EDITORIAL

Education is the need of the time. The association of start-ups and Make in India inclusion in education has given a new vision to students and teachers which is likely to add to the ongoing projects across the country. Importance of education tells us the value of education in our life. Education means a lot in everyone's life as it facilitating our learning, knowledge and skills. In volume 7, issue 2 of Voice of Research had included few papers that focusses on the topic of education such as paradigm shifts in higher education, role of online education, importance of English vocabulary and impact of English pronunciation. This issue has also accepted papers which are based on smart city. By going through these papers you will definitely find various aspects of smart city issues and how such issues can be addressed.

In this issue, Kaberi talks about the paradigm shift in higher education, Nigam presents the role of online education whereas Patel relates women empowerment with literature. To add to the literature, Brahmbhatt studies the English vocabulary of the college students whereas Pandya focuses on importance of pronunciation in communication. Education is key to all success and so in the quality education. Looking to the importance of quality education Tiwari addresses the challenges and practices in functioning of IQAC.

Culture is an inherent important part of any society. The inherent part of it adds to the feeling whether festivals, food or celebrations. To address the same Dhaneshwari talks of molasses in culture and custom. Youth being a pivot to the development of any country Parmar presents the perception and eating pattern of youth. To add to the knowledge of smart city Wei and Yang talks of environmental issues and concerns, Li stresses on information and sharing whereas Yuan presents the pros and cons based on her experience. There is a basic difference between nation and country. Nation represents the emotional bonding of the people of that country. Sonara evaluates the balance between commerce and management in nation building whereas Lou represents ayurveda as a source of entrepreneurship.

Entrepreneurship in Ayurveda a unique study done by Lou Xi shows a paradigm shift in entrepreneurship as well provides new avenues of entrepreneurship. I believe the diversity of topics will help and enlighten the scholar's knowledge and understanding.

Regards,
Chief Editor,
Voice of Research

LIST OF CONTENTS

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PARADIGM SHIFT IN INDIAN HIGHER EDUCATION- CHALLENGES AHEAD

Kaberi Saha

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Abstract

Indian higher education is changing very rapidly from the 11th Five year plan (2007-2013). These changes are however noticed in three basic areas, viz. the national system of education become global, the education has become the priority and lifelong education for the mass people rather than one time formal education for the fewer ones, as well as it changed into learner centric, rather than teacher centric. These changes are throwing new demands and pose fresh challenges to our established educational system as well as the practices in our country. This paper is an attempt to analyze those challenges and to establish a link with the present scenario of the higher education in our country. There are certain goals to be achieved in the field of higher education and these are expansion, equity and excellence as per mentioned by N.K.C. Here in this paper an attempt has been made to reflect how far these goals have been achieved by the higher educational system at present. Lastly, an overview of the higher education system has been presented with some suggestions to meet the challenges of higher education in India.

Keywords: *paradigm shift, higher education, challenges in education*

Indian higher education system is changing very rapidly from the 11th five year plan (2007-2012). These changes are however noticed in three basic areas, viz, the national system of education become global, the education has become the priority and lifelong for the mass people rather than one time formal education for the fewer ones, as well as it changed into learner centric rather than teacher centric. These changes are throwing new demands and pose fresh challenges to the established educational system as well as the practices in the country. On analyzing the challenges and the present scenario of higher education in India, it is observed that - 1) India is the second largest system of higher education but the total numbers of students hardly represent 12.5% of the age group of 18-23 year, which is much below than the world average. 2) Our 550 million people are below the age of 25 which reflects that our human capital is a great asset, still our higher education system could not able to utilize the potentialities. From this, it can be said that the demand of higher education is increasing for the age group of 18-25 years. 3) There are great disparity in the rate of higher education in terms of ratio between urban-rural, general-other backward classes, schedule caste-schedule tribes and minorities, among gender as well as inter district, inter religion and so on. 4) Though India has 611 universities and university level institutions and 31,324 colleges (as on Aug, 2011), but not a single university can be placed in the top 200 universities in the world. 5) A large number of colleges are still affiliated to one university which are creating problem for the governance and maintaining quality. 6) Many segments of population still appear to be left out from the scenario of higher education system. 7) Only 32% of the universities are rated as A grade or above and only 9% colleges are rated as A grade by NAAC in terms of quality parameters. 8) Students are becoming knowledgeable even informally through IT generated gadgets like mobile, internet, I-pod as well as 3G technologies but at the same time our higher education institutions are not able to cope with the changing time. From the last two decades these are the scenario of higher education in India.

Higher Education System of India from the Context of XIth Five Year Plan: India from the last five year plan aspires to create a knowledge Society and plan to produce human resources which can compete in the global market. To meet the global challenges with the other parts of the world, Prime Minister of constituted National Knowledge Commission on 13th June 2005 with the vision to strengthen the roots of the country's capacity and capability building, NKC aims- to transform India into a vibrant knowledge based society and to increase participation and a more equitable access to knowledge, across all section of society. For achieving those goals NKC gave importance on three focal themes to be implemented on higher education- EEE. These are 1) Expansion 2) Equity and 3) Excellence. Most of the recommendations of NKC have been envisaged in the 11th Five year plan (2006-2011). 11th plan brings higher education at the priority list. Some of the initiatives taken during the 11th plan are - University Grant Commission made estimate to financial requirement of 15% target i.e., allocation from 3,294 crores 10th plan to 46449 crores in 11th plan; to meet the challenge of expansion of institutional capacity in Higher Education (15% GER) it was proposed to establish 15 new central universities, 14 national universities, 374 model colleges in educationally backward districts and strengthening the state universities; for enhancing quality, UGC has taken many steps like- establishment of Quality Assessment Cell in universities and colleges, appeared the reform for affiliation, academic reforms like semester, grading, choice based credit system, regular curriculum development, exam reforms etc.; for the quality improvement UGC also suggested many reforms for faculty development like- pay revision, improvement of the Academic Staff College, and subject based association of teachers by holding conferences, discussion, organizing seminar, publishing research journal etc.; for maintaining equality and expansion some major steps was also undertaken. Some of these are- 750 Ph.D fellowship, special grant to colleges in 90 Muslim concentrated districts, women hostels for minorities, Residential Coaching Academy to prepare students belonging to minority community for competitive exam like civil services, state services and bank services exam. Moreover establishment of equal opportunity offices in central and state universities to operate the schemes related to SC/ST, OBC, minorities, physically challenged students and women etc also proposed in the 11th five year plan.

Overview of the achievement of XIth five year plan: The access of higher education attained is 12.5% which is still less than the minimum international level. Though a large number of institution are established during 11th plan but the distribution of institutions are still skewed. Curricular reforms, introduction of semester system, choice based credit system, examination reforms are yet to take place in higher education across the country. Majority of higher educational institutions are performing poorly in the country. Hence not a single Indian university can be placed in the top 200 universities in the world. Disparity in terms of gender, religion, caste and on different occupational groups though lessen down in the 11th plan, but still the gaps remain if we see the statistics –(Age group 18-23)

Age group 18-23	
GER of Male- 55.63%	GER of female- 48.5%
GER of Male (Hindu)- 13.07%	GER of female (Hindu)- 9.32%
GER of Male (Muslim)- 7.77%	GER of female (Muslim)- 5.81%
GER of Male (Christian)- 17.21%	GER of female (Christian)- 16.60%
GER of Male (Sikh)- 18.90%	GER of female (Sikh)- 12.25%

Inter Caste Disparity (18-23 years)	
Schedule Tribes	61.50%
Schedule Caste	51.21%
OBC	50.05%
Others	53.90%

Different occupational groups (agriculture)		
GER (daily wage earner)	Rural- 1.41%	Urban- 3.26%
SC	Rural- 1.63%	Urban- 2.61%
ST	Rural- 0.67%	Urban- 1.53%
OBC	Rural- 1.93%	Urban- 3.34%

Sources: 12th Five year plan, UGC.Report, New Delhi

Thus the government of India has taken many initiatives through the 11th Five year plan (2206-2011) and achieves different goals of the National Knowledge Commission. The said Plan gave major thrust for expansion of higher education and promotion of greater regional and social equity with continuous focus on achieving quality by increasing/allowing nine fold jump in the funding of higher education. Still we have challenges and more to achieve. Hence, 12th five year plan seeks to keep up the momentum of higher education through escalating the reforms that begin in the 11th five year plan by giving importance on three major goals like- access, equity and inclusion and quality. Some of the major steps are the engagement of Rastriya Uccha Siksha Abhiyan (RUSA) for increasing access, financial support from enrolment to pass out for all socially disadvantaged groups, to bring equality and to reduce imbalances, proposed to setting up 1000 poly-techniques, 800 constituent colleges in the already existing 40 central universities and establishment of 20 exclusive universities for women etc. The overall proposal budget requirement is 1, 84,740 crores.

Suggestions to meet the challenges of higher education in India: To meet the challenges of higher education in India, government has taken many initiatives through 11th and 12th five year plan. Still the following points can be taken into consideration. A) To meet the challenges in relation to access: 1) Though there are inequalities of gross enrolment ratios (GER) in higher education we have to increase the number of institutions in each state both in rural as well as urban areas. But the same time we have to be careful that the education which the student will get from higher education institute should enable them to acquire skills that will aid them in raising income through self or wage employment. Higher education should elevate economic status and quality of life as well as help them to contribute the country's economic growth. 2) Public and private sector should come forward for achieving in the increase in GER. 3) There are a large number of students drop out at +2 levels are found which create paucity of students in higher education institutions. 4) Measures should be taken for retaining and attracting students. They should be made motivated by offering need based vocational courses. 5) In university level too the need based course structure i.e., syllabus should be developed so that our student can compete with the best universities of the world. B) To meet the challenges in relation to equity and inclusion- 1) To promote equality, particularly at higher levels sufficient financial support should be given to the students so that there will be no stagnation and drop-out. 2) To reduce regional imbalance, need based vocational courses through poly-techniques should be given to the students particularly to the rural students. 3)To

retain students from deprived group in higher education scholarships, book grants, hostel facilities and special coaching should be given. 4) Equal opportunity cell proposed by 11th and 12th Five year plan should do their job properly to help the weaker section of the students. C) To meet the challenges in relation to quality and excellence- To enhance quality in higher education, UGC made many bold steps which have already been implemented. Still, not a single university of India can be placed in the top 200 universities of the world. Hence, we have to take many more steps for enhancing quality and making our universities world class. For that the following points should be taken into consideration: 1) The undergraduate programmes should be attached with the university campus rather than having affiliated system of college education under any university. 2) As per the proposal of 12th Five year plan Multi-Campus Universities (MCU), should be created. 3) Infrastructure and physical facilities should be improved as we have to go a long way still now. 4) Standard of students to be developed. This can be done if there is a proper link between primary, secondary and higher education whose standard are equally high. 5) Teachers should be trained in such a way so that the teacher exchange programme among the state, nation or world can be made.

Conclusion

India is really passing through a critical stage in relation to higher education. in the era of globalization our higher education is not reached to that point so that we can compare our self with the most developed higher educational system in the world. We are trying to make our society developed by the year 2020 but at the same time we are lagging behind with world average in terms of access, equity and inclusion. Higher education throughout the globe is a driving force to touch all the strata of the society for a better quality of life and living conditions. But our higher education fails to promote better quality of our life as our universities are transmitting such knowledge to our students with which they cannot face the challenge of the globalization. Therefore we need a paradigm shift in higher education which can focus on creating more talented work force through world class curriculum and providing excellent learning environment. For achieving these goals a proper public-private partnership is needed. Through proper planning and partnership India can meet all the challenges of higher education and become a developed country by 2020

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ROLE OF ONLINE EDUCATION IN TODAY'S WORLD

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Abstract

The field of education has seen a drastic change in the past two decades. The changing scenario of world economy and advancement in information and communication technology has resulted in the beginning of many new trends in education. Modern day education is all about innovation, accessibility, and suitability. From kindergarten to university, students are encouraged to learn through interactive and practical tools. Higher education is more career-oriented today than ever before. With advent of ICT, Online education is preferred because of its extendibility and expediency. It allows learners to set their own study time and duration without compromising on their present commitments. Online learning is cost effective and it carries great worth for jobseekers.
Keywords: *online, online education, education*

Online Education has many benefits in world trends and has positive impact in our life. An educated person is an asset for any country. In today's world, human capital is considered the best national resource. On one hand, he can explore better opportunities for himself, and on the other hand, the entire nation would get benefited from his works. This enables people to take better advantage of the resources available online. We have more than 1 million registered schools and 18,000 higher education institutions. However, 4 percent of children never start school, 58 percent don't complete primary schools, 90 percent don't complete secondary school and only 10 percent go on to college. What is going to happen to the 90 percent I do believe that online education helps people get access to a world-class learning experience when traditional higher education is simply not possible due to financial or personal constraints. Some may also suffer from physical or mental disabilities that make learning in a classroom impossible. For these students, online courses, specialisations and degree programs can offer an incredible opportunity to continue their education and build careers for themselves

Objectives

All programs offered through the online education have following objectives: To allow students to complete degree requirements at their own pace; To enable students to successfully meet coursework requirements without classroom attendance; To develop an individualized program of study for each student; To provide students with the most comprehensive and current information available in their field of study; To utilize evaluation materials which require the student to demonstrate the effective integration of concepts and skills; To make available to students all materials necessary to successfully complete their degree requirements, and to give students access to faculty members who can provide assistance and guidance when necessary; To develop the students understanding of the language and information specific to their discipline; To enable students to effectively integrate concepts and skills across functional areas; To instill in students the value of life-long learning; To encourage students to take advantage of life-long learning opportunities; It exhibits the potential to democratize education in our country which has been wrestling with the paucity of infrastructure and qualified faculty to cater to its budding student base. Taking this

into perspective like the launch of SWAYAM on India's Independence Day (15th August 2016) proves to be the most opportune platform.

SWAYAM (Study Webs of Active-learning for Young Aspiring Minds) to provide quality and affordable education to its citizens, which can be accessible on an anywhere, anytime basis. This has opened up new avenues for the massive knowledge-seeking community, liberalizing it from the shackles of finance and time constraints which nip the desire to learn in the bud **Also,** The assimilation of MOOCs in the educational setup is a welcome step. It has rejuvenated the education spectrum with innovative teaching learning methods through online lectures, interactivity sessions, discussion forums, profound explanations, and concept-driven assessments. The leverage of social interaction on the internet also propels intellectual engagement with peers and mentors in a focused environment. The competencies of MOOCs platform should be harnessed such that it harmonizes with the traditional education methods and creates an ecosystem wherein the overall education standards reach its epitome. However, it is a daunting task to achieve the goal of inclusive education through the online medium as lack of internet connectivity and infrastructure impedes its implementation. However, with the connivance of the government, industry, and universities, the goal of creating an exemplary education system that we envisage can be achieved.

Characteristics

Growing Trend of Online Learning: While World Wide Web has redefined the practices and procedures in almost every area of life, it has certainly brought revolutionary changes in the field of education. The success story of online education is a significant example as it is serving the people from various different backgrounds. Everyone from mid-career professionals to housewives can earn degrees and diplomas in their selected fields through online schools and colleges. Online education is preferred because of its extendibility and expediency. It allows learners to set their own study time and duration without compromising on their present commitments. Online learning is cost effective and it carries great worth for jobseekers. It is noteworthy here that traditional methods of teaching and learning still carry great importance; it is only their integration with new technology and strategies that have introduced many new trends in education. We should also consider the fact that current trends in education are constantly evolving, so more directions will emerge in the future. We need to embrace the change as it happens, because this is the only way to remain connected to the world of knowledge. The field of education has seen a drastic change in the past two decades. The changing scenario of world economy and advancement in information and communication technology has resulted in the beginning of many new trends in education. Modern day education is all about innovation, accessibility, and suitability. From kindergarten to university, students are encouraged to learn through interactive and practical tools. Higher education is more career-oriented today than ever before. The barriers of time and age have also been removed, while geographical boundaries don't matter anymore. These revolutionary trends have benefitted those people who want to get practical knowledge for their personal and professional growth. Here highlighting some of the most popular trends in education that can help to become the innovative leader the world needs today.

Career Oriented Approach: Educational institutes are more focused now to prepare their students for the job market. Most of the students prefer schools and universities that are associated with specific disciplines. There are business schools for people who want to make it big in the corporate world and fine arts colleges for people who want to explore new dimensions through the medium of art. A lot of emphasis is placed to prepare the curriculum according to the demands and practices of the selected field, and students are guided according to a well-defined career pathway. Apart from this, students are synthesized with the environment of their chosen field through apprenticeship programs and practical training.

Activity-Based Learning: Students are encouraged to contribute to learning process through participation in different activities. Be it a second grade classroom where knowledge is discovered through a sport or fun quiz, or mock trials at Law schools where students can get real life experience of court proceeding. Role-playing, case studies, projects, presentations and several other tools are used to make the education process interactive and productive. In higher level studies, role of instructor is also changing from that of an authority in knowledge to a facilitator for students who promotes seminar-like environment in the classroom.

Changing Patterns in Student Assessment and Evaluation: Many new trends are introduced for assessing the performance of students and evaluating their level of knowledge and skill attainment. From classroom assessment to grading system for exams, everything has become more transparent and error-free because of the use of technology. Computer-based assessment is encouraged in most parts of the world, which saves a lot of time and effort. Students also appreciate new patterns of evaluation, as they guarantee them foolproof results.

Importance and Benefits of Online Education

Everyone can access Education no matter the location: When people choose to pursue a study program in numerous cases they need to move to another city, away from their home, family and friends. Meanwhile, there are countries where gender issues prevent young women from accessing education. In such cases, online learning helps to eliminate border and barriers, both social and physical. Online courses are great solutions to the challenges that these people face as they are provided with high quality and on their own place and time.

Comfort and Flexibility: It happens to young students to find themselves into a highly competitive learning environment. Some people like this as it motivates them to work hard but there are others that feel overwhelmed. No matter the fact that failure is essential to success, there are persons that can't bear failure among others. Meanwhile, it is easier to accept it at home. This makes people comfortable.

Sharing Knowledge with others: Its common that when we learn something new we feel the need to share it with others. This is another purpose of education, sharing knowledge .So thousands of students can get benefitted by online training.

Advantages and Disadvantages of online education: Online education does not require students to travel to school as one can easily study from a computer connected to the internet. Another advantage is that a student can access learning materials from any point so long as there is an internet connection. Online education also improves a student's skills in internet use. The students are also able to acquire updated information through the internet. This makes it easy for them to complete

and submit their assignments in time. Online education is comfortable for students as they can study from anywhere the wish as oppose to those who have to study in classrooms. It is also possible for communication among students and between student and faculty. Online education has various disadvantages too. Students cannot meet their tutors or teachers like those who study in classrooms. Time management is also a disadvantage. Online education requires proper time management. Thus, the mode of study may be preferred for institutions of higher learning as opposed to secondary and primary level education.

Succeeding in online Education

To succeed in online education, ensure you chose an ideal university and course online. This is to avoid pursuing one among the many dubious courses and universities that may be rejected by job employers. Ensure you are saving money. One of the aims of online education is saving money. The other most important thing is to ensure that you maintain communication with your school faculty and fellow students. The key issue is proper time management that helps you to manage your time so you complete and submit assigned tasks in time. This also ensures that you read all study materials to avoid missing exams and also failing in exams. It is also essential to ensure maximum use of availed technology, for example, the online libraries.

Conclusion

Online learning is one of the upcoming trends in the education sectors all over the world. This is a mode of learning whereby learning is done through the internet. With modern and improved technologies, this mode of learning has been made easier. In e-learning, there are no classrooms. The students study from a place that is most convenient for them. They can acquire learning material online. T he study and learning materials could be audio, texts or notes, videos and images. This mode of study is preferred for higher learning institutions. However, the mode of study has its advantages and various disadvantages too.

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WOMEN EMPOWERMENT AND ENGLISH LITERATURE

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Abstract

In academic literature, the word empowerment first came onto the scene with regards to civil rights. The term really took off with literature discussing empowerment of marginalized peoples, such as women and the poor. For example, in 1983 the Women's Studies international forum discussed empowerment of women in "Power and Empowerment." From then until now, the literature has increasingly been focused on these issues. The key focus of the paper thus remains literature and empowerment.

Keywords: *women, empowerment, literature, English literature*

In 2010, articles were published entitled "Power and empowerment: Fostering effective collaboration in meeting the needs of orphans and vulnerable children" and "Women empowerment through the SHG approach" that demonstrate just a few ways how empowerment is being discussed in the academic community. So while we can see that the word empowerment as been used by many different groups. However, most of the definitions define empowerment in terms of agency, "an actor's or group's ability to make purposeful choices," and it is easy to see that these two terms are intricately linked. In fact, empowerment is simply as the expansion of agency. Another source that views empowerment in this way is the article entitled "Well being, agency and Freedom" from the journal of Philosophy.

Role of Literature in Women Empowerment

The author characterizes empowerment as a person's freedom to do and achieve the desired goals. This framework of empowerment focuses on the individual. Other authors take a slightly more narrowed approach, taking into consideration the institutional, social or political structures rules and norms within which the actors make and pursue their choices. Many writers like Margaret Atwood, Tony Morrison, Virginia Woolf and many more wrote on the empowerment and freedom of women's life and many writers supported this empowerment movement and suggested to society and tried to change their thoughts towards women. Many novels, short stories, satires and poems were written on the empowerment of women. All these authors demonstrate their definition of empowerment as the relationships between society and structure. First of all, empowerment is very multidimensional and it can be exercised on many different levels and domains. Empowerment can look different at the individual level versus the community level, and it can look different in the state versus the market. Women's empowerment is heavily concentrated on the household and individual level. Household is given the centrality to gender relations. As a concrete manner women's empowerment is more readily visible at household level rather than at large levels of aggregation. An information of the distinct ways in which empowerment has been conceptualized. Women and gender equality recognized as key element in all over the world. Study is shown the way of empowerment only for the women. Empowerment of women is the progress of country and all felt to equip the women with necessary skills with education and modern trade. Empowerment in

the context of women's development is a way of defining, challenging and overcoming barriers in a woman's life through which she increases her ability to shape her life and environment. It is an active, multi dimensional process, which should enable women to realize their full identity and power in all spheres of life. India envisions a future in which Indian women are independent and self reliant. It is unfortunate that because of centuries of inertia, ignorance and conservatism, the actual and potential role of women in the society has been ignored, preventing them from making their rightful contribution to social progress.

Role of Society

First, the phase of imitation is prolonged and the dominant tradition and the international roles have affected the social roles. Secondly, the phase of protest was established against the standards values of life which also includes demand for autonomy. Lastly, Self-discovery is a phase, where search for identity was the main aim of the writers to project in their writings, as they experienced freedom from self dependency. Thus the critic supplanted the traditional definition of feminism especially in literature by a new paradigm for manifesting the evolutionary aspect of woman's consciousness as reflected in literature specifically in the British novel through three stages of progression the feminine, the feminist and the female.

While the post colonial enigma gradually changed into a neo-colonial consciousness in India, the creative writers specially the woman factionalists resorted to examining the role of modern Indian women family and society differently and more positively. The second generation of Indian women novelists like Anita Desai, Shashi Deshpande, Bharati Mukherjee and Shobha De specially exhibits a steady progression in context of the three stages advocated by Elaine Showalter. Their female protagonists display a psychic transformation traversing and evolving gradually but firmly through the respective stages of imitation of tradition, protest and advocacy of rights, and eventually introspection leading to self-discovery which metamorphisezes them into strong, independent, expeditious women willing to encounter the onslaughts of life not merely as a minority group but with the cognizance of being powerful sustaining force for society as a whole.

Women Empowerment in India

In India, Women Empowerment was a challenging task and one needs to acknowledge that gender based discrimination and due to this social malice was prevalent for many years. The malice cannot be removed by adopting few laws or policies, as many of them though may be on paper, but are not implemented in actual terms. The power structural forces of the society never tried to uplift the status of women at different levels and the growth of the women was stunted. At this juncture of complexities related to the rights of women, the situation can only be improved, once the social attitude is revamped and the prevalent evil practices against the women should be banned. This can be brought in by women's access and control over the decision making. In India, women are marginalized at every level of the society whether in economic, social or political participation and gender disparity is crept in the life of people that. The rise of the novel in India was not purely a literary phenomenon. It was a social phenomenon as much, rather the fulfillment of a social need. It was associated with social, political and economic conditions which were

comparable to those which favored rise in England. The rise of novel and appearance of it in nineteenth century India as it did in eighteenth century England synchronized with the rise of individualism and with all the consequent political and social reorientations which followed.

Conclusion

Empowerment is related to the norms, values and beliefs of a society; therefore empowerment can be revealed differently in different societies. The term empowerment may have some general agreed upon qualities and definitions in the academic community, but now the word is used in organizations or among individuals may still vary. It is important to change the perception of the society, and then only the emancipation of women can be a success at different levels. The people in the society need to accept the truth that there is a discrepancy in the ideology and the practical implication of the same. To emphasize on the upliftment in the status of the women, the laws need to be strict and also implemented in judicious manner.

Women Empowerment can only be possible if the women come together and decide to self-empower themselves. A movement for women emancipation needs to gain momentum which makes a woman a strong being instead of being the others. Simone de Beauvoir has given a full length commentary on the plight of women today. It is worthwhile to quote the author on this subject: "The women of today are in a fair way to dethrone the myth of feminist, they are beginning to affirm their independence in concrete ways; but they do not easily succeed in living completely to lift of a human being. Reared by women, which still means practically subordination to man; for masculine prestige is far from extinction, resting still, economic and social foundation".

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A STUDY OF ENGLISH VOCABULARY OF THE FIRST YEAR B.A. STUDENTS

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Abstract

This paper aims to measure the English vocabulary of the First Year B.A. students of Gujarat University. For the sampling, survey method will be used to select 280 students of the third year science students who will be accessed with the self-made tool on English Vocabulary with three different sections. The analyses will be done with techniques of mean, SD and t- test.

Keywords: *vocabulary, English vocabulary, Gujarat University*

In the present era English is considered a global language because of its importance in the world with each passing day. It is clear that English language has become dominant around the world. The fast developing countries like China, Japan, Russia have passionately sustained and promoted their own language and have accepted the importance of English language. Even the middle class youth is vying for education in foreign universities. Not only for study purpose, but for the good placement in the private sector, multinational companies but also for government job English is must. For learning English, you require the words to think and to express those thoughts you again need words. Language is the key that helps our minds to think, solve the problem and finally succeed. The richer one's vocabulary, the more ways you can use to form your thoughts and communicate effectively and efficiently. Accept it or not but every time when you open your mouth to speak, it is not the language that people pay attention to but the words and expressions you emphasize on. As you learn and understand the meaning of more words, you will be able to use descriptive words to communicate the thoughts. In this era of consolidation and trying to unify the various aspect of life, English language can be made single language of the world like single currency. Here the researcher has decided to know about the depth knowledge of English language of First Year B.A. students of Gujarat University as they are the youth and future of the country.

Objectives of the Study: To Study the general English vocabulary of the First Year B.A. students of Gujarat University; To Study the English vocabulary of the First Year B.A. students of Gujarat University belonging to East and West zones; To Study the English vocabulary of the First Year B.A. students of Gujarat University belonging to granted and non -granted college; To study English vocabulary of the boys and girls of the First Year B.A. students of Gujarat university; To study English vocabulary of the boys and girls of the First Year B.A. students of Gujarat university belonging east zone; To study English vocabulary of the boys and girls of the First Year B.A. students of Gujarat university belonging west zone; To study English vocabulary of the boys and girls of the First Year B.A. students of Gujarat University of Granted College; To study English vocabulary of the boys and girls of the First Year B.A. students of Gujarat University of Non- Granted College.

Hypothesis of the Study:

Ho$_1$ There will be no significant difference between the mean score of the English vocabulary of First Year B.A. students of Gujarat University belonging East and West

zone; Ho_2 There will be no significant difference between the mean score of the English vocabulary of First Year B.A. students of Gujarat University belonging Granted and Non- Granted colleges; Ho_3 There will be no significant difference between the mean score of the English vocabulary of boys and girls of First Year B.A. students of Gujarat University; Ho_4 There will be no significant difference between the mean score of the English vocabulary of boys and girls of East zone colleges of Gujarat University; Ho_5 There will be no significant difference between the mean score of the English vocabulary of boys and girls of West zone colleges of Gujarat University; Ho_6 There will be no significant difference between the mean score of the English vocabulary of boys and girls of Granted colleges of Gujarat University.Ho_7 There will be no significant difference between the mean score of the English vocabulary of boys and girls of Non- Granted colleges of Gujarat University.

Research Methodology:
For this research work the researcher has used First Year B.A. students of Ahmedabad city in Gujarat University. For the sampling, survey method will be used to select 280 students of the third year science students who will be accessed with the self-made tool on English Vocabulary. The analyses will be done with techniques of mean, SD and t- test.

Table 1 Overview of hypothesis testing

Sr. No	Hypothesis number	Variables		Observations	Mean	Variance	t-value	Hypothesis is accepted or Rejected
1	Ho_1	Gujarat University	East zone	140	23.97	115.06		Ho_1 is Accepted
			West zone	140	23.08	104.62	0.7070	
2	Ho_2	Gujarat University	Granted	140	23.2	112.79		Ho_2 is Accepted
			Non- Granted	140	23.85	107.07	0.5243	
3	$H0_3$	Gujarat University	Boys	140	23.94	103.29		Ho_3 is Accepted
			Girls	140	23.11	116.44	0.6613	
4	Ho_4	East zone colleges	Boys	70	25.48	131.93		Ho_4 is Accepted
			Girls	70	22.45	95.208	1.6812	
5	Ho_5	West zone colleges	Boys	70	22.4	71.31		Ho_5 is Accepted
			Girls	70	23.77	138.49	0.7921	
6	Ho_6	Granted colleges	Boys	70	25.65	119.15		Ho_6 is Rejected
			Girls	70	20.74	95.81	2.804	
7	Ho_7	Non-granted colleges	Boys	70	22.22	82.96		Ho_7 is Accepted
			Girls	70	25.48	127.35	1.879	

Findings of the Study: The English Vocabulary of First Year B.A. students of East zone colleges has been found better compare to West zone; The English Vocabulary of First Year B.A. students of Non- Granted colleges has been found better compare to Granted colleges; The English Vocabulary of First Year B.A. students of boys has been found better compare to Girls; The English Vocabulary of First Year B.A. students of the boys of East zone has been found better compare to the girls of East zone; The English Vocabulary of First Year B.A. students of the Girls of West zone has been found better compare to the boys of West zone; The English Vocabulary of First Year B.A. students the Boys of Granted colleges has been found better compare

to the girls of Granted colleges; The English Vocabulary of First Year B.A. students of the Girls of Non-Granted colleges has been found better compare to the boys of Non- Granted colleges.

Conclusion

The researcher has made an attempt to explore the findings of the research work. These findings have been presented from the analysis and interpretation of the data. The researcher has given the suggestions on the basis of findings from the research work. This research also explores the possible areas of future researches. Although there are many tests to check the English Vocabulary, each region and city may differ in creativity. The theories about language and English language, Vocabulary clearly constitute an individual difference in the creative process. Individual difference factors such as language aptitude or motivation, or age or environment etc, plays an important role in creativity of languages. Therefore, it is appropriate to have an individual test in order to grasp the English Vocabulary levels and to suggest the ways to improve the English Vocabulary. But as we know that the need of each city differs from other cities. The Gujarati community loves business and English is very important for them. After giving the proper interpretation the researcher has given the finding and suggestions. Hence the present study is not only useful for the teachers and students but also educators and the government to increase the English Vocabulary level in Ahmedabad District. Today English language has gained popularity worldwide and Proficiency-Based Admission Standard Systems in colleges and higher studies have become part of every education institute and if we add a factor call creativity such persons, with the ability to innovate and create something new time in the most crucial situation are found to be more confident and successful in future. So one can say, creative expression is not restricted by any limits or boundaries. It covers all fields and activities of human life, in any of which one is able to demonstrate creativity by expressing or producing a new idea or object. It is not restricted to scientific inventions and discoveries or the production of works of art but covers multifarious human accomplishments like the composition of poems; writing of stories and plays, performance in the field of dance, music, painting, sculpture, political and social leadership, business, teaching and other professions as also the mundane activities of daily life.

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IMPORTANCE OF PRONUNCIATION IN ENGLISH LANGUAGE COMMUNICATION

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Abstract

Learners with good communication skills are likely to be understood even though they make errors in other areas, whereas learners with bad pronunciation will not be understood, even if their grammar is perfect. Learners who have bad pronunciation feel lonely, employment difficulties, avoid speaking in English, limited opportunities for further study. If the sound of word is differing it may lead the listener to some other meanings, and if this happens, it is very much obvious that it's not a proper communication. Everybody judge people by they communicate, and so learners with poor pronunciation can be judged as uneducated, lack of knowledge in pronunciation or incompetent. So learners should have knowledge about the pronunciation. Many learners find pronunciation is difficult aspect of English to acquire. Therefore, some sort of instruction and practice is must in class. This paper analyses the importance of pronunciation, discuss the English pronunciation, and communication.

Keywords: *Pronunciation, Communication, Effectiveness of Pronunciation, English Pronunciation.*

In this aspect for the communication, people have adapted English language as the local language of the world. Communication is the most important component in our daily life. Our society moves on the wheels of the communication. So, for the better communication, we need correct pronunciation, because pronunciation affects very much on the understanding of the meanings of the words. For the effective communication everyone should have vocabulary, knowledge of grammar rules. There is no doubt that knowledge of language structure and material is essential in communication. But they may not be applied to all situations. Being able to pronounce proper words and understand it also important in communication. Good pronunciation can contribute a lot to leaving a good first impression. Correct pronunciation is a basis for efficient communication in English. English is widespread language and it has developed a large number of regional dialects but they should not matter too much to a non-native speaker. Native speakers should work on practicing correct and authentic English pronunciation. Learning phonics can be of great help with this – listening to the sounds and practicing through constant repetitions can be immensely beneficial in one's quest for native-like English pronunciation.

In globalizes world, all regions of world coming closer to each other. People are getting more familiar with each other. This way, they affect each other in all aspects of life, especially in the language, which affects more. As English is local language of the world, it has immense number of people around to speak it up. Every one of them has its own way to deal with it but it's quite sure that Language is not that kind of abstract art which can be dealt in one's own way like any abstract painting. "Language is humankind's distinctive feature. Whether we think of rationality or sociability, we are thinking of language. It is language that makes us different from other species." And especially when one talk about speaking of English or learning to speak English, he must replace the saying: "Seeing is believing" with "Hearing is believing" because speech is the basic form of language.

Communication is a mutual relationship between the speaker and the hearer. This means that one must comprehend what he/she hears in the target language and must

produce the sounds of the language he/she is trying to learn accurately. Unless he has sufficient knowledge of the sound patterns of the target language, he can neither encode a message to anybody nor decode the message sent by another person by learning the sounds of the target language within his mother tongue. Therefore, pronunciation instruction is of great importance for successful oral communication to take place since it is an important ingredient of the communicative competence.

Basic of Pronunciation

Pronunciation refers to the way words are spoken. With the ability of pronunciation, everyone will be able to pronounce words correctly while speaking in English and will be able to gain self- confidence to speak in English. Proper pronunciation can be defined as reproduction of language sounds in such a way that the intended message is passed easily. The exact meaning of pronunciation is how word is pronounced. If we change in pronunciation, the meaning will be changed .Pronunciation is the production of sounds that we use to make meaning. It includes attention to the particular sounds of a language (segments), such as intonation, syllable, phrasing, stress, timing, rhythm how the voice is projected (voice quality) and attention to gestures and expressions that are closely related to the way we speak a language. A broad definition of pronunciation includes both suprasegmental and segmental features. These all features work in combination when we speak, and are therefore usually pronunciation as an integral part of spoken language.

Cook states that Pronunciation is a set of habits of producing sounds. The habit of producing a sound is acquired by repeating it over and over again and by being corrected when it is pronounced wrongly. Learning to pronounce a second language means building up new pronunciation habits and overcoming the bias of the first language.

Importance of Pronunciation

Pronunciation plays an important role in English speaking to express our ideas. English is not native language for everyone and hence the pronunciation of Indian speakers of English is different from that of the native speaker. Some speakers of the English language attract us with their good command of English language. It is their pronunciations that leave impact on us as listeners. It is an essential part of every speaker to speak with the right pronunciation. Since we are not native speakers of English, there exists a very serious problem with regard to the pronunciation of the Indian speaker's English. English is widespread language. Because of a variety of English spoken in different parts of the world, there is no purity of pronunciation. Therefore, we often come across alternate pronunciation and mispronunciations. However, no matter how common the incorrect pronunciation is, people always need to strive to acquire correct pronunciation.

Many people learning and speaking English language often do not pay any attention to their pronunciation. Some of them underestimate it and ignore it. They think that pronunciation is not as important as speaking and pronunciation is less important than grammar and vocabulary. But the fact is that pronunciation is extremely important. In many cases of misunderstanding in communication were caused by the mispronouncing of words or the improper intonation. For example, if someone pronounces the words fog and fox, see and she, sick and six with relatively no differences, in some cases can lead to a misunderstanding. Another example: when one pronounces the word present with stress in the first syllable, whereas she uses in

the sentence "I'd like to present" is certainly incorrect and irritating. In addition, good pronunciation can also give a plus value to those who master it. People get amazed of your English language when they hear you speaking in English and thinking about your pronunciation skill? The answer is the quality of the pronunciation. Good pronunciation skill can give you more self-confidence when you speak in front of many people. So, it has become more and more obvious that pronunciation cannot be underestimated. It must become one's priority while he/she is learning English. At least, the learners of English should give the same proportion of time and attention to pronunciation as they do to grammar and vocabulary. To English Diploma / English Department students, pronunciation should have become compulsory menu in their daily language activities. They must practice it and train themselves good pronunciation every day. If not, then they will regret at the time they graduate, because there will be only a slight difference between the graduates of English Diploma Program/English Department and those of Public Relations Program/ Communications Department of FISIPOL who master English language fluently.

It is very much necessity to learn correct pronunciation because it is the communication, by which we form our society and get near to the people, and communication is the tool which is the basic content to perform every job in the social sphere. And it is very much clear that communication is nothing but the correct pronunciation. "Pronunciation involves far more than individual sounds. Word stress, sentence stress, intonation, and word linking all influence the sound of spoken English, not to mention the way we often slur words and phrases together in casual speech. English pronunciation involves too many complexities for learners to strive for a complete elimination of accent, but improving pronunciation will boost self esteem, facilitate communication, and possibly lead to a better job or at least more respect in the workplace. Effective communication is of greatest importance", so we should choose first to work on problems that significantly hinder communication and let the rest go initially. We should remember that students also need to learn strategies for dealing with misunderstandings, since native pronunciation is for most an unrealistic goal."A student's first language often interferes with English pronunciation. For example, /p/ is aspirated in English but not in Spanish, so when a Spanish speaker pronounces 'pig' without a puff of air on the /p/, English may hear 'big' instead. Sometimes the students will be able to identify specific problem sounds and sometimes they won't."It is often, difficult for a student to reach the exact pronunciation by spellings because English phonemes are not much in that order in which the spellings are in practice. So only a teacher can move away student from spellings to phonemic script to learn correct pronunciation. Teaching pronunciation is also needed because learning the phonemic script involves not just getting to know the symbols but also making sure you can say the right sound for each one, lots of help by a teacher is needed very much.

Reason for the Incorrect Pronunciation

There are two major reasons which lead us to acquire incorrect pronunciation. In a native or first language situation, from a very early stage children learn to respond to sounds and tones which their elders habitually use while talking to them. In due course, children start learning English in English speaking countries; they tend to speak in the mother tongue accent. But in our country, where English is used as a

second language, children listen to wrong sounds and tones spoken by their teachers/ grownups in their environment and tend to pick up faulty pronunciation. This happens mainly due to their lack of sufficient exposure to the right variety of the language. Moreover, we tend to speak English as we speak our mother tongue; therefore we tend to commit mistakes due to its influence. Good pronunciation considers pitch, quality, pace, volume of your pronunciation. Message should be conveyed in proper manner and loud enough and properly intoned.

Language skills can be learnt through practical use, not in classroom. The best way to learn any language is listening native- speakers. Conversation with native speakers can be embarrassing for the adult but not for the child and that's why they tend to acquire pronunciation in a much better way. Lack of pronunciation can result in a failure to convey the message and can cause troubles in communication.

Received Pronunciation

English is spoken as a first or second language by a very large number of people throughout the world. In some countries such as the UK, the USA, Canada and Australia, English is the native or first language. In other countries such as India, Pakistan, Sri Lanka, Bangladesh, etc. English is spoken as a non-native or second language. As there is such a wide range of variation in pronunciation and accent, it is essential for us to follow a standard. One native regional accent that has gained social prestige is the Received Pronunciation of English. It is the pronunciation of the people of south-east England and is used by educated English speakers. Correct pronunciation of words in English requires an understanding of the different sounds of spoken English.

Vowels: We were taught there are five vowels- a, e, i, o , u. But indeed there are as many as twenty vowel sounds in English. Out of these twenty vowel sounds, twelve are pure vowels and eight of them are a diphthongal glides. It means that out of these twenty vowel sounds, eight are a combination of two vowel sound, it is called a diphthong. Apart from these twenty vowels there are twenty four consonant sounds.

A vowel is a sound in spoken language, such as the English 'Ah' [a] or oh! [O], pronounced with an open vocal tract so that there is no build up of air pressure at any point above the glottis. This contrasts with consonants, such as English 'Sh!' [ʃ], where there is a closure at some point along the vocal tract.

Pure Vowels: A vowel sound whose quality does not change over the duration of the vowel is called a pure vowel.

Consonants

A consonant is a speech sound that is articulated with complete or partial closure of the vocal tract. Examples are /p/, pronounced with the lips; /t/, pronounced with the front of the tongue; /k/, pronounced with the back of the tongue; /h/, pronounced in the throat; /f/ and /s/, pronounced by forcing air through a narrow channel; and /m/ and /n/ , which have air flowing through the nose.

1.7 Word Stress:

For the transcription of the words, we need to know where to stress a word. English is an accent- based language, and that in a word not all the syllables are pronounced with equal emphasis. For example, in the word ability is – bi and not 'a' that is heard prominently. If you look up in the dictionary for this word, it would be seen something like /əˈbɪləti/ . Notice the little mark '' after /ə/ and before- /bɪləti/ this

is known as word stress. Now this stress changes the way a word is to be pronounced. Because of the shift in the stress, the corresponding vowel sound and consequently the pronunciation changes completely.

When the word is used as a noun or adjective, the stress is on the first syllable. When the word is used as a verb, the stress is on the second syllable. Example:

Noun/ Adjective	Verb
ˈproduce	proˈduce
ˈrecord	reˈcord

Intonation

When we hear someone speaking, we observe that the person does not speak on the same note throughout. We find frequent rises and falls in the person's voice. This variation in the pitch patterns of voice is called intonation .while speaking we glide over the less important words such as pronoun, articles, verbs, prepositions and conjunctions which are called functional words in English, whereas nouns, principal verbs, adjectives and adverbs which are called content words are stressed more. Very simply put it is simply the rising and falling sounds of the voice when speaking. This is something we are very well aware of – as in the characteristic intonations of a questioning statement. Intonations are the reason why when a non-native speaker speaks a language by pronouncing each and every word of the sentence as individual sounds- the effect of the spoken language is very different from the effect a native speaker has. Hence, in a lot of ways it is intonation which creates accents and distinguishes one accent with another. Pitch fluctuations might be either in terms of rising pitch or falling pitch. Generally speaking there are four principal kinds of intonations: Peaking (pitch goes up and then falls down)

Dipping intonation (falls and then rises)

Rising intonation

Falling intonation

Intonation normally can serve different purposes in language:

These can be:

Informational: answering a question through the use of intonation

Grammatical: Use of intonation for converting a statement into a question.

The intoned version "He saw a man in his backyard at that late hour" versus the flat " He saw a man in his backyard at that late hour!!"

Attitudinal: intonation is also used while speaking to convey the attitude of the speaker, i.e., show approval, disapproval, dissent, assents, etc. Inquisitive: seeking information by adopting a questioning intonation.

Homophones

Homo means same and phone means sound. A homophone is a word that is pronounced the same as another word but differ in meaning. The words may be spelled the same, such as rose (flower) and rose (past tense of 'rise'), or to, two, and too.

Examples:

Buy – purchase

By – beside

Knew – did know

New – not old

Homonyms

Homonyms are words in which spelling or sound can be same with differ meaning. Sometimes homophones and homonyms are same.

Bank – side of river

Bank – This provides financial services

Tense – nervous

Tense – time of action

Eponyms

An eponym is a word which is derived from the name of a real, fictional, or mythical character or person. Most eponyms originate from a person's surname: boycott, for instance, from the Irish landlord Captain Charles Boycott.

Conclusion

English is spoken by educated people in India does not differ radically from native English in grammar and vocabulary, but in pronunciation. Good pronunciation skill can give you more self-confidence when you speak in front of many people. English pronunciation involves too many complexities for learners to strive for a complete elimination of accent, but improving pronunciation will boost self esteem, facilitate communication, and possibly lead to a better job or at least more respect in the workplace. This leads to the conclusion that speech should be emphasized accurately for the effective communication.

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EFFECTIVE FUNCTIONING OF IQAC -CHALLENGES AND BEST PRACTICES

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Abstract

Internal Quality Assurance Cell (IQAC) for quality sustenance and enhancement is guiding the Higher Education Institutions in the most efficient way and the institutions are emerging with good results. The quality goals and objectives are to be consistently achieved and maintain excellence in performance of students with respect to grades, discipline, placement, extracurricular activities and social work. It is advisable to pay attention to the innovative teaching methods and procedure of evaluation which will be the main focal point of this paper.

Keywords: *IQAC, Challenges, Practice, Best Practices*

Excellence is a peak term for Higher Education Institutions and a term difficult to achieve too. But quality concern being the major talk of the institutions today have made them work harder to achieve it and the Internal Quality Assurance Cell (IQAC) for quality sustenance and enhancement is guiding them in the most efficient way and the institutions are emerging with good results. The quality goals and objectives are to be consistently achieved and maintain excellence in performance of students with respect to grades, discipline, placement, extracurricular activities and social work. It is advisable to pay attention to the innovative teaching methods and procedure of evaluation which will be the main focal point of this paper. The ideas will be converged to the maintenance of quality while carrying out the teaching –learning process and also examining whether the predetermined objectives are achieved or not, which will be done through evaluation. It is very important to know and consider how an instructor can improve the quality of instruction in an individual course. Then the more difficult question is how academic organization can improve the quality of its instructional program. Good teaching can be understood as that transmission of knowledge or information that leads to effective learning on the part of learners which in turn means thorough and long-lasting retention of the knowledge, skills, and values which the teacher or mentor is thinking to provide or the institution has set out to impart. When we talk about quality based Teaching –Learning process, it has to be equipped with variety of good teaching strategies. It would not be an exaggerated statement if I say that instructional objectives play a vital role in this quality check point of better teaching.

Objectives of IQAC

Instructional objectives are the pre determined goals which has to be achieved through actions and performance after having mastered the content and skills the instructor has attempted to teach. An instructional objective comprises of the statements like at the end of this course/chapter/lecture, the student should be able to understand or to do well on the next exam, the student should be able to master, which means that the outcome should be observable by the teacher.

Knowledge (repeating verbatim); Comprehension (demonstrating understanding of terms and concepts); Application (solving problems); Analysis (breaking things down into their elements, formulating theoretical explanations); Synthesis (creating

something, combining elements in novel ways); Evaluation (choosing from among alternatives).

Use of Active Learning Theory

The six given categories are the cognitive domain levels of Bloom's Taxonomy of Educational Objectives (Bloom 1984). The last three categories--synthesis, analysis, and evaluation--are often referred to as the "higher level thinking skills." Well-formulated instructional objectives can help instructors prepare lecture and assignment schedules and facilitate construction of in-class activities, out-of-class assignments, and tests. Perhaps the greatest benefit comes when the objectives cover all of the content and skills the instructor wishes to teach and they are handed out as study guides prior to examinations.

Use active learning in class as most students cannot stay focused throughout a lecture. After about 10 minutes their attention begins to drift and by the end of the lecture they are taking in very little and retaining less. A classroom research study showed that immediately after lecture students recalled 70% of the information presented in the first ten minutes and only 20% of that from the last ten minutes.

Various Active Learning Exercises

Students' attention can be maintained throughout a class session by periodically giving them something to do. Many different activities can serve this purpose of which the most common is the small-group exercise. At some point during a class period, the instructor tells the students to get into groups of two or three .When the groups are in place, the instructor asks a question or poses a short problem and instructs the groups to come up with a response, telling them that only the recorder is allowed to write but any team member may be called on to give the response. After a suitable period has gone the teacher randomly calls on one or more students or teams to present their solutions. Calling on students rather than asking for volunteers is essential. If the students know that someone else will eventually supply the answer, many will not even bother to think about the question. Active learning exercises may serve the purpose of variety of objectives. It can include.

Recalling previous content: The students may be given one minute to list as many points as they can recall about the previous lecture or about a specific topic covered; Responding to questions: Any questions an instructor would normally ask in class can be directed to groups. In most classes especially large ones very few students are willing to volunteer answers to questions, even if they know the answers. When the questions are directed to small groups, most students will attempt to come up with answers and the instructor will get as many responses as he or she wants; Problem solving: A large problem can always be broken into a series of steps, such as understanding the problem statement, predicting a solution, solving them or outlining a solution procedure, and checking or interpreting the solution. When working through a problem in class, the teacher may complete some steps and ask the student groups to attempt others. The groups should generally be given enough time to think about what they have been asked to do and begin formulating a response; Analytical, critical, and creative thinking: The students may be asked to list assumptions, problems; explain a technical concept, find the logical flaw in an argument; predict the outcome of an experiment or explain an observed outcome in terms of course concepts; or choose from among alternative answers or designs or models or

strategies and justify the choice made. The more practice and feedback the students get in the types of thinking the instructor wants them to master, the more likely they are to develop the skills; Generating questions and summarizing: The students may be given a minute to come up with two good questions about the preceding lecture segment or to summarize the major points in the lecture just concluded.

Co-operative Learning Task: It is instruction that involves students working in teams to accomplish an assigned task and produce a final product. The teacher has to take care that during the implementation of co-operative learning certain points are mandatory which includes: Good inter-personal relationship among students; Healthy and positive interdependence among children; Awareness about their individual contribution; One to one interaction among them; Able to use team spirit and skills in them; Assessing the work of their team.

Effectiveness of Cooperative Learning Process: It is found that the effectiveness of cooperative learning in higher education is noteworthy. Cooperatively-taught students tend to exhibit better grades on common tests, better analytical, creative, and critical thinking skills, deeper understanding of learned material, greater intrinsic motivation to learn and achieve, better relationships with peers, more positive attitudes toward subject areas, lower levels of anxiety and stress, and higher self-esteem .No doubt that with such innovations in the methods quality can be achieved and the purpose of IQAC can be served.

Educational Evaluation Methods: Educational evaluation methods are ideas put into practice as teaching strategies and tools for implementing effective modes of teaching; Educational evaluation methods give teachers achievable goals in the classroom and ways to perfect teaching strategies: There are many different educational evaluation methods used across institutions today: Evaluation shows how much knowledge was gained by teaching the lesson. Evaluation lets the teacher know if the lesson was a success; Common evaluation methods include tests, quizzes, writing a paper or creating a project. Never test a student on content that wasn't addressed in the lesson. This wouldn't be fair to the student and may cause undue stress to him; Continuous Comprehensive Evaluation technique is useful to identify difficulties and weaknesses in learning of student; It is also useful for all round development of the student. But it is necessary to use variety of evaluation tools and techniques; An adequate educational evaluation enhances instruction. Just as evaluation impacts student learning and motivation, it also influences the nature of instruction in the classroom.

Good Evaluation and Assessment Points: Good assessment is valid and considers validity as a concept that needs to be fully understood; Like reliability, there are technical terms and issues associated with validity that are essential in helping teachers and administrators make reasonable and appropriate inferences from evaluation results; Both intended and unintended consequences of evaluation need to be examined with appropriate evidence that supports particular arguments or points of view; Evaluation that is fair, leading to valid inferences with a minimum of error, is a series of measures that show student understanding through multiple methods; A complete picture of what students understand and can do is put together in pieces comprised by different approaches to evaluation; While evaluating it is stressed that important decisions should not be made on the basis of a single test score, some

educators at the local level; There is a need to understand the entire range of evaluation techniques and methods, with the realization that each has limitations.

Evaluation Efficient and Feasible

Good evaluation is fair and ethical and there are four views of fairness: as absence of bias as equitable treatment, as equality in outcomes, and as opportunity to learn. It includes entire chapters on the rights and responsibilities of test takers, testing individuals of diverse linguistic backgrounds, and testing individuals with disabilities or special needs. Student knowledge of learning targets and the nature of the evaluations prior to instruction. Student prerequisite knowledge and skills, including test taking skills. Teachers and school administrators have limited time and resources. Consideration must be given to the efficiency of different approaches to evaluation, balancing needs to implement methods required to provide a full understanding with the time needed to develop and implement the methods, and score results. Teacher skills and knowledge are important to consider, as well as the level of support and resources. We may consider a lot the importance in the fact of good evaluation appropriately incorporates technology. As technology advances and teachers become more proficient in the use of technology, there will be increased opportunities for teachers and administrators to use computer-based techniques (e.g., item banks, electronic grading, computer-adapted testing, and computer-based simulations), Internet resources, and more complex, detailed ways of reporting results. There is to him, however, a danger that technology will contribute to the mindless use of new resources, such as using items on-line developed by some companies without adequate evidence of reliability, validity, and fairness, and crunching numbers with software programs without sufficient thought about weighting, error, and averaging.

Conclusion

To summarize, what is most essential about evaluation understands how general, fundamental evaluation principles and ideas can be used to enhance student learning and teacher effectiveness. This will be achieved as teachers and administrators learn about conceptual and technical evaluation concepts, methods, and procedures, for both large-scale and classroom evaluations, and apply these fundamentals to instruction. Thus, it is advisable for the HEI's to incorporate such techniques which can drive the institution to peak of excellence and thus IQAC if functions well can meet the challenges and effectiveness can increase. So maintaining IQAC in the institute is a fruitful experience.

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MOLASSES IN CULTURE AND CUSTOM: THE CASE OF MANIPUR

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Abstract

Molasses is very significant ingredients in ritual functions of different ethnic communities in Manipur. No one will deny that traditional culture of using food or making edible or usable products have its own significance whether it may be in terms of cultural or scientific value. So far, none of us have serious for its significance in customary and ritual ceremonies. The present analysis is an attempt to study the relevance of molasses in our culture and its relevance in Manipur. Method of analysis is based on both qualitative and quantitative along with case studies from Thoubal District where molasses trading are done successfully.

In the early, molasses began getting imported into United States from the Caribbean Islands. Until the late 19th century, molasses remained the most popular sweeteners since it was easily affordable than refined sugar, which was quite expensive at that time. Currently, India, Brazil, Taiwan, Thailand, the Philippines and the United States are the major producers of molasses.[1] Latin word *melaceres,* meaning honey-like, is thick dark syrup that is a byproduct of sugar refining later known as Molasses. (Fang *et al 1998)* It comes when sugar is crystallized out of sugar cane or sugar beet juice. The pressing of cane to produce cane juice and then boiling the juice until it crystallized was developed in India as early as 500 B.C. (Columbia Encyclopaedia) However, it was slow to move to the rest of the world. Molasses on the other hand used prominently in the infamous slave trade triangles of the late seventeenth century. In general, molasses production in Manipur is somewhat different which is still in traditional method. It is worth to say that molasses is the finished product obtained from sugarcane juice after it has undergone three stages of production process. In the First stage, the sugar juice from sugarcane is extracted through-traditional mechanism, boiling in certain degree. In the second stage, the extracted sugarcane juice is boiled until it forms a thick viscous matter. In the third last stage this thick viscous matter is used as a raw material for obtaining the final product in different shapes and sizes with the help of different wooden and tin frame. Molasses (chini angangba in local name) was produced in the Caribbean, where the cultivation of sugarcane and sugar beet was highest. The existing molasses production in the state is indeed age old methods.

Study on the matter of molasses is very few and even no study in related to the molasses production in Manipur is found. Traditional or indigenous knowledge is generation-wise accumulation of traditional experiences, informal experiments through trial and error method, and ultimate understanding of nature. This is actually related to mode of production that is again dependent on ecological resources, biodiversity and micro-environment. (Dasai 2004) That production system might be pre-agricultural, agricultural, small scale farming, and other agro-based units, and finally trade links of so many types differentiated on the basis of type of the capital. (Taneja 2002; Taneja *et al.,* 2000) Together, these production units postulate division

of labour that again illustrates the entire social system and related belief-faith-fear system or the Supernatural. (Patric 1999) In a sense, we can say that it is a combination of social, economic, political and religious institutions that also organize the society. As a whole, we can treat the cognate of indigenous knowledge of the aboriginal or native people in the form of a system. (Das 2013; Khanka 2003; Kurukshetra 1999) The nutritional content and quality of molasses depends on the method involved in its refining process, the ripeness of the plant from which it is extracted and the quantity of sugar that is extracted. Typically, sugar cane juice undergoes three cycles of boiling and crystallization to extract as much sugar as possible. With each successive cycle, the left over molasses contains less sugar.[2] *Light Molasses:* This is the syrup left over after the first boiling cycle of sugarcane juice. This molasses is the lightest in color, has the highest sugar content, and the least viscous texture. *Dark Molasses:* Dark molasses is the byproduct of the second boiling cycle of sugarcane. This molasses is darker and more viscous than light molasses, and contains less sugar. *Black Strap Molasses:* This is the final byproduct of the third boiling cycle in the sugar making process. This variety of molasses contains the least sugar and has the highest concentration of vitamins and minerals. Black strap molasses has a very dark color and is extremely viscous in texture. Because this type of molasses is highly concentrated, it is also known as final molasses.

Objectives

The objectives of the study includes- to understand the significance of molasses in Manipuri culture; to analyse the method of uses in different traditional custom and culture and to evaluate the relevance of the molasses in different ritual functions.

Research Design

The universe of the study is in the entire state of Manipur and Thoubal District in particular as the molasses production is successfully done in this district. The district has a total geographical area of 514 sq. km. The district is inhabited by several ethnic communities such as Meiteis, Meitei-pangals (Muslim), other tribes like Chiru, Gangte, Hmar, Kabui, Kom, Lamkang, Maring, Paite, Simte, Tangkhul, Vaiphei, Zou and others and scheduled caste like Loi and Yaithibi and migrants like Bengalis and Nepalis have also settled in certain parts of this district maintaining their own cultures and traditions. (Habibullah 2010) Of them, scheduled caste women engaged in molasses production. It is an empirical and exploratory research based on primary & secondary data. The population of study covered 14 molasses production units operating at present in Kakching in the Thoubal District of Manipur. The secondary data collected from available literatures maintained by these production units on the one hand and other books and journals on the other. The selected women entrepreneurs and farmers who dealt with molasses production were also studied through different methods. It collected samples from every unit of productions from Thoubal district through unstructured questionnaire. Moreover, this work emphasised participatory method using focused groups, key informants, individual interviews, as well as observation.

Molasses in Manipuri culture

The trading process of the existing molasses at Kakching by the women folk is mainly based on traditional concept and techniques where there is low purchase of hydrated molasses tin, low finished products. The marketing process is also of the traditional

way of selling at usually fixed rate, for systematic marketing of the finished product of molasses. Culture and tradition sometime relates to the inclusive growth. There has been a culture among the women of the Kakching to struggle for livelihood without much depending on the male members of the family. This ideal form of work culture prevails in Kakching. The trade of molasses production indicates lots of prospects and opportunities though no one serious on this matter, only few traders and farmers are engaging. For a successful molasses entrepreneur the talent and necessary skills for production of molasses supposed to earn experience in the field. Womenfolk have been inculcating to the younger generation like daughters, daughter in-law, younger sister or their granddaughters but they have also emphasised only to serve economic purposes only. That implies, it ignores significance of its scientific and cultural values. Some of the facts may be highlighted as below: In the lifelong process of human beings, it is believed that life is full of risk in the sense that lots of inconvenient and unpredictable suffers *(Dasha)* are knocking at the door of every individuals. Of them, the one who may be associated with dasha even in the womb of mother or just after landed on the earth later on. Since long back, as a preventive measure to overcome such *dasha,* people offer molasses accordingly to the Sun and his wife Matangi Devi for Sunday Planet, Narasing and his wife Baglamukhi Devi for March Planet. Planets have names, and stories, and we have relationships with them that last all our lives.[3] In this regard, people have unshakable faith in transcendent truth that unpredictable suffer can be escaped or relief form unpleasant things to be happened if we offer molasses to these four deities. That is why molasses is being considered an indispensable one in human life.[4]; This culture of offering molasses to the deity believes to be one traditional culture of all over the world since transitory period of human beings. In fact, molasses has been taking the valuable responsibilities in customary and ritual ceremonies. Many traditional cultures of different ethnic people used to use molasses in relating to health that signifies relation between culture and health.[5]

Different ethnic groups of people living in this present society have been celebrating various rites, ceremonies, occasions in their respective culture throughout the year with traditional favour and gaiety. In these rites, ceremonies and occasion there is a felt needs to use indigenous products i.e. molasses. In short, the molasses products have become an indispensable part in all the rites and ceremonies of all the existing culture of different ethnic groups of Manipur. On the other hand molasses products are vital for successful ritual ceremonies. Forinstance, *Hawai Kabok, Thoiding Kabok, rice and Maize Kabok, Chini Khoibak, and other Kaboks etc.* are main products made with molasses, but today, it is being treated insignificant products/foods as dominated by junk foods except for ritual purposes. The religious customs and traditions of Manipur are unique. They are organised in such a manner that in temple institutions those reveal the real festivity and reflect the curious character of socio-religious life of the valley. It involves the ethics and aesthetics of Manipuris. Mass propagation of Hindu customs and traditions in Manipuri society is the indicator of their reverence towards the Hindu deities and temples.[6] In Meities the rites and rituals are now on the Hindu pattern but certain traditional rituals are also combined: It is not only believed but also usually done since long back in Manipuri society in particular by Hindu-Meitei community and the other people who profess Hinduism, that molasses is being considered one of the most significant ingredients while they worship / pray to

Bishnu and Mahadeva. It is believed that, if they offer molasses products to Bishnu and Mahadeva they can get maximum expectation/ fulfillment; In general, people who profess Hindu used to use molasses products like "Heingal" in various ritual ceremonies as one of the most essential ingredients. For instance, such molasses products are carrying in the forefront while they go with other materials for athempot (specially arranged edible and vegetable materials for the purpose of devotion / worship); Since long back, indigenous people, Hindu-Metei in particular have been using a practice of devotion with molasses product and other associates like milk, coin, and other edible things to the Bishnudeva at local Hindu Temple (Mandir) to be protected from evil things for a particular family/person.

Molasses in ritual ceremonies

In life cycle, rituals are the ceremonies or events that mark important transitional stages in an individual's life such as birth, puberty, marriage and death.[7] They are also known as rites of passage. French Anthropologist Arnold van Gennep coined the phrase 'rites of passage' in his work *Les rites de passage*, (The Rites of Passage) in 1909 to describe these events.[8] These life cycle rituals are found in every human society and in every religion although their relative importance and degree of elaboration of the rites may varies. Meitei birth rituals are very elaborate in nature. Religion plays a vital role in these rituals.[9] : Usually Manipuri women who profess Hindu, have a culture of praying Bishnu while they understand conceive status. That, on the seventh week of her pregnancy, the woman offer 'Phola' [(mix product of dark molasses with milk, banana, and champak (artificial compress flat rice)] to the Bishnu for the grace of God to fulfill their desire baby to be born. On the other hand, it is also believed that such practice is also for the protection of the baby to be born.[10] As it is very crucial period of a woman, most of the parents care of pregnancy.[11] It was firmly believed that if these rituals are properly performed than no unwanted incidents can be happened to the child and mother during childbirth. But nowadays these rituals are becoming very uncommon and most of the households skip these prenatal rituals.

In short, the molasses product has become an indispensable part in all the rites and ceremonies of all the existing culture of different ethnic groups of Manipur. On the other hand, molasses is very vital ingredient in different ritual ceremonies of human life.

Swasti Puja: [(*Heisoi Eepan Thaba)* a ritual ceremonies of newly born baby held on the sixth day of birth][12], On the fixed day relatives from the child's mother side visit the house. They come in a procession. This procession is a unique one. The women wear saffron, fanek and white chader and woolen enfi/cloth or white silk shawl. They carry presents in round baskets in which molasses products and other Muri Laddos, leaves, nuts, kalasa, fish and clothes for the child and the mother are placed. The procession is arranged in a single file, the women followed by the men. When they reach the house, they keep the gifts around the newly born child.

Chaumba: [(feeding rice, i.e. food) starting day of eating meal/rice which is generally held on the completion of fifth or sixth month of the baby)][13] The child is yet to

Fig. 1: Molasses products like Kabok

introduce properly to other external foods. This ritual formally introduces the child to the unlimited food reserve of Mother Nature. It is performed when the child is 5 to 8 months old. If the child is a girl, the ritual is performed when she is 5 or 7 months old. For a boy, it is perform when he is 6 or 8 months old.[14] After cooking the meal with offered items it is first offered to the Gods. Mention may be made that molasses products are not mandatory but such products like Heingal are commonly used. The child is held by the mother on her lap and then starts feeding.

Na-hutpa (a ritual function of Hindu-Metei to ear-ring gold on the ear of baby about three years completion),[15] Besides, sugarcane and small banana tree is erected on the four corner of the demarcated area of Puja on the eve of Nahutpa (ear-ring) Nogul Thangba (wearing of sacred thread). On the other hand, it may be said that molasses products are also used at the time when a child is ready to attend school (4-5 years of age), he/she is about to mingle with people outside his home away from parents and is starting a new adventure in life. "Mangol-Peeba or a blessing ceremony" is performed. Family and neighborhood elders are invited to bestow upon blessings on the child. The child bows his head in front of grandparents, parents and elders, and each person blesses the child Mangol (wisdom) and Punshi-Nungsang (longevity or full life). In this way, the life of a Manipuri child is celebrated and taken care of by the whole community.

NokunThangba, (rituals of adolescence for boys and girls are seen. For boys Nokun Thangba (wearing of sacred thread). This ceremony is mandatorily done for boys before wedding in Hindu Meitei culture. This is also called laiming louba (taking the name of God).[16] After this ceremony according to the tradition, boys should follow the code of conduct as a male in the society. For girls Laiming Louba: when a girl attains the age of menstruation but before the menstruation starts, the mother will take her to the temple or will do the puja at home. This is mainly done for fertility and health. After this ceremony, girls should follow code of conduct as woman in the society. In this ceremony, molasses products, or its plant (sugarcane) are the main ingredients amongst other associates.

Marriage, during the days of adulthood all the people have the right to form family. The Meitei concept of marriage implies the sacred and ceremonial union of a man and a woman with due religious rites. The vernacular term for marriage is "Luhongba" which is a combination of two words, "*Lu*" which means "head" in archaic Manipuri and "*Hongba*" to solemnize. Hence *Luhongba* is the ceremonial union of

Fig. 2: Molasses products amongst offered items in Heijingpot

the "Lu" of the man and the woman implying the oneness of their heart and soul rather than the state of their being double. [17] In this special day of life, molasses are very significant in the sense that molasses products[18] are supposed to use in almost all the ritual activities of marriage since engagement of bride and bridegroom until the end of its marriage cycle.

Death related ceremony

All the people are mortal that our life is limited until the moment of last breath. Our right to life is natural; God has given authority to no man to compel another to carry out his order. Certain rights are given to man by nature as gifts. The implication of this

assumption is that since the rights have been given by nature, they can be taken back, if at all, only by nature and not by any human being. Jafferson, who drafted the Declaration of American Independence 1776 said, "The God, who gave us life, gave us liberty at the same time. The hand of force may destroy but cannot disjoin them".[19] As a culture of Manipuri Hindu-Meitei, dead related ceremonies like *asthi Chandan* (mangani Leihoon) is celebrated on the fifth or sixth day of expire. The Siradha Ceremony is generally celebrated on 12 to 14 days of expire. On these customary and ritual ceremonies, molasses is very common that molasses products are mandatory on different stages of rites. Brahaman starts rites only when molasses is placed on the top of the *Pinda,* which is mandatory. Not only the ritual things it is also commonly used for something edible foods like red-chapatti amongst other food items and sweets to be distributed to the invitees art the end of the ceremony. It is very old-aged practice of Hindu-Meitei, that red-chapatti is prepared for that purpose only since Hinduism started.

Concluding observation

Culture of offering sweets to the Gods and Goddess to prevent or escape unpredictable sorrow or for a healthy life is a common practice since immemorial time. Of which molasses is one indispensible element that cannot bifurcate from traditional culture of Manipuri too. From various traditional practice and methods of using molasses, it shows the scientific and cultural value that it can give different nutrients, and medicinal properties to prevent different ailments, and also still using in different ritual and customary functions. Having its efficiency many astrologers and local pundits/physicians recommend to offer molasses to the deity for fulfilling their requirements. Unlike other artificial sweeteners, molasses provides a variety of nutrients to promote good health with fewer calories. It is particularly important for menstruating women who are at a greater risk for getting iron deficiency and pregnant or lactating women, growing children and adolescents where the requirements are increased. As molasses eliminates toxins from the blood it balances the blood pressure and maintains it at a normal level. If one understands the nutrients and cultural values of using molasses and the way how our forefathers used to use molasses as life saving drugs it will give a very significant impact on the present social chaos. A healthy person may not attempt to do odds which meant they have Molasses as life saving drugs it will give a very significant impact on the present social chaos. A healthy person may not attempt to do odds which meant they have always in of positive thinking and eventually help in building a welfare society.

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[1]http://nutrition.indobase.cotn/articles/blackstrap-molasses-nutrition.php

[2]http://foodreference.about.com/od/Sweeteners/aAVhat-Is-Molasses.htm

[3]Satina, Waldport, Oregon, 10/31/2008, http://www.earthclinic.com/remedies/molasses.html

[4]P. M. Bakshir, Directory Panjika, p. 22

[5]Mention may be made that there is a tradition in Nepal in Newari culture where families give molasses and rice to nursing mothers to enhance breast milk production and aid in post-delivery conditions. Sharada Jnawali and Cibeleh Da Mata, 2014, Nepali Home cooking and healthy living, Xlibris LLC, Nepal

[6]Webindia, (Online) available at: http://www.webindia123.com/MANIPUR/PEOPLE/customs.htm

[7]Naorem Naokhomba Singh, (2015) Religion and Life Cycle Rituals among the Meiteis of Manipur, International Journal of Humanities and Social Sciences, Volume 2, Issue 3, September, pp. 602-33

[8]Van Gennep, Arnold. 1960. *The Rites of Passage.* Translated by Monika B. Vizedon & Gabrielle L. Caffee. London: Routledge.

[9]These rituals started even before the birth of a child. The first ritual is performed when the expecting mother attains 3rd month of pregnancy. Then the next one is performed on the 5th month and next on 7th month of pregnancy. By the time she attains 9th month of pregnancy an elaborate ritual known as 'Kokthok-Chamthokpa' is performed. It is a ritual performed to avoid any unwanted complications at the time of child birth.

[10]Interviewed with Naorem Bhorot Singh, a local physician, Kakching Sumak Leikai, Manipur, on 18 Sept ember 2016

[11]Once married, a pregnant woman is considered to attain the most beautiful stage of her life just like a flower in full bloom. This provides a woman the internal strength and moral uplifting, which are vital at this very tender stage of hers and the baby's life. During pregnancy, she is also assigned to light household chores and is prohibited from lifting heavy objects.

[12]Manipuris celebrate the birth of a child on the 6th day, a "Baby-Shower or a Welcome Ceremony" called "Epan Thaba" (Swasti-Puja or Ming-Thonba or naming of the child). Friends and relatives are invited, gifts are presented along with laining-laishon, meaning pujas.

[13]The child needs nothing other than mother's milk at least up to 6 months until the Chak-Umba or Rice-Eating ceremony in which the baby test solid food for the first time. Till now the baby had been living strictly on mother's milk or on a liquid diet. This too is a social gathering with Laining-Laison, and a feast for everybody.

[14]Naorem Naokhomba Singh, (2015) op cit.

[15]When the baby is about 3 years old, "Nahutpa or ear-ring ceremony" is performed with great festivity. This is performed both for boys and girls. I would presume that at this stage boys and girls think alike and that a boy can't tolerate a special ceremony for girls alone even though he removes his earings a few years later when he starts schooling. This is a gala festival for the child because at this age he or she enjoys a special attention awarded to them.

[16]Tineshowri Devi, M. (2013) Meitei Women and culture of Manipur, Journal of Business Management & Social Sciences Research, Vol. 2, No. 1, January 2013

[17]Basanti Devi, L. Marriage- Its Rules and Practices in Meitei Society, (oneline) available at: epao net, http://e-pao.net/epSubPageExtractor.asp?src=manipur. *Heijingpot*, this function is the last and most important of all the preliminary stages of marriage. Many kinds of gifts of fruits, sweets, items for God and clothes for the girl will be presented. Among the fruits two particulars fruits *Heikru* (ambalica) and *Heining* (Spondias mangi fera) must necessary be included unlike other preliminaries, *Heijing Kharai Puba* has a deeper social and religious significance. While all the preliminaries of marriage with or without rites have been performed in pre Meitei traditional form, the wedding ceremony as it is now performed is an admixture of both Hindu and non Hindu elements. After their conversion into Hinduism in the 18th century Meitei marriage has been performed in basic Hindu pattern while at the same time retaining most of their pre Hindu elements.

[18] *Heingal, Hawai Kabok, Thoiding Kabok, rice and Maize Kabok, Chini Khoibak, and other Kaboks etc.* are main products made with molasses

[19] E. Barker, 1951, Political Thought in England (London: Geoffrey Cambridge, Oxford University Press), p. 25.

ANALYSIS OF PERCEPTION AND EATING PATTERN OF YOUTH IN INDIA

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Abstract

The objective of the study to explore the trend of having food related life styles among the youth of Ahmedabad, to identify their socio –demographic characteristics and investigate the difference in attitude towards fast food and normal food. The survey was conducted with 100 young food users ranging in age from 18-24 years with the help of questionnaire. According to the data obtained from the research results, the average youth prefer homemade food. Significant differences were found among the six segments in terms of socio-demographic characteristics and attitudes to fast food and normal food. The frequency of distribution of food related segments was 28.0 %(fast food), 82.0 %(homemade food) respectively. It has been determined that the most of the females involved in the research prefer homemade because they like it, it is nutritious, prices are reasonable and they intake vegetables. Thus, it is concluded that many young females is associated with substantially increased usage for homemade food than the fast food.

Key words: *Eating pattern, Ahmedabad, Youth, Perception*

In the human life, food plays a major role as we need it to survive. We share it with our families and our friends and we often make it a central part of our celebrations. We shop for it, cook it, read about it, talk about it, and sometimes worry about it. In the world, socio demographic changes are driving the growth of food intake due to the rise of dual income. Eating meals away from home requires mobility, and fast food is also more expensive than home meals. Food eaten away from home may be related to increased weight because energy density is higher in these meals (Bowman et al.,) . Recent surveys have revealed that many Americans believe women have purchasing power but less time to prepare, cook, eat, cleanup and lack the knowledge in having primary responsibility for food purchasing and preparation within the home (Bowers, 2000). However, because eating meals prepared away from home is related to increase BMI among adults, identifying the factors that predict who is likely to eat away from home is important. These fast food requirements are not healthful practices, but they do represent the current reality. Furthermore, it was found that when people eat frequently from outside the home, obesity rates increases. Obesity is one of the most important public health problems facing adolescents in many developed countries. Health authorities are concerned because obese adolescents may suffer a number of health problems, are likely to remain overweight into adulthood and are at risk of serious, chronic conditions including cardiovascular disease, type 2 diabetes and fatty liver disease. Furthermore, because obesity is now a characteristic of populations and not only of individuals, researchers, government health organizations, and advocacy groups characterize obesity as an epidemic (Institute of Medicine 2005, 2006a; World Health Organization 2003). The goal of this article is to provide a better understanding of student's consumption behaviour with regard to fast food and home food. The specific objectives are (1) to determine the Students who consume fast food and home food, (2) to find out students who consume fast food consumption

based on the impact of factors such as an individual's socioeconomic/ demographic attributes, (3) to analyze the impact of students attitudes, knowledge and preferences on the consumption of food products. It is hypothesized that household with higher incomes and education tend to spend more on fast food than those of lower-income and less educated . In addition, we assume that the number of people and children living in a household also may influence their consumption of home food. In particular, as a household adds more members, food prepared at home may become more economical and also we expect that households with younger members tend to consume more fast food, while households with older people tend to consume less (Mihalpoulos & Demoussis, 2001) Previous research further suggested that as more married women experience higher opportunity cost of time from participating in labour force, then more food will be consumed at fast food as opposite to eating at home (Yen, 1993). Moreover, we also assume that consumers' attitudes and knowledge such as price, health concern, child preferences and environment are significant factors on consumers' fast food consumption preferences (Davies & Smith, 2004) The fast food restaurant is one typical form of global business (Emerson, 1990). Why was the fast food industry in India grown so growing rapidly? There are some unique cultural differences in Indian fast food consumption. For example, Indians tend to consider fast food restaurants as representative of western culture. In addition, they are recognized being not only an efficient and economic eating environment but also as an exotic place for social interaction and entertainment. The aim of this paper was to examine the associations between personal, social and environmental factors among young people's consumption of fast foods and normal foods. A secondary aim was to examine whether these associations varied according to age and employment.

Materials and Methods

The research was conducted in Ahmedabad. In Ahmedabad women are losing their fundamental food preparation qualities. This study helps to identify about specific intake of foods i.e., fast foods or home foods based on socio-demographic changes. 100 young people participated who were 18 years and older in the research usually ate at fast-food and home food. The research data were collected using the technique of interview by questionnaire forms. The questionnaire form consisted of five sections which were general information about individuals, their food preferences, were they prefer to have, with whom, how often they have and drink they take in fast food and home food. In the questions where the participants were asked to specify their preferences out three choices provided in the questionnaire. As for the anthropometric measurements of the participants, their body weight (kg) and height (cm) were measured and the body mass index (BMI) was calculated. Recently, the definition of the most appropriate weight to lenght is BMI (kg/m²). The evaluation of BMI is "<18.5 underweight", "18.5 - 24.5 normal weight", "25.0 – 29.9 overweight" and "30.0 obesity" (Lutz, C et al., 2001).

Research data were analysed by using the SPSS statistical package program. For statistical analysis Chi-square importance test were used.

Results and discussion

Table 1 Showing distribution of food style among the youth in Ahmedabad

Demographic Characteristics		Home Made Food (%)	Fast Food	Total
Age	18-20	37	25.5	62.5
	20-22	16	9.5	25.5
	22 and above	9	3	12
Marital Status	Married	5	2.5	7.5
	Unmarried	57	35.5	92.5
Occupation Status	Employee	4	5	9
	Unemployed	58	33	91
Educational Qualification	Under graduate	52	31	83
	Post graduate	10	7	17

Table 2 Showing distribution of BMI among the youth of Ahmedabad of different food style

BMI	Home Made Food (%)	Fast Food (%)
Under Weight	17.5	6
Normal Weight	40	21.5
Obese	4.5	10.5
$X^2 = 11.21$ Df = 2 P<0.01		

Table 3 Showing distribution of food style among different age group

Age	Home Made Food (%)	Fast Food (%)
18-20	37	25.5
20-22	16	9.5
22 and above	9	3
$X^2 = 58.35$ Df = 2 P<0.05		

As can be seen in the table, 62.5% of the respondents were in the 18-22 age group. When the table is evaluated according to the preference of food, the percentage of the homemade food in the 18-22 age group is 37.0% and that of the fast food is 25.5%. According to these results, it can be said that they still prefer homemade food. In Table 1, when the occupation status of the participants was examined, it was determined that 91.0% were unemployed, while 9.0% were employed. The preference of food as far as the occupation status is concerned was determined as statistically important. When the marital status of the respondents was evaluated, it was found that 7.5% were married and 85.5% were not. The percentages of those who were married and not married in both groups were not close to each other. When the education levels of the participants were examined, 83.0% of them were under graduate students and remaining 17.0% were post graduate students degrees (Table 1). Overweight and obesity are caused by energy imbalance have become a global epidemic, affecting about a billion people worldwide (Peng, Y., 2004.). The body weights of the 100 respondents participated in this research were evaluated according to their body mass index (Table 2). It has been determined that the difference between the genders as per BMI is statistically significant (p<0.01). In the research which was conducted to compare the diet quality and the overweight status of homemade food and fast food over 18-24 above years, it was determined that there was a small but important positive relation between home-food consumption and being overweight.

Conclusion

Food consumption patterns differed across the studied countries, with young people typically making more healthy choices. According to the results of the research, it has been determined that young people of Ahmedabad still prefer traditional homemade food than fast food ie., western style of having food in restaurants. Health is

important than taste so by increasing in eating homemade food give insurance to our health as by fast food consumption calories. Accordingly, this study is subject to data availability. It is well recognized that lifestyles have strong influences on individual homemade food consumption patterns. Future research needs to be done addressing all the lack of knowledge about household composition. Promotion of healthy eating habits and education about foods needs to be strengthened.

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ENVIRONMENTAL ISSUES AND CONCERNS FOR SMART CITY

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Abstract

Smart City is the use of information and communication technology to sense, analyze and integrate key information of the core system of urban operation, thus meeting various needs including people's livelihood, environmental protection, public safety, urban services, industrial and commercial activities. Make a smart response. Its essence is to use advanced information technology to realize the intelligent management and operation of the city, thereby creating a better life for the people in the city and promoting the harmonious and sustainable growth of the city. Smart cities are the ultimate development of modern cities. In the historical context of increased pressure on land use in modern cities and traffic congestion, developing smart cities is the best choice for solving these problems. However, the construction of smart cities itself is also facing many problems. This paper explores these issues and proposes corresponding solution.

Key words: *environment, environmental concerns, smart city*

The rapid economic development in the promotion of urban expansion has also led to "urban diseases" such as traffic congestion and environmental pollution, new ideas and new urban development models, promoting local expansion, finding the "best" of human intelligence, and smart cities. Construction has become a new development path for cities. In practice, with a profound economic background and a strong sense of the times and the development of a smart city, the construction of a smart city with the theme of "smart city" was first proposed at the 1990 San Francisco International Conference. In 1992, Singapore developed the IT2000-Smart Island program, which plans to establish a high-speed broadband multimedia network nationwide. In 2007, the EU proposed the idea of   establishing a "smart city". In 2008, IBM proposed a new concept of "smart earth." In 2009, the EU once again raised the wisdom of urban construction and launched an investment plan. Since then, the construction of "smart cities" has become a hot spot abroad.

However, the irrationality of environmental planning work and the failure to fully pay attention to environmental issues during the process of urban construction and development are important causes of the growing urban environmental problems in China. Under the conditions of increasing urban environmental pollution and deterioration, Construction and urban environmental impact assessment issues are discussed.

Due to the existence of a series of environmental problems, in recent years, the Chinese people have gradually increased their attention to urban environmental construction and protection work, and on this basis, gradually explored the relationship between urban construction planning and urban construction and development, with the help of scientific urban planning. The program guides urban construction. Scientific urban planning program. It effectively overcomes the randomness and disorder of others cities in the past development process, and provides sufficient technical support for the good and orderly development of modern cities . As an important component of the urban construction planning plan,

the urban environmental protection plan can strictly follow the guidance information of the city's overall construction planning plan, the basic characteristics of the city, the scale, the development goal, and other aspects of the city's existing environment. Based on the systematic analysis of the current situation of the construction, the overall guidance plan for urban environmental protection construction work can be formulated to achieve the goal of protecting the basic living environment of urban citizens, reducing the level of urban environmental pollution intensity, and saving energy consumption levels during urban construction and development. From the analysis of the existing development stage, the implementation of urban environmental protection planning work mainly involves the following work.

1. Preliminary work of urban environmental protection planning and construction

This link is the basic link of the urban environmental protection planning and construction work. It is necessary to specifically investigate the development status of the city's basic construction based on the following specific aspects.

Research on the basic economic and social conditions of the city. The main focus is on the total number of permanent residents of the city, the number of floating population, the consumption structure of residents, and the value of urban GDP; Research on urban natural environment attribute data. Mainly concerned with the city's geographical location, climate characteristics, overall ecological environment, and geological and hydrological conditions; Survey of urban basic environmental building conditions. Mainly concerned about the changes in the performance of atmospheric pollution, water pollution, noise pollution and historical data within the urban space region, the source channels and historical values of major solid pollutants, the basic experience and historical process of urban pollution control.

2. Planning ideas for urban air pollution control work

Based on the existing quality status of the urban atmospheric environment and its development and evolution trends, the specific functional area structure planning is carried out, and on this basis, according to the environmental construction goals formulated in the overall urban development development plan, the calculation is obtained for each of the cities. The specific functional area can withstand the maximum emission of atmospheric pollutants, and formulate implementation plans for urban air pollution control work.

Based on the control of fossil energy consumption level to control urban air pollution, regional central heating heating mode should be widely implemented to minimize single-door chimneys, and efforts to strengthen air pollution control and pollution control Technological innovation work accelerates the construction of urban smoke-free control zones and promotes the effective improvement of urban air pollution prevention and control work.

3. Planning ideas for urban water pollution prevention and control work

Based on the practical basis of the investigation and analysis of the existing situation of urban water pollution, gradually implement the urban water pollution prevention and control implementation plan, and calculate the maximum water pollutant discharge that can be received by the target water body according to the environmental capacity parameter index of the water body. Based on the development of the optimal prevention and control work to form urban water pollution problems. In recent years, the water pollution levels of the seven major water systems in China

have continued to improve, and the main pollutants are organic chemicals. On the basis of analyzing the status quo of urban water pollution in China, the implementation of water pollution prevention and control work planning must gradually promote the reform of production methods, and gradually realize the technical development goals of cleaner production through the application of non-waste and less waste technologies. Reasonable application to improve the overall technical effectiveness of sewage treatment lT, and with the innovation of sewage treatment technology equipment, effectively reduce the scale of sewage discharge in China's industrial production activities. By continuously improving the processing technology level of industrial wastewater and domestic sewage, we can effectively improve the level of prevention and control of water pollution in China.

4. Urban solid pollutants treatment planning

In order to carry out remediation planning for solid pollutants in urban space, it is necessary to follow the overall planning objectives of urban environmental pollution control work, implement technical control indicators for comprehensive utilization of different types of solid pollutants, and formulate and implement urban solid pollutants. Governance work to carry out the program. At this stage, more and more cities in China are facing the problem of urban solid pollutants or waste disposal. Exploring the technical means to effectively deal with solid pollutants in urban space is important for improving the comprehensive implementation level of urban pollution control work. In the process of planning and designing urban solid pollutants, the protection of urban solid wastes should be focused on the economic affordability of the cities to be treated, and comprehensive treatment and application methods should be selected to maximize the extraction and use of useful components in urban solid pollutants. Reduce the consumption of materials and energy consumption during the development of urban development and construction. At the same time, in the process of treating toxic and harmful components in urban solid pollutants, thorough technical treatment methods such as incineration, biodegradation, and deep landfill should be used as much as possible to continuously improve urban solid pollutants. The level of implementation of the processing work.

5. Analysis of environmental impact effects after implementation of urban environmental protection planning

Analysis of groundwater environmental impact effects

From the perspective of supplementation, diameter and drainage of groundwater resources, atmospheric natural precipitation recharge and surface water recharge can be regarded as the main source of groundwater resources, and the main ways of excretion of groundwater resources are atmospheric evaporation effects and underground low-level seepage. 2 ways to achieve. Under normal circumstances, groundwater resources have shallow depth and strong penetrating power. Therefore, groundwater resources at the surface location are often more prone to pollution. Therefore, in the actual implementation of urban water body prevention and control work, it is necessary to gradually plan to form an appropriate area of groundwater resources protection zones, improve the implementation of urban water environment and ecological management, and promote the continuous improvement of the level of urban water environment and ecological construction.

Evaluation of soil environmental impact effects

From the perspective of urban planning and construction, the state of urban economic and social development and development, and the historical process of urbanization construction, the construction of residential areas, factory buildings and traffic road facilities on agricultural arable land, and the soil fertility status of agricultural lands The damage caused is irreversible. Under the conditions of actually completing the urban environmental protection work plan, it can promote most of the urban construction process under the condition that the characteristics of the construction land and the type of residential land are unchanged. The realization of the type of construction land has led to the gradual transformation of farmland land into residential land, industrial production land, transportation facilities land, and public construction land, etc., although the above-mentioned land resource type conversion work is irreversible for China's agricultural planting activities. Destructive, but under the conditions of fully respecting the guiding ideology of the basic government's basic land policy, it is necessary to take effective technical measures to prevent the construction of the construction area in the process of land transformation and application construction.

Pollution and destruction of land resources.

Environmental pollution and smart city construction affect each other. Environmental pollution problems will delay the construction progress of smart cities. If unreasonable behaviors in smart city construction will also cause environmental pollution problems, we must take care of both and control environmental pollution. It is to manage the existing environmental pollution problems and prevent more pollution.

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SMART CITY: INFORMATION AND SHARING

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Abstract

With the rapid development of economy and digitech, the form and structure of the urban keep changing and developing. Problems, like resource wastage, pollution, public security, follow with the fast continuous development. As the age of data comes, data also plays an irreplaceable role in urban development. In fact, data has led the road of urban development. And also the concept of sharing economy gives a new path of developing. This paper focuses on problems of urban development, how the data impact on it and how to make the best use of sharing economy.
Keywords*: smart city: information, sharing*

With such a long history, city had its rudiment since our ancients gathered together for integrating their means of subsistence. City is such a familiar concept to human being, nevertheless, it still keeps developing and updating nowadays. It keeps refreshing people's idea.

In the past, with limited production resources, producing is a big problem for people. People's basic needs were needed to be met. For more efficient agricultural production, people integrated means of production: tools, agricultural technique and manpower. The more the production grew, the more and better means of production came. It's means more and more people became a part of the production. It led to a virtuous circle. People kept developing production and production led to the growth of population. With more and more people settled down, the place where people conducted production transformed into a comprehensive and multifunctional area. Until then the city showed out its rudiment.

Urbanization process had been slow and lengthy. However since the industrial revolution in 18th Century, the process has been booming. With the revolutionary improvement of means of production, the production scale kept expanding and as a result, demands of workers also increased at great speed. For this reason, centering on factories, a new form of urban showed up. People kept rushing into the city for living. Without governmental management, the urban layout became disorderly and unreasonable, which leads to many problems: poor public security, behindhand infrastructure, serious pollution.

In 19th Century, the technological revolution led a great impact on urbanization and accelerated the progress again. With the birth of the computer, data took an implacable role in urbanization. By collecting and analyzing the data, the computer outputs the information, which shows what's happening to our city clearly and directly. And most importantly, according to the information, we can take measures which are targeted and more efficient to prevent or solve the problems, to minimize the cost and save the most resources. Just input the data of the population in the past ten years, the computer will show us the relevant information and we can even foresee the trend of population in the next ten years. And according to the result, we can figure out a proper strategy for the population problems. This pattern of urbanization emphasizes the significance of data collection and analysis. Data of every aspect of the

city keeps flowing invisibly, like the city has its own "brain". So a new concept came out, "Urban Brain".

Urban Brain——Information Collection and Analysis

Urban Brain is an important step from industrial city to smart city. This concept was first raised by Alibaba Cloud. According to the white-book of Urban brain explores the "digital twin city", there are three standers of Urban Brain: 1.The ability to complete the process of the real-time, ultra-large-scale and multi-source data that humans cannot understand in real time (**overall understanding**). 2. The ability to understand the complex hidden discipline that humans have not discovered (**machine cognition**). 3. The ability to formulate overall optimal strategies that transcend partial suboptimal decisions formulated by humans (**global synergy**).[1]

Nowadays, with massive data, the process of analyzing and calculating has exceeded human's ability. Supposing there are one hundred million photos taken by monitor per year, only less than 10% of them would be effective by manpower.[2] As a result, about 90% of the data would be sunk in sleep.[3] This situation leads to the wastage of data. Urban administrators invest a great number of manpower and capital to set up the hardware facility to collect data while only a tip of them is applied to practice. Without denying that there are tremendous resources in the city, while the efficiency of resource usage is extremely low. This inefficient urban management is in urgent need of improving. Urban Brain leads a good way to solution. It vastly improves the usage rate of data. Meanwhile it completes the process from data perception to intervention in a short time, which improves the efficiency of urban management. In practical application, a perfect operation of Urban Brain contains three parts: well-developed infrastructure, regular information input and output, and efficient implement.

Well-developed Infrastructure

The operation of Urban Brain is a process from "visible" to "invisible" and again back to "visible". The key to start is the "visible" part, the infrastructure. Transport and communication facility are two main contents: Transport: This is the symbol of operation efficiency of a city. It includes highway, airport, port and public transportation, like bus and metro. Good-conditioned transport ensures the operation of the city goes smoothly; Communication facility: Network signal base station is the main part of it, which ensures the process of data input and output.

Continuous Information Input and Output

With regular information input and output, our city will be sensitive. It's an effective way to prevent problems. By analyzing all sorts of valid data, we can formulate a more scientific and efficient strategy on urban development. There are two main characteristics of this part: Timeliness: To solve the problem efficiently, real-time data is necessary, which requires a great amount of sensors and monitors distributed in urban; Comprehensiveness: To ensure the implement efficient and targeted, we need a large amount and a wide range of data input.

Efficient Implementation

There is no denying that we must react to the result of the information analysis, otherwise, the result will lose the meaning. At this stage of urban development, manpower is still the main resource in implement. In decision-making, to ensure

efficiency and effectiveness, the administrators should pay attention to the data analysis and learn about it thoroughly.

Smart City—Information Implement

Nowadays for most of us, we integrate information to lead a more convenient life. We can tell that information takes an irreplaceable part of city life. Basing on vast information collection and analysis, the urban operation goes in a more efficient way, which helps our city develop to a new stage.

However, with only information collection and analysis, our city fails to give real-time feedback to the result, because our city has no supporting facility to take proper action according to the information. It's like our city can think on its own by Urban Brain, but it can not make any move without arms and legs. To move forward urban development, rather than solve the problem by ourselves, consuming a large amount of manpower and plenty of wealth, now, we are more willing to let the city work it out by itself. This pattern of urban operation not only brings big convenience to people's life, but also economizes development costs and maximizes resources.

The most important part, meanwhile the most difficult part, is the information implement. To take place of manpower, it requires our city to transfer the information from sensors or monitors to the control hub. Automatically collects the relevant data information, analyzes, produces a new proper program and operates.

Case: In Jilin, China, people enjoy the convenience of the Online Court. From prosecute to arbitrament people can finish all the process online. All the data is collected and provided online. People can fill in all the relevant forms and directly send the electronic copies to court online. So far as to choose a lawyer, information of lawyers is provided online. People can hire a lawyer according to their needs. With information integrated, a mobile app or online website has become a legal enquire counter. Rather than finish the process in fresh, the data online does the job for us. In the past, people spend a whole day to finish the process of prosecute, but now it only costs us 30 minutes. All we need to do is provide the details that the court need; In Hangzhou, an outstanding smart city in China, by ten thousands of monitors recording the traffic condition of all main roads, computers keep identifying and analyzing the real- time traffic condition. Once there's a traffic accident, by adjusting the traffic signals, the city will take control of the traffic immediately and figure out the best evacuation route, which allows us to gain more time to rescue the injured and restore normal traffic in a short time. According to statistic data, the accuracy of reporting accident reaches 92%, and the time of restoring normal traffic is shortened 15.3%.[4] With the operation of real-time monitoring and feedback, the traffic efficiency got improved; Everyday in the city, many sudden events are happening: missing of children or the aged, escape of the motor vehicles in traffic accident and so on. The traditional solution is huge-crowd strategy. Through massive manpower, the police check a large number of monitor videos, to find out a single target, which costs many unnecessary resources. In this case, "Tianying", the program of Alibaba Cloud, has been launched and applied to practice. "With the world's first pedestrian recognition accuracy (Pedestrian Re-ID on Market 1501 Competition), "Tianying" (96%) even exceeds humans' ability (94%) of recognition.[5] Normally, the smart security products are deployed at 6 to 12 meters high above the road. In the record

video, we can't distinguish the face at all. We can only see the top hairline, plus variety of the weather environment, the low resolution of cameras. It comes out with the obvious error in tracking pedestrian. In the snow-light project, Alibaba Cloud, in Jiaxing and Zhangzhou, "Tianying" products rely on the comprehensive details of pedestrians, vehicles and objects to realize "precise search" in the practical police service, which provides great public welfare value for China's 200 million elderly people and aging society.[6]

Disadvantages

There's no denying that with the interaction and implement of information, smart city has brought us uncountable convenience and it's changing our life. However, it's also high time that we should pay more attention to the disadvantages that urban development has brought about.

Employment: As our demands for further urban development, our city will get more and more intellectualized, which means less and less employment opportunities. To maintain an optimistic employment rate, our government should place a great importance on education. Only if people are well-educated and well-qualified, they can participate in the further urban development to promote the process. And only with well-educated citizens, the city can continue the process of urbanization and intelligence.

Concept of Sharing: In city life, efficiency is the key. People refuse to waste their time. So it's likely that people keep focusing on the information they need, stick to their own schedule and as a result, people forget about the one by their side. It's possible that it may lead to the absence of humanistic concern. As regards, the concept of "sharing city" shows out its importance. In Fuzhou, China, the sharing kitchen has got warmly welcome since last year. With the pace of city life accelerating, people have less and less time, even for a proper lunch. It's been a serious problem in China. In sharing kitchen, people can not only cook delicious dishes by themselves, but also enjoy the moments of gathering. Simply choose a place and book a date on mobile app. It's a good way to improve people's relationships; meanwhile it also promotes economic development.

Cultural Development: Along with the physical development, urban administrators should also pay attention to the cultural development. Cultural infrastructure should remain in the city to satisfy people's needs to culture and knowledge. With personal development goes forward, urban development, even nation development makes progress. And people's value and thoughts will lead the development to the right direction.

Privacy: With the development of artificial intelligence, gradually, there is no way to hide our private life. Cameras are distributed at every corner of the city. Network activities are under monitored. Every move of us will be recorded. At that time, the limit between social life and private life will be gone. To remain the basic ethical principle, the government, the enterprise, every single of us should take the responsibility. The compulsive forceful policy should be put into practice by the government, to restrict the behavior of enterprises and individuals. Some efficient methods should be considered, like strengthening the punishment of revealing personal information, improving the protection mechanism for private details. For

enterprises and individuals, the awareness of protecting personal information should be arisen. It's every single one's duty that we have to respect other's private life and refuse to make any bad influence to them. Every step counts. With people's attention to privacy protection and government's efficient and practical policies, our private life would remain safe in the future city life.

Conclusion

This is the age of Big Data, even the city development relies on data and information. So it's a must that the public facility gets to a high level, in order to collect information from every corner of the city. But this is far from enough. With tremendous data, the city needs to get the implement done. By reacting to different data and information, people get more convenience and efficiency. It demands for a large amount and scale of investment, which should be monitored by government but operated by entrepreneurs. At the same time, we should place great significance on humanistic concern and let the concept of "sharing" be with city development. Along with the physical development, urban administrators should pay attention on people's mental needs. Only when our personal development goes in a proper direction, the urban development will continue in a scientific and efficient way. Until then, smart city will lead a great many benefits into our life.

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ENVIRONMENTAL CONCERNS FOR SMART CITY

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Abstract

We live in the 21st century, we are happy and joyful, and at the same time we may face danger from time to time. With the rapid development of economy, it has brought many benefits to our lives. However, these benefits are not pure, but have a price. As the age grows up, some things around us are undergoing subtle changes. It brings us many wonderful things, but also brings us many problems, the first of which is environmental issues.

Key words: *environment, environmental concerns, smart city*

Environmental problems can be divided into two categories: one is caused by the destruction of natural factors and pollution. Such as: volcanic activities, natural disasters caused by earthquakes, storms, tsunamis, etc., endemic diseases caused by the uneven distribution of elements in the environment, and radiation diseases caused by radioactive substances in nature. The other type is environmental pollution caused by human factors and the destruction of natural resources and ecological environment. All kinds of pollutants (or pollution factors) generated in human production and living activities enter the environment, exceeding the allowable limit of environmental capacity, causing environmental pollution and damage; when human beings develop and utilize natural resources, they surpass the carrying capacity of the environment itself. The ability to deteriorate the quality of the ecological environment, sometimes the phenomenon of depletion of natural resources, can be attributed to human-induced environmental problems.

What I am going to focus on now is the result of human factors.The current environmental problems have the following:

Water pollution caused by various domestic sewage and industrial agricultural wastewater;

India is a sea-facing country, and the sea I imagined should be a white sand beach. The white of the coral or the pearl is randomly discarded, shredded and dazzled. Coconut trees and mangroves always want to pull the shadows longer, close to the vast seas, their childishness and simplicity, bringing quiet and imagination to the beach. In the embrace of the sea, where the water meets, everyone can have a life before the flowers. However, when I first arrived at the seaside in India, the impact of reality hit me on the chaotic seaside - the smell of dead fish in the air, the beach is not a place for tourists to play and play. It is the home of garbage waste. You can't walk to the beach and run barefoot.

So I left the beach and went to the lake by boat. The boat feels good. We played for a day on the lake last day. The boat was slow on the lake, and the sights were full of beautiful scenery - the flowers on the shore were open and the egrets in the lake stopped on the lotus... but there was also a serious problem: the lake It has been polluted and its color is no longer so blue. Looking at the distance no longer makes people feel happy, at this time looking at the gray days.

The heart is lost in confusion. And in some places there are many water hyacinths in the lake, and there is almost no water surface. Even if salvage, avoid secondary pollution.

India is accelerating industrial development, but it cannot ignore the problem of industrial sewage discharge.

For agricultural pollution, it is mainly to reduce soil erosion and strictly control the exploitation of groundwater. Relevant departments should control the discharge of pesticide residues, and do not allow pesticides to flow into the water source at will.

For domestic garbage pollution, it is mainly to control the discharge of sewage and living garbage discharged from kitchens, washing rooms, bathrooms and toilets, especially landfills away from water sources.

Increase the sewage treatment plant in a timely manner. As the number of factories increases, so does the sewage treatment plant to effectively purify the water source and minimize the loss of water pollution.

Air pollution caused by industrial waste gas and exhaust gas generated by vehicles;

The haze directly affects visibility. Therefore, in the winter, large delays in flights and trains become commonplace. When we arrived in Delhi, the sky was always gray, the severe haze surrounded us, the car was moving hard, the fog rose from the horizon, the trees and houses were only the outline of the hustle, the endless lights The long river steadily flashing out air pollution in front of the eyes has always been a key environmental issue facing Delhi. The main sources of smoke in Delhi are vehicle emissions, waste incineration, industry and dust.

Improve public transport services, establish safe walking and bicycle infrastructure, limit industrial emissions, implement effective dust suppression measures, effective waste management, and reduce waste incineration.

Delhi is just a special case of protecting the earth's homeland for good health. We have to increase the protection of the atmosphere. For the individual, we must do something that we can do, such as not littering. Try to travel without carbon.

Various types of noise pollution

The noise pollution in India, I first learned about this point, I still learned from the teacher. Before I came to India, my teacher once told me that the voices of people in India are relatively loud. On the street, people need to communicate. You have to get involved, otherwise you won't be able to hear what the other person is saying. At that time, I felt that it was not very inconvenient. In order to avoid hurting the scorpion, I would drink a lot of water a day. When I came to India, I realized that the root cause of such a loud communication is actually noise pollution. This state is distributed in the streets of India. People communicate because of the high volume of the decibels, so that the driver will be forced to press the car, and the strong honking of the car, people need to communicate loudly. So this went into an infinite loop. When you walk into an alley, this feeling will be extremely strong.

Secondly, there are many festivals in India, and people are always celebrating festivals. Then when everyone sings and dances, noise pollution will come.

I still remember that just after arriving in India, we went to celebrate the Tokachi Festival with the locals. I had a great time that night. Thanks to the warm greetings of the locals and the cheerful music, we soon felt the celebration of the festival. But the

only drawback is that the sound is too loud. The sound is almost bursting with the heart.

Increase capital investment and improve urban infrastructure. To optimize and adjust road traffic, we should first actively build a large-capacity, efficient, convenient and fast urban transportation system. Secondly, strengthen the construction of new traffic trunk lines and strengthen the road surface expansion of existing roads so that road traffic conditions can be obtained. Effectively improved, the roundabout is used instead of the signalized intersection, so that the starting frequency noise of the vehicle can be effectively controlled.

If we can strengthen the control of noise pollution and the government promulgates relevant laws and regulations, then I believe that everyone's life will be better and they will have a better life during the holiday season.

Biodiversity reduction

As we all know, India is a zoo kingdom. Monkeys, peacocks, and small squirrels are everywhere. But a serious problem is also happening, that is, biodiversity is gradually decreasing. We have heard that there is a wetland near Ahmed Bada, there are many red-billed gulls, and we really want to go to the show. But when we submitted the application, we learned that the red-billed gull there was gone.

Its habitat has been destroyed. We have to wake up. Although there are many animals in India, we must protect the diversity of living things. Avoid excessive development of wild biological resources. Animal and plant protection areas should also be established when necessary.

Once man did not have to think about the protection of his environment. There were few people on the earth, and natural resources seemed to be unlimited.

Today things are different. The world has become too crowded. We are using up our natural resources, and polluting our environment with dangerous chemicals. If we continue to do this, human life on earth will not survive.

We realize that if too many fish are taken from the sea, there will soon be none left. Yet, with modern fishing methods, more and more fish are caught. We know that if too many trees are cut down, forests will disappear. Yet, we continue to use powerful machines to cut down more and more trees. We see that if rivers are polluted with waste products, we will die. Yet, waste products are still put into rivers.

We know that if the population continues to rise at the present rate, in a few years, there won't be enough food. What can we do to solve these problems?

If we eat more vegetables and less meat, there will be more food available. Land for crops feeds five times more people than land where animals are kept.

Our natural resources will last longer if we learn to recycle them.

The world population will not rise so quickly if people use modern methods of birth control.

Finally, if we educate people to think about the problems we shall have a better and cleaner city in the future.

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SMART CITY- PROS AND CONS: AN EXPERIENTIAL FEELING

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Abstract

Nowadays, with the increasing problem of population expansion and resource shortage, a series of urban diseases have caused many problems to citizens. Smart city is a new urban management mode put forward and carried out by people to solve the current environmental problems and the waste of resources. This project is not only related to government, but also related to enterprises and individuals. However, not all cities can meet the requirements of the construction of smart city because it requires a comparatively complete infrastructure. However, smart cities monitor and manage cities in real time through the Internet, because of this, protecting the network security of digital management system has also become an urgent problem.

Keywords: *Smart City, Pros and Cons, Experiential Feeling*

"Smart city", it's made up of two words — "smart " and "city ", in my opinion, the "city" is the body and the "smart" is the soul, but the core of both of them is "people".

Experts say that "Smart city" of the 21st Century, it can make full use of information and communication technology to sensor, analysis and integration all kinds of key information of requirements (including the people's livelihood, environmental protection, public security, urban services, commercial and industrial activities) to create a better city life for human beings.

Compared with the rural areas, there're more people living in cities. These people living in cities have less contact with the land and pay more attention to the development or emerging industries. Although there are more resources for production, education and recreation in the city but it's merely a "city" not a "satisfactory city".

With the continuous development of human society, more and more people migrate and in future course will still migrate to live in cities. These migrations from rural area to the cities have caused the problem of "urban disease" which is getting worse. In the new environment, how to solve these problems caused by urban development and realize sustainable development has become an important proposition of urban planning and construction. In this context, "smart city" has become a feasible way and a trend of future urban development.

From the point of view of personal life, the establishment of smart city can make the city easier to be perceived and the urban resources easier to be fully integrated. On this basis, the refined and intelligent management of the city can be realized, so as to reduce environmental pollution, solve traffic congestion and eliminate security risks. Though these, the goal of "better city, better life" can be achieved.

On the national level, establishing smart city is a strategic choice to improve the country's comprehensive competitiveness. At present, countries all over the world attach great importance to the development of strategic emerging industries. The construction of smart city is a great boost and it has also played a significant role in promoting the development of transportation, communication, finance, energy, education and other fields. It's good for expanding domestic demand, adjusting the structure and changing the way of economic development.

Finally, for the whole human society, the meaning of smart city is the high integration of the human society and material world. It's the self-development and perfection of human civilization. Sustainable development has become a hottest topic in the world. Nowadays, with the increasingly severe environmental problems, we should use and manage various resources more rationally and strengthen the degree of environmental protection law enforcement. Human society is also a part of nature and it cannot exist without nature, so we need to protect the environment for the long-term development of mankind.

Now, the biggest confusing thing is that how to build a smart city. Different countries have different national conditions. There is no doubt that the smart city construction of some developed countries have begun to take shape, of course they can provide some experience for later comers, but if we don't have such highly developed infrastructure and strong technical and financial support, then blindly follow them will only lead us to a wrong way.

Based on the view of some experts, we can adopt the model of government-led, universal and enterprise participation to build the smart city.

The thought is the guide of human behavior. If people are not ready to accept the consciousness of innovation and development, they may not cooperate with the work of the government departments and enterprises. So, before establishing the smart city we should first develop the "smart citizens". The relevant government departments should intensify the publicity and education of the public through various media channels, so as to exert a subtle influence on people's ideological cognition, which will help improve people's awareness and acceptance of smart city.

There's an old Chinese saying that "a good workman must first sharpen his tools". The basic construction of smart city mainly includes the Internet of things, cloud computing, intelligent transportation, smart power grid and other fields. We can see from this that these so-called basic conditions are actually based on more basic urban infrastructure construction. So this is not an easy task especially for developing countries with inadequate infrastructure. Buildings with unstable foundations are easily toppling over, similarly, for the construction of the smart city, we should take it step by step, now focus on the central idea of smart city to improve infrastructure construction.

Then, government departments should to strengthen the top-level design of smart cities and regulate the chaotic situation that may be caused by the construction of smart cities. The government can issue relevant policies to comprehensively and systematically plan the construction of smart cities, and appropriately allow local governments to make some small adjustments according to their own actual conditions under the premise of consistent general direction. It is worth mentioning that the scope of benefit of smart city construction should not be only limited to cities; it should also be able to serve the rural areas. Building the domestic smart city network through the unified planning of the government can make the distribution and range of smart cities more scientific and reasonable.

The "smart" of the 21st century is the wisdom of high technique. This is also the top priority of smart city construction. For the government, they need to build an overall framework for smart cities based on the new generation information technology. For markets and businesses, smart city construction and the development of new

generation information technology should promote each other. Today, the international trade war is becoming increasingly fierce. In order to maintain the stable development of the national economy, we should change our thinking and support the building of smart cities by strengthening independent innovation, then let the new demands of its development in turn promote the technological innovation and expand domestic demand. Meanwhile, in the traditional urban management system, it is almost impossible to accurately and efficiently collect and analyze the real-time development of the city. But with the help of the new generation of information technology, this problem will be solved easily.

But we should not forget that every coin has two sides. The Internet era brings us convenience, but also provides more opportunities for those with ulterior motives to steal our information. The government should establish an efficient information network security system to counter information theft by other countries, ensure the national information security and the safe operation of smart cities.

All in all, smart city is a concept in constant development; it's the product of urban informatizationdevelopment to a certain level. With the continuous improvement of technology, economy and social development and with the strong driving force of the new generation information technologies, we will develop the smart applications and establish a new and sustainable urban development model, so as to draw a blueprint of the future "smart city".

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BALANCE BETWEEN COMMERCE AND MANAGEMENT IN NATION BUILDING

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Abstract

This paper highlights the role of Commerce and Management In Nation Building. Commerce means a commercial activity that enhances the standard of living within a nation that will increase its platform or standard with respect to other Nations. When commerce is allowed to run unregulated or uncontrolled as it has, large businesses and major conglomerates can become autonomous which make them too powerful which showers negative impacts Nationally as well as globally to the benefit of business owners and for that it is rightly quoted by Michelle Obama that Success is not about How Much Money you make, it's about the difference you make in people's lives. This statement justifies that Nation Building does not means only commercial Development. Commerce has to be managed in such a way that its benefits encompass each and every citizen of the Nation the Mother India. If we consider economical wealth as commerce, it must be nurtured in such a way that each and every source weather man or material must be either managed or harnessed in a human way. So it is an effort to highlight the importance of role of Commerce and Management in Nation Building. Broadly speaking, nations should be harmonized with the way commercial activity is managed to enhance the prosperity of its citizens and those who directly benefit by creating jobs, beneficial things (man/material) and services. The organization and coordination of the activities of a business in order to achieve specific objectives is defined as the process of being managed or Harmonica of the Management. Management is often included as a factor of production along with machines, materials and money. (Drucker, Peter) According to the management Maestro/guru the basic task of management is marketing and innovation. This paper examines the key elements to the outcomes of the correlation of commerce and management and its effect on the Nation Building.

Keywords: *commerce, management, effects, correlation, importance, people's lives*

Since Independence self reliability has been a major issue of our Country. It has been observed that Commerce and Management have never been treated as a two sides of a coin. So it is found that either Commerce or Management is developed individually so benefits are limited up to very few people. What I want to say is the purpose for which the commercial activity is initiated not delivered due to poor Management resources like man and material. Each and every citizen must be an asset to our Nation .Real commerce lies in Human development, a human capital which is a real source of development for the nation building activity.

The purpose of commerce and management is to promote an understanding of the managers/Leaders within organizations/Nation and the way that management is applied to commerce. Commerce and management properly aligned can create a system of cohesiveness that produces positive results that far outweigh the negative impact of its present mismanagement. It is to the benefit of nations to establish governmental agencies with their own policies responsible for the promoting and managing of commerce to enhance economic growth and the standard of living for their citizens. It is virtually impossible not to see the correlation of commerce and

management as without Proper management of commerce the world is left in a state of global meltdown as we are seeing today.

Commerce is the conduct of trade amongst economic agents. Generally, commerce refers to the exchange of goods, services or something of value, between businesses or entities. Management is the organization and coordination of the activities of a business in order to achieve defined objectives.

According to Drucker the term management refers to both a title within an organization and a set of functional skills. Ideally both descriptors should be effectively combined in performances of managers however many adopt a mind set of entitlement in the rank and demonstrate poor functional skills. It is clear that with so many governmental agencies committed to the fostering and promotion of commerce and economic growth, there exists weak links between the management of these agencies. Therefore we must take a closer look at the correlation of commerce and management.

Importance of Commerce and Management

Synergy between Commerce and management is must to run the livelihood of the people of the Nation. Well balanced Commercial and Management activity reflects the healthy future of the Nation. It strengthens the economical condition of the country. Whenever certain policy is designed it must be framed in such a way that its application is touching all the classes of the people. It should not be based on the commercial gain only .Social parameters have to be considered like benefits from the bottom, social harmony to be maintained.

Commerce and management are essential to profitability and sustainability. It is to the benefit of nations to establish governmental agencies with their own policies responsible for the promoting and managing of commerce to enhance economic growth and the standard of living for their citizens. It is fundamentally important to see the correlation of commerce and management as without proper management of commerce the world is left in a state of global anarchy.

Commerce management is important because it is imperative to maintaining good relationships with other nations. It allows the growth of globalization and produces positive economics. Commerce and management are important to the economic activity of all human beings within their nations.

Since Independence it is clear that with so many governmental agencies committed to the fostering and promotion of commerce and economic growth, a communication gap exists within the management of these agencies. Research conducted by English statesman Sir Thomas More in the 16th century found that, *"The practice of modern management originated from the study of low efficiency and failures of certain enterprises and that management generally consists of the interlocking functions of creating corporate policy and then organizing, planning, controlling and directing the resources of an organization to achieve the purposes of that policy."*

The Correlation between Commerce and Management

There is a vast difference between administration and management. Therefore we can conclude that the reason why commerce and management is failing immensely is due to the fact that it is generally left within the parameters of the government or organizations that have no proper management structure and leaving no controls for governments to effectively manage economic stability within nations. There is no general framework or structure [standardization] for management as the structure of

management varies depending on its corporate ladder which leaves corporate governance to be better structured.

Government agencies only see the need to administer instead of being innovators and bringing new ideas to the table to bring about economic growth, sustainability and prosperity and effectively managing these ideas. Instead governments have concluded to administer while the corporate world dictates to them.

Governments administer and in this capacity there is no competition whereas management consists of competitive analytical thinking. This is the reason that governments have difficulty as it relates to commerce and management and corporate governance is the leader in growth, productivity and wealth. This allows the private sector to demand authority and influence decision making within nations or becoming pragmatic in the same right. As a result of the administration as opposed to proper management of commerce and management the global economy is in a state of duress and we find that governments have concluded to either wait on market forces while others have become ruthless and very aggressive in their conquests for economic power and sustainability while corporate governance continues to control and lend itself to dominance. As corporate organizations effectively administer, manage, produce and grow.

Remedies/Solutions

Solutions to commerce and management broadly encompass proper structuring and allowing innovation to bring forth new ideas, initiatives and theories that will present themselves to new projects within trade, aids to trade and the successful management of this process.

Effective management must be prevalent and outlined to allow commerce to produce commercial activity within any given framework and economy. It is the responsibility of governments to create policies that will lend to a more controlled way in which organizations manage. There must be some set rules that all organizations adhere to with the option of adding to these policies for their own benefit or special purposes. This brings about cohesiveness and the ability to manage growth of major organizations that stifle commerce management as well as it effects the growth of smaller enterprises and gives way to new opportunities and industries. Solutions to commerce and management include consistency, proper staff and the correlation between administration and effective directives carried out by managers who are able to distinguish between both roles.

Outcomes

Governments must begin to identify commerce and management as a beacon to the revitalization of the global economy. Commerce and management must be reintroduced so that we can produce sustainability and proper growth globally. Commerce and Management effectively working together fuels improvement in any area that it may venture creating new opportunities for economic stability. It is important that commerce and management work together due to new liberalization and globalization policies. There has been a shift from planned economies to market oriented economies making the relevance of the two more imperative for the Nation Building activity. Commerce and management effectively implemented within the public and private sectors has the capability to demand more controls thus giving

governments more opportunities to introduce new perspectives in the area of commerce and the effects of its management within the industry.

There should be standardized reformations that govern commerce and management that give both public and private authorities equal opportunity to business before fostering competitiveness within both sectors which ultimately strengthen the path towards the strong Nation Building Process.

This allows the mismanagement and or failure to manage commerce and management to lead to missed opportunities within domestic trade, international trade and trade aids respectively.

Governments must see the importance of commerce and management as it is to the advantage of the public sector to model the management skills and in some cases project management skills of the private sector so that they can begin to see greater outcomes to economic sustainability.

Governments must seek to bring cohesiveness to commerce and management bringing back controls that regulate activities within this industry. This is the basis of the daily economic activity of nations.

With proper planning and regulation of international managerial policies that cover all areas related to management like Plan, Do, and Control we will begin to see a more controlled manner in which managers execute and complete tasks. Governments will see the distinction between management and administration and the importance of the correlation of commerce and management within the global market.

Discussion

Commerce and management plays a significant role in the world economy at large as the correlation of the two (2) effect every single human being. It is very important that governments, policy makers, as well as corporate and business professionals are able to identify the importance of this field of expertise. Since long back the correlation of commerce and management has been left unnoticed for many years. The issue lies within the structure of proper managerial roles, objectives and the way that these roles affect the policies and objective of these departments.

There is no systematic process as to how these departments will manage as the roles of management differs from one organization to the other. This leaves a disconnect as well as confusion within a field where concise methodology and practicality must exist. It is the general consensus that governments accept bureaucracy and this is unacceptable as it relates to commerce and management.

Commerce and management must always be cutting edge. Nations must demand expertise in the area of Economics, Commerce, Management, Technology, Business as well as the promotion of research. The execution of this area of high demand must be done so according to an across the board international standard of management with flexibility for nationalities to take into consideration their cultural differences, address them and build upon those policies that apply to every nation. This will allow some standard of managerial fairness but also leaves room for competiveness within trade. These managerial standards must exist within all organizations that promote commerce and trade.

Conclusion

Commerce and management effectively functioning as one has the capacity to produce new prospects within commerce that can produce economic opportunities that will

revive global markets. The Juncture of commerce and management is an essential point within the restructuring formation, implementation and integration of new policies that can only yield a comprehensive means to trade and ultimately guides towards the Nation Building process. Commerce and management working together will produce new opportunities that will foster governmental competiveness within the market which will allow for many new initiatives and further development for nations. Standard rules across the board allows for the removal of corruption, unfair tactics within business and more control as both public and private sectors have a fair opportunity to investment opportunities, trade and business. The mixture of commerce and management effectively produces structure, control, economic growth as well as it gives both the public and private sectors equal opportunity to market share. This creates more businesses, jobs, and opportunities for trade as well as Nation Building programs committed to innovation, research and development.

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AYURVEDA: A SOURCE OF ENTREPRENEURSHIP

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Abstract

Ayurveda, is a popular name in India. It is a medicine, it is a culture, and it is a name for all and any product to ascertain its authenticity. Similar to Ayurveda in China is Traditional Chinese Medicine convinced by almost all Chinese people. When it comes some chronic disease, people prefer turn to Traditional Chinese Medicine for help rather than western medicine. Looking to the commonness between Ayurveda and traditional Chinese medicine, this paper presents an interesting thought in direction of career development.

Keywords: *Ayurveda, entrepreneurship, traditional medicine*

The encounter with Ayurveda

Since I have been in India, I have visited Delhi, Mumbai, Bangalore and Agra Jaipur Udaipur and also went to big mall, or some supermarket, whereby I came across the products with a label of Ayurveda. I also saw it in travel book-Lonely Planet of India over and over again, which force me to think about what is Ayurveda, why is it so popular, how does it work. The reason why I took notice of Ayurveda is that in China, Traditional Chinese Medicine is convinced by almost all Chinese people. When it comes some chronic disease, people prefer turn to Traditional Chinese Medicine for help rather than western medicine. After googling Ayurveda I feel that there are striking similarities between Ayurveda and Traditional Chinese Medicine. Then I found an interesting thought in direction of career development.

Ayurvedic theory

Story-About Ayurveda, there was a story which should be mentioned. Before Brahma created the world, he created Ayurveda first to protect human from disease. After human's born, Brahma passed on the knowledge of Ayurveda which helps ancient people survive.

Vedic period (BC.1500-500) is considered as the foundation of Indian culture and Ayurveda's origins lie in an oral tradition. It's written documentation is sparseness (稀散的), particularly in the oldest one, Rigveda. After the discovery of Veda scripture, people started to sort out the documents of Ayurveda. Up till now Ayurveda has 3000 years history and it is becoming more popular not only in India but western country.

Meaning-Ayurveda is a Sanskrit Word, Ayur means life, Veda means wisdom, so Ayurveda means the knowledge or science of life in the sense of the optimal measure of all aspects of high-quality and healthy living.

The theory of Ayurveda is that the cause of one's illness is the imbalance of three vital energies (called dosh) in the body. The three major energies are Vata, Pitta and Kapha. Ayurvedic medicine holds that nature and the human body are composed of five elements: ether, air, fire, water and earth. The three major energies in the human body are also composed of these five elements: ether and air combine to form Vata, fire and water combine to form Pitta, water and soil combine to form Kapha. Too much or not enough of these three vital energies and improper eating habits and lifestyle can make people sick.

Development of Ayurveda-Since Ayurveda has a long history, there is a theory said that Ayurveda affected both Traditional Chinese Medicine and Western Medicine. King Ashoka, the emperor of most of the Maurya kingdom of northern India, to become a convert to Buddhism in the third century B.C. Ayurvedic medicine became widely disseminated through this ruler's establishment of a number of charitable hospitals with extensive medical.

Many great Ayurvedic physicians became Buddhists and many Buddhists monks began to chronicle the development of Ayurveda within India and later in other foreign lands such as Sri Lanka, China Tibet. The influence of Ayurveda, perhaps brought China by itinerant, missionary Indian Buddhist monks. Ayurveda appears earlier in Chinese text such as the Nan-Jing in the early part of Han Dynasty perhaps around 100 century.

When Alexander the Great invaded India and temporarily occupied the Sind and Punjab areas, historical reports describe his contact of Ayurvedic physicians whose talents. He is said to have used almost exclusively to treat poisoning cases in his armies. It is believed that he and his cohort of physicians took some this Ayurvedic knowledge back to the west, perhaps influencing the early development of the Greek Medical. Such as Galen of Pergamon was an influential physician in western Latin world, especially in Rome and he was trained in Asian Minor and medical school in Alexandria, Egypt. The way of practicing then became the theoretical basis of all Western Medical practice in the next 1500years.

Benefits of Ayurveda- Ayurveda proposes an optimal healthy life style, if you are in health, then keep it, if you are ill, don't worry,Ayurveda is here. The material of Ayurveda comes from nature, the herbs and plants are made into medicines and essential oil. It doesn't like western medicine having side effect. It is not about physical health but also mental health. So more and more people prefer to convince in Ayurveda.

Ayurvedic theory in Indian beauty brand-HimalayaÿForest Essentials

I believe that most of you have heard or you are using the products of Himalaya and Forest Essentials or you frequently go to Ayurveda spa center. Since sitting in front of computer and living a hectic, a busy life for a long time, people want to come back to nature and were waking up to the benefits of herbal and natural products for their personal care needs.

Himalaya- His vision was to 'bring the herbal, traditional Indian science of Ayurveda to society in a contemporary form'. In 1999, Himalaya entered the personal care segment under the brand name 'Ayurvedic Concepts'. This was unchartered territory which brought with it new challenges and new opportunities for learning. Up till now, Himalaya products exists in every Indian family and also exported to more than 90 countries in the world, which brings it huge profit and meanwhile, it also created many jobs for Indian people.

Another example-Forest Essentials was created by a woman, Mira Kulkarni, an Ayurveda aficionado who single-handedly revived Ayurveda, and familiarized people with its significance. In the beginning, she just gathered some wasted materials form factory to make some soaps and oil. Gradually she found that most manufacturers used substandard materials to keep prices low like using dry herbs which were stored in dusty go downs. She knew that Ayurveda relied on cold-pressing oil but the production by hand is very small. Kulkarni insisted on organically grown unprocessed

oils cold-pressed by hand, commissioning only pure plant, herb, and flower infusions, and sourcing the purest steam-distilled essential oils. It took her over two years to come up with her first product. At that time, people wanted high quality Ayurveda products so she decided to start her huge business. She said, We wanted to introduce a traditional version of cosmetics made according to Ayurveda but with a modern twist. In 2008, it was purchased by Este Lauder, the biggest beauty products company, who holds more than half brands in the cosmetics territory and brought Forest Essentials products into other countries. Up till now Forest Essentials has more than 40 stores, almost covered every capital city in India.

Conclusion

Through Himalaya and Forest Essentials, we can easily see the key point of entrepreneurship is that

They all based on the theory of Ayurveda, which is strongly convinced by Indian people. So it's also easier for them to gain the trust of people, which makes their business proceed in a smooth way. Without others help, only entrepreneur himself cannot make a great success in business. It's wise to leverage the power, resource of others to help us start our business.

They aim at bring people healthy, herbal and high quality product. This kind of enterprise culture is easy to gain people's trust without suspicious. Because Ayurvedic theory is known and accepted by all most every Indian and the lacking of high quality product at that time is the best time to push out a new product based on Ayurveda.

Cultural assimilation makes the loyal of local product. It's easy to understand for cultural assimilation. Ayurveda also called Traditional Indian Medicine, the theory of it deeply rooted in Indian people's mind, because we all know the natural, non-chemical product is good for our health. At this time, in front of you there are a high-quality, traditional product and a foreign product, I believe most people will choose the traditional one.

They reached in an unreached area, which brought they amount of profits. They are warriors to start the new business, which means they may meet the risks they have not seen before. Creation is a double edged sword, it can bring entrepreneur profits, at the meanwhile, it is also a way to weed out the backward company.

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