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It has become evident that major social forces of a global nature - such as demographic trends, migration patterns and the globalization of the economy - are reshaping social welfare policies and social work practices the world over. There is much to be learned from the careful analysis of experiences in the various countries that are struggling with the emerging challenges to social welfare in the post-modern world. **The Journal of Social Welfare and Management (ISSN - 0975 - 0231)** seek to encourage debate about the global implications of the most pressing social welfare issues of the day. Its interdisciplinary approach will promote examination of these issues from the various branches of the applied social sciences and integrate analyses of policy and practice.

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Perceived Self-Esteem mongst First-Year Nursing Students: A Cross-Sectional Survey

Senthil P Kumar*, Eva Chris**, Maria Pais***, Vaishali Sisodia****, K Vijaya Kumar*****

Abstract

Background and purpose: Self-esteem is an important quality and a personality trait or an attribute that is considered as a specific requirement for Healthcare professionals (HCP) during their encounters with patients/caregivers, healthcare team members and hospital management. The objective of this study was to evaluate self-esteem among first-year nursing students.

Materials and methods: A cross-sectional study was performed on 44 nursing students (5 male, 39 female) from two educational institutions who were recruited on convenient sampling. The survey instrument used in this study was Rosenberg's self-esteem scale (RSES) which was a 10-item self-report (4-point Likert) measure of global self-esteem. The factor-1 score of sum of five positive statements were termed as self-enhancement and the factor-2 score of five negative statements as self-derogation. Descriptive analysis was done using frequencies for each of the items and item-responses of the RSES and study participants' demographic variables. Comparison of total scores and factor scores between institutions, age, gender and religion were done using independent t-test or one-way analysis of variance as applicable. All analyses were done at 95% confidence interval using Statistical package for social sciences (SPSS) version 16.0 for Windows.

Results: Overall RSES total score was 14.25 ± 2.12 indicating that self-esteem levels were low. 23 (52.3%) students had low self-esteem and 21 (47.7%) students reported normal self-esteem. Overall factor-1 score was 8.56 ± 1.35 ($57.12 \pm 9.02\%$) and factor-2 score was 5.68 ± 1.34 ($37.88 \pm 8.95\%$). Students from institute-1 and female gender had significantly ($p < .05$) higher scores of factor-2. Other comparisons of age and religion were not significant ($p > .05$).

Conclusion: Overall levels of self-esteem were low in the study sample of nursing students. Institution and gender played an important role for self-derogation scores but not the age or religion.

Keywords: Self-esteem; Self-concept; Nursing profession; Nursing education; Personality development.

Introduction

Sigelman¹ defines self-esteem as, "one's overall evaluation of one's worth as a person, high or low, based on all the positive and negative self-perceptions that make up one's

own self-concept." Self-esteem is an important quality and a personality trait or an attribute that is considered as a specific requirement for Healthcare professionals (HCP) during their encounters with patients/caregivers, healthcare team members and hospital management.² Self-esteem in HCP is regarded as a hidden competency which together with professionalism and accountability positively reinforces hospital customer satisfaction.³ High self-esteem in HCP naturally enhances their participation in social welfare and healthcare management.⁴

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From a general perspective, a high self-esteem causes better performance and interpersonal success in turn leading to improved happiness and a healthier lifestyle.⁵

HCP with high self-esteem tend to inspire, motivate and induce a positive well-being both in the healthcare team and in patients with chronic or terminal illness. The main members of hospital or primary healthcare patient management team are the nurses.⁶ It is thus essential to evaluate self-esteem during student hood since self-esteem can both be a barrier to learning as well as an outcome of effective learning.⁷

Studies evaluating self-esteem were on staff nurses⁸⁻²¹ and in nursing students²²⁻³⁶ from different ethnic origin while studies on self-esteem among Indian nursing students could not be found in our search. Since a strong socio-cultural influence was evident for self-esteem,³⁷ there is a need to evaluate the perceived self-esteem among nursing students in our region. The objective of this study was to assess the self-esteem among first-year nursing students from two educational institutions in India.

Materials and methods

Study approval

The ethical approval for the study was obtained from the principals of the two

participating Nursing educational institutions-Mitra College of Nursing (institute-1) and Dhanvantari College of Nursing (institute-2) at Udupi, Karnataka. Participation was wholly voluntary and all volunteers were required to provide a written informed consent.

Study design

A cross-sectional survey.

Participants

The study was conducted on first-year baccalaureate nursing students who were recruited on convenient sampling. Participants were included if they could understand written and spoken English.

Survey questionnaire

The survey instrument used in this study was Rosenberg's self-esteem scale (RSES)³⁸ which was a self-report measure of global self-esteem studied in both high school students and adult population. The scale is a ten-item Likert scale with items answered on a four

Table 1: Demographic data of the study participants

Variables	Values	
Total sample size, N	44	
Institutions	Institute-1	16 (36.4%)
	Institute-2	28 (63.6%)
Age (years)	18-19 years	39 (88.6%)
	20-21 years	3 (6.8%)
	22-23 years	2 (4.5%)
Religion	Hindu	31 (70.5%)
	Muslim	1 (2.3%)
	Christian	12 (27.3%)
Gender	Male	5 (11.4%)
	Female	39 (88.6%)
Rosenberg self-esteem scale (RSES) total score, Mean \pm SD (%)	14.25 ± 2.12 ($47.5 \pm 7.08\%$)	
RSES subscale score, Mean \pm SD (%)	Factor-1: Self-enhancement	8.56 ± 1.35 ($57.12 \pm 9.02\%$)
	Factor-2: Self-derogation	5.68 ± 1.34 ($37.88 \pm 8.95\%$)

point scale – each with options of 'strongly agree' (SA), 'agree' (A), 'disagree' (D) and 'strongly disagree' (SD). Five items are positive statements (items- 1, 2, 4, 6 and 7) and five are negative (items- 3, 5, 8, 9 and 10). Each option is scored from 0-3 for SD to SA respectively and negative items are reverse scored. The factor-1 score of sum of positive statements were termed as self-enhancement and the factor-2 score of negative statements as self-derogation. The scale total score ranges from 0-30. Scores above 25 indicate high self-esteem, scores between 15 and 25 are for normal range; scores below 15 suggest low self-esteem. The scale was previously used in nursing students by many authors.^{31,32,35}

Data collection

In addition to the survey items, personal information such as age, gender and religion of the participant were collected. Participant anonymity was maintained by coding the questionnaires. One of the authors (MP) personally approached the institutions and collected the data. Participants were free to ask for clarifications to the author and the author was required to provide suitable non-leading explanations.

Data analysis

Descriptive analysis was done using frequencies for each of the items and item-responses of the RSES and study participants' demographic variables. Comparison of total scores and factor scores between institutions, age, gender and religion were done using independent t-test or one-way analysis of variance as applicable. All analyses were done at 95% confidence interval using Statistical package for social sciences (SPSS) version 16.0 for Windows.

Results

The demographic and overall data of the participants is shown in table-1. Out of the total 56 questionnaires distributed and 53 received, 44 were selected as eligible for consideration with an overall response rate of 78.57%.

Item-responses for the RSES

The overall prevalence of individual item responses is shown in figure-1. Of the positive statements, overall responses of either 'agree' or 'strongly agree' were obtained for item-1 ('I feel that I am a person of worth, at least on

Figure 1: Prevalence of individual item responses

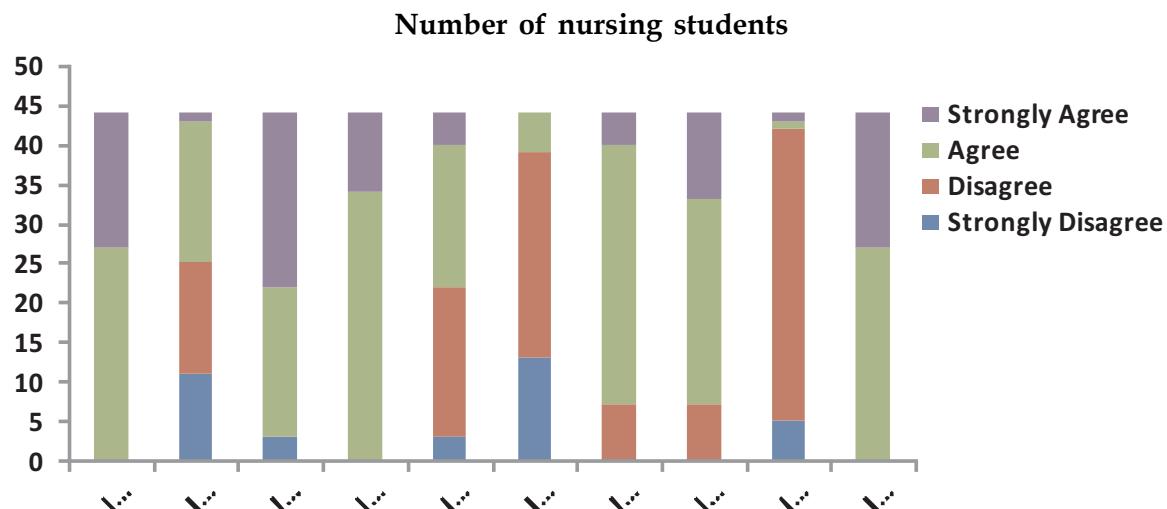
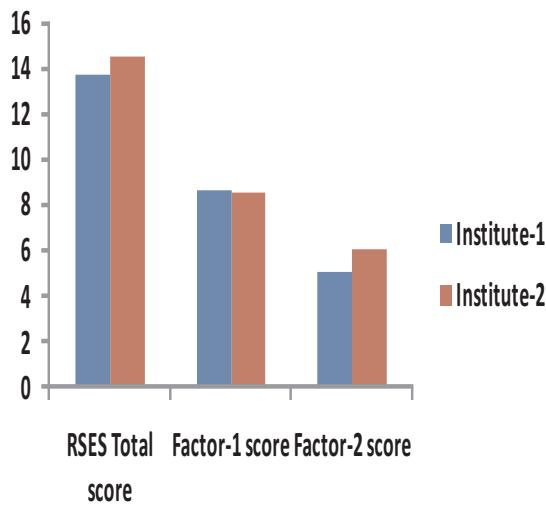
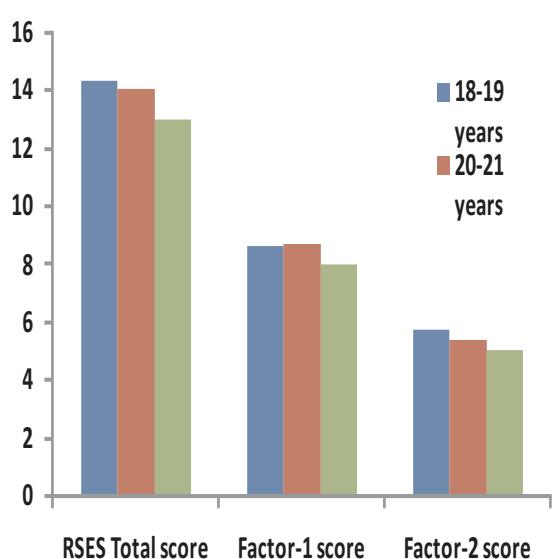


Figure 2: Comparison of overall and factor scores between two institutes



an equal plane with others') and item-4 ('I am able to do things as well as most other people'). Of the negative statements, maximum overall responses of either 'disagree' or 'strongly disagree' were obtained for item-9 ('I certainly feel useless at times').

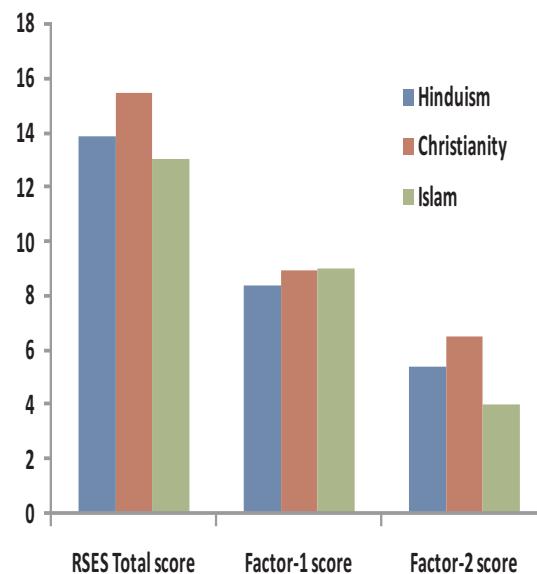
Figure 3: Comparison of total and subscale scores between age-groups.



Comparison of total and subscale scores between institutions

Institute-1 had higher score for factor-1 (8.68 ± 1.74) than institute-2 (8.50 ± 1.10) which was not statistically significant ($p=.664$). Institute-2 had higher overall score of RSES (14.53 ± 1.95) and factor-2 scores (6.03 ± 1.45) than institute-1 (RSES total score= 13.75 ± 2.38 ; factor-2 = $5.06 \pm .85$), the former not statistically significant ($p= .243$) and the latter statistically significant ($p=.019$). The comparison is shown in figure-2.

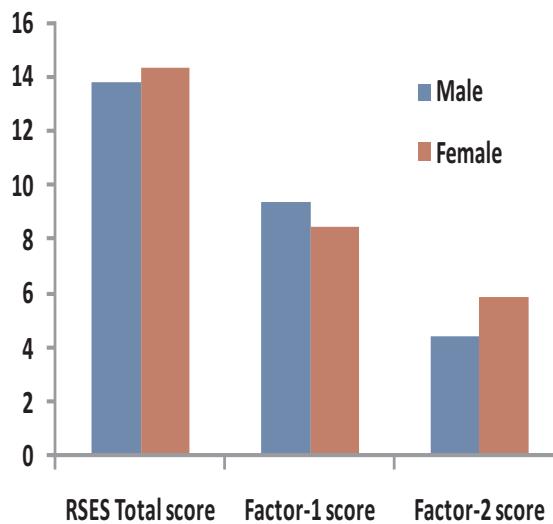
Figure 4: Comparison of total and subscale scores between religions.



Comparison of total and subscale scores between age-groups

Between-group comparison of total score ($F=.385$, $p=.683$) and factor scores 1 ($F=.182$, $p=.834$) and 2 ($F=.389$, $p=.680$) were not significant. The overall score of 18-19 yrs (14.33 ± 2.19) was greater than 20-21 yrs (14 ± 1.73) and 22-23 yrs (13 ± 1.41). Factor-1 score of 20-21 yrs ($8.66 \pm .57$) was greater than 18-19 yrs (8.58 ± 1.40) and 22-23 yrs (8 ± 1.41). Factor-2 score of 18-19 yrs (5.74 ± 1.33) was greater than 20-21 yrs (5.33 ± 2.08) and 22-23 yrs (5). The comparison is shown in figure-3.

Figure 5: Comparison of total and subscale scores between gender



Comparison of total and subscale scores between religions

Between-group comparison of total score ($F=2.772$, $p=.074$) and factor scores 1 ($F=.625$, $p=.540$) were not significant. Factor-2 score was significantly different between the groups ($F=4.128$, $p=.023$) with students from Christianity (6.5 ± 1.67) having higher scores than Hinduism (5.41 ± 1.05) and Islam (score=4). The overall score was highest for Christians (15.41 ± 2.23) compared to Hindus (13.83 ± 1.96) and Muslim (score=13) nursing students. Factor-1 score was highest for Muslim students (score=9) compared to Christian (8.91 \pm 0.9) and Hindu (8.41 \pm 1.5) nursing students. The comparison is shown in Figure-4.

Comparison of total and subscale scores between gender

In overall score ($p=.621$) and in factor-2 score ($p=.022$), female students (overall score- 14.3 ± 2.22 and factor-2 score- 5.84 ± 1.3) had higher score than male students (overall score- 13.8 ± 1.09 and factor-2 score- $4.40 \pm .89$). In factor-1, male students ($9.4 \pm .54$) scored higher than female students (8.46 ± 1.39) which was statistically insignificant ($p=.146$). The comparison is shown in figure-5.

Overall prevalence of three self-esteem categories (high, normal, low)

23 (52.3%) students had low self-esteem and 21 (47.7%) students reported normal self-esteem among the total 44 students.

Discussion

The study was aimed to study the self-esteem among first-year nursing students and we found that overall self-esteem levels were low and it was influenced by a complex interaction of individual, professional and environmental variables. One of the reasons for this mixed finding could be due to inappropriate responses and lack of understanding of the items eg., a positive statement such as item-6 ('I take a positive attitude toward myself') was rated maximally as 'disagree' and 'strongly disagree' by most of the study participants.

Though significant differences were not observed for total scores of self-esteem, factor-2 (self-derogation) was significantly different and was evidently influenced by a number of variables- institution, gender and religion. This poses a clear explanation of the greater influence of such confounding factors more on negative attitudes than on positive self-esteem.

One of the few limitations of this study was the small sample size which limited its statistical power, participants from few institutions, one geographical location and thus cannot be a representative of Indian nursing students, relationship with curriculum could be determined if longitudinal studies are carried out, relationship with academic achievement³⁹ and/or clinical decision-making was not explored, and future studies addressing these issues are warranted and comparison between pre-clinical and clinical nurses may indicate better suggestions for educational interventions towards personality development and self-management.

The study findings are of significance being the first study on Indian nursing students and it explored the relationship of self-esteem with individual, professional and environmental variables. Self-esteem might be one of the building blocks for development of professional self-concept amongst the nurses⁴⁰ and it may be a very important attribute in settings such as palliative care or with experience and/or exposure to life's stressful events such as death. Future studies may address these intricate inter-relationships in palliative care management settings.

Conclusion

Overall levels of self-esteem were low in the study sample of nursing students. Institution and gender played an important role on self-derogation scores but not their age or religion.

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The study participants for taking their time and providing their valuable opinion on their own self-esteem. The principal, Mitra College of Nursing and the principal, Dhanvantari college of Nursing for granting permission for conducting this survey.

Conflicts of interest

None identified and/or declared.

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Role of Mass Media in Women's Development

Anjali Kurane*, Jyoti Shetty*

Abstract

Development is a value-laden concept that improves socio-cultural, economic, material and non-material well being of the society. Though women constitute half of any country's human endowment, they are exploited in every walk of life. Our country is engaged in planned development programs for women since long. Still we have failed in achieving the desired goals. Without making women aware of their rights and duties, no plan of development can really succeed. It is here that the role of mass media becomes important for the development process. Therefore the present study examines the role of mass media involved in development of Maharashtrian women of Pune. Purposive sampling method of data collection was used.

In the present study, more than half of the respondents under study read newspaper, are interested in knowing about the different happenings all over the world whether literate or illiterate that is a significant change. Almost all respondents watched T.V. regularly for news, health, knowledge, cookery, comedy and serials but argued that technology has its positive and negative sides. Almost all watched movies and liked family oriented or educational movies with a social message. Some felt that T.V. was helping in creating awareness among women in some areas of social problems like dowry.

Nearly half of them used computers for getting information, storing data, communication purpose; but felt that due to internet students are losing interest in reading books.

So though media is playing an important role in creating awareness for development of women, nearly half of them felt that T.V. is not helping in liberating the women from the shackles of customs. More than half felt that T.V. has been useful in removal of caste consciousness only up to certain extent. While the process of change has started more needs to be done on the media front.

Key words: Women's development; role of Mass Media; newspaper; T.V programs; movies; computers and internet.

Introduction

L.P. Vidyarthi (1981) says "Development means growth plus change" that involves both material and human factors. Development in the wider sense means much more than the growth of material wealth, it also means utilizing material wealth as a means of achieving non-material ends for improving the quality of life. In other words growth should be a means of enriching the lives of everyone,

it should serve as an aid to liberation especially women from all forms of social and economic exploitation.

The U.N. General Assembly adopted the Declaration on rights to Development in 1986. Development is multidimensional, total, human-centered and a value laden concept both qualitative and quantitative in nature. According to Anjali Kurane (2005) "development means increase in material wealth through productivity, increase in social well-being through education, health, improvement in social content of the human life, community feeling, music, art, safety, freedom, opportunity, sense of participation in local, regional and national affairs, depending on the individual interest and preferences".

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Historical perspective of women's development

According to historians the early Vedic period women had the same educational and social opportunities as men. They enjoyed a position of high status and respect. The status of women was lowered in the 'Pauranic' period, pre-puberty marriages came to be practiced, widow remarriage was prohibited, education was denied to women, sati and 'purdah' system came to be practiced, and property rights were denied to her and so on.

Women in the Buddhist period had an honored place in social field but their political and economic status remained unchanged. Padmini Sengupta (1974) says Muslim period was regarded as the black period in the history of women when status of women in India was at the lowest ebb.

During the British rule, a number of changes were made in the economic and social structure of our society and some progress was achieved in eliminating inequalities between men and women.

In the end of the nineteenth century, women in India suffered from disabilities like child marriage, severe restrictions on widows, non-access to education and restricting oneself to domestic and child-rearing functions. The social movements initiated by social reformers such as Raja Ram Mohan Roy, Swami Vivekanand, Jyotiba Phule, Maharshi Karve, Swami Dayanand Saraswati played an important role for equal rights of women and as such these movements succeeded in arousing social consciousness for the liberation and equal status of women.

Thomas. P (1964; 306) "In free India Government is trying its best to provide equal opportunity in social, economic and political fields and several efforts are being made to develop women". Yet social outlook and patriarch psyche of men have not changed and women are in subordinate position in the society Parvin (2005) states that though women constitute half of any country's human endowment, they are brought up in the culture of silence. Women continue to be exploited and marginalized in each and every walk of

life. Efforts to promote gender equality between men and women can contribute to the overall development of human society and the nation's progress.

Role of mass media in women's development

Exposure to mass media is an important variable in large-scale directed social change. The important means of mass media are newspapers, television, radio and computer and so on. The function of the mass media is to open up the large masses of people to new information, new thoughts, new attitudes and new aspirations, creates awareness and this in turn shape the attitudes and beliefs of the people leading to development and new achievements. According to Lerner (1967) the educated people who are exposed to mass media develop a mobile personality with a capacity to identify themselves with new aspects of their environment. This is the reason why Lerner calls the mass media 'the mobile multiplier'.

Pratima kumari (1988) points out that the content of communication at any given time reflects the patterns of values of a society. For example a subject dealing with the problem of women indicates the prevailing attitudes of the society towards its women and this can improve or lower women's status in the society by introducing new, or interpreting old ideas. Therefore the present study deals with the role of mass media in women's development.

The Setting

Pune city was selected for the research as cultural, educational, military, religious and industrial centres characterize it. The interview schedule was discussed with several informants and Pune station, Aundh, Shivajinagar, Kirkee, Pimpri, Yerwada, Nigdi, Bhosari and Chinchwad were selected as research areas.

The Sampling

Purposive sampling method was used for the study, were participants were selected with

known characteristics. A combination of qualitative and quantitative methods of data collection was used. Six case studies were conducted in the present study were the cases had some peculiarities and typical ness.

Mass media issues in women's development

An attempt has been made in the present study to explore the extent of women's exposure to mass media and the role of the mass media in women's development. Keeping this fact in view the following FIVE indicators were selected for the study.

Reading newspaper

The newspaper is a swift medium for the delivery of news from the four directions of the world. Preeti Kumari (2006) reports in the context of women, newspaper could not rank first because women have no time to go into details of the news and it is so because in India female literacy is at its lowest ladder.

The respondents were asked whether they read newspaper and if so how often? More than half (58.9%) of the respondents read the newspaper daily while some (34.3%) read the newspaper sometimes and few (5.8%) of the respondents never read newspaper. Out of these respondents (1%) said that they do not get time, while (1.3%) of them were illiterate and (3.5%) of them said that they watched the news on T.V.

More than half read newspaper to get information on what is going around at local, national, and international level. Few said that they never read newspaper as they do not get time, few of them were illiterate and few of them said that they watched the news on the T.V. The respondents also felt that the newspaper is less expensive and gives knowledge on all national and international events.

In all it can be said that almost all the respondents whether literate or illiterate are interested in knowing about the different happenings at local, national and. all over the world, that is a significant change

Watching T.V.

T.V. has become today one of the indispensable necessities of life. Television seems to be the most effective and powerful electronic mass media. A study conducted by Krishnan, Dighe and Rao (1986) on representation of women on Indian television indicated certain trends such as 1) News related to women did not exceed 2.5 minutes out of the total 20 minutes. 2) In development oriented news items, women featured as workers in tea plantations, sericulture, poultry farming, etc. and as beneficiaries of welfare schemes. 3) In women's programs the focus was on the woman at home. 4) Where commercials were concerned, the lifestyles promoted were largely elitist; the models in the commercials were light skinned. Women featured in all categories of commercials, but they were dominant in ads for foods, grooming and

household items. 5) In voice-overs, male voices were presented as authoritative, female voices as informative and seductive.

In the present study in order to know the respondents exposure to T.V. they were asked whether they watch T.V. Almost all (78.7%) of the respondents replied that they watched T.V. regularly and some (19.8%) of the respondents said that they watched T.V. sometimes while few (1.5%) of the respondents said that they didn't have a T.V. set so they watched it at the workplace when they had time. All these six respondents worked as maid servants.

Almost all the respondents watched T.V. regularly and some

of the respondents watched T.V. sometimes and few of the respondents didn't have a T.V. so they watched T.V. at their workplace when they had time. The

respondents watched T.V. for news, exercising, for cookery, comedy show. One respondent felt that one should know to select and watch the proper channel instead of blaming the media. And some even felt that everything depends on the angle of viewing.

Impact of T.V. programs on women

Men and women also are influenced so much that they try to copy the style of their favorite characters. Media can thus contribute towards the development of skills and images in a society. It is only through serving the interests of women that T.V. would be able to fulfill its role as a development tool.

So in order to see whether the respondents agreed that the T.V. programs had an impact on society and lead to social change, the following SEVEN indicators were selected such as:

a) Liberation of women from the shackles of custom

Traditionally women in our country, seldom enjoy equality with men. But today the changing socio-economic factors have been the product and instrument for changes in the lives of women. Preeti Kumari (2006) reports that 25% of her respondents agreed that TV program have liberated women from shackles of custom.

When enquired whether T.V. has helped in liberating women from the shackles of custom. Nearly half (41.9%) of the respondents said that T.V. has not helped in liberating women from the shackles of custom. Some of (21.1%) the respondents agreed that T.V. has helped in liberating women from the shackles of custom and some (37.1%) of the respondents held a neutral view.

The data shows that nearly half of them felt that T.V. is not helping in liberating the women from the shackles of customs. They also felt that when women are proving themselves in all fields she should be presented as an independent woman having her own identity. While some of the respondents felt that T.V. is helping the women in liberating from the shackles of custom.

b) Development of knowledge

Television has emerged as the most powerful and all pervading cultural force throughout the world. Television plays an important role in educational development also. Preeti Kumari's (2006) analysis reveals

that maximum number of respondents agreed that T.V. helped in development of knowledge.

The respondents in the present study were asked whether T.V. helped in development of knowledge. Majority (77.2%) felt that the T.V. helped in development of knowledge while some (20.5%) of the respondents said that the T.V. didn't help in the development of knowledge and few (2.3%) of the respondents took a neutral stand.

Thus it is seen that majority of the respondents felt that T.V. helped one in developing knowledge by watching channels such as discovery channel, history channel and so on and they also said that serials, advertisements also help in education if one views it from educational point of view, while some felt that T.V. is not helping in development of knowledge as today's children are busy watching reality shows, sending messages to this shows, or answering their questions so that they become rich and famous immediately and if they fail in it, it harms their personality.

c) Knowledge of national and international events

By its reach and impact the T.V. provides a very powerful communication. In a vast country like India it is especially important as a medium of information and education. Hence people get knowledge about the national and international events. Preeti Kumari's (2006) study revealed that all the respondents accepted the fact that they gain information about national and international events through T.V.

The respondents in the present study were asked whether T.V. has helped in spreading the knowledge about national and international events. All (100%) of the respondents replied that T.V. helped in knowledge of national and international events.

The above data reveals that all the respondents agreed that the T.V. is helping in the knowledge of national and international events and they also felt that as these are

shown in all languages even an illiterate can get knowledge of the events. It shows that women are interested in having information about national and international events.

d) Helpful in educational development

Initially the role of Television was primarily directed towards programs of entertainment. But it was felt that television could not remain just a medium for entertainment but should include education. Women and children make two-thirds of the total population so it is through serving the interests of women and children that T.V. would be able to fulfill its role as a development tool. The National Committee on Status of Women (1974) observed that since formal education is costly and a long term process it is essential to exploit the mass media for the eradication of illiteracy and to speed up the spread of education among women and girls.

The respondents were asked whether T.V. is helpful in educational development. Majority of (77.4%) the respondents agreed that T.V. is useful in educational development. Some of (22.6%) the respondents felt that T.V. is not helpful in educational development.

The above data shows that majority of the respondents agreed that T.V. was useful in development of educational knowledge and they said that technology has its positive and negative sides and it depends on the viewer to watch meaningful channels. Some of the respondents felt that T.V. is not helping in development of educational knowledge, they felt that today children are engaged in routine studies so much that when they get time they watch cartoon channels most of the times, so these respondents suggested that the channels watched by children should be presented in an informative and educative way.

e) Helpful in health related knowledge

Women are mostly confined to their homes and family or are engaged in looking and caring for the family members. They have a habit of neglecting their health problems till it

becomes serious. Mira Seth (2001) points out that the family planning program is placing undue burden on women for contraception, over 96 percent of the sterilization cases continue to be women. The mass media can play an important role to inform and bring awareness among women in health related knowledge.

In this context the respondents were asked whether T.V. is helpful in health related knowledge. Majority of (73.1%) the respondents said that T.V. is helpful in spreading health related knowledge and some of (18%) the respondents felt that T.V. is not helping in giving health related knowledge and few of (8.9%) of the respondents gave no response to this question.

The above data reveals that majority of the respondents felt that T.V. is helping in the development of health knowledge, they said that certain channels focused on health issues and provided solutions and some exercises which are helpful to maintain health.

While some of the respondents felt that the T.V. is not useful in development of health knowledge. According to them a doctor's advice is necessary to carry out the exercises shown on T.V. They also felt that any program focusing on health should have the details and in-depth study otherwise it misleads and confuses the viewers.

f) Removal of caste consciousness

Traditional India was characterized by a rigid caste system. Today in spite of advancements in urbanization, industrialization and attitudes one can hear incidences of caste inequalities. The mass media exert a strong influence on shaping the public attitudes. Television can play a crucial role to create awareness and generate public opinion in removal of caste consciousness.

The respondents in the present study were asked whether T.V. is helping in removal of caste consciousness. More than half of (55.6%) the respondents were of the view that T.V. has helped in removal of caste consciousness. Some of (25.4%) the respondents held the view

that T.V. has not helped in removal of caste consciousness while some of (19%) of the respondents had a neutral view on whether T.V. has been useful in removal of caste consciousness

The above data indicates that more than half of the respondents agreed that T.V. has been useful in removal of caste consciousness up to a certain extent as the change can be seen in urban areas in the form of inter caste and inter religious marriages. They also felt that more than caste, class determined one's status. Some of the respondents disagreed that T.V. has helped in removal of caste consciousness as caste is rooted in the Indian culture and Indian tradition since thousands of years. They felt that though the change is evident in cities there is still a caste consciousness in rural areas and villages where inter caste marriages are not allowed and caste wars take place, even

cities come across caste riots. They felt that the government should do more to remove caste consciousness as it controls a section of mass media. And role of family is also important.

g) Eradication of dowry custom

In the ordinary sense dowry refers to the money, gifts, goods or estate that a wife brings to her husband in marriage. The importance of the problem of dowry is to be assessed as cases of burning brides is increasing, a good number of girls remain unmarried due to parents inability to pay dowry, which is leading to social problems. In the last few decades due to industrial revolution, spread of democratic values, prevailing socio-economic environment has certainly changed the status of women, but still the custom of dowry continues because of the vested interests. T.V. can play a crucial role as the serials and programs shown are the depiction of society, they can become agents of social change. Preeti Kumari (2006) noted that some of the important serials were helping in removing various types of social pathology. Dowry system has been supported by 43.78% of the respondents of her study.

The respondents of the present study were asked whether T.V. has a role in eradication

of dowry custom. Nearly half of (47%) the respondents replied in positive, they felt that T.V. is certainly helping in changing the attitudes of people with regards to the custom of dowry. And some of (36.8%) the respondents said that T.V. is not playing a role in eradication of the dowry custom. While some of (16.2%) the respondents didn't have any reply on whether T.V. is helping in removal of dowry custom.

The above data shows that nearly half of the respondents held the view that T.V. was playing a role in eradication of the dowry custom and there are some programs shown which are inspiring young girls to stand up against the custom of dowry. There are some serials also which are dealing with the curse of dowry system and creating awareness among women. Some of the respondents felt that T.V. was not playing a role in removal of dowry custom; they said that one has to follow the practice due to fear of losing status in society and girls remaining unmarried. They felt that the media should show more programs on social issues and should infuse confidence among the viewers so that it changes the mindset of people, instead of showing irrelevant, meaningless serials.

The analysis showing the impact of T.V. on the seven indicators listed above shows that nearly half of the respondents felt that T.V. is not showing the women as having an independent identity and is not helping in liberating the women from the shackles of customs. Even today in many serials women are shown fully decked up with heavy make up and performing traditional roles such as keeping the husbands clothes ready, worshipping and fasting for the husbands long life, tolerating troublesome in-laws and so on. It is shown in such a way as if that is the way a woman should lead her life. Today the woman is seen in all fields successful in the office as well as at home, she should be shown as an independent and confident woman and also the way she manages things. But most of the times an economically independent woman is shown as smoking, boozing neurotic. Majority them felt that T.V. is helping

in development of knowledge through channels such as history channel, discovery channel. All the respondents agreed that the T.V. is also helping in the knowledge of national and international events. Majority of the respondents agreed that T.V. is useful in development of educational knowledge, health knowledge and more than half of the respondents felt that T.V. is helping in removal of caste consciousness up to a certain extent. They felt that it depends on the viewer to watch meaningful channels, which give such messages and are educative and informative. A change can be seen in urban areas due to such programs but many needs to be done at the village and rural areas. For some respondents mass media has not been effective in removing the caste feeling as caste is rooted in the Indian culture and Indian tradition since thousands of years. Since we have been brought up in caste culture; role of government, role of the family is important here. While nearly half of the respondents held the view that T.V. is playing a role in eradication of the dowry custom and there are some program and serials shown which are inspiring young girls to stand up against the custom of dowry and are creating awareness among women for the removal social pathology. They felt that the media should show more programs on social issues and should instill confidence among the viewers so that it changes the attitude of people, instead of showing insignificant and boring serials.

Watching movies

The institution of cinema has occupied a position of far reaching influence in modern age. Movies are and will remain a major source of recreation; it reaches millions of people everyday, shaping their ideas, moving their emotions. Even small towns and villages have its cinema halls. Influence of this media on social ideals and mode of behavior is thus a two way process. Shashi Jain (1988) study on middle class educated and married women found that almost all the respondents were cinemagoers. Thus it can be said that movies

have achieved great popularity among women.

The respondents of the present study were asked whether they watched movies. Almost all (97.1%) of the respondents reported that they watch movies. They said that after a hard day's work a visit to a cinema hall or to watch a film of one's choice even at home refreshes the spirits and chases away all boredom. Few of (2.9%) the respondents said that they never watched movies as they were not interested and felt that today's movies were not worth seeing.

The above analysis shows that almost all the respondents watch movies and most of them liked to watch family oriented or educational movies with a social message. The youngsters liked to watch romantic and suspense movies, as they were exciting while the older women liked to watch old movies as they felt that such movies are soothing. Few of the respondents were not interested in seeing movies and they also felt that today's movies were not worth watching.

Using computer

The advent of computers and internet has revolutionized the concept of mass media. According to Lerner (1966:71) "The mass media makes essential inputs to psycho-political life of transitional society via the minds and hearts of the people. It teaches people by depicting new and strange situations and familiarizes them with a range of opinions among which they can choose. Today most of the homes are incomplete without a computer. Cyber cafes are seen mushrooming on every corner so that everybody has access to computers and internet. Even small kids are computer users. The internet plays an effective role in giving information and in propagation and people are largely benefited by this.

In order to see the extent of the respondent's exposure to computers they were asked whether they used computers. Nearly half of (42.1%) the respondents replied that they used computers for various purposes such as for getting information, for communication

purpose, for storing data and for office work and more than half of (57.9%) the respondents said that they don't use computers as they had no knowledge of computers or they had no facility or it was not needed by them.

The data shows that nearly half of the respondents used the computers for various purposes as getting information, for storing data, for communication purpose and for storing data; they felt that computers have made work easier. But they also felt that computer is a technology and if something goes wrong everything comes to a halt so it is better to have written records also. Some felt that the internet is being misused by many and that students are losing interest in reading books as they can download any information directly from the net which they felt is not a good habit. While more than half of the respondents didn't use computers as they had no knowledge of it or they had no facility or they didn't need it.

Conclusion

The data regarding role of mass media shows that, more than half of the respondents under study read newspaper to get information on what is going around at national and international level and they felt that newspaper covers information from all four corners of the world and is affordable by all sections of society. Those who did not get time to get into the details of a newspaper watched T.V. to know about the things happening around. In all it can be said that the respondents are interested in knowing about the going-ons all over the world that is a significant change.

Almost all the respondents watched T.V. regularly for news, for health knowledge, for cookery shows, comedy shows and serials. Some of the respondents felt that comedy serials are relaxing; some felt that serials are boring and irrelevant and children are getting spoilt. One respondent felt that one should know to select proper channel for watching instead of blaming the media. And some even felt that everything depends on the angle of

viewing.

The analysis on the impact of T.V. programs shows that nearly half of the respondents felt that T.V. is not helping in liberating women from the shackles of customs and felt that she should be presented as a woman having her own identity, but she is still shown in her traditional roles.

The majority of the respondents felt that T.V. helped one in developing knowledge by watching channels such as discovery channel, history channel and so on and they also said that even serials and advertisements are educative. While some felt that T.V. is not helping in development of knowledge and programs such as reality shows is affecting children's confidence levels.

Almost all the respondents agreed that the T.V. was helping in the knowledge of national and international events and they also felt even an illiterate can get knowledge of the events. It shows that women are interested in knowing about national and international events and also because it has no literacy barrier.

Majority of the respondents agreed that T.V. was useful in development of educational knowledge and they said that it depends on the viewer to watch meaningful channels and they also felt that parents should put the habit of watching educational channels in children. Some of the respondents felt that T.V. is not helping in development of educational knowledge, they felt that today children watch cartoon channels most of the times, so these respondents suggested that the channels watched by children should be presented in an informative and educative way.

Majority of the respondents felt that T.V. is helping in the development of health knowledge; as certain channels focused on health topics and they also said that advertisements on various diseases shown are educative and informative. While some of the respondents felt that the T.V. is not useful in development of health knowledge as a doctor's advice is necessary for any illness and to carry out the exercises shown otherwise it misleads and confuses the viewers.

The data indicates that more than half of the respondents agreed that T.V. has been useful in removal of caste consciousness and nowadays class determined one's status and not caste at least in the cities and also the number of inter caste and inter religious marriages is on the rise. Some of the respondents felt that though the change is evident in cities, inter caste marriages are not allowed and caste wars take place, in rural areas and villages and even cities experience caste riots. They suggested that the government should do more to create awareness among the people as it controls a section of mass media.

Nearly half of the respondents held the view that T.V. was helping in eradication of the dowry custom as some serials are dealing with the curse of dowry system and are encouraging young girls to stand up against the custom of dowry. Some of the

respondents felt that T.V. was not playing a role in removal of dowry custom; and are showing meaningless serials. They felt that the media should concentrate more on social problems present in the society to change the mindset of people.

The data on watching movies shows that, almost all the respondents watched movies and most of them liked to watch family oriented or educational movies with a social message, which is a promising change. The youngsters liked to watch romantic and suspense movies as they were exciting while the older women liked to watch old movies as they felt that such movies are comforting and soothing to the eyes and ears. Few of the respondents were not interested in seeing movies and they also felt that today's movies were not worth watching.

Data regarding use of computers by the respondents shows that, that nearly half of the respondents used the computers for various purposes as getting information, for storing data, for communication purpose, they felt that computers are faster and have made the work easier but as it is a machinery they felt that one should always maintain written records also to be on the safe side. Some felt

that the due to the internet students are losing the significance of reading books as they can download any information directly from the net which they felt is not a good habit. While more than half of the respondents didn't use computers as they had no knowledge of it or they had no facility or they didn't need it.

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Emerging Trends in Management and Information Technology

Mitushi Jain

Abstract

Human resource management is the process of bringing people and organizations together so that the goals of each are met. It tries to secure the best from people by winning their wholehearted cooperation. In short, it may be defined as the art of procuring, developing and maintaining competent workforce to achieve the goals of an Organization in an effective and efficient manner.

HRM is a strategic approach to the acquisition, motivation, development and management of the organization's human resources. It is a specialized field that attempts to develop an appropriate corporate culture, and introducing programmes which reflect and support the core values to the enterprise and ensure its success.

Thus, According to Flippo, human resource management is "the planning, organizing, directing and controlling of the procurement, development, compensation, integration, maintenance and reproduction of human resources to the end that individual, organizational and societal objectives are accomplished."

Cloud computing refers to the delivery of computing and storage capacity as a service to a heterogeneous community of end-recipients. The name comes from the use of a cloud-shaped symbol as an abstraction for the complex infrastructure it contains in system diagrams. Cloud computing entrusts services with a user's data, software and computation over a network.

Keywords: Strategic human resource management; objectives and functions of SHRM; Importance of Cloud Computing.

Introduction

HRM is a strategic approach to the acquisition, motivation, development and management of the organization's human resources. It is a specialized field that attempts to develop an appropriate corporate culture, and introducing programmes which reflect and support the core values to the enterprise and ensure its success.

HRM is proactive rather than reactive, i.e., always looking forward to what needs to be done and then doing it, rather than waiting to be told what to do about recruiting, paying

of training people, or dealing with employee relations problems as they arise.

Thus, According to Flippo, human resource management is "the planning, organizing, directing and controlling of the procurement, development, compensation, integration, maintenance and reproduction of human resources to the end that individual, organizational and societal objectives are accomplished."

Human Resource Management: Objectives

- To help the organization reach its goals.
- To ensure respect for human beings. To identify and satisfy the needs of individuals.
- To ensure reconciliation of individual goals with those of the organization.
- To provide the organization with well-trained and well-motivated employees.

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- To develop and maintain a quality of work life.

Human Resource Management: Functions

- Human resource or manpower planning.
- Recruitment, selection and placement of personnel.
- Training and development of employees.
- Appraisal of performance of employees.
- Taking corrective steps such as transfer from one job to another.
- Remuneration of employees.
- Social security and welfare of employees.
- Setting general and specific management policy for organizational relationship.
- Collective bargaining, contract negotiation and grievance handling.
- Staffing the organization.
- Aiding in the self-development of employees at all levels.
- Developing and maintaining motivation for workers by providing incentives.
- Reviewing and auditing manpower management in the organization.

Human Resource Management: Futuristic Vision

- There should be a properly defined recruitment policy in the organization that should give its focus on professional aspect and merit based selection.
- In every decision-making process there should be given proper weight age to the aspect that employees are involved wherever possible. It will ultimately lead to sense of team spirit, team- work and inter-team collaboration.
- Opportunity and comprehensive framework should be provided for full expression of employees' talents and manifest potentialities.
- Networking skills of the organizations should be developed internally and

externally as well as horizontally and vertically.

- For performance appraisal of the employee's emphasis should be given to 360 degree feedback which is based on the review by superiors, peers, subordinates as well as self-review.

Definition of SHRM

SHRM or Strategic human resource management is a branch of Human resource management or HRM. It is a fairly new field, which has emerged out of the parent discipline of human resource management.

Strategic human resource management can be defined as the linking of human resources with strategic goals and objectives in order to improve business performance and develop organizational culture that foster innovation, flexibility and competitive advantage.

In an organization SHRM means accepting and involving the HR function as a strategic partner in the formulation and implementation of the company's strategies through HR activities such as recruiting, selecting, training and rewarding personnel.

According to Wright & McMahan, 1992, Strategic Human Resource Management refers to: *The pattern of planned human resource activities intended to enable an organization to achieve its goals.*

Key Features of Strategic Human Resource Management

- There is an explicit linkage between HR policy and practices and overall organizational strategic aims and the organizational environment
- There is some organizing schema linking individual HR interventions so that they are mutually supportive
- Much of the responsibility for the management of human resources is devolved down the line.

Advantages of Strategic Human Resource Management

- It helps analyze the opportunities and threats that are crucial, from the point of view of the company.
- It is possible to develop strategies and have a vision for the future.
- The need for competitive intelligence, which is of utmost importance in strategic planning, is fulfilled by means of implementing strategic human resource management.
- The attrition rate can be reduced, if strategic HRM is implemented properly. It also performs the important task of motivating employees.
- Development and maintenance of competency among employees, is the most important benefit offered by strategic HRM.
- It helps determine the weaknesses and strengths of the company, thereby enabling the management to take appropriate measures.

Limitations of Strategic Human Resource Management

The process of strategic HRM is a complicated one and barriers in the growth of employees and in turn the company, if strategic HRM is not implemented properly. Following are some commonly observed problems.

- Resistance to change from the bottom line workers.
- Inability of the management in communicating the vision and mission of the company clearly to the employees.
- Interdepartmental conflict and lack of vision among the senior management in implementing the HR policies.
- The changing market scenario which in turn creates pressure on the effective implementation of strategic HRM.

Cloud computing refers to the delivery of computing and storage capacity as a service to a heterogeneous community of end-recipients. The name comes from the use of a cloud-shaped symbol as an abstraction for the complex infrastructure it contains in system diagrams. Cloud computing entrusts services with a user's data, software and computation over a network.

There are three types of cloud computing

- Infrastructure as a Service (IaaS),
- Platform as a Service (PaaS), and
- Software as a Service (SaaS).

Using Infrastructure as a Service, users rent use of servers (as many as needed during the rental period) provided by one or more cloud providers. Using Platform as a Service, users rent use of servers and the system software to use in them. Using Software as a Service, users also rent application software and databases. The cloud providers manage the infrastructure and platforms on which the applications run.

End users access cloud-based applications through a web browser or a light-weight desktop or mobile app while the business software and user's data are stored on servers at a remote location.

Proponents claim that cloud computing allows enterprises to get their applications up and running faster, with improved manageability and less maintenance, and enables IT to more rapidly adjust resources to meet fluctuating and unpredictable business demand.

Cloud computing relies on sharing of resources to achieve coherence and economies of scale similar to a utility (like the electricity grid) over a network (typically the Internet). At the foundation of cloud computing is the broader concept of converged infrastructure and shared services.

Conclusion

To conclude Human Resource Management should be linked with strategic goals and

objectives in order to improve business performance and develop organizational cultures that foster innovation and flexibility. All the above futuristic visions coupled with strategic goals and objectives should be based on 3 H's of Heart, Head and Hand i.e., we should feel by Heart, think by Head and implement by Hand.

Ideally HR & top management work together to formulate the company's overall business strategy; that strategy then provides the framework within which HR activities such as recruiting & appraising must be crafted. If it is done successfully, it should result out in the employee competencies & behavior that in turn should help the business implement its strategies & realize its goals.

According to an expert "the human resources management system must be tailored to the demands of business strategy".

In order to be successful the employees should be developed in such a manner that they can be the competitive advantage, & for this the human resource management and information technology industries must be an equal partner in both the formulation & the implementation of the corporate & competitive strategies.

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Changes in the Food Consumption of the Rural Households in Andhra Pradesh

D. Pulla Rao

Abstract

At the global level the per capita food production has gone up in all countries with the industrialized countries on the lead. However, the low nutritional status remained major problem particularly among the rural population. The low nutritional status of the rural population is to be viewed as the problem of poor quality of food intake due to low literacy and lack of awareness. Due to Green Revolution the food grains production is increased. The consumption of rice in Andhra Pradesh is higher than All India. Bajra and maize are also less consumed in Andhra Pradesh. The consumption of the major cereals declined at both State level and All India level over a period of time. The consumption of bajra and maize per person has also noticeable decline in rural areas over the period. The smaller cereal items such as barley, maize and tapioca, recorded larger declines in rural areas over this period.

Introduction

Generally it is argued that low agricultural production and lack of an appropriate food distribution system are the reasons for low levels of the nutritional status. In addition to the low agricultural production, the nutritional status of the rural population is to be viewed as the problem of poor quality of food intake due to low literacy and lack of awareness. Economic development is normally accompanied by improvements in a country's food supply and the gradual elimination of dietary deficiencies, thus improving the overall nutritional status of the country's population. Further more, the development also brings about qualitative changes in the production, processing, distribution and marketing of food. Increasing urbanization will also have consequences for the dietary patterns and lifestyles of individuals, not all of which are positive. Moreover, the pace of these changes seems to be accelerating, especially in the low-income and middle-income countries. At the

same time, however, poor countries continue to face food shortages and nutrient inadequacies. Presently, in India one per cent or 10 million are not getting two square meals a day. Food consumption expressed in kilocalories (kcal) per capita per day is a key variable used for measuring and evaluating the evolution of the global and regional food situation. A more appropriate term for this variable would be "national average apparent food consumption" since the data come from national food balance sheets rather than from food consumption surveys.

Global And Regional Per Capita Food Consumption

Analysis of FAOSTAT data shows that dietary energy measured in kcals per capita per day has been steadily increasing on a world wide basis; availability of calories per capita from the mid -1960s to the late 1990s increased globally by approximately 450 kcal per capita per day and by over 600 kcal per capita per day in developing countries (Table-1). This change has not, however, been equal across regions. The per capita supply of calories has remained almost stagnant in sub-Saharan Africa and recently fallen in the countries in economic transition. In contrast, the per capita supply of energy has risen

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dramatically in East Asia (almost 1000 kcal per capita per day, mainly in China) and in the Near East/North Africa region (by over 700 kcal per capita per day). The agriculture seasons and irrigation facilities will influence the food intake of the households. For example, in Cambodia between harvests to lean season most rural households face 5 to 30 per cent reduction in their rice intake. Even in Thailand there is a difference in food intake in the wet season and dry season, especially among the mountainous regions. The difference in food intake also exists within household due to some preferences and these are more prominent based on seasonal variations. In South Asia, with considerable variation within that region, the evidence on food distribution within the household suggests pro-male and pro-adult bias in terms of quantity of food intake. Inequality may also be affected by seasonality, with lower inequality during the harvest as opposed to the lean season.

55th and 61st rounds of the National Sample Survey (NSS).

(a). Cereals

The magnitude and trend in Food, especially Cereals, consumption over a period of time in rural Andhra Pradesh gets importance in view of its strong implications for Food and nutrition security. Such an analysis is necessary due to the failure of expenditure and income based poverty magnitudes to depict the true picture on Food and nutrition security in a period of significant changes in the nature of Food consumption with strong implications for the household's calorie intake. This section provides evidence, on the magnitude and trends in Food consumption in rural Andhra Pradesh.

Table 2 presents the per capita monthly consumption of major cereals in rural areas between 1993-94 and 2004-05 both in All-India and Andhra Pradesh. It could be

Table 1: Global And Regional Per Capita Food Consumption
(kcal per capita per day)

Region	1964-1966	1974-1976	1984-1986	1997-1999	2015	2030
World	2358	2435	2655	2803	2940	3050
Developing Countries	2054	2152	2450	2681	2850	2980
Near East and North Africa	2290	2591	2953	3006	3090	3170
Sub-Saharan Africa	2058	2079	2057	2195	2360	2540
Latin America and the Caribbean	2393	2546	2689	2824	2980	3140
East Asia	1957	2105	2559	2921	3060	3190
South Asia	2017	1986	2205	2403	2700	2900
Industrialized Countries	2947	3065	3206	3380	3440	3500
Transition Countries	3222	3385	3379	2906	3060	3180

Source: Literature, food consumption and Nutrition Division, International Food Policy research Institute, Discussion Paper No. 19.

Changes In Food Consumption

The national sample survey organization publishes various reports based on the quinquennial surveys. The data used for this paper in this analysis are collected from 50th,

observed from the table that the consumption of rice in Andhra Pradesh is higher than All India where as wheat consumption is lower than All India. Bajra and maize also less consumed in Andhra Pradesh compared to All India. It is clear from the table that over the

Table 2: Per capita Monthly Consumption Of Major Cereals In Rural Areas Between 1993-1994 And 2004-05
(Quantity in Kgs)

Major Cereals	Andhra Pradesh			All India		
	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)
Rice	11.57	11.71	10.951	6.79	6.57	6.38
Wheat	0.19	0.22	0.144	4.32	4.45	4.19
Jowar & its products	0.98	0.44	0.483	0.84	0.50	0.43
Bajra & its products	0.09	0.04	0.039	0.48	0.38	0.39
Maize & its products	0.07	0.02	0.007	0.38	0.32	0.32
All Cereals	13.27	12.65	12.035	13.4	12.72	12.12

Table 3: Monthly Per Capita Consumption Of Cereals In The Rural Areas Of Andhra Pradesh Between 1972-1973 And 2004-05.

Item	27 th Round (1972-73)	32 nd Round (1977-78)	38 th Round 1983	43 rd Round (1987-88)	50 th Round (1993-94)	55 th Round (1999-00)	61 st Round (2004-05)
Rice	8.96	10.86	11.79	11.39	11.57	11.71	10.951
Wheat	0.12	0.11	0.12	0.14	0.19	0.22	0.144
Coarse Cereals	6.17	4.88	3.46	2.82	1.51	0.72	0.936
Cereals	15.25	15.85	15.37	14.35	13.27	12.65	12.035

period the consumption of the major cereals declined at both State level and All India level. It could be inferred that the fall in Jowar consumption cannot explain the fall in the national and State per capita cereal consumption, but the consumption of bajra and maize per person has also undergone a noticeable decline in rural areas over the eleven years between 1993-94 and 2004-05.

From Table 3 it is clear that during the period of three decades the increase in the consumption of rice and wheat is less than the decrease in the consumption of coarse cereals which resulted in overall decline in the total

consumption in the State.

The NSS data reveal that the per capita cereal consumption in India has been declining since the early seventies despite a significant increase in per capita cereal production. The extent of decline in calorie intake has however carried significantly between different regions. The sharp fall in cereal consumption has been attributed to changes in consumer preferences from food to non-food items, and within the food group from cereals to non-cereal food items and from 'coarse' to 'fine' cereals. More recently, a study has shown that the decline in cereal consumption was greater in the rural

Table 4: Per capita Monthly Consumption Of Major Pulses In Rural Areas Between 1993-1994 And 2004-2005
(Quantity in Kgs)

Major Pulses	Andhra Pradesh			All India		
	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)
Arhar	0.35	0.39	0.424	0.24	0.23	0.21
Moong	0.18	0.12	0.089	0.10	0.10	0.09
Masur	0.02	-	0.008	0.12	0.14	0.11
Urd	0.09	0.11	0.104	0.10	0.09	0.08
Gram (Split)	0.05	0.07	0.050	0.06	0.08	0.06
All Pulses & Pulse Products	0.70	0.73	0.702	0.76	0.84	0.71

Table 5: Per capita Monthly Consumption Of Milk, Eggs, Fish & Meat In Rural Areas Between 1993-1994 And 2004-2005

NSSO Rounds	Andhra Pradesh			All India		
	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)
Milk (Liters)	2.62	2.87	3.051	3.94	3.79	3.87
Eggs (No.)	1.44	2.07	2.251	0.64	1.09	1.01
Fish (kg.)	0.11	0.18	0.071	0.18	0.21	0.201
Goat Meat/ Mutton (Kg.)	0.13	0.10	0.086	0.06	0.07	0.047
Chicken (Kg.)	0.05	0.10	0.136	0.02	0.04	0.050

Table 6: Per capita Monthly Consumption of Edible Oil in Rural Areas between 1993-1994 and 2004-2005

(Quantity in Kgs)

NSSO Rounds	Andhra Pradesh			All India		
	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)
Groundnut Oil	0.36	0.29	0.239	0.12	0.12	0.07
Mustard Oil	-	-	0.001	0.17	0.24	0.22
Vanaspati	-	-	0.001	0.03	0.04	0.03
Edible Oil (Other)	-	0.17	0.312	0.05	0.09	0.14
Edible Oil (All)	-	0.46	0.554	0.37	0.50	0.48

areas, where the improved rural infrastructure made other food and non-food items easily accessible to the rural households. The study further observes that a reduction in the intake of cereals on this account should not be taken as deterioration in biological welfare and argues that reduction in hard manual work in agriculture due to farm mechanization might have put downward pressure on the nutritional requirements. The structural factors underlying the changing preferences and their implications for nutritional well-being are little researched and there are severe knowledge gaps.

Table 4 presents Andhra Pradesh and All India consumption levels between 1993-94 and 2004-05 of five common varieties of pulses in rural areas. In most cases, there appears to have been a rise in consumption between 1993-94 and 1999-2000 and a fall in the latter years. This, however, appears rather unlikely and a more plausible explanation is that the collection of data with the usual reference period of "last 30 days" might have, in the 55th round (1999-2000), been affected by the collection of data with an extra reference period of "last 7 days" immediately before it. This effect appears to have been the strongest in case of such items as pulses, fruits and

Table 7: Per capita Monthly Consumption Of Common Vegetables In Rural Areas Between 1993-1994 And 2004-2005

(Quantity in Kgs)

Vegetables	Andhra Pradesh			All India		
	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)
Potato	0.17	0.26	0.223	1.24	1.61	1.33
Onion	0.60	0.69	0.719	0.46	0.58	0.56
Brinjal	0.4	0.47	0.402	0.41	0.39	0.34
Cauliflower	0.06	-	0.021	0.16	0.19	0.18
Cabbage	0.05	0.08	0.085	0.15	0.18	0.17
Tomato	0.47	0.57	0.634	0.29	0.35	0.34

Table 8: Per capita Monthly Consumption Of Common Fruits & Nuts In Rural Areas Between 1993-1994 And 2004-2005

(Quantity in Kgs)

Fruits & Nuts	Andhra Pradesh			All India		
	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)	50 th Round (1993-94)	55 th Round (1999-2000)	61 st Round (2004-2005)
Banana (No.)	2.85	3.17	3.913	2.20	2.48	2.37
Coconut (No.)	0.22	0.22	0.269	0.32	0.37	0.35
Mango (Kg.)	0.10	0.06	0.152	0.06	0.10	0.09
Apple (Kg.)	0.01	-	0.019	0.03	-	0.03
Groundnut(Kg.)	0.05	0.03	0.059	0.03	0.05	0.05

vegetables, where the monthly consumption of individual items is not as well known to most informants as it is in case of cereals. If we assume, therefore, that the 1999-2000 data are not comparable with those of the other years, the picture is simplified, with the figures showing a small reduction in per capita consumption for most varieties of pulses between 1993-94 and 2004-05 at All India level. In case of Andhra Pradesh the consumption of arhar reported increasing. The average household's consumption of pulses appears to be getting more diversified.

(c). Milk, Eggs, Fish & Meat

There appears to have been a slight fall in per capita consumption of "milk (liquid)" in rural All India and a slight rise in Andhra Pradesh between 1993-94 and 2004-05 (Table-5). Rural per capita egg consumption has apparently increased in the eleven years in both Andhra Pradesh and All India. Per capita consumption of goat meat and mutton has definitely declined, more so in Andhra Pradesh. The increase in per capita consumption levels of chicken appears to be increased at All India but is increased three-fourth times in Andhra Pradesh. Per capita consumption of chicken has outstripped goat meat and mutton in rural India.

(d). Edible Oils

Per capita consumption of edible oil has definitely been rising over the eleven years following 1993-94. Table-6 shows the extent of increase in rural All India and in Andhra Pradesh. In All India rural areas, there has been a fall of about 50 gm per person per month in the consumption of groundnut oil, offset by a corresponding rise for mustard oil. In Andhra Pradesh the decline in per capita consumption of groundnut oil is about 140 gm per month, which is more than the rise in mustard oil and vanaspati consumption. In both Andhra Pradesh and All India, per capita consumption of oil other than groundnut oil,

mustard oil, vanaspati and has more than doubled, increasing steadily both before and after 1999-2000. Such oil would include sunflower oil, soyabean oil, other vegetable oil and rice bran oil.

(e). Vegetables

Table 7 shows levels of consumption of some common vegetables between 1993-94 and 2004-05. The per capita consumption levels of the vegetables listed have increased except brinjal. Per capita monthly consumption of potato, cauliflower, cabbage is lower in Andhra Pradesh than All India. Consumption of onions, tomatoes per person per month is higher in Andhra Pradesh than All India. For all the vegetables in All India, potatoes, brinjal, onion, cauliflowers, cabbages and tomatoes, the 55th round estimates (1999-2000) suggest an increase in per capita consumption in the period before 1999-2000 and a fall subsequently, which is unlikely. In Andhra Pradesh except potato and brinjal all the other vegetables reported an increase.

(f). Fruits And Nuts

The consumption of bananas is higher in Andhra Pradesh compared to All India and it reported an increase in the eleven years. The increase is higher in Andhra Pradesh than All India (Table-8).

The per capita monthly consumption of coconut and apple is higher in All India than Andhra Pradesh where as per capita monthly consumption of mango and groundnuts are higher in Andhra Pradesh than All India. Over eleven years the consumption of coconut has increased both in All India and Andhra Pradesh. The consumption of mango, apple and ground nut recorded a decrease in 1999-2000 and then increased in 2004-05 in Andhra Pradesh. It could also be observed that the consumption of mango increased in 1999-2000 and then decreased in 2004-05, which is quite opposite scenario of Andhra Pradesh.

Conclusions

Agriculture supplies input for dietary intake along with income to the farmers' investment. The green revolution has increased food grain production by four fold and assumed higher returns to the farmers. Food grain production had nearly kept pace with population growth and as a result per capital food grain availability had increased.

The consumption of rice in Andhra Pradesh is higher than All India where as wheat consumption is lower than All India. Bajra and maize are also less consumed in Andhra Pradesh compared to All India. Over the period the consumption of the major cereals declined at both State level and All India level. The fall in Jowar consumption cannot explain the fall in the national and State per capita cereal consumption, but the consumption of bajra and maize per person has also undergone a noticeable decline in rural areas over the eleven years between 1993-94 and 2004-05.

There is switch in food consumption throughout the 1990s from Cereals, which are a source of cheap calories, to more expensive calorie sources such as Meat, Fish and Eggs and Fruits/Vegetables, resulted in a decline in calorie intake. The calorie share of the composite item, called "Other Cereals", consisting of the smaller cereal items such as barley, maize and tapioca, recorded larger declines in rural areas over this period.

The decline in cereal consumption, and an increase in the prevalence of undernourishment over the period, 1987/88 - 2001/2002 suggests that, as the rice and wheat continue to provide the dominant share of calories, especially for the rural poor there is a need for a reassessment of the current strategy of directing the Targeted Public Distribution System (TPDS) exclusively at households "below the poverty line" (BPL).

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Climatic Changes and the Indian Economy

S. Binduja

Introduction

Climate change is not a new phenomenon in the history of Earth, which has gone through many episodes of change. It is one of the greatest challenges facing the world's environment, society and economy today. Climate change - bringing higher temperatures, unpredictable rainfall, sea-level rise, and more droughts, floods and storms - raises the pressure on men and women in delivering these daily essentials. But it also undermines the natural resources that they rely upon to do it. And with few alternative resources to turn to, poor may be forced to cope with climate impacts in extreme ways. This study points out that the analysis of the socio-economic damages of climate change in India, and to identify the past trends of climate change in India.

The India's mean surface air temperature has increased by about 0.4°C during the past century. It appears that the anticipated climate change may have adverse implications for agriculture in India. Cereals production is estimated to decrease over the region due to

shortening of the cropping season length and other physiological effects. The nutrition security of the population-rich but land-hungry region of India would, therefore, be hampered. Studies based on climate model results have indicated that a 30 to 60% increase in tropical cyclone activity in the north Indian Ocean may occur over the next century. Climate change is not a new phenomenon in the history of Earth, which has gone through many episodes of change. It is one of the greatest challenges facing the world's environment, society and economy today. Climate change - bringing higher temperatures, unpredictable rainfall, sea-level rise, and more droughts, floods and storms - raises the pressure on men and women in delivering these daily essentials. But it also undermines the natural resources that they rely upon to do it. And with few alternative resources to turn to, poor may be forced to cope with climate impacts in extreme ways.

How Climate Change affects India

Precisely at a time when India is confronted with development imperatives, we will also be severely impacted by climate change. Like other developing countries, several sections of the Indian populace will not be able to buffer themselves from impacts of global warming. With close economic ties to natural resources and climate-sensitive sectors such as agriculture, water and forestry, India may face a major threat, and require serious

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adaptive capacity to combat climate change. As a developing country, India can little afford the risks and economic backlashes that industrialized nations can. With 27.5% of the population still below the poverty line, reducing vulnerability to the impacts of climate change is essential.

It is in India's interest to ensure that the world moves towards a low carbon future. Many studies have underscored the nation's vulnerability to climate change. With changes in key climate variables, namely temperature, precipitation and humidity, crucial sectors like agriculture and rural development are likely to be affected in a major way. Impacts are already being seen in unprecedented heat waves, cyclones, floods, salinisation of the coastline and effects on agriculture, fisheries and health. India is home to a third of the world's poor, and climate change will hit this section of society the hardest. Set to be the most populous nation in the world by 2045, the economic, social and ecological price of climate change will be massive.

The future impacts of climate change, identified by the Government of India's National Communications (NATCOM) in 2004 include:

- Decreased snow cover, affecting snow-fed and glacial systems such as the Ganges and Bramhaputra. 70% of the summer flow of the Ganges comes from meltwater
- Erratic monsoon with serious effects on rain-fed agriculture, peninsular rivers, water and power supply
- Drop in wheat production by 4-5 million tones, with even a 1°C rise in temperature
- Rising sea levels causing displacement along one of the most densely populated coastlines in the world, threatened freshwater sources and mangrove ecosystems
- Increased frequency and intensity of floods. Increased vulnerability of people in coastal, arid and semi-arid zones of the country
- Studies indicate that over 50% of India's forests are likely to experience shift in forest

types, adversely impacting associated biodiversity, regional climate dynamics as well as livelihoods based on forest products.

India stands to lose on too many counts to allow a 'climate-politics-as-usual' scenario. Therefore, positive engagement with global climate negotiations at the next UNFCCC meeting in December 2009 is crucial.

Objectives of the study

The main objective of the study is to analyse the socio-economic damages of climate change in India, and to identify the past trends of climate change in India. It suggests the adoptive measures in Indian context.

Methodology

This paper is a desk research paper. All information and data has been gathered from secondary sources like reports and web search. Few observations are also used in this review paper.

Climate Change Damages on Society

Poverty

The poverty challenge becomes more severe when compounded with climate change. The effects of climate change include food insecurity, water scarcity, ill health, migration, loss of biodiversity and an increase in the frequency and severity of extreme weather events, all of which hit the poorest hardest.

The proportion of the poor living below the poverty line may rise due to reduced incomes of farmers many of whom may be living just above the poverty line. But it must be acknowledged that this effect may also go the other way if the net effect of climate change is to increase rather than reduce agricultural productivity. An increase in poverty may also result from reduced opportunities for the bottom deciles elsewhere in the economy and

reduced revenues available to the government to carry out anti-poverty programs. Whether or not the effect would be large depends how large climate related changes in temperatures, floods, cyclones and droughts are and how close the connections between these changes and the resultant reduced farm incomes.

Turning to climate-change-related extreme events such as floods, cyclones and droughts, a prima-facile case can be made that they would asymmetrically hurt the poor. The poor are more exposed to floods. Disproportionately large number of them being landless workers or marginal formers, they also bear the greatest burden of droughts. Natural calamities are also likely to adversely impact indigenous populations that are less able to shelter themselves. Floods and heavy rains are also likely to asymmetrically damage the urban poor who live in dwellings that readily collapse under heavy downpour. Thus it is said that "India is more vulnerable to climate change than the US, China, Russia and indeed most other parts of the world (apart from Africa). The losses would be particularly severe, possibly calamitous, if contingencies such as drying up of North Indian Rivers and distribution of Monsoon rains came to pass. Consequently, India has a strong national interest in helping to secure a climate deal."

Unemployment

Climate change policies will affect all sectors differently. Each sector and business will face its own set of challenges and opportunities. The study concludes that the required expenditure to meet carbon reduction targets reflects a redirection of economic activity and employment and not necessarily a reduction of GDP. The degree to which net employment is expanded as a result of climate change policy will be in part affected by the size of the pool of unemployed labour and the natural rate of unemployment in the economy. This natural rate can be reduced through improving the skills of the workforce (which reduces occupational immobility). However, some workers may still be hurt by restructuring due

to climate change policy, and there may be geographical differences across the nation.

Climate Change Damages on Economy

Risk of Lower Agricultural Production

The FCCC objective states that GHG concentrations should be stabilised at levels where food production is not threatened (UN, 1992). Thus, by examining the impact on agriculture of different climate change scenarios, one can get an idea of what is tolerable. Rosenzweig and Parry (1994) have estimated significant adverse impact on the agriculture of many developing countries. In a more detailed study of India, Kumar and Parikh (2001a and 2001b) examined the impact of climate change on agricultural crop yields, GDP and welfare. Considering a range of equilibrium climate change scenarios which project a temperature rise of 2.5oC to 4.9oC for India, Kumar and Parikh (2001a) estimated that: (a) without considering the carbon dioxide fertilization effects yield losses for rice and wheat vary between 32 and 40%, and 41 and 52%, respectively; (b) GDP would drop by between 1.8 to 3.4%. Their study also showed that even with carbon fertilization effects, losses would be in the same direction but somewhat smaller. Using an alternative methodology Kumar and Parikh (2001a) showed that even with farm-level adaptations, the impacts of climate change on Indian agriculture would remain significant. They estimated that with a temperature change of +2°C and an accompanying precipitation change of +7 %, farm level total net-revenue would fall by 9%, whereas with a temperature increase of +3.5°C and precipitation change of +15%, the fall in farm level total net-revenue would be nearly 25 %. For a developing country, these are very large changes which can cause much human misery. From India's point of view, a 2°C increase would be clearly intolerable. Other developing countries may be even more vulnerable (possibly Bangladesh or Small Island States).

From Ground water level has been progressively declining and the supply of river

water may also shrink over time. Progressive division of land holdings over last several generations has led to extremely low size of land holdings: in 2002-03, 70 percent of land holdings were less than one hectare (2.47 acres) and the average land holding was 1.06 hectares. Land leasing laws in various states result in vast volumes of land being left uncultivated in some states while leading to highly inefficient methods of farming in virtually all states. Increased droughts and floods can lead to partial destruction of crops with greater frequency. Compression of the monsoon season and increased intensity of rains may also impact agricultural productivity.

Increased sea levels can reduce the availability of arable land. Rising maximum temperatures in drought prone areas lead to reduced productivity while those in cooler areas raise productivity. Increased carbon dioxide levels in the air lead to increased productivity in certain crops. According to the World Bank 2009, C3 crops, which include rice, wheat, soybeans, fine grains, legumes, and most trees, benefit significantly from such a change; C4 crops including maize, millet, and sugarcane, benefits low.

A number of studies try to estimate the effects of rising temperatures, increased or reduced rain, increased carbon dioxide levels and other climate related changes on yields in different crops and regions. World Bank (2009) summarizes the results of many studies. The effects vary widely according to crops, specific climate changes assumed and region. For example simulates various IPCC climate change scenarios for parts of northern, eastern, southern, and western India and predict gains in rice yields ranging from 1.3 percent by 2010 to 25.7 percent by 2070. On the other hand, assuming increases of 2°C in maximum and 4°C in minimum temperature, 5 percent reduction in the rainy days, 10 percent reduction in monsoon rains and an increase in carbon dioxide levels to 550 ppm (parts per million) from 430 ppm, predicts 9 percent reduction in rice yields and 2,3,10 and 3

percent increases in yields of groundnut, jowar, sunflower and maize, respectively.

Health

Global warming is expected to expose millions of people to new health risks. The most vulnerable to ill-health are those communities living in poverty, those with a high incidence of under nutrition, and those with a high level of exposure to infectious diseases. In general, the relationship between climate change and health outcomes is complex. Therefore, as in other areas, we can only speak in terms of possible outcomes. Heatstroke related deaths might rise as well. Warmer climate also makes air pollution more harmful and contributes to airborne diseases with greater potency. Increased dampness and water pollution accompanying floods are likely to increase the risk of spread of diseases such as Malaria. Water contamination that may accompany floods and draughts may also lead to increased incidence of intestinal diseases such as diarrhea. On the other hand, warming in colder season and in minimum temperatures may reduce health risks associated with cold waves.

Increased rains in currently dry regions may also reduce the risk of heat waves. To the extent that the climate change is expected to be associated with increased health problems, the change represents an intensification of some of the existing public health problems in India. Our detailed analysis of health sector (Panagariya 2008) shows that the government is already behind the curve in addressing these problems. The possibilities outlined above call for renewed vigour in implementing major policy reforms in the sector. India needs to accelerate medical education at all levels to ensure access to trained medical personnel. It also needs to improve access to medicines. And, of course, it needs to take a variety of public health measures to combat the spread of infectious diseases by ensuring proper drainage and supply of clean drinking water.

India on climate change

India has committed to actively engage in multilateral negotiations in the UNFCCC, in a 'positive and forward-looking manner'¹⁵. The government recognizes that 'global warming will affect us seriously' but maintains that the 'most important adaptation measure to climate change is development itself'⁸. This has ensured that India's position at the UNFCCC has stubbornly remained 'common but differentiated responsibility'. Under the UNFCCC agreement itself, India is not subject to any binding emission reduction targets until the year 2012. In spite of this guarded stand, India has 'declared' that even as it pursues its social and development objectives, it will not allow its per capita emissions to exceed those of developed countries. The 11th 5-year plan does make headway in reducing energy intensity per unit of GHG by 20 percent while boosting cleaner and renewable energy. In June 2008, the Prime minister released the much awaited National Action Plan on Climate Change (NAPCC). The NAPCC outlines a strategy by which India will adapt to climate change, while maintaining a high growth rate, protecting poor and vulnerable sections of society and achieving national growth objectives¹¹. It focuses on eight areas intended to deliver maximal benefits to development and climate change (mitigation and adaptation). However, detailed action plans for each mission, and any clear targets are missing from the report. Although the action plan may be a missed opportunity for leadership on climate change, the good news is that change is coming⁸. Realising that the market is changing, and not to be left behind in the global race, Indian businesses are beginning to take on climate change as a business issue.

Conclusion

India's mean surface air temperature has increased by about 0.4°C during the past century. It appears that the anticipated climate change may have adverse implications for

agriculture in India. Cereals production is estimated to decrease over the region due to shortening of the cropping season length and other physiological effects. The nutrition security of the population-rich but land-hungry region of India would, therefore be hampered. Studies based on climate model results have indicated that a 30 to 60% increase in tropical cyclone activity in the north Indian Ocean may occur over the next century. This would pose serious problems as large areas in the coastal regions have a dense population associated with fertile delta areas.

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This century will be the century of the brain. Intelligence will define success of individuals; it remains the main ingredient of success. Developed and used properly, intelligence of an individual takes him to greater heights. Ask yourself, is your child intelligent! If yes, is he or she utilizing the capacity as well as he can? I believe majority of people, up to 80% may not be using their brain to best potential. Once a substantial part of life has passed, effective use of this human faculty cannot take one very far. So, parents need to know how does their child grow and how he becomes intelligent in due course of time. As the pressure for intelligence increases, the child is asked to perform in different aspects of life equally well. At times, it may be counter-productive. Facts about various facets of intelligence are given here. Other topics like emotional intelligence, delayed development, retardation, vaccines, advice to parents and attitude have also been discussed in a nutshell. The aim of this book is to help the child reach the best intellectual capacity. I think if the book turns even one individual into a user of his best intelligence potential, it is a success.

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This book has been addressed to young doctors who take care of children, such as postgraduate students, junior doctors working in various capacities in Pediatrics and private practitioners. Standard Pediatric practices as well as diseases have been described in a nutshell. List of causes, differential diagnosis and tips for examination have been given to help examination-going students revise it quickly. Parent guidance techniques, vaccination and food have been included for private practitioners and family physicians that see a large child population in our country. Parents can have some understanding of how the doctors will try to manage a particular condition in a child systematically. A list of commonly used pediatric drugs and dosage is also given. Some views on controversies in Pediatrics have also been included. Few important techniques have been described which include procedures like endotracheal intubations, collecting blood samples and ventilation. I hope this book helps young doctors serve children better.

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