Bureau of Democracy, Human Rights, and Labor, "Sri Lanka: The Country Reports on Human Rights Practices-2006", <http://www.state.gov/g/drl/rls/hrpt/2006/78875.htm>, accessed 25 February, 2008).

In addition, the Sri Lankan Human Rights Commission (SLHRC) reports that "33 known abductions in the Colombo district with ransom paid ranging from \$23,251 (rupees 2,526,221) to \$558,035 (rupees 60,630,502). Of those abducted, 12 have not been released although ransom was paid" (Ibid). These reports undisputedly manifest the out rights individual human rights violations connected to the ethnic conflict in the country.

Torture

Despite constitutional provisions and legal prohibition, the cases of torture continue in the background of armed conflict, in the routine police investigations and in the prisons of LTTE and other armed groups. The police are alleged to use several cruel methods of torture to extract admissions and confessions from the detainees arrested under Emergency Regulations before brought to the court. Of 528 arrests made under such regulations during the year, 433 individuals were tortured in police custody during the year 2006 (Ibid).

Political and extra judiciary killings

The political and extra judiciary assassinations are on the increase since the inception conflicts in Sri Lanka. The LTTE and both the paramilitary groups and the underworld gangs sometimes aided by the government are often blamed for such increased political assassinations (Ibid). Even though no

parties in the conflict claimed responsible for such killings, both LTTE and the State put blame on each other for such killings. In the past several Tamil political leaders, LTTE sympathizers, and the Military officials among those killed. After all, the Sri Lankan government, despite the constitutional immunity, if not expressed obviously, to such killings (right to live), argued to have failed to halt such killings and allowed to the abuses of individual human rights.

In addition to the above violations, the individual rights of many Sri Lankan civilians, the freedom from arbitrary arrest and detention, and unfair trial, and being victims of genocides (massacres) which are closely related to the evolution and sustainability of the root causes of the conflict in Sri Lanka are abused.

Conclusion

Most of the root causes which evolved and sustained the conflict in Sri Lanka have originated from the abuses of collective and individual human rights. The poor commitment of governments to protect the positive human rights and the outright abuses of negative human rights aggravated to the violent conflicts and its dynamics.

The instances of declaration of Sinhala as official language, government aided colonization, standardization university admission, discrimination of national development to north, east and south provinces, and citizenship and disfranchisement some of the major root causes of the conflict which failed to protect the civil, political, social and economic rights of the minority in the country.

Similarly, the incidents of disappearances and abductions, torture, the political and extra judiciary assassinations, and arbitrary arrest and detention, have increased the gravity and complexity of the conflict and contributed to its sustainability and spiraling effects.

Although it has been argued that "both war and human rights cannot go together" in the context of armed conflict, both the government and the LTTE must follow the Universal Declaration of Human Rights and the rest of the international instruments which Sri Lanka has subscribed.

In this backdrop, there is a needs of a collective effort of the international community, human rights organizations, the civil society, and the local political parties to pressure the government and

the LTTE to respect the human rights of the people and to re-establish free and fair legal mechanism and social values to protect individual as well as collective human rights to build a democratic society and real sustainable peace in Sri Lanka.

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[1] Flink H, Tegelberg Å, Thörn M, Lagerlöf F. Effect of oral iron supplementation on unstimulated salivary flow rate: A randomized, double-blind, placebo-controlled trial. *J Oral Pathol Med* 2006; 35: 540-7.

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