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**Special issue on**

**THE NEW INDIA**

**(THE NEW TRENDS IN SOCIO -CULTURAL  
TRANSFORMATION IN YOUTH)**

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**JUNE -2016**

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13. The Digital Stadium (The Impact of Digital Trends on Sports Sector).
14. The New India (The new Trends in Socio cultural Transformation in youth )

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**Kiran Rowth.S** is presently working as physical education director in government first grade college Holenarsipura taluk of Hassan district. He has 06 years of service & he is interested in all types of sporting activities. His area of specialization is physical fitness. He is also interested in sports biomechanics, Kinesiology, exercise physiology and coaching. He has motivated rural students to sporting careers & has produced several sport persons at university levels.

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## Student counseling as a strategy of defensive resilience towards behavioral anomalies

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**Abstract:** Counseling has become an important part of academic learning as students these are under greatest academic stress. They are finding it difficult to manage with college, studies, entertainment, family relationship management & such other activities. The mismanagement of these activities has led to straining of relationships. There is an increase in the number of student unrest. The student conducts because the students are becoming restive. These behavioral discrepancies can be prevented through students counseling. For all counselor teachers, it is a challenging balance between respecting the limits of their teaching position and wanting to offer as much support to a student as possible. This calls for a huge transformation in a teacher, besides counseling the students he helps the college Institution in treating a problem, without hassles. A counselor helps the student in Personal Development , Stress Management Relationship management , Family Problems management It assists him in overcoming bad phase of Sexual Assault , Having a healthy eating habits with involvement in sports , physical activity. This paper argues about the need to enhance counseling activities in college campus as prevention of students' restlessness.

**Key words:** student counseling, students' problems, challenges of counseling, new techniques of counseling

**Introduction-**Counseling offers an opportunity to consider issue that concern individuals through gaining confidence of the individual. It is an imperative therapeutic approach that seeks to assist individuals to explore and understand difficulties they might be undergoing . The ability to share their problems lead to several gruesome influences on society. As Gerald Chertvan defines Counselors provide professional networks, outlets for frustration, college and career counseling, general life advice, and most importantly, an extra voice telling a student they are smart enough and capable enough to

cross the stage at graduation and land their first paycheck from a career pathway job ( Pete sanders -First Steps in Counseling: A Students' Companion for Basic Introductory Courses – PCCS publication Aug 2002 ).

### **The Concept of Counseling-**

Counseling is confidence building to share problems with other peer individual. It assists the student to become aware of his academic social & moral responsibilities. It helps the student to become stronger at decision making , problem solving & problem facing. the positive qualities of self-





reliance self-confidence building & self-image building are fostered through counseling. Counseling effects an imperative transformation in the student , his thinking , his evaluative tendencies & his behavioral approaches. but few institutions offer counsel into student even though HEIs offer counselors. ( Pete sanders -First Steps in Counseling: A Students' Companion for Basic Introductory Courses – PCCS publication Aug 2002 ).

**The process of identification** - Counseling is an educational process that enables a student to learn more about himself . Students often seek counseling to; increase self- confidence, assertiveness, and self-esteem; control test anxiety or cope more effectively with stress; deal with problems involving alcohol or drug use; develop more satisfying relationships and better communication skills; deal with issues of grief, trauma, or loss; overcome procrastination or other self- defeating habits and behaviors.( John Macleod- An introduction to counseling , Open university Press 2013).

#### **Positive benefits of counseling -**

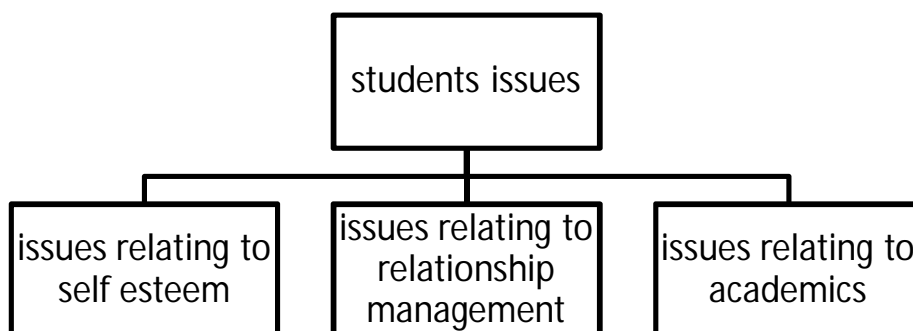
Counseling helps the student to become stronger at decision making , problem solving & problem facing. the positive qualities of self reliance self confidence building & self image building are

fostered through counseling. Counseling effects an imperative transformation in the student , his thinking , his evaluative tendencies & his behavioral approaches. but few institutions offer counsel into student even though Higher Education Institutions offer counselors.

#### **Identification of the counseling need in students**

- ✓ Abrupt / radical changes in behavior,
- ✓ A dramatic decrease in academic functioning ,
- ✓ Alcohol / drug abuse /over smoking
- ✓ Attention / memory difficulties
- ✓ Bizarre statements or behavior
- ✓ Inappropriate behavior
- ✓ Isolation from others
- ✓ Marked change in personal hygiene/appearance
- ✓ Noticeable changes in mood, such as depression, apathy, or irritability
- ✓ Poor attendance in classes
- ✓ Sudden outbursts of anger
- ✓ Suicidal statements

**Need for counseling-** Students need the counseling services in the campus & off the campus for a variety of reasons. Students suffer from issues relating to friends , family or teachers. But as shown in this chart (2) the problems of the students are categorized as below:



Several of the students often complain that they are having troubles with

Ego & self –esteem problems

1. Depression caused due to bereavement ,
2. General anxiety related issues
3. Relationship difficulties
4. Problems of continuous ill health
5. Coping mechanisms with friends / peers / teachers /kith & kin
6. Anxiety and stress around personal issues
7. Academic performance issues
8. solitude adjusting to a new culture

Besides all these students often encounter problems with regards to student often have problems with sexuality & sexual problems;

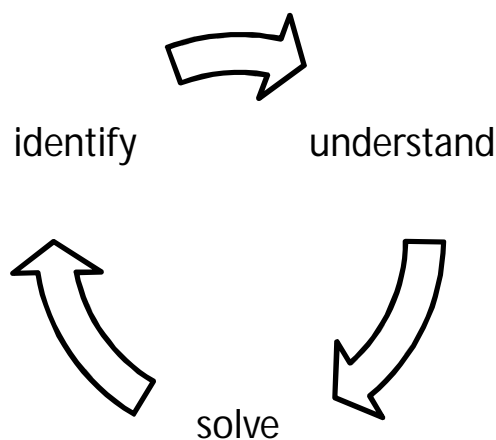
1. Bereavements and loss;
2. Academic problems, including difficulties with writing , speaking and putting things off (procrastination) and perfectionism;
3. Racism and harassment;
4. Sexual abuse; coping with trauma
5. Sexual harassment
6. Sexual assault from roommate s/ relative s/ neighbors
7. Physical disability;
8. Feeling suicidal / emotional setbacks
9. Eating disorders physical digestive disorders
10. Addictions, including alcohol drugs and gambling



Counseling is often misinterpreted as giving advice or solving problems of the student by the counselor. But counseling is not giving advice nor recommending any immediate over night changes in the problem of the student. even counselors have problems dealing with student problems. This is especially true when

1. Identify their personal issues,
2. Understand their personal issues,
3. Develop skills to resolve their personal issues .

considering difficult, complex or emotionally troubling situations. ( Helen Kennelly – Cognitive behavior therapy – sage publications 2011). Professional counselors can help students in the following manner as shown in this chart (2)

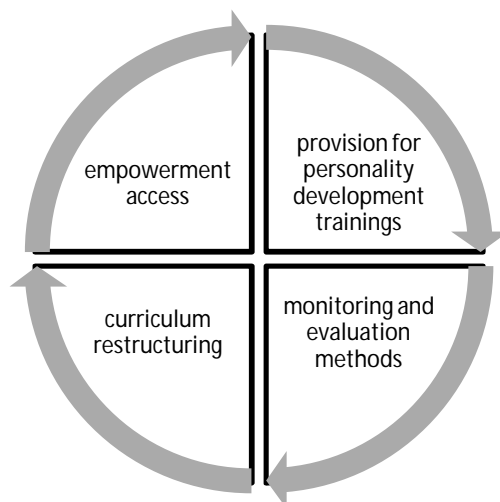


### The requirements of the counselor-

Counseling requires special qualities of patience , endurance & skill of listening to the student's problems. A counselor has to be very eager to give counseling but he has to be mindful of the student's privacy. He has to listen carefully by showing concern and interest. He should strictly avoid criticizing or sounding judgmental. Giving explanation to the student that counseling and referral services at the

Center are confidential is very essential .Student Counseling expert should take every reasonable precaution to protect the privacy of problematic student . The student should know that the Counseling Center staff will not discuss their concerns with anyone without their written permission.

**How to overcome student problems-** As shown in this chart (3) there are several ways where counseling can be made more affirmative.



1. Adoption of monitoring and evaluation methods at the entry level ,
2. Announcing a comprehensive Health and Social Care policy,
3. Arranging for Soft Skill Training,
4. Curriculum development in mental health
5. Developing frameworks to assess equity and empowerment for health improvements in colleges ,
6. Establishment of Holistic Health Counseling units ,
7. Helping students with Capacity Building activities ,
8. Molding feedbacks on participatory needs assessments,
9. Organizing regular Spirituality sessions,
10. Setting up a behavioral and health systems research cell ,
11. Stress on managing Mental Health of the student fraternity ,
12. Stress on managing Mental Health through Yoga
13. Syllabi on mental health management,

Thus counseling in colleges should provide quality mental health interventions that enhance wellbeing and offer students a more meaningful and successful college experience. Collaborative partnerships have to be developed to assist students in making essential connections within surrounding of the Student & university campus. Individual and group counseling should be made available to students at regular intervals . Students who are having difficulty with emotional, behavioral, academic, or adjustment concerns should

be identified early. The counseling process should elucidate problems, ascertain realistic goals and develop active, short-term treatment solutions for the students. Besides, students should be afforded with psychological counseling and support in an effort to facilitate meaningful personal growth and the fullest educational development of each individual. ( **Shankar das** -Counseling and Social Work Practice in India, In Surendra Singh (Eds.). Encyclopedia of Social Work in India, New Royal Books Co. 2012)



**Other Benefits of counseling-** A counselor helps the student in Personal Development , Stress Management Relationship management , Family Problems management It assists him in overcoming bad phase of Sexual Assault , Having a healthy eating habits with involvement in sports , physical activity

**Conclusion :** Thus recognizing that student come from differing ethnicities, cultures, sexual orientations, socioeconomic backgrounds, religious

affiliations, ages, genders and abilities , their psychological orientation differ from individual to individual needs to be borne in mind even before starting counseling. For all counselor teachers, it is a challenging balance between respecting the limits of their teaching position and wanting to offer as much support to a student as possible. This calls for a huge transformation in a teacher ,besides counseling the students he helps the college Institution in treating a problem, without hassles

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## The Science behind the Sport -Synthesizing Yogic Principles with Kabbaddi game

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**Abstract:** Kabbaddi is a popular sport in India which associated with yoga symbols. The sport is not listed in the top sport of the world but India traditional yoga & Kabbaddi have several things in similarity. Yoga is an assimilation of self-control self-resistance self-protection, so also Kabbaddi is a game which is linked directly with self-control & self-defense. This paper looks at the relation of Kabbaddi sports with traditional Yoga methods & focused on making the sport enabled for young children & adolescents who can gear up to new challenges of health & freedom in this global age.

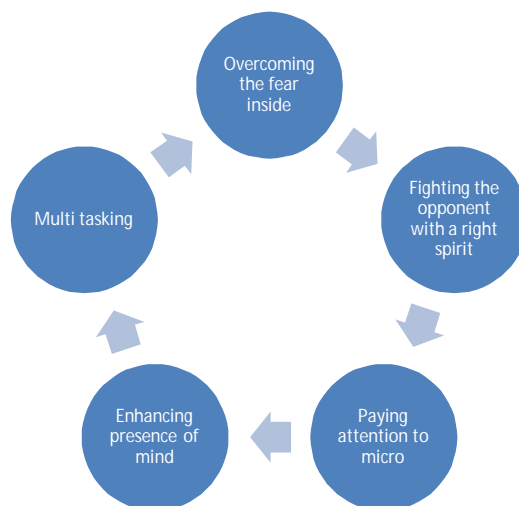
**Key words:** Kabbaddi , symmetrical identities with Indian Yoga , Indian heritage of yoga .

**Introduction:** There are several physical activities played across India such as swimming, archery, athletics, badminton, baseball, basketball, boxing, canoe/kayaking, cricket, cycling, fencing, football, golf, gymnastics, handball, hockey, judo, kabaddi, kho-kho, rowing, shooting, softball, skating roller sports, table tennis, taekwondo, tennis, volleyball, weightlifting and wrestling etc but the game called Kabbaddi is directly synthesized with Yoga principles.

Yoga is an integral part of Kabbaddi . Kabbaddi & yoga are entwined together. In Kabbaddi a raider has to enter the opponent's court chanting the word Kabbaddi through holding breath .This

process will be continued till he is back to his home court without being caught by his opponents. Pranayama in Indian Traditional Yoga methodology uses this breath control method . This is an internal exercise method Internal organs are purified cleaned up during this practice. This is perhaps one of the few sports to combine yoga with strenuous physical activity. Yoga helps you to access inner strength that allows you to face overwhelming fears, frustrations, and challenges of everyday life .

**The basic science behind the sport of Kabbaddi** – The sport of Kabbaddi involves following scientific principles as shown in this Chart (1)



Several research studies have shown that regular practice of meditation can help increase attention and sustain it, practice of helps to concentrate on the task, . Right yoga practices such as Surya namaskara & Sarvangasana assists in increasing blood circulation to the brain which further helps in increased alertness & awareness. Better time management good grades increased focus right decision making improved relationships strength to face competition & deal with peer pressures reduce anger etc are benefits of regular practice of Kabbaddi.

1. Overcoming the fear inside – Yoga helps to overcome the fear inside . Each individual can show his real potentialities only when he is fearless. Regular practice of yoga helps to overcome fear . The game of Kabbaddi also entails promotion of fearlessness when the raider deservingly decides to face the opponent. This fearlessness is the core of individual’s living.

2. Fighting the opponent with a right spirit – The regular practice of Yoga helps to fighting the opponent with a right spirit. The game of Kabbaddi stimulates fighting the opponent with a right spirit.

3. Paying attention to micro- The regular practice of Yoga helps to pay attention to micro details of our body movement. The respiration, the inhaling, exhaling, etc. The game of Kabbaddi also promotes raider to pay attention to each movement of the opponent. Raider’s eyes, ears, mouth, legs, hands, breath all are being observed minutely. This process observation enhances the synthesis of Yoga principles.

4. Multi task management - The regular practice of Yoga helps to manage multi tasking. The game of Kabbaddi also is a game of multi task management. The raider is convinced to bring out his best in the game only with proper multi task management. He has to open his eyes to the opponent’s each move, listen to his continuous chants, spread his legs to raid, try hard to touch the opponent, strive to



touch the center line if caught. All these multi task is needed in a schedule., .

**The Application of science-** The sport of Kabbaddi involves several essential application of science

1. Endurance (from breath-holding and moving)
2. Running (from the opponent towards safer court)
3. Dodging (escaping without being caught)
4. Kicking ( to make the opponent fall a prey)
5. Defensive skills ( to earn as many points for the team as possible)

Kabbaddi is popular in India as it entails simple rules , public appeal& mass support& rugged raiding . The sport never required any modern equipments modern sophistication , preparation stadium playground preparation , seating arrangements . It is basically an outdoor sport but these days it has become an indoor game. It is played on clay courts & does not need synthetic turf courts. It is a game of 45 minutes for men 35 minutes for women with 5 minutes break in between.

1. Kabaddi is a combative team game, played on a rectangular court, either out-doors or indoors with seven players on the ground for each side.
2. Each side takes alternate chances of offence and defense. The basic idea of the game is to score points by raiding into the opponent's court and touching as many defense players as possible without getting caught on a single breath.
3. During play, the players on the defensive side are called "Antis" while the player of the offense is called the

"Raider". Kabaddi is perhaps the only combative sport in which attack is an individual attempt while defense is a group effort.

4. The attack in Kabaddi is known as raid . The antis touched by the raider during the attack are declared 'out' if they do not succeed in catching, the raider before he returns to home court. These players can resume play only when their side scores points against the opposite side during their raiding turn or if the remaining players succeed in catching the opponent's raider.

5. The game calls for agility, good lung capacity, muscular co-ordination, presence of mind and quick responses. For a single player to take on seven opponents is no mean task, requires dare as well as an ability to concentrate and anticipate the opponent's moves.

**Traditional History of the sport-** The sport has a long history dating back to pre-historic times. It was probably invented to ward off croup attacks by individuals and vice-versa. The game was very popular in the southern part of Asia played in its different forms under different names. A dramatized version of the great Indian epic, the "Mahabharata". has made an analogy of the game to a tight situation faced by Abhimanyu, the heir of ' the Pandava kings when he is surrounded on all sides by the enemy. Buddhist literature speaks of the Gautama Buddha playing Kabaddi for recreation. History also reveals that princes of yore played Kabaddi to display their strength The game, known as Hu-Tu-Tu in Western India, Ha-Do-Do in Eastern India & Bangladesh, Chedugudu in Southern India and Kaun bada in Northern India, has undergone a sea change through the ages. Modern Kabaddi





is a synthesis of the game played in its various forms under different names.

With a view to increase the popularity of kabaddi as a sport in India, the All India Kabaddi Federation (AIKF) was founded in 1950.

Since its establishment, the AIKF has been working towards uplifting the standard of the game. To serve the purpose, it has been conducting National level kabaddi championships on a regular basis since 1952, in accordance with the set rules and regulations (for the game). In 1955, the first men's national tournament was organized in Madras (the present day Chennai), while the women's nationals were held in Calcutta (the present day Kolkata). The Amateur Kabaddi Federation of India (AKFI) came into existence in 1973, in order to popularize the game in the neighboring countries of India as well as to organize national level tournaments.

( the report of the Amateur Kabaddi Federation of India (AKFI 2012)

**Inclusion Of Kabaddi In Curriculum** In 1961, the Indian University Sports Control Board (IUSCB) included the game of kabaddi in its curriculum, as a prime sports discipline for the students. This raised the status of kabaddi as a game in India, further. Thereafter, the game was introduced as one of the important games in the school by the School Games Federation of India (SGFI) in 1962. This decision played the pivotal role in urging the school going children to participate in state and national level competitions for the game, organized by the SGFI. Another development in the history of kabaddi in India took shape in 1971, when the National Institute of Sports (NIS) included Kabaddi in the curriculum of Regular Diploma courses. (

the report of the National Institute of Sports (NIS) 2014)

The popularity of kabaddi has increased over the passing years, from being a popular game in the rural India to a sport recognized at the national level. A number of championships, both at the national and international level, have been organized for kabaddi, wherein the Indian national kabaddi team has delivered remarkable performances. The introduction of Federation Cup Kabaddi matches in India in 1981 is a milestone in the history of kabaddi in India. India touched another milestone in 2004, when she hosted the first ever Kabaddi World Cup, in Mumbai. The country won the World Cup, as well.

In addition, yoga offers a combination of active and passive stretching that is especially helpful for keeping you injury free. Training to get stronger or faster can lead to tight muscles with a smaller range of motion, limited power, and a tendency to get injured more easily. Active stretching, where the body is moving and stretching dynamically (as in Sun Salutations, for example), creates warmth and suppleness in the tissues. Passive stretching, where you hold a posture for a minute or more in a way that's relaxed (as in the poses that follow), allows muscles to lengthen even more. The result is more elastic, pliable tissues that help you bounce back more easily from the stressors in your sport.

Through the practice of yoga, elite athletes and inconsistent performer alike can benefit from this type of balance. This is especially true when athletes have pushed their bodies to the max, resulting in weakness or injury. Yoga can restore a weakened body and build it back up. Yoga



postures, breath work and inner focus can help rebalance, strengthen and restore overtaxed muscles, joints and ligaments. Through this restoration process, athletes can increase their career longevity and develop an inner balance that will last a lifetime. Balancing the mind, body and spirit is a primary philosophical principle of yoga. It is considered the true way to honor the body.

**Conclusion** – Thus Athletes in all sports are finding that yogic conditioning not

only elongates tight, shortened, fatigued muscles but also brings calmness and clarity to the mind. Some athletes begin the practice to rehabilitate an injury and to gain more flexibility, stability and strength. Others take it up to increase their powers of concentration and quiet the mind. The reasons are many, but the results are consistent. But Kabbaddi which directly synthesizes Yoga principles achieves the player's wit, wisdom & willpower.

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## Creating agricultural sustainability through alternate strategies – the promotion of agro based industries – challenges ahead

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**Abstract:** Indian farm sector is undergoing heavy transformation as agriculture is not considered a sustainable occupation any more. Indian rural sector is undergoing the negative interruptions of Globalization. The Adoption of economic liberalization policies has made fertile farm lands to special economic zones. The arability & productivity of the land has decreased considerably, cash crops have taken the place of cereals. Agriculture is made to succumb to Multi-national interests rather than food needs of the local population. This has made the farm people abandon agriculture & turn to urban jobs. This has led to exodus of migration to urban centers abandoning rural regions. Hence villages have been abode to only the aged helpless deceased people & the cream of working group has left villages forever. The remaining farmers are hit by the natural calamities, failing rains, insufficient monsoons, increasing agro marketing costs etc & are succumbing to fatal deaths & suicides. The grand neglect of the policy makers towards evolving sustainable strategies for agricultural sector has further dimmed the prospects of farm sector. This paper looks at the promotion of agro based industries as an alternative support system for sustainability of farm sector.

**Keywords:** farm sector, agro based, industries promotion of agricultural sustainability, alternative strategies, policy intervention

**Introduction-** Indian farm sector is undergoing heavy transformation as agriculture is not considered a sustainable occupation any more. Indian rural sector is undergoing the negative interruptions of Globalization. The Adoption of economic liberalization policies has made fertile farm lands to special economic zones. The arability & productivity of the land has decreased considerably, cash crops have taken the place of cereals. Agriculture is made to succumb to Multi-national interests rather than food needs of the local population. This has made the farm

people abandon agriculture & turn to urban jobs. Promotion of agro based industries will help to bring about a change & sustainable agriculture. ( Report on World Development Indicators Participation In Education World Bank Report 2014).

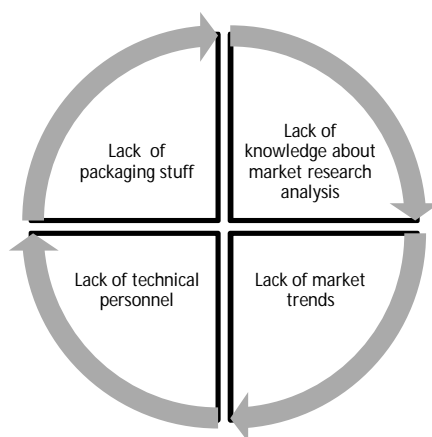
The lack of a clear National policy framework regarding the production and utilization of these commodities is perhaps the most critical constraint that needs to be resolved. A science-based approach is mandated for setting standards in the processing of food



products. This will also have implications for national, regional and international trade as the industry and other institutions, such as a National Food and Drugs Administration and a Bureau of Standards develop. Food science and technology is the foundation discipline for research and development in the food industry. Thus professional development in this area considered as keystone in any agro-industrial/food processing development programme. This reality must be seriously addressed in agricultural and agro-industrial development policies at the national

level.( Report on World Development Indicators Participation In Education World Bank Report 2014).

**Challenges:** The agro based industries can be made to cater to all as an alternative agricultural input if the problem of inconsistent and insufficient supply of raw materials , favor for selected & seasonality of crops , poor quality of agro seeds supply chain and high losses during transport from farm to factory can be met with sustainable policy. As shown in this chart there are several important challenges hitting this industry.



1. The Agro processing industries still use improper or outdated processing and ancillary equipments. This agro processing industries has grown by leaps & bounds in other countries by the help of superior & updated equipment which are time saving, energy saving & labor saving. The knowledge about these products ahs to reach the farm people through orientations, bill boards, documentaries & visual aids. The Agro processing industries Poor and inconsistent quality of processed products
2. The Agro processing industries Sub-optimal use of processing facilities and equipment. Several of the industries complain about loss in the industrial units as they under use their equipments.
3. The Agro processing industries suffer because they do not have access to trained technical & trained personnel and a lack of qualified food technologists , food processing experts ,nutritionists , dieticians, food grade quality analysts , quality control check personnel , package experts , food market analysts etc. In



the nascence of these technical aids the industry prospects become bleak. hence these Agro processing industries lack of proper hygiene and sanitation practices & their product becomes old , degraded & sullied even before it reaches the downtown markets.

4. The Agro processing industries packaging materials and high packaging costs also deter the rural entrepreneurs A lack of technical support for the agro packaging sector is one of the key factors deterring the agro based industrialists & new entrepreneurs. The absence of good management of the processing units is also needed. ( The Report on World Development Indicators Participation In Education World Bank Report 2014).

#### **Need for a National agricultural policy streamlining agro based industries**

A National policy needs to be framed within a framework for the structural transformation of primary agro production and the establishment of agro marketing linkages for the development of a advantageous agro-industrial sector. The Indian government can come up with policies to effect structural changes in agro production. (Report of the Department of Agriculture 2014 ). This national policy should mandatorily include adequate attention to the promotion and organization of domestic production, supply raw material, easy transportation facilities subsidized farming etc. The lack of a clear National policy framework regarding the production and utilization of these commodities is perhaps the most critical constraint that needs to be resolved. A

science-based approach is mandated for setting standards in the processing of food products. ( Report on World Development Indicators Participation In Education World Bank Report 2014). This will also have implications for national, regional and international trade as the industry and other institutions, such as a National Food and Drugs Administration and a Bureau of Standards develop. Food science and technology is the foundation discipline for research and development in the food industry. Thus professional development in this area considered as keystone in any agro-industrial/food processing development programme. This reality must be seriously addressed in agricultural and agro-industrial development policies at the national level.( Report on World Development Indicators Participation In Education World Bank Report 2014).

#### **The need of consumer awareness through consumer education-**

people lack knowledge about agro based industries & products. The market research analysis has not reached the people sufficiently. Market promotion strategies & conception of new market formation strategies in all remote & inaccessible places awareness has to be created. ( Report on World Development Indicators Participation In Education World Bank Report 2014).

This consumer education has to be provided in villages through awareness training programs. The Indian middle class which forms nearly 43 % of the Indian population & who are the greatest contributors to the buying of consumer products need knowledge about new innovative agro products.( Report on World Development Indicators



Participation In Education World Bank Report 2014).

The lack of consumer instruction might contribute to the sluggish pace of development of the agro based industrial development. There has always been the tendency to treat local consumers as a captive market with little or no investment into consumer education and market promotion of locally processed products. Similarly, very little resources are spent on investigations and promotions on the export markets, regional or extra-regional. ( Report on World Development Indicators Participation In Education World Bank Report 2014). Lack of awareness on agro based products are also causing several negative influences. People who use these products are unaware of product standards, products quality control, packaging details and product presentation details.. ( Report on World Development Indicators Participation In Education World Bank Report 2014).

**A policy of financial inclusion-** The key & imperative significance of Agro based industries can be amplified through a planned strategy of financial inclusion. The small & medium farm owners, farmers and agro-processors can find great possibility of sourcing financing from their credit unions . It is a well known fact that these SHGs offer better rates than banks, or the credit unions themselves become partners in such a venture. ( Desai & others -India Human Development in India challenges for a society in transition 2010). Agriculture sector which is made to act according to Multi-national company welfare rather than the ration needs of the local population has been often criticized. This has made the farm people abandon

agriculture & turn to urban jobs with meager salaries. This has lead to exodus of migration to urban centers where they are facing complex urban situations. Hence villages have been abode to only the aged helpless, deceased people & the cream of working group has left villages forever. The remaining farmers are hit by the natural calamities, failing rains, insufficient monsoons, increasing agro marketing costs etc & are succumbing to fatal deaths & suicides. The grand neglect of the policy makers towards evolving sustainable strategies for agricultural sector has further dimmed the prospects of farm sector which has to be focused immediately.

**Conclusion :** The establishment of agro based industries support to extend agriculture through expanding markets through integrating primary production , food processing systems & this helps to bring about sustainability of production systems . An integrated policy on agro based industries can support increasing profitability to farm products, increasing income on farm incomes, minimize pre harvest losses help to reduce market risks. Clear policy interventions on financial inclusion policy, consumer education, market research analysis, can boost the agro based industries in India.

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## The application of new mechanisms in Career Counseling – new technological challenges for young Indians

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**Abstract:** Indian youth are being challenged by growing career issues as there has been a huge rise in the global job market. Youth are confused to get right information on right careers in right time. They face several challenges from career placements consultants & job enrollment agents. They need counseling or need to take the right advice from the right career counselors Hence these days there is a great demand for career counselors. These counselors give right guidance about career options career prospects career management to youth But there are several challenges involved. Finding a counselors itself is herculean task .There are reports of youth being misguided. This paper focuses on these challenges. Career guidance should support to raise students' awareness of his strengths and interests but there has been a rising trend of confusing the students about his choice of career. Some companies bond the students with contracts & bindings. Several of the students are deceived in the name of foreign jobs & aboard careers. Career guidance instead of helping him to plan his educational pathway is misleading him to take careers avoiding him from higher educational prospects. Several good colleges where placements opportunities are diversified are collecting huge donations & capitation fees from innocent students. .Career provision has become another way of providing cheating.

**Key words :** career counseling , rising student job needs , new technical changes , innovative career jobs counseling , impact of economic liberalization .policy

**Introduction-** Youth especially college students find it difficult to collect career information. They are unaware of job market volatility. They pursue academic pursuits instead of collecting information on Administrative jobs, competitive exams, army jobs, Combine defense exams, Only after they leave college, they start looking for a job. 89 % of the non-technical graduate students wish they get a government job. Students instead of going to find a job, go through a recruitment agent offer him bribes & want to settle down coolly. But 24 % of the youth are deceived by these agents.12

% of them are able to relocate themselves with petty jobs with meager salaries while remaining 12% fail to reposition themselves & end up in fatalities & suicidal deaths. Career decisions hence are difficult for many fresher students . In fact , around 70% of students start college being unsure about their major or area of study. (John Macleod- An introduction to counseling, Open university Press 2013). With all these problems in view there have been several moves by the government to give students awareness about career placements. All most all higher





educational Institutions have Placement cells. A trained placement officer gives information about available jobs, job requirements nature of the job etc.

**A Counselor's methodologies** – A counselor needs to attend to following requirements of his students

1. **Job Search:** job search strategies and resources; assessment of no/low application response
2. **Interview Preparation:** how, what, why, of nailing the job
3. **Overcoming Objections:** how to overcome objections (age, termination, employment gaps, etc.)
4. **Resume & Cover Letter:** review, development, revision, styles & strategies
5. **Marketing/Networking:** strategies for making connections, tapping into hidden job market
6. **Career Assessment:** selection/indecision, career change, skills/values identification
7. **Salary Negotiation:** how to convey worth & value on the job, or as a new job candidate
8. **Workplace Relationships:** help with on the job stress, conflicts with co-workers
9. **Career Transition:** career change, re-entering the workforce, recent grad

A college thus provides an excellent opportunity for students to explore a number of vacancies available. Companies visiting their campus, mode of selection, nature of the job etc. For many students, this experience greatly expands their awareness of potential careers. (Ramanath Sharma – Guidance & counseling in India Atlantic publications 2004).

1. Career Decision Making
2. Majors and Academic Programs Information
3. Occupations and Vocations Information
4. Resume Building
5. Cover Letter Writing
6. business letter writing
7. Interview Skills Development
8. Jobs and Internships Searches
9. Employer Names and Contacts
10. Transfer Colleges and Universities Searches
11. Professional Associations and Organizations

Career Counseling in all these arenas can help students to manage and understand this information. Counseling Services provides individual career counseling to help students make career decisions. (Helen Kennelly – Cognitive behavior therapy – sage publications 2011). This may involve confirming a chosen career path, exploring interests/abilities and potential career options, discussing potential career changes, and/or helping to manage the stress that often comes with career decisions. (Ravi Rana – Counseling students – A psychodynamic perspective- Macmillan press publications 2000). Career counseling for students can involve: individual appointments with a counselor, assessment of interests and abilities through career tests, and Career Exploration classes. (John Macleod- An introduction to counseling, Open university Press. 2013).

### **Educational Counseling**

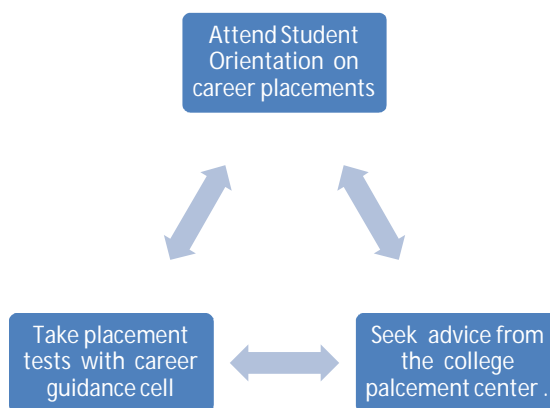
A large amount college students are interested go for big company MNC jobs. Their guidance in relation to their educational /career directions will be very



limited.. Career Counselors need to focus on these students to explore options, examine specific degree requirements , and develop individual

educational plans. ( Helen Kennelly – Cognitive behavior therapy – sage publications 2011).

However, initial steps for most students are to :



Attending the Orientation seminar organized by the college Placement cell is very important for career moves as the core objective of the career guidance cell is to keep the students well-aware of all the possible career options in their purview and to help them make informed and wise decisions about their future. Career Guidance Cell actively promotes student career requirements through career counseling and placement services. Seeking advisement career guidance Placement center is also very essential.

### New challenges

1. But the Higher education scenario has changed for better as there has been furthering of innovative services in career counseling.
2. Globe is moving towards a knowledge economy in the place of the industrial economy.

3. Globalization has opened several gate ways for students to opt for great career selection. Students get the support & guidance from an online counselor even before he joins a college for studies.
4. He is open to several opportunities over online career counseling web sites. Taking a holistic approach understanding students career needs through enhancing interpersonal skills are needed to enhance the counseling experience
5. Now careers are related to lifestyles pattern hence students need more charismatic approach A dynamic shift in the economic condition of the middle class has made the career options more vibrant & exciting.
6. Creative intervention to suit the diverse needs of the unique student community is needed



7. Career counselors should provide potential solutions to students as they heal from various cultural backgrounds.

Thus meeting the challenges of

1. A career counselor needs to provide an exhaustive exploration of students with unique career development needs
2. A career counselor needs to innovative career counseling interventions that move beyond standard "job hunt strategies" or "resume preparation tips"
3. A career counselor needs to life stage concerns related to career development across multiple diverse identities
4. A career counselor needs to readers step-by-step details on implementing over 40 innovative career counseling techniques
5. A career counselor needs to present case studies that provide clear examples of the application of relevant career interventions

But there are several unseen unexpected challenges for the students ,

1. Binding them with anomalous job contracts ,
2. offering them meager salaries ,
3. offering less salaries / emoluments than specified in the interview,
4. placement selections for fake companies ,
5. pressurizing the selected students to deposit money ,
6. avoiding parental interference in students career decisions,

7. avoiding college control on placements
8. Misguiding the selected shortlisted candidates
9. not calling for duty joining with in stipulated time
10. collecting money in the name of documents verification
11. collecting covering costs such as interview ,campus placing, pool campus etc. from college management / student concerned

**Conclusion-** Thus career guidance supports to raise students' awareness of his strengths and interests. It helps him to plan their educational pathway and good college where placements opportunities are diversified .It provides more opportunities to explore different careers and nurture their aspirations for the future .Thus career counseling helps students solve their career , problems. A counselor can solve their job problems through career information. Career Counseling provides a rare opportunity to seek guidance without being charged without going miles to seek information. With change in job trends students needs of career. It usually involves the exploration of problems in an environment that is both supportive and objective –we may even challenge you if something you say strikes us as inconsistent with something else you have said. Counseling also involves the identifications of alternative courses of action that might solve a problem. The implications of those alternatives are typically explored, and perspective is usually gained on the problem and its effects. Strategies are often suggested for managing and altering patterns of thoughts.



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## Changing ecology balance & its influences on economy – Meeting the environmental challenges facing New India through youth involvement

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### Abstract

Climate threat is one of the greatest threats facing mankind. Recent studies have shown that climate change is directly linked to present day extreme weather changes. India is becoming the worst hit country with target to several of the global ecological issues. The rising population & rising food supply demand is making Indian economy soar. The GDP is oscillating with Indian economy cornering several of the fatal impacts of global warming & ecological imbalance. There is a dire need to look into transitioning to renewable energy sources, capitalizing on new financial mechanisms such as green bonds and overhauling metrics used to measure the impact of businesses on society are all potential opportunities for savvy companies to get ahead of institutional investors, regulators and shareholders demanding more accountability from youth. This paper analyses the impact of changing ecology on Indian economy.

**Key words:** Changing ecological influences, Impact on Indian economy, the challenges, the need for an integrated eco policy

**Introduction-** Indian economy is surrounded by the basic issues of poverty, illiteracy, economic inequality, terrorism, communal discontent & socio religious inequality etc. But the more plaguing issue is the impact on ecological influence on the Indian economic scenario. (*Jagadish bhaghawathi- why growth matters lessons for India 2014*). The growth of GDP, consumer price index, foreign trade ratio, housing price index, industrial production index, Manufacturing sector Index, Automobile sector index, etc are hit by the ecological impact. There is an interconnection with ecology on these economic indices.

**Statistical indicators:** There are several indicators to show how certain environmental statistics are so

dramatically interlinked with economic development.

1. By 2028, India is expected to overtake China as the world's most populated country, with 1.45 billion people. As the population increases, so will the energy consumption, which is predicted to rise 132% by 2035.
2. India currently produces 7% of global emissions. Already the world's third biggest greenhouse gas emitter, this will rise due to energy demands that will result from population growth.
3. An estimated 300 million Indians live with little or no light when the sun sets. A 2011 census claimed just 55% of rural homes use electricity as a primary source of lighting.
4. India's gross domestic product (GDP) grew at 7.5% from January to March this year, faster than China's.



5. Since 2002, India has become the world's largest manufacturer of with 29% of world's output in 2013; it is also the world's largest tractor market
6. by the 2040s, India will see a significant reduction in crop yields because of extreme heat (The report of the world Bank 2013)
7. falling groundwater tables are likely to aggravate the situation in India, where groundwater resources are already at a critical level and about 15% of the country's groundwater tables are overexploited. (The report of the world Bank 2013)
8. by the 2050s, with a temperature increase of 2°C-2.5°C compared to pre-industrial levels, water for agricultural production in the river basins of the Indus, Ganges and Brahmaputra will reduce further and may impact food adequacy for some 63 million people.
9. An extreme wet monsoon that currently has a chance of occurring only once in 100 years is projected to occur every 10 years by the end of the century.
3. carbon emission have to be cut unless there will rising sea levels, scarcity of supply chain materials , increase in global refugees
4. There is a relationship between corporate revenue & environmental damage there is a need for radical sustainability initiatives
5. The greenhouse gases, unsustainable water consumption, air pollution and negative land impacts account for the bulk of the 3 trillion US dollars in environmental impacts generated by the world's 1,500 biggest companies.
6. There is a common denominator between water wars, climate change, social unrest and other direct and indirect consequences of environmental damage.
7. Decreasing food availability can also lead to significant health problems, including childhood stunting, which is projected to increase by 35% by 2050 compared to a scenario without climate change.
8. The impact food adequacy is becoming so strong that nearly 63 million people will be negatively hit food shortage by 2040.

All these will impact on decreasing health, rise in expenditure on health sector, reorientation of budget towards providing food security , culminating in imbalance of country's economic development.

#### **The Effects of environment on economy**

1. The report on economic prediction says in 15 years 40% of the world will lose access to clean drinking water
2. The report on global food index reports that global food production feed will lag by 70% by 2050

Barack Obama , President of USA in his Republic Day Speech in January 2015 said very pragmatically "Perhaps no country could potentially be more affected by the impacts of climate change and no country is going to be more important in moving forward a strong agreement than India". Transitioning to renewable energy, capitalizing on new financial mechanisms such as green bonds and overhauling metrics used to measure the impact of businesses on society are all potential opportunities for savvy companies to get ahead of institutional investors, regulators and shareholders demanding more



accountability. Besides, there is a need for pragmatic leadership to solve the issues with stronger enforcement legislation. Several youth associations in Europe have come up with ideas for creating awareness among community stake holders towards management of ecological balance. There is a strong voluntary commitment by youth in India as well towards greener India & growing India.

**The role of youth** - The role of youth in elevating Indian economy through ecological balance . Encouragement to youth in application of solar energy technology related entrepreneurship is the need of the time. The youth force can be utilized creating awareness in the community about scientific waste management, organic farming, scientific management of river water , multi layered energy derivation sources wind wave solar nuclear , environmental planning etc these so called “green careers” has lots of potential for youth. The Career placements in “green careers” are on the increase. Indian solar & wind power sector is the fastest growing sector & it is estimated that by 2050 nearly 60% of the energy needs would be through renewable energy sources mainly solar. Watershed s is expected to improve the availability of water for farming and help farmers move to higher-income yielding crops, promote the efficient use of scarce water resources and help communities set up agri-businesses. Youth can be made to take a lead in Integrating water conservation and efficiency, soil conservation practices etc. The colleges which can produce students supporting the development of environmentally sustainable projects have to be stimulated through scholarships. ( The report of the agriculture in India Department of the

Agriculture New Delhi Government of India publication 2014). Youth can take a lead in supporting the National Solar and Energy Efficiency Missions through pilot projects / start ups / make in India projects / Micro projects etc. India lacks cold storage, food packaging as well as safe and efficient rural transport system. This causes one of the world's highest food spoilage rates, particularly during monsoons and other adverse weather conditions. Food travels to the Indian consumer through a slow and inefficient chain of traders. These lacunas can be patched up through awareness camps.

#### **Considerations to ecology issues**

There is a relationship between corporate revenue & environmental damage there is a need for radical sustainability initiatives . ( Abhijit bannerjee -Poor economics ways to fight global poverty 2014). The greenhouse gases, unsustainable water consumption, air pollution and negative land impacts account for the bulk of the \$3 trillion in environmental impacts generated by the world's 1,500 biggest companies. ( The report of the agriculture in India Department of the Agriculture New Delhi Government of India Publication 2014)

There is a common denominator between water wars, climate change, social unrest and other direct and indirect consequences of environmental damage. The moral & ethical dimensions should be given to protection of environment. The youth have to be empowered with capacity building towards protecting perceiving strategies to protect the environment . Youth mean optimism, passion & entrepreneurship. Encouragement to youth in solar energy technology ,scientific waste management ,organic farming, environmental





planning these are called as green careers. A paradigm shift in economic foundations is necessary as the college curriculum can embed economic fall outs of ecology. A scientific management of river water is the immediate need. Indian solar & wind power sector is the fastest growing sector . A multi layered energy derivation sources wind , wave , solar , nuclear sources can be made more public through research projects.. ( Abhijit Bannerjee -Poor economics ways to fight global poverty 2014).

**Conclusion;** Encouragement to youth in application of solar energy technology related entrepreneurship is the need of the time. The youth force can be utilized creating awareness in the community about scientific waste management, organic farming, scientific management of river water , multi layered energy derivation sources wind wave solar nuclear , environmental planning etc

these so called “green careers” has lots of potential for youth. The Career placements in “green careers” are on the increase. Indian solar & wind power sector is the fastest growing sector & it is estimated that by 2050 nearly 60% of the energy needs would be through renewable energy sources mainly solar. To realize this possibility a paradigm shift in economic foundations of higher education is necessary .Thus there is a need for pragmatic leadership to solve the issues , stronger enforcement of norms is required there should be strong voluntary commitment moral & ethical dimensions should be given to protection of environment youth have to be empowered with capacity building towards protecting perceiving strategies to protect the environment Youth mean optimism, passion & entrepreneurship , hence they can be the best medium to create awareness on environmental issues .

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## Meeting the challenges of vulnerable waterborne diseases by rural women - the challenges to safe drinking water

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**Abstract:** This paper examines the susceptibility of women towards diseases & health vulnerability caused due to water crisis in rural areas. Collecting water & carrying water as women's routine responsibilities. Rural women use water for various domestic activities cooking cleaning washing watering nourishing sanitary purposes etc. The process of collection of water & carrying is causing several physical problems to women. The time consumed in collection of water & carrying of water takes away their precious time which otherwise would have been used for education, empowerment, awareness creation activities. The community awareness plays the biggest role in spreading the realization among the rural women about the reflective causes of water borne diseases

**Key words:** challenges of vulnerability, rural women, waterborne diseases, water policy

**Introduction:** The term waterborne diseases are reserved largely for infections that are predominantly transmitted through contact with or consumption of infected water. The water borne diseases always have been of concern in rural India where majority of the people especially women suffer from following disadvantages.

- ✓ abdominal discomfort
- ✓ abdominal pain
- ✓ allergic reactions
- ✓ bloating
- ✓ blurred and/or double vision
- ✓ cramps
- ✓ diarrhea
- ✓ dry mouth
- ✓ fatigue
- ✓ flatulence
- ✓ itches and rashes
- ✓ liver enlargement
- ✓ loss of weight
- ✓ muscle aches

- ✓ nausea
- ✓ nervous manifestations
- ✓ vomiting

Besides the spread of these diseases not only affects the women physically but it also delivers negative influences through loss of man power need for special food need for medical treatment & medication etc. Water, sanitation and hygiene have important impacts on both health and disease. Water-related diseases include:

- those due to micro-organisms and chemicals in water people drink;
- diseases like schistosomiasis which have part of their lifecycle in water;
- diseases like malaria with water-related vectors;
- drowning and some injuries;
- legionellosis carried by aerosols containing certain micro-organisms.



Inadequate drinking-water, sanitation and hygiene are estimated to cause 842 000 diarrheal disease deaths per year (The report of the WHO2014), and contribute substantially to the other diseases.

Women in India form nearly 50% of the population yet they are invested with only little power. Rural women especially are subordinated to their spouses beyond a specific line. The social religious dictums controlling women are more specific in rural India. Women suffer from several problems to run the households & water collections one such major area where women are at disadvantage. It is estimated that 50 % of the world's hospital beds are occupied by patients suffering from diseases associated with the lack of access to portable water poor sanitation & inadequate hygiene.(The report of the Ministry of Rural Development, Department of Drinking Water Supply Government of India publication 2014).

The pressure, added with the distance to water sources, creates back, feet, and posture problems. The heat increases their exhaustion, and the chore itself takes away much needed time for other duties. It is a great loss for these women to spend their days fetching water; they are removed from being able to make an income, better care for their children, or in a younger girl's circumstance, be able to get a proper education. (The report of the Ministry of Rural Development, Department of Drinking Water Supply Government of India publication 2014).

Indian rural women are facing problem of water collections due to

- ✓ failure of monsoons

- ✓ inconsistent rain water gathering in rural areas
- ✓ change in water delivery system
- ✓ over utilization of water in rural areas
- ✓ deviation of water towards urban centers
- ✓ wastage of precious water
- ✓ bigger irrigation projects
- ✓ lop sided agricultural development
- ✓ disparity of distribution of channel water
- ✓ unscientific digging of under water resources
- ✓ alarmingly decreasing ground water levels
- ✓ Lack of bottled water, piped water, well water

(The report of the Ministry of Rural Development, Department of Drinking Water Supply Government of India publication 2014).

Indian women are at a higher risk for infections due to their frequent contact with unsanitary water. Rural women suffer from

1. Diarrhea
2. Hepatitis A
3. Leptospirosis ( animal urination infected water usage )
4. Cholera
5. Typhoid

Waterborne diseases are caused by pathogenic microorganisms – viruses, bacteria, protozoa, or intestinal parasites. Drinking contaminated water and preparing contaminated food is the most common way for a person to acquire serious pathogens that can cause waterborne diseases such as cholera,



,hepatitis A, salmonella, norovirus, and typhoid fever.

The scenario is worst hit as mixing of effluents with groundwater is aiding the deterioration process of quality of drinking water. The rampant spread of water borne diseases such as cholera, diarrhoea, typhoid, and increasing in rural India at an alarming rate. 27% of the rural women admit to hospital due to these infections.

The key threat to rural water quality is open defecation because of which water bodies are polluted with human excreta. This is especially a menace in the east, where the water table is naturally high. Fluoride and arsenic are the other major pollutants. The former is a key threat in the southern and western parts of the country, while the latter affects the eastern part of the country most. According to the Central Groundwater Board, the two pollutants together affect nearly 80 million people.

In addition to walking up to five miles each day to obtain water, which is many times contaminated, the heavy weight that these women balance on their heads often leads to many musculoskeletal problems including cervical neck problems and lumbar spine fractures. This commitment deprives the female population of educational, economic, and social opportunities. The addressing access to clean water. Sufficient access to clean water is undoubtedly a necessity for reducing waterborne diseases. A woman confronts serious complications as the main person accountable for water. The health of her family and herself is at risk, her education is often neglected, and her own opportunities are lost because of her

long, daily tasks. As a result, the total family is harmed.

Water security of measured on the parameters such as

1. quantity of water available for usage
2. accessibility of water
3. quality of water

The problem of extensive occurrence of fluoride in groundwater in some areas, and that of arsenic in others, is also discussed. That is only a sketchy indication of what the book is about; the density and richness of the exposition, analysis and commentary in the book cannot be brought out in this review.

NSSO survey reports reflected on nearly 14% of the households in villages in India shortage of drinking water (The report of the National sample survey NSSO report New Delhi 2014).

Collecting and carrying water are women's responsibilities in India. Rural Indian men primarily apply water to agriculture. However, the women utilize the resource for various aspects of their duties. Their domestic uses include cooking and cleaning, where uncontaminated water is a necessity. In addition, raising children requires nourishing and sanitary water. Women are also key participants in farming. For their reliance on water, Indian women must exhaust ample time and health to supply their needs. The pressure, added with the distance to water sources, creates back, feet, and posture problems. The heat increases their exhaustion, and the chore itself takes away much needed time for other duties. It is a great loss for these women to spend their days fetching



water; they are removed from being able to make an income, better care for their children, or in a younger girl's circumstance, be able to get a proper education

### Considerations

1. The problem is very severe as the government budgetary allocations to health sector is almost doubled where as the cause of the woman health issue remain the same. It is very essential to address the problems with early interventions because the finding needs prioritization towards creation of access to water points. The ensuring of safety of women & young girls is necessary because the heinous crimes committed during water collection & carrying process is also on the increase. nearly 12% of the rural women are exposed to male torture during this time.

2. The Nonprofit NGOs can support government sponsored rural welfare programs The Government of India launched a nationwide mobile health program designed to train community health workers and to directly reach millions of women within three years

3. The application of simpler water purification system

4. The community awareness plays the biggest role in spreading the realization among the rural women about the reflective causes of water borne diseases.

5. A lesson that emerges clearly is that no programme, whatever its technical excellence, will succeed unless the people are convinced of its necessity, participate in it willingly, and assume responsibilities (including the partial sharing of costs).

**Conclusion-** The implications of lack of clean water go beyond immediate health issues in rural Indian context. Women & children are at high risk as water borne illness is spreading like wild fire Due to socio cultural inequality women & Young girl children are made to support the entire family with the water needs. Even though 2013 was declared as the water conservation year in India but till today no change has occurred in water conservation policy of the public. water resources are being mis-utilized. Unless & until this is prevented rural Indian women will be arrested in their physical psychological & mental development .The community awareness plays the biggest role in spreading the realization among the rural women about the reflective causes of water borne diseases

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## Building a clean India-The role of community in creating political stability through anti-corruption awareness

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**Abstract:** Corruption in the Indian society has prevailed from time immemorial in one form or the other. The basic inception of corruption started with our opportunistic leaders who have already done greater damage to our nation. People who work on right principles are unrecognized and considered to be foolish in the modern society. The Jan Lokpal bill was intended to fight high incidence of corruption in India. There were several argumentations for & against the bill because the governments in power had diversified contentions about the bill. Though it was conceived as an independent supervisory institution of highest stature, there were several questions raised about its working. This Lokpal institution was to work as an independent institution free from any ministerial influence but old government passed a Lokpal Bill which was quite different from the Original Jan Lokpal bill. The intention of this bill was to check corruption & to penalize the corrupt public personnel. All corruption leads to destabilization of democratic foundations of a nation. This paper focuses on the importance of Jan Lokpal Bill in the event of high political corruption.

**Key words:** Jan Lokpal bill , impact on economy , impact on democracy , challenges, measures to strengthen

**Introduction:** The Jan Lokpal was conceived as an independent empowered and accountable ombudsman who could independently, credibly and expeditiously investigate corruption offences of all public servants who are today not being investigated because the investigating agencies are controlled by the same public servants who need to be investigated. Such a Lokpal would need to be functionally, financially and even in terms of appointment and accountability be independent of the government and indeed the political establishment even if they are for the time being not in government. (

<http://timesofindia.indiatimes.com/topic/Jan-Lokpal-Bill>).

### Jan Lokpal bill

1. A Jan Lokpal bill was drafted by the Civil Society members of the joint drafting committee for this purpose in June 2011 which had the support of at least 80% people of the country.
2. A fast was undertaken by Anna Hazare at Ramlila Maidan in August 2011 for this purpose, at the end to which the Parliament passed a unanimous resolution committing to passing a Lokpal



Bill which would have at least 3 elements: That all public servants, high or low would be included in the investigative ambit of the Lokpal was questioned.

The Jan Lokpal aims to effectively deter corruption, compensate citizen grievances this bill also proposes improvements to the Lokpal and Lokayukta Bill 2011s an anti-corruption bill drafted and drawn up by civil society activists in India seeking the appointment of a Jan Lokpal, an independent body to investigate corruption cases

#### Objectives of Jan Lokpal bill

1. This bill proposes to establish an anti corruption institution by name Lokpal sponsored through central government.
2. This bill proposes to propose vigilance through cabinet secretary
3. This bill proposes to establish election commission is also responsible to supervise
4. This bill proposes to establish this Lokpal institution as an independent institution free from any ministerial influence
5. This bill proposes to establish the close knit member. These member will be appointed by judges
6. This bill proposes to establish the appointment of these members will be very transparent & clear

7. This bill proposes to establish Private citizens , constitutional authorities administrative officers will work in a participatory manner
8. This bill proposes to establish the Institution will publish its proceedings every month the cases investigated , charges taken , punishments given, penalties applied etc will be made known to public
9. This bill proposes to establish the institution can take 60 days for enquiry & 6 months for investigation
10. The existing anti-corruption agencies [CVC], departmental vigilance and the anti-corruption branch of the [CBI] will be merged into *Lokpal* which will have complete power authority to independently investigate and prosecute any officer, judge or politician

Corruption in the Indian society has prevailed from time immemorial in one form or the other. The basic inception of corruption started with our opportunistic leaders who have already done greater damage to our nation. People who work on right principles are unrecognized and considered to be foolish in the modern society.

#### Jan Lokpal & Indian corruption Issues

Corruption in India is a result of the connection between bureaucrats, politicians and criminals. Earlier, bribes were paid for getting wrong things done, but now bribe is paid for getting right things done at right time. Further, corruption has become something



respectable in India, because respectable people are involved in it. Social corruption like lessweighing of products, adulteration in edible items, and bribery of various kinds has incessantly prevailed in the society.

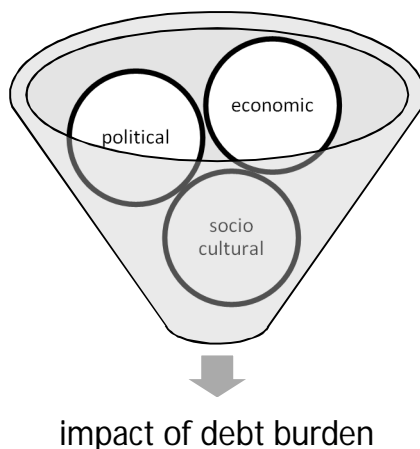
**High profile corruption scams in India**

But Indian being the biggest democracy is reeling under the pressures of frequent occurrence of corruption cases

Name Of The Scam	Prime Accused	Money In Crores
Cwg Sacm	Suresh Kalmadi	70,000
2 G Spectrum Scam	Raja A & Kanimoli	1,76,000
Adarsha Housing Society Scam	Ashok Chavan	16,978
Scorpion Submarine Scam	Ravishankar	18,978
Stamp Paper Scam	Karim Lala Telgi	20,000
Bofors Scam	Ottavio Quattro chi	200,000
Fodder Scam	Lalu Prasad Yadav	950

**Impact of Corruption scams on Democratic stability & economy**

The Corruption scams influence a Nation negatively because the impact is high on government priorities. As shown in this chart (1)



1. The debt burden of the country increases because corruption comes linked with big projects such as irrigation , road transport , metro lines , gas lines , fertilizers , health care Equipments , etc..

2. The debt burden of a country increases because corruption is visibly seen in purchase of defense equipments, military tools, security equipments, etc.

3. The debt burden of a country increases because corruption ends with





high economic revenues of a country being depleted.

4. The debt burden of a country increases because corruption entails heavy involvement of resources in fighting the peril of corruption

5. A country loses its global status when global media out lashes these scams.

6. political structure is destabilized because the corruption becomes hierarchical & each public thinks of personal gains .

7. Instead of a nation becoming his priority his individual gains tops his main concern list.

But Lokpal bill gives prosecution power to the Institution guaranteeing high degree of independent working . It provides incentives for whistle blowers which serves as a motivational force . The awareness among people is the only solution for checking the high prevalence of corruption. People should believe in strengthening the bonds of democratic ideals through awareness & conscious efforts to curb the menace of corruption in public .The people's role in curbing this threat is so soaring that in developed countries the corruption cases are very low , because people's participation in decision making process is comprehensive & whole hearted . But in developing countries public participation is very weak & politicians take people for granted. Hence personal gains tops the list of each public servant.

Fighting corruption effectively is a Herculean task and hugely depends on both the political will and financial resources. Amongst the challenges faced by the Anti Corruption Commission are finance, logistics in the form of vehicles,

computers, printers, tape recorders and a host of other equipment required for staff to perform their work effectively. The Commission also needs trained and qualified staff with modern investigative and systems review techniques. The Commission also needs a better building facility for it to function adequately.

### Role of community

Corruption is the single greatest obstacle to economic and social development & community can play a vital role in eradicating it. Corruption costs more than 5 percent of the world's gross domestic product , according to the World Bank. Corruption robs local populations, particularly in developing countries, of critically needed resources and curbing economic growth and sustainable development.

Community needs to organize and strategically use nonviolent actions such as: civil disobedience; petitions; vigils; marches; sit-ins; Right to Information laws, demanding information; monitoring /auditing of authorities, budgets, spending and services; social networking and blogging; coordinated low-risk mass actions; creation of parallel or independent institutions; social and economic empowerment initiatives; street theatre; songs; humor; and public pledges.

- ✓ noncooperation
- ✓ civil disobedience
- ✓ low-risk mass actions
- ✓ displays of symbols
- ✓ street theatre and stunts
- ✓ songs and poetry
- ✓ humor essays / dispalys
- ✓ citizen "report cards" for public services





- ✓ civic "report cards" for political candidates
- ✓ monitoring of officials, institutions, budgets, spending and public services
- ✓ social audits
- ✓ social networking technologies (e.g., Face book organizing, group blogging)
- ✓ education and training
- ✓ social and economic empowerment initiatives
- ✓ youth recreation
- ✓ creation of parallel institutions
- ✓ anti-corruption pledges; public awards
- ✓ protests, petitions, vigils, marches, sit-ins
- ✓ strikes and boycotts
- ✓ nonviolent blockades
- ✓ nonviolent accompaniment.

India needs a strong Jan Lokpal bill to create a stable polity & affluent economy. Indian history is replete with instances of good governance & flawless administration. But after independence, Indian nation is hit by unforeseen cases of political corruption which has engulfed whole gamut of everyday life. The situation is so worst that even the faultless & unflawed states of affairs are linked to bribery & enticement. Each work each procedure each process comes attached with corruption .Hence social activist Anna Hajare moved through a series of fasting trails to make the Jan Lokpal bill to be tabled in parliament. But the political parties had vested interests in passing this Bill & there were two different versions of the same Bill. This paper focuses on the key significance of the need for a strong Jan Lokpal legislation towards a stable polity & enduring economy.

**The economic impact :** A strong Lokpal act will sustain Indian economy in several ways.

1. A strong Lokpal act will support greater foreign direct investment inflow. It acts as FDI catalyst . This will support the investment opportunities
2. A strong Lokpal act will support investment climate in the country
3. A strong Lokpal act will support transparent decisions making at political & economic policies
4. A strong Lokpal act will support investor confidence
5. A strong Lokpal act will support huge investment roll outs
6. the impact of scams such as 2 G scam , Common wealth scam,
7. A strong Lokpal act will support good investment benefits for tax payer's money
8. A strong Lokpal act will support infrastructural development & strong growth rate of economy according to global standards
9. A strong Lokpal act will support GDP rise accordingly
10. A strong Lokpal act will support national security issues
11. A strong Lokpal act will support a strong stable central government
12. A strong Lokpal act will support procurement of military equipment
13. no with the National security issues as it greater transparency in defense deals
14. A strong Lokpal act will support confidence of the 125 billion people towards greater progression & affirmative development
15. A strong Lokpal act will support public welfare schemes as people will welcome that mega projects in sectors such as health care, urban development schemes, higher education , road transport ,system & public welfare



schemes can be tabled with transparency.

16. A strong Lokpal act will support rural welfare schemes such as drinking water, sanitation, roads, internet connectivity, education, nutrition etc can be materialized in an appropriate way. Indian rural sector with 70% of the villager still reliant on agriculture can be helped with good infrastructural development schemes.

17. A strong Lokpal act will support optimum utilization of tax income of the tax payers is ensured. The employability situation & the governance of the economic resources assists the economic inflow & this will naturally create economic resourcefulness & youth with nearly 70% of the Youth population. India will become an economic super power.

18. Thus India needs a strong Jan Lokpal bill for a stable polity & flourishing economy

**Conclusion** -Thus the Jan Lokpal aims to effectively deter corruption, compensate citizen grievances this bill also proposes improvements to the

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Lokpal and Lokayukta Bill 2011s an anti-corruption bill drafted and drawn up by civil society activists in India seeking the appointment of a Jan Lokpal, an independent body to investigate corruption cases. The newspaper articles in economic times, times of India & a host of other newspapers across the world, brought to light the importance of Lokpal Bill & its impact on global political status. Fighting corruption effectively is a Herculean task and hugely depends on both the political will and financial resources this has to be addressed immediately. The commissioning of the Anti corruption establishment depends on the team work of bureaucrats & people alike. The mass awareness among the people about bribes giving & receiving has to enlarge because the people are the decisive factor in controlling & preventing the bad impact of corruption. Unless & until people awake to this issue of corruption, the negative influences of corruption steals the economic development as well as societal development.



## Complementing performance or driving towards death? The challenges of sports supplements on health issues of sportsmen

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**Abstract:** All types of Sporting activities have been a vital link for promotion of body fitness. Sports personnel often recommend & use sport supplements to enhance performance. The quality of sport supplements is not equal across the globe. The nutrient benefits of sport supplement vary from country to country & from region to region. As these products are available without a doctor's prescription, it fails to cater to uniformity of nutritional laws & standards. The Sports supplements are considered as dietary supplements & do not need the approval of the Food & Drug Department. The Sports supplements are products used to enhance athletic performances which includes vitamins minerals amino acids herbs. It might be an extract a concentration of a combination of both of these. But lack of enforcement has made these supplements easily available without any FDA approval of standards, but there is a need for enforcement on these supplements.

**Key words:** quality of sport, supplements, equal across, globe

**Introduction:** The Sports supplements are products used to enhance athletic performances which includes vitamins minerals amino acids herbs. It might be an extract a concentration of a combination of both of these. But lack of enforcement has made these supplements easily available without any FDA approval of standards, but there is a need for enforcement on these supplements.

### Demand for sport supplements

The following are the cause fir increased demand for sport supplements

1. Body mass gainer powders

2. Nutritional bars
3. performance enhancers
4. pre workout add-on capsules
5. proteins supplements
6. energy supplements
7. vitamins supplements

The following are the list of banned substances

- Olasterone
- Calusterone
- Dehydroandrosterone
- Dihydrotestosterone (Stanolone)
- Epidihydrotestosterone



- Ethylestrenol
- Formebolone
- 4-Hydroxytestosterone
- Mesterolone
- Methasterone
- Methylnortestosterone
- Methyltrienolone (Metribolone)
- 19-Norandrostenedione
- Norbolethone
- Oxabolone
- Oxymetholone
- Quinbolone
- 1-Testosterone
- Tibolone

Both of these can mean that supplements contain variable amounts of ingredients or even ingredients not listed on the label. Some companies use steroids to enhance performances but the athlete or any user may end up with side effects For example, teen athletes who use medications like human growth hormone (HGH) that haven't been prescribed for them can have problems with growth, and may develop diabetes and heart problems.

In western countries several of the sports organizations have developed policies on sports supplements. The National Football League (NFL), the National Collegiate Athletic Association (NCAA), and the International Olympic Committee (IOC) have banned the use of steroids, ephedrine, and Androstenedione by their athletes, and competitors who use them face fines, ineligibility, and suspension from their sports. ( The report of the Drug department NCAA 2014)

1. Androstenedione (also known as andro) and dehydroepiandrosterone (also

known as DHEA) are pro hormones or "natural steroids" while put on test by diet researchers did not strengthen muscle or supported performance.

2. Creatine is already manufactured by the body in the liver, kidneys, and pancreas. It also occurs naturally in foods such as meat and fish. Sprinters , wrestlers, body builders & marathon runners take this supplement for enhancing their performance . But the experts opine that it was not a right choice to boost performance. There were several side effects of creatine supplements include weight gain, diarrhea, abdominal pain, and muscle cramps. People with kidney problems.
3. Fat burners were often made with an herb called ephedra, also known as ephedrine which acts as a stimulant and increases metabolism. Some athletes use fat burners to lose weight or to increase energy — but ephedra-based products can be one of the most dangerous supplements. Evidence has shown that it can cause heart problems, stroke, and occasionally even death.
4. These so-called performance-enhancing pills, powders, bars, and drinks are widely available in drugstores, gyms, and health food stores. They also are sold at many gyms and are advertised in bodybuilding magazines. **But because they are supplements, not drugs, the Food and Drug Administration does not require them to be tested for safety or**



**effectiveness, nor are their claims as tightly regulated.**

**The following stimulants are banned for ever but still there are marketed**

- ✓ 2-aminoheptane
- ✓ Amphetamine
- ✓ Bromantan
- ✓ P-chloroamphetamine
- ✓ Cocaine
- ✓ N-desmethylsibutramine
- ✓ N, -diethylphenylethylamine
- ✓ 1,3-dimethylbutylamine
- ✓ Etamivan
- ✓ Famprofazone
- ✓ Fenetylline
- ✓ Furfenorex
- ✓ Mazindol
- ✓ Methamphetamine

But several of these researchers have shown that a good food diet & exercise habits can help the athlete to give a consistent performance. Several sports organization both Governmental & private have prohibited use of food supplements to their athletes. The following concrete planning helps the athletes to boost up their performances

Giving priority to health & healthy habits ought to become a top priority for all sports persons. If the persons involved in sports pay attention to their dietary requirements, then they can give consistent performance & they do not need any supplements to their food. They should not believe in false advertisements promoted through media about energy boosters & food supplements. Fried, fatty, or sugary foods will interfere with

performance have to be completely removed from food plate. All sports players who engage in excessive exercise during & before & after the sporting events needs good food to keep up good performances. They have to focus on eating foods such as lean meats, whole grains, vegetables, fruits, green leaves and low-fat dairy products. Sports persons often have the habit of skipping their breakfast & after having an early lunch they go for sports practice. These types of varied eating habits cause problems of digestion & energy release functions of the body. Smoking will harm their lung capacity hence sports persons should not engage in smoking. All types of cardio vascular conditioning of the body have to be given priority. To enhance leg strength soccer player can consider increasing their muscle strength. The athletes should pay attention to fluids calories training conditioning & rest. There is no shortcut to success. Several of these supplements are so harmful that instead of becoming a sports star one might end up in becoming a waste body. Majority of these sports supplements always are known for increasing acne, baldness & decreased height level. As it is reported certain supplements may contain small doses of stimulants that can cause athletes to test positive for banned substances All sports persons should know that Breakfast is an essential part of a well-balanced diet and may be a busy athlete's only pre-event meal. Avoiding solid foods and heavy drinks such as milk shakes before practices and competitions is itself a dietary caution. It's important that food is properly digested before the start of practice or competition. Multigrain cereals are great, especially for endurance sports. Sugary cereals should be avoided. All sports club & organizations should



create awareness to their sport persons on toxically review , label review , lab testing reviews , analysis of result of the consumption level , ingredient supplier's information, manufacturers insignia, product testing , product certification , label content verification , date of manufacturing , validity , nutritional status of the items included all needs to be governed by stringent laws.

1. Stay hydrated is what each sports person has to understand.. Managing fluid and electrolytes correctly can enhance sports performance, especially if the practice or game lasts more than 60 minutes
2. During practice and competition— Drink 4 to 8 ounces of water or sports drinks every 15 minutes throughout the practice or competition to keep the body hydrated and performing at its best level
3. Sports nutrition as the science or study that deals with food and nourishment, especially it is the process by which a living organism utilizes nutrients for growth and replacement of tissues. This basic ideas of sports nutrition has to be correctly understood.
4. It is very important to focus on short-term as well as long-term effects of sports nutrition on the body composition, metabolism and ultimately the performance abilities of the athletes
5. there has been a need a for sport policy for publication of the legal actions taken & such other details of the sports supplements which are banned which are being sold without license .

### **Awareness on food supplements:**

1. The use of extreme weight-control measures can jeopardize the health of the athlete and possibly trigger behaviors associated with eating disorders.
2. The cases of anorexia nervosa or bulimia nervosa in their athletics programs. These identified cases of sports persons should be referred for medical evaluation, psychological and nutritional therapy firstly with resident doctor later with a clinical specialist doctor.
3. A more prevalent issue are the large number of sub-clinical or chronically dieting athletes.
4. A wide spread stringent effort to educate staff of the sports clubs and athletes should include addressing the negative impacts of under fueling and weight/food preoccupation on the athlete's performance and overall well-being.
5. Although dysfunctional eating is much more prevalent in women dysfunctional eating also occurs in men. Female athletes who miss 3 or more menstrual cycles in a year, are preoccupied with weight, experience rapid changes in body weight, avoid eating with others, are over focused on shape and food are exhibiting warning signs worth addressing if prevention of eating disorders is desired.



**Conclusion-** Thus it is very important to focus on short-term as well as long-term effects of sports nutrition on the body composition, metabolism and ultimately the performance abilities of the athletes. There is a need a for sport policy for publication of the legal actions taken & such other details of the sports supplements which are banned & which are being sold without license. All sports

club & organizations should create awareness to their sport persons on toxically review , label review , lab testing reviews , analysis of result of the consumption level , ingredient supplier's information, manufacturers insignia, product testing , product certification , label content verification , date of manufacturing , validity , nutritional status of the items included all needs to be governed by stringent laws.

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## Increasing juvenile crime rates – the challenges of Law enforcement & legal interventions in prevention of juvenile offense

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**Abstract:** Juvenile crime in India is increasing. Juveniles are deviated towards societal crimes on a staggering scale. The ever increasing crime rates are an alarm to Indian society as India is burdened with the cultural & societal dishonor. The juveniles are at the cross roads as the Indian society has transformed since then. The Indian traditional family life is being scattered with a change in parenthood, parent occupations & parent dismemberment. The traditional joint family system is now an unknown factor in India. The family links are loosened as the family now consist of parents plus one child. Parents are unaware of the children's delicacies as they have preoccupied stress with their career moves & occupations. They have less time to spare with their children. The loneliness & solitude is attracting children towards electronics gadgets such as smart phones, TVs video equipment etc. The children are easy targets of these video content & their experiences are turning into practicality which is the root cause of enhancing juvenile crime.

**Key words:** stress, career, juvenile crime

### Introduction

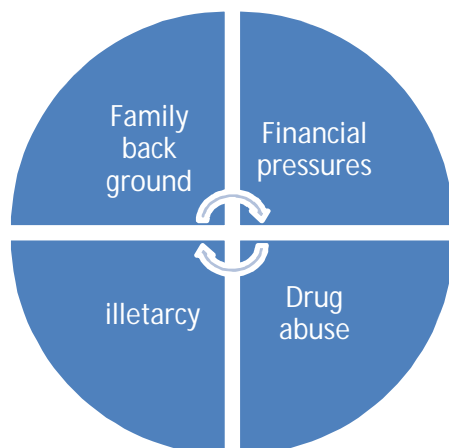
Juvenile crime in India is increasing. Juveniles are deviated towards societal crimes on a staggering scale. The ever increasing crime rates are an alarm to Indian society as India is burdened with the cultural & societal dishonor. The juveniles are at the cross roads as the Indian society has transformed since then. The Indian traditional family life is being scattered with a change in parenthood, parent occupations & parent dismemberment. The traditional joint family system is now an unknown factor

in India. The families links are loosened as the family now consist of parents plus one child. Parents are unaware of the children's delicacies as they have preoccupied stress with their career moves & occupations.

**Causes for Juvenile crime** - The most common causes which are associated with juvenile crimes are shown in this chart (1)

1. Family back ground
2. Financial pressures
3. Drug abuse





Besides these there are other related causes which are listed below.

1. Poverty
2. Anti-social Peer Group
3. Easy availability of firearms
4. Abusive parents
5. Single-parent child
6. Nuclear Family
7. Family Violence
8. Child sexual abuse
9. Media influence such as films

A child is open to all these & more issues when he grows up with underprivileged family background. Illiteracy fastens his ties with anti-social peer group, he follows his peer group blindly. Smoking, drug consumption, boozing, harmful sex activities. Gangs of underworld pick them up, force them to Begging in steers & signal lights, & gradually they come in to contact with Anti social elements. The passion of clothes, luxury life, enjoyment, entertainment, Sumptuous food & beverages also draw them towards these Anti social peer groups

### Key indicators

1. In the year 2014, a total of 33,526 cases (under IPC) were registered against children below 18 years of age, a total number of 28,51,563 cases were registered in the 2015.
2. 2014 saw 33,981 murders of which 841 (2.5%) were committed by juveniles.
3. Similarly, of the 36,735 rapes in the year, 1,989 (5.4%) were committed by juveniles.
4. Of the 37,90,812 adults arrested for various crimes in 2014, 2,95,740 were found to be repeat offenders.
5. In case of juveniles, a total of 48,230 boys and girls in the age group of 0-18 years were arrested that year. Of these 2,609 were found to be repeat offenders.
6. NCRB figures also show that over the last ten years, the juvenile crime rate fluctuated marginally from 1% in 2004-05 to 1.2% in 2008 and down to 1% in 2010.



Juveniles often find trapped in social crimes which is on the rise. Several unethical & immoral values are noticed in juveniles students.

1. Cheating ,
2. Copying,
3. Mal practice in exams
4. Deceitfulness ,
5. Inducement ,
6. Enticement ,
7. deceitfulness ,
8. falseness ,
9. treachery,
10. deviation towards social ills
11. dishonor to lecturers
12. ragging ,
13. eve teasing,
14. drug rackets
15. alcoholism
16. abusing
17. contempt to elders,
18. Impertinence
19. Impoliteness
20. Aggressive attitude
21. Contempt towards social issues
22. Disregard for national values
23. Non comprehension of educational values

Juveniles commit crime because societal transformation is running fast minus any ethical values. There is complete absence of moral values in family upbringing & in educational sphere. Due to heavy urbanization, family relationships are disintegrated, nuclear families are on the rise , single parent attitude is increasing , single child families are more than doubled. These influences on the family environment have negatively influenced the children. Their pressures of academics, pressure of learning & pressures of parental aspirations are driving the urban children towards anti social path , while rural children are

being driven towards anti social path because of poverty & illiteracy. There is a rise in contempt filled behavior towards socio- political issues , towards national issues , towards family relations.

Juveniles have to be nurtured in Family traditions with support of moral values.

Early intervention is required from cradle to prison concept has to be overcome through early interventions prevents delinquent behaviors among juveniles .Instead of evolving strategies after they are caught in the act of crime it is necessary that they need early interventions.

Strategies evolving positive youth development programs addressing the needs of the youth is required Classroom and behavior management programs including Multi-component classroom-based programs , Social competence promotion curriculums , Conflict resolution and violence prevention curriculums , Bullying prevention programs , Afterschool recreation programs , Mentoring programs , School organization programs , Comprehensive community interventions are to be evolved with in school curricula.

Indian laws against prevention of juvenile crime are being toughened but these laws have failed to prevent an increasing juvenile crime. India is a signatory to the UN Convention on the Rights of the Child which mandates that all children under the age of 18 be treated equally, and say the new law will violate the convention. The laws existing such as juvenile justice care & protection Act 2000 , juvenile justice care & protection Act 2015 are felt as insufficient.



### Integrated policy to prevent juvenile crime

1. Peer support & parents support in monitoring their juveniles is very important.
2. Adolescent children needs to be always under monitoring & supervision of older adults & peers.
3. A multi dimensional psycho educational strategy has to be evolved interventions will help in emotional control & moral reasoning.
4. If all children are stimulated to support their community in work disaster management works , community enrichment works , government welfare projects , there is a need to make education a good vehicle for transforming a whole generation.
5. Early preventive initiations towards reducing drug alcohol & such other harmful substances are required.
6. mentoring through good friends seniors friends etc help in the reduction of attraction towards these activities
7. Even laws on juveniles needs a review. Development based laws & policies who have committed crimes have to be evolved. The

laws should make them grow as responsible citizens. But laws & regulations are so cumbersome that they become career criminals.

8. There is a need to integrate social science research social policy & legal analysis relating to children & law. Laws relating to Child abuse , children eye witness , trails , testimony , divorce , custody , child rights etc have to be reviewed.

**Conclusions:** There is a need to integrate social science research, social policy & legal analysis relating to children & law in order to prevent juvenile crime. Laws relating to Child abuse , children eye witness , trails , testimony , divorce , custody , child rights etc have to be reviewed . Social awareness leading to orphan children, street children , poor children have to change. Indian heritage do not permit any harsh treatment to children because children are always considered as the asset of the nation. Any harshness in treatment of the children will lead to the juveniles going away from family support . This scenario needs to be reviewed because any stringency in legislation will further deplore their status of crime.

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## Increasing professional trends towards making high profile careers in commerce –new challenges of young Indians

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**Abstract:** There is an exodus of career opportunities in Commerce studies. Increasing impact of economic liberalization policies has lead to increasing demand for commerce courses in education. India is experiencing a great wave of demand for courses such as finance , auditing , banking , insurance , company secretaryship etc. This paper focuses on the variety of careers available for commerce graduates & highlights the new opportunities of career opened for them.

**Key words:** commerce courses, career trends, increasing opportunities, new challenges.

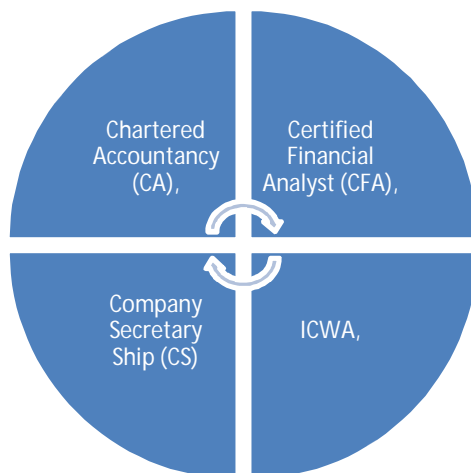
**Introduction:** India is youthful countries with nearly 50% of the population are in the age bracket of 15-45 years. The recent trends in higher education indicates that students are interested to go for commerce courses as it is leading them to great career moves. This course is not only opens up immense employability possibilities in Banks , insurance , investment market , capital market , it is also liked for the opportunities it has for self-employability.

**Opportunities:** B Com students can go for higher education (MBA, , MCA, Ph.D, ) or immediate jobs. There are some prestigious certification courses in Commerce viz. Chartered Accountancy (CA), Certified Financial Analyst (CFA), ICWA, CFP and Company Secretary Ship (CS)

**Add on courses in Commerce which enhance career opportunities –** Besides commerce students get several opportunities to go for add-on courses which enhance their career opportunities. Several Colleges offer add- on courses in addition to regular Graduate Courses. These short term courses help students to find part time jobs in commercial establishments, These courses help students to earn while they learn. Besides they assist in better understanding of the subject in a broader version.

**Employability opportunities-** Commerce graduates are always favorite employable candidates as they can be located in finding work in the following areas

1. Banking
2. Insurance
3. E commerce
4. Capital market
5. Investment market



- 1. Banking:** Career is chosen due to fair salaries, job security and high social acceptance. Many local/national/foreign banks provide good job opportunities.
  - 2. Investments:** One can get job as equity research analyst, investment banker, mutual fund executive, capital market manager, asset manager, venture capitalist and real estate
  - 3. Insurance:** It is showing exponential growth due to liberalization policy in India. The public and private insurance companies in life and non-life insurance providing enormous career opportunities. It also offer jobs in actuary and risk management.
  - 4. Capital market:** Liberalized Indian economy has opened up capital market for foreign investors along with domestic investors. The heavy flow of capital into the capital markets has generated many employment opportunities. .
  - 5. Management:** and BBA courses provide good background for MBA course. MBA (Finance) requires sound back ground of commerce field
  - 6. Accounting:** Demand for skilled accountants has increased considerably in the domestic and international job market.
  - 7. KPO and BPO:** Enormous opportunities for commerce students in this emerging field.
  - 8. Taxation:** Many jobs related to taxation has been created in recent years.
- Job preferences:** A commerce graduate can find across India & work in the following commerce related sectors.
1. Accountant /Costs and works accountant
  2. Auditor
  3. Account Book Keeper
  4. Business analyst/Market analyst
  5. Finance manager
  6. Internet Marketing Executive (E-commerce)
  7. Stock broker
- Self-employment:** The opportunities of self-recognition & identity building



are possible in Commerce subject. In Indian scenario there is a growth towards private establishments run by commerce specialists as income tax returns submission, stock brokering services, dividend return filing etc is on the increase. A commerce graduate can earn living good income through self-employment also The Commerce graduate can open his own establishment & make good careers in Business firms, stock brokerage establishments, trade consultancy, brokerage consultancy, Management establishments, entrepreneurship training establishments, corporate lawyer, legal adviser to companies, tax consultant, financial analyst . etc

1. **Chartered Accountant (CA):** A Chartered Accountant course is very popular these days as needs of the companies for auditing is on the rise. It needs specialization in accounting, auditing and taxation studies. A Chartered accountant serves as a corporate caretaker and occupies a very lofty & reputable position in the corporate world. The demand of chartered accountants has increased these days as the numbers of Business companies are on the increase. A chartered accountant who does private consultancy can earn even more financial benefits.
2. **Company Secretary (CS):** This course is in great demand as coordinates various departments, ensures compliance of company legislations and advises directors on statutory requirements of the company. Apart from this, CS also looks after finance, accounts, legal,

personnel and administrative functions. CS is a well remunerated career option because of its multifaceted nature.

3. **Cost and Work Accountant (CWA):** Certified CWAs maintain cost accounting records, do cost auditing for companies, certify import and export documents under the Exim Policy, serve as executor, administrator, receiver and valuer. CWA facilitates strategic decisions in respect of diverse economic activities of the organization
4. **Chartered Financial Analyst :** Chartered Financial Analysts (CFA®) utilize their skills in the core areas of financial and hedge fund research, portfolio management, investment consulting, investment banking, investment management, international finance and research. Career opportunities for CFAs with IT skills (trained in high-end packages like SAP, Oracle application and Baan) have increase manifold.CFA regarded as the key position by financial professionals. CFA gets good salary.
5. **Banking:** For a career in banking, one can start off by maintaining accounts. Now a day's banking sector recruits MBA graduates, CAs and CFAs to enhance the efficiency of banks. Now banks are in the mutual funds, securitization business, credit cards, consumer loans, housing loans, etc this open up many career avenues
6. **Investments:** One can job opportunity as equity research analyst, investment banker, mutual fund executive, capital market manager, financial planner/asset



manager, venture capitalist and real estate.

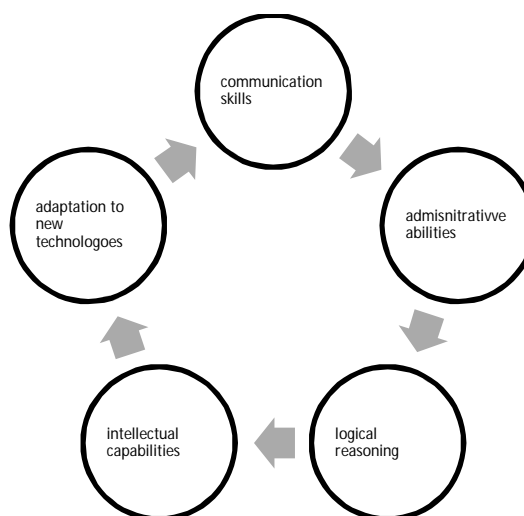
7. **Insurance:** Insurance field offers jobs in *actuary*, risk management manager, insurance surveyor, underwriter, etc. The key factor for success in this field is experience. In private sector, the salary is more attractive. In private sector generally management graduates are inducted in the areas of marketing and sales gets salary ranging from Rs 15,000 to Rs 50,000 per month. The Commissions are the most common form of compensation for insurance agents and the amount depends on the type and amount of insurance sold

**Employability Skills needed for Commerce graduates :** As noticed commerce graduates often complete their courses with top score sheet by their employers some time reject them because the skill gaps always play a significant role. IT is reported

that in India nearly 65% of the graduates are not employable. Because there is a skill gap in what they study & what they asked to do.

- Genuine interest in working with numbers and better computing skills.
- Ability for analyzing numerical data.
- Good communication skill.
- Ability to work with team and lead the team.
- Ability to take smart decisions.
- Organizational and administrative abilities.
- Logical thinking.
- Accuracy and neatness.
- Creativity and high intellectual capability.
- Ability to work hard and readiness to work for long hours.
- Flexibility and willingness to learn new things, technologies and adaptation of new methodologies at work.

As shown in this Chart the Commerce based jobs need following capabilities







**Challenges** - There is a rising demand for commerce related education in India but the opportunities are underutilized.

1. Nearly 50% of the Commerce jobs are being done by non-commerce graduates.
2. Commerce subject attracts huge enrollment ratio but the input for Commerce graduates is still under basic mark.
3. There is a basic need to train graduates in practical work rather than focus on curriculum oriented class room teaching.
4. The need to restructure curriculum, diversifying it to match with the present day skill related studying.
5. A practical visit to business establishments , Milk dairy , factory outlets ,SEZs , business malls , bazaar outlets, etc is needed to make students learn the micro details of Business.
6. Special lectures by Chartered accountant , financial consultants , tax advisers can be more helpful.
7. Restructuring curriculum to suit the present day needs is very essential.

8. A uniform regulation for Add-on courses in all Higher education institutions can be more vital to students.
9. The Class room teaching has to be changed towards on spot learning.

**Conclusion:** Thus the greater demand for commerce courses needs to be oriented towards National growth . the negligence of arts & basic science courses is alarmingly degusting . Indian culture has always been oriented towards self-recognition, self-awareness & self-recognition. The students are assets of tomorrow they are the intellectual property of a growing nation. The increased orientation towards Commerce studies has several long term impact on higher education sector . The Higher education policies should be reviewed towards accessing equal important to study of Arts & basic Science courses as well. This can be done only when Arts & Basic science courses are also provide employability options for students with career provisions. Policy interventions in this area of education is needed to be restructured to involve these changes.

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