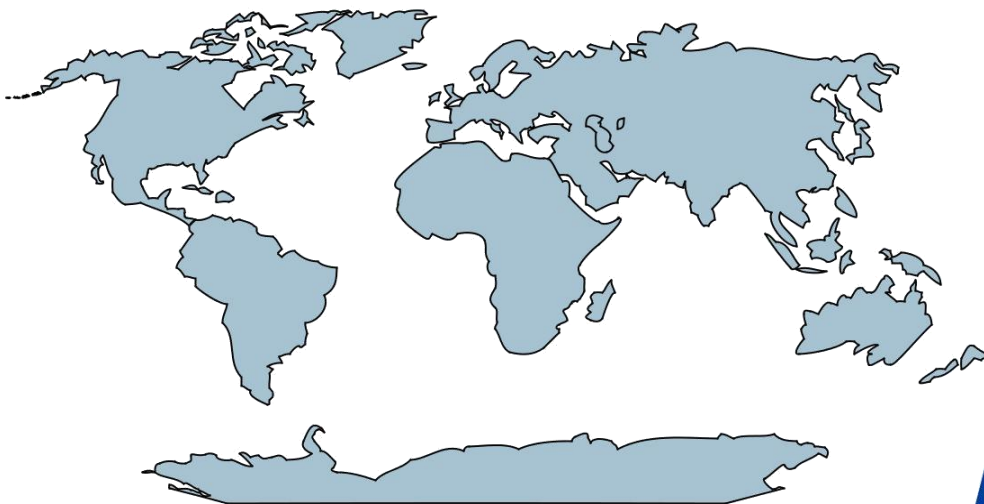


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A handwritten signature in black ink, appearing to read "Rote Wengate".

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CHALLENGES OF RESTRICTIVE LEGISLATIONS ON FOREIGN CSOs IN PROMOTING DEMOCRACY: LESSON FROM ETHIOPIA

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ABSTRACT

Since they struggle for justice, the respect of rights, equality and freedom, and advocating changes against any repression, the role of Civil Society Organizations (CSOs) in making the state democratic is paramount. This is especially true for countries which have infant democracy like Africans albeit they have not been played their role fully in the continent's democratization process due to several factors including the repressive regulations imposed by governing parties. Since 1950s, many countries are working to backlash CSOs that has valuable efforts in the process of democratization using restrictive legislation. The numbers of countries that adopt such legislations to govern the roles of CSOs increased from time to time. These legislations are instruments to challenge CSOs to work on promoting democracy. However, since the legal system of each country strongly determines the degree of involvement of CSOs in promoting democracy, the challenges they faced might deviate depends the nature and content of legislations. Accordingly, this study mainly focused on investigating the challenges of restrictive legislations on CSOs in promoting democracy by taking the lesson from Ethiopia.

Keywords: Restrictive Legislations, Proclamation, foreign CSOs, Promoting democracy

Acronyms

APAP	Action Professionals' Association for the People
CCRDA	Consortium of Christian Relief and Development Association
CSA	Charities and Societies Agency
CSOs	Civil Society Organizations
EWA	Ethiopian Women's Association
ECSP	Ethiopian Charities and Societies Proclamation
EHRC	Ethiopian Human Rights Commission
ELA	Ethiopian Lawyers Association
EPRDF	Ethiopian People Revolutionary Democratic Front
EWLA	Ethiopian Women Lawyers Association
FDRE	Federal Democratic Republic of Ethiopia
HRCO	Human Rights Council
IEG	Imperial Ethiopian Government
NEWA	Network of Ethiopian Women's Association
NGOs	Non-governmental Organizations
OSJE	Organization for Social Justice in Ethiopia
USAID	United States Agency for International Development
VECOD	Vision Ethiopia Congress for Democracy

INTRODUCTION

The term 'civil society' has no a commonly agreed single definition, but its various form of expression seems to overlap among its core conceptual components. Its idea goes back to ancient political thinking of the Western tradition. Although its origin is associated with the work of ancient Greek philosophers, its traditional understanding was not different from the state. The modern conception of 'civil society' firstly appeared in 18th century with the Scottish and Continental Enlightenment of Adam Ferguson, Adam Smith, Georg Hegel, and Charles Montesquieu (Nisar 2013).

Since the various forms of expression for civil society by different people at different time are not consistent, scholars (Matanga 2000; Ncube 2010) clarify the conception of 'civil society' in historical phases. For instance, in the pre-modern (classical age), it was considered synonymously with political society (Vinod 2006); in the modern history, it was viewed as a middle ground between private property and the state; and finally, in the contemporary epoch, it has been defining as a voluntary association that contrasted from both the market and state to defend individuals' interest from the aggressive powers (Matanga 2000). Such associations (organizations) that aim to work for serving the vulnerable segment of the community are branded as CSOs. It contains non-governmental organizations (NGOs), community groups, labor unions, indigenous groups, charitable organizations, faith-based organizations, and professional associations (Shibabaw 2010; Yusoff and Sarjoon 2016). Hence, they are an important ingredient to the entire development of hosting countries in general and to the processes of democratization in particular. However, the natures, forms and roles of CSOs play significantly depend on the socio-economic, political and legal realities of hosting states and its communities. Accordingly, their contributions may vary from state to state or community to community.

Scholars argue that since CSOs play a paramount role to fill the needs of the society, their presence is not a matter of option (Miheret 2010). They are necessary to serve and empower the vulnerable group of the society in different aspects. In the political life of the community, the operation of strong CSOs within a given country helps to make the state democratic; because they struggle for justice, the respect of rights, equality and freedom, and advocating changes against repression (*ibid.*). Despite their valuable role to the advancement of democracy, some countries including Japan, South Korea, France, Spain, and Taiwan have stable and well-developed democracy within relatively weak CSOs (Carothers and Barndt 1999; Vinod 2006). It implies that there is ongoing debate whether civil societies are a guarantee for democracy or vice versa (Carothers and Barndt 1999). Here, the researcher argues that in promoting democratic values, CSOs are worthwhile; but they are not the sole actors. Therefore, the existence of some democratic countries without strong CSOs does not mean that CSOs have not contributions to the process of democratization. Considering this fact, their pivotal role, a number of countries across the globe allowed the operation of CSOs that support the development of democratization inside their borders.

In Africa, CSOs have not been played their role fully in the continent's democratization process due to several factors including the repressive regulations imposed on them by governing parties (Wondwosen 2009). With regard to the participation of CSOs in political affairs, the legal system of each country strongly determines their degree of involvement (Yohannes 2014). Since 1950s, many countries are working to backlash CSOs that has valuable efforts in the process of democratization using restrictive legislation (Wondwosen 2009). The numbers of countries that adopt legislations to govern the roles of CSOs increased from time to time. For instance, out of 195 countries within 40 years (between 1955 and 1994) and within 17 years (between 1995 and 2012), 17 and 69 countries passed restrictive laws, respectively (Dupuy, Ron and Prakash 2014). Totally, out of 195 countries, 86(44%) countries adopted legislations that specifically restrict the function of foreign CSOs and/or foreign funding flows inside their boarder. These restrictive civil society legislations are instruments for rulers of undemocratic and semi-democratic regimes to prevent any serious challenges caused by CSOs to their rule and maintain their grip on power (Carothers 2006b).

In Ethiopia, both foreign and domestic CSOs play an important role in different areas such as agriculture, conflict management, displacement, HIV/AIDS, integrated rural development, disability, health, education, income generation, information service, refugee, street children, women affair, peace, governance, food security, self-help and youth (Clark 2000). The movement of foreign CSOs has a recent history. It was firstly begin during the period of Emperor Haile Selassie-I in 1930s (Fisher, 1999). The Ethiopian Red Cross (1935), the Ethiopian Evangelical Church Mekane Yesus (1960), and the Chesire foundation (1969) were some of the well-known CSOs which engaged in providing relief aid only. The 1960's Civil Code of Ethiopia was the first legislation passed to govern the task of CSOs (Kassahun 2015). This legislation was 'widely believed to have caused bureaucratic delays and hurdles in the course of seeking legal recognition/registration as a prerequisite for embarking on operations' (*ibid.*). During the regime of *Derg*, due to the occurrence of the great famine crises of the 1984-1985, CSOs like, Oxfam, UK, Care etc. were given recognition after their request to the Ethiopian Relief and Rehabilitation Commission and Children's Commission (Clark 2000).

Since Ethiopia has never seen a light of democratization during the times of the Imperial regime and the socialist *Derg* (Dagim 2013), both of these two regimes were not authorized CSOs to involve in building a democratic system (Belay and Dagne 2015). Unlike this fact, the incumbent government, through FDRE constitution, appreciates the establishment of CSOs in both areas of socio-economic and political spheres. The FDRE constitution in article 31 provides freedom of association. Accordingly, the number of CSOs increased

from few hundreds in 1990s to 2,305 in 2007 (Mihret 2010) and in 2009 there were 3,800 CSOs in Addis, with a total budget of \$1.5 billion a year, when the annual government budget was \$4 billion.¹ 'The two decades from 1991 to 2009 are known as a period when a remarkable progress in the numbers and activities of NGOs/CSOs was seen in the history of the country' (Kiya 2017). This shows how much CSOs were strong in contributing their parts to socio-economic and political development of the country. For instance, during the 2005 election, the role of CSOs was very significant in promoting democratic values.

The government has not continued with its initial commitment i.e. by considering CSOs that are engaged in promoting democracy as opponents of government policies and strategies, the EPRDF government has most likely attempted to control and monitor their activities by any possible means (Sandberg, n.d; Cakmak 2004). The Proclamation No.621/2009, passed by Parliament, is one of the major instruments the government has used to control CSOs. It has significant and adverse effects on CSOs that work on the sphere of politics though the government has advocated that the proclamation enables CSOs to play their active role for holistic development and 'democratic system' via registering, licensing, monitoring and supporting them.² Hence, by considering the given reality that the Ethiopian Charities and Societies Proclamation (ECSP) is more restrictive than facilitative on the role of CSOs that work on promoting democratic values, the researcher motivated to investigate the challenges of this legislation on foreign CSOs in promoting democracy.

METHODOLOGY AND METHODS

Research Approach and Design

To address the aforementioned research questions properly, the study used qualitative research approach. This is because, this research approach seeks to make the most innumerable specific information that can be derived from and about that context, by purposely selecting settings and informants that differ from one another (Babbie and Mouton 2003). Another justification of the researcher to choose qualitative approach is because of its usefulness to address research questions that require explanation or understanding when the researcher does not know the important variables (Creswell 2007)

The study employed a case study research design. This is because, as Crowe, Cresswell, Robertson, Hubby, Avery and Sheikh (2011) stated, case study helps to generate an in-depth, multi-faceted understanding of a complex issue in its real-life context. Moreover, a case study is an exploration of a bounded system or a case (multiple cases) over time through a detailed, in-depth data collection involving multiple sources of information rich in context (Creswell 2007). This study also explores multiple relevant data sources to do a comparative study on the impact of ECSP on the roles of foreign and domestic civil society organizations that work on strengthening democratic values.

Source of data

The required data to the study were collected from both primary and secondary sources. The main reason to use primary sources is that, it allows access to direct information from participants. It also helps and gives opportunity to clarify ambiguous information given by respondents. So, these data were gathered from key informants. Furthermore, policy papers, government and non-governmental body minutes, statistical data, audio and video sources of Mass Media were taken as primary sources. In addition to the collected primary data, secondary sources were the other important data sources to the study. It allows to collect huge amounts of data; and accessing such sources is relatively easy and inexpensive, and permanence of data (such data is available in a form that can be checked by others) (Denscombe 2003). For that reason, secondary sources including available and relevant books, regional and international treaties, domestic laws, journal articles, magazines, governmental and non-governmental organization reports, and other publications have been reviewed.

Samples and Sampling Techniques

The researcher contacted interviewees until data saturation (the needed data is sufficiently collected). Consequently, the interview data were collected from 23 key informants. Concerning sampling technique, Onwuegbuzie and Leech (2007) suggest that purposeful selection of individuals and settings in their natural phenomena helps researchers to increase their understanding of the issue to be studied. Therefore, the researcher used non-probability, particularly purposive sampling technique to gather data in-depth from the participants. The other reason to use these sampling techniques is that the researcher believes that interviewees may have a good source of data since they have firsthand knowledge about the impact of ECSP on the roles of CSOs in promoting democratic values and for other incorporated specific objectives of the study. Using few key

¹Owen Barder (2009). *Ethiopia's new civil society law*. Retrieved from <http://www.owen.org/blog/2086>

² See the FDRE Proclamation No.621/2009, Article 6.

informants, it allows the researcher to produce data which deal about the topic in-depth and in-detail (Denscombe 2003). Hence, these key informants were selected from Charities and Societies Agency, Federal Attorney, Lawyers (who were participated in drafting the proclamation), individuals who were participated at different discussion regarding to the drafted proclamation, representatives of political parties, the existing CSOs that work on promoting democratic values, Ethiopian National Election Board, and scholars from the field of International Human Rights Law, Political Sciences and Human Rights.

Data Analysis

In qualitative research approach, theme analysis is one major and useful means of analyzing the collected data through a method of categorizing, analyzing, and reporting themes within data (Braun and Clarke 2006). Accordingly, since thematic analysis technique minimally organizes and describes the data set in detail, the data gathered from all sources to this study were organized and analyzed thematically.

Ethical Considerations

In conducting research, the following ethical guidelines were considered. First, the researcher asked the participants' willingness by showing the letter of cooperation written by Addis Ababa University, Department of Political Science and International Relations with a brief explanation about the purpose of the study and who the researcher is. Next, the researcher contacted the voluntary participants. Audio records were handled with utmost care and confidentiality, but it would not be transferred and used for other purpose than the research objective. No participants in this study were included without obtaining their informed consent orally. Participants had the right to interrupt the interview process at any time when they feel unclear or discomfort. Besides, to protect participants' personal identity, anonymity was safeguarded by giving pseudonyms instead of using their direct names though the researcher also used the actual names of some informants based on their consent.

FINDINGS: Challenges of Ethiopian Restrictive Legislations on Foreign CSOs

i. Denial of Court Decisions

Unlike the imperial legislation, the ECSP does not give freedom for all CSOs to exercise their rights like the right to appeal. The researcher concludes that the law is going backward especially in accessing the court decisions. This regressive law uncommonly denies the rights of foreign CSOs which entitled in different international human rights legal frameworks as well as in the FDRE constitution. This is because of the ECSP in Article 104 (2) clearly shown that the decision of Board of the Charities and Societies Agency shall be final. According to sub-article 3 of this Article, this is true for Ethiopian Residents Charities and Societies, and Foreign Charities. Accordingly, any foreign CSOs which were operated before the enactment of the Proclamation but those got registration in Ministry Of Justice as well as the current Foreign Charity have no the right to go to any regular court to appeal their respective cases. The Board decision of the Agency shall be final.

Therefore, it is possible to conclude that such CSOs are restricted from accessing justice from the decisions of legally established body i.e. court. Regarding to this restriction, the government argues that confining the right to appeal to court from the identified CSOs does not meant that the Board gives unfair decision. Here, the researcher does not stand to say the decision of the Board is fair or unfair rather the Proclamation makes foreign CSOs which work in promoting democratic values unable to appeal and access the court decision. It enforced foreign CSOs to stop their hitherto roles.

ii. Restricting Areas of Operations

Unlike its first two decades of the ruling periods, using the ECSP that introduces an explicit restriction of foreign CSOs in promoting democratic values, the incumbent government doesn't continue with its commitment in promoting the decisive roles of CSOs to the development of a democratic political culture in the country. In this respect, forthwith to the ratification of the Proclamation, reregistration was compulsory for all CSOs including which were engaged in supporting the socioeconomic as well as political development efforts of the country. The precondition for reregistration was very difficult for CSOs that were engaged in democratization process than others, because they were forced to ban their previous contribution in promoting democratic values. In Article 14 (2), it announces five intervention areas, which were completely restricted from the involvement of Ethiopian Resident Charities, Ethiopian Resident Societies, and Foreign Charities. These are pointed as follow.

[T]he advancement of human and democratic rights; the promotion of equality of nations, nationalities and peoples and that of gender and religion; the promotion of the rights of the disabled and children's rights; the promotion of conflict resolution or reconciliation; [and] the promotion of the efficiency of the justice and law enforcement services.

Since these listed intervention areas are reserved for only Ethiopian Charities and Ethiopian Societies, many foreign CSOs which were work in the areas of promoting democratic values has become explicitly restricted. As a result, some organizations including African Initiative for Democracy, African Nation for Democratic World Order, Care, Oxfam, Action-Aid, Pact, Save the Children, Path Finder, Inter African Group, Poverty Action Network, Norwegian Peoples' Aid-Ethiopia (NPA), and other USAID-funded foreign NGOs are restricted from their previous areas of intervention in the advancement of human and democratic rights; the promotion of equality among nations, nationalities and peoples of Ethiopia, persons based on gender and their religion; the promotion of the rights of the disabled and children's rights; the promotion of conflict resolution or reconciliation; and the promotion of the efficiency of the justice and law enforcement system.³ The restriction also included any foreigner CSO that may operate in the future to work on the aforementioned restricted areas of intervention.

iii. Discontinued financial and Non-financial links

Like the direct involvements of foreign CSOs are overtly prohibited by the proclamation, their indirect contributions to the development of democratic culture of the country are also banned. This is due to the fact that it disconnected the financial and non-financial links of foreign CSOs with the domestic CSOs and other actors of democracy like political parties.

Financially, notwithstanding the role of foreign CSOs supporting the democratization process of the country is crucial; the ECSP systematically blocks their financial linkages with the local actors. Since the law forced them to collect a minimum of 90% of their funds from domestic sources only, it is possible to conclude that at least 90% of the financial connection between foreign sources and domestic CSOs has broken. It also made foreigners unable to contribute their part at least via donations based on their moral obligation to help the needy.⁴ Furthermore, since the proclamation restricted the involvement of foreign CSOs on spheres of politics, the financial connection between foreign CSOs and political parties was also broken. Here, during 2005 national election of the country, they invest more than 4.5 million Ethiopian Birr for Political Parties, Coalitions, and Independent Candidates (Wondwosen 2013). Its aim was to make the election truly competitive and democratic. The promulgation of the proclamation not only cut out the previous connection but also made the contributions of foreign CSOs in the post 2005 two national elections null. Key informants from opposition political parties also claimed that since the proclamation discontinued their financial connection with CSOs, and it's by product financial constraints, they could not utilize their full potential in 2010 and 2015 national elections. For instance, Kassahun, the general secretary of 'All Ethiopian Unity Party', indicated that the election board gave to the party only 3700 Ethiopian birr that was totally insufficient to cover costs like to mobilize voters', preparation of posters, brushers, etc.

The non-financial connection between foreign and domestic CSOs which were work in promoting democratic values in general and in human rights issue in particular also made discontinued. According to Article 10 of the Directive 1/2010, the permission to form a consortium is given for Ethiopian Society only with Ethiopian Society or Ethiopian charities with Ethiopian charities. It is impossible to form a consortium for Ethiopian Society and charities with foreign CSOs. It voided the previous roles of foreign CSOs in promoting democratic values in the country via networking with domestic actors of democratization. For instance, Sisay (2012) mentioned the Norwegian Peoples' Aid-Ethiopia (NPA) and the USAID-funded foreign NGOs as an example. They were international NGOs which worked with local NGOs on human rights and democratization, but presently reregistered as a foreign charity. Initially, the USAID was funded foreign NGOs which were involved in building the capacity of local NGOs in monitoring, investigating and reporting human rights violations, but the ECSP also wind up it. The non-cash value support of CSOs was very significant in helping political parties to participate in 2005 national election of the country (Wondwosen 2013). Moreover, their presence as international election observer made political parties especially oppositions hopeful that the election could be held in a democratic and truly competitive manner (Hyde and Beaulieu, 2004). But, this kind of erstwhile connection, which created to promote democratic values, between foreign CSOs and domestic democratization actors was blocked by the ECSP.

iv. Exit from Rights-Based Approach

Some CSOs like 'African Initiative for Democracy' and 'African Nation for Democratic World Order' were worked through devoting their full efforts to the development of democratization process of the country in

³ See more Kumulachew at Fana Television, Part 1: discussion, May 24, 2018.

⁴ Interview with Fithalew, May 15, 2018; Interview with Aziza, May 18, 2018.

general and in human rights issue in particular.⁵ Likewise, many other organizations like Care, Oxfam, Action-Aid, Pact, Save the Children, Path Finder, Inter African Group, Poverty Action Network, and others were actively engaged in socio-economic and political development of the country. They were involved in democratization process of the country and/or advocacy activities through integrating with developmental interventions.⁶

From 1995 to 2009, CSOs started to follow a rights-based approach, the global trend that was begun in 1980s, in Ethiopia. In Ethiopia, Action Aid Ethiopia played a significant role in introducing this approach and the main rationale to focus on such approach is that developmental activities can be effective if and only if citizens assume these activities as their own right.⁷ In other words, when individuals primarily develop good awareness about their rights, they can assertively stand to exercise it properly. Inversely, if attention has given for developmental efforts via merely donating goods and services, they may develop the sense of dependency and also not ready to utilize their constitutionally guaranteed rights.

The proclamation officially enforced all CSOs to alter their previous areas of intervention (right-based approaches) to need/development-based approaches. In this regard, the study's key informant from EHRC, Adham, argued that all CSOs including foreigners were not prohibited from working on human rights issues. He added that when they are working on constructing health centers or schools, they are involving in human rights promotion because under international legal frameworks like UDHR, all these rights are identified as human rights. It seems that he bounded the concept of human rights merely to the fulfillment of infrastructure and defended an argument that the proclamation forced foreign CSOs to shift from rights-based to need-based approach. This is because, in practice, CSOs were enforced to be involved merely on developmental activities of the country. In this regard, Kumulachew explains that:

*They can teach about the benefits of afforestation, plant trees to benefit the community, and inspire the community to actively engage in afforestation programs; but it is still a crime to teach the community as they have the right to environment. Similarly, they can construct schools, but it is seriously impossible to teach and advocate about the right to education.*⁸

In short, for foreign CSOs, teaching the people about their rights or working for the promotion and respect of human rights are considered as a crime. This is why the aforementioned CSOs forced to drop their previous areas of intervention and reregistered as foreign charities to work on developmental areas.⁹ Similarly, the Norwegian Peoples' Aid-Ethiopia (NPA), by terminating its former contribution on the areas of human rights and democratization process of the country, re-registered as a foreign Charity (Sisay 2012). Moreover, Inter African Group (IAG) contributed its part to the development of democracy. For instance, its role in drafting process of the FDRE constitution was unforgettable. During the 2005 national election, its various forms of contribution in arranging and sponsoring media to have debates between political parties made people of the country/voters' to make an informed decision.¹⁰ Although this organization was enforced to drop these and many others its contribution to the development of democracy, the organization has been still working in peace building and conflict resolution. This means the partial areas of intervention (peace building and conflict resolution) of the IAG is exempted from the restriction.

Moreover, according to the Ethiopian National Election Board (2005), there were 429 foreign observers who were recruited from 22 different CSOs and IGOs in 2005 election. But in the post-election period, no foreign CSO was involved in such function.¹¹ This is due to the fact that the proclamation put explicit restriction up on them.

⁵ See more Kumulachew at Fana Television, Part 1: discussion, May 24, 2018.

⁶ Interview with Ismael Jul 09, 2018; Saba, Jul 09, 2018.

⁷ Interview with Debebe Jul 20, 2018.

⁸ See more Kumulachew at Fana Television, Part 1: discussion, May 24, 2018.

⁹ See more Kumulachew at Fana Television, Part 1: discussion, May 24, 2018; Interview with Ismael Jul 09, 2018; Saba, Jul 09, 2018.

¹⁰ See more Kumulachew at Fana Television, Part 1: discussion, May 24, 2018.

¹¹ Interview with Beletech, July 18, 2018.

CONCLUSION

The study uncovered many challenges of the proclamation on foreign CSOs which work in promoting democratic values. The challenges which were faced by the mere foreign CSOs that work in promoting democratic values includes the complete prohibition of areas of operations, denial of court decision using their right to appeal up to the court level and discontinuing their financial and non-financial connection with domestic CSOs that work in promoting democratic values as well as other actors of democratization like political parties. These challenges of the proclamation have also observed upon Ethiopian resident charities and societies (domestic CSOs). However, there are also similar challenges both foreign and domestic CSOs have faced due to the ECSP. For instance, it forced both foreign and domestic CSOs to shift from 'rights-based' to the 'need-based' approach. There are also many organizations which entirely terminated their substantial roles in the advancement of human and democratic rights; the promotion of equality among nations, nationalities and peoples of Ethiopia, persons based on gender and their religion; the promotion of the rights of the disabled and children's rights; the promotion of conflict resolution or reconciliation; and the promotion of the efficiency of the justice and law enforcement system. In this regard, due to the explicit restriction of operational activities of the proclamation on the mentioned areas, foreign CSOs were completely wind up from their contributions. In general, from the total CSOs the vast majorities (94.7%) were enforced to exit their working areas.

Although the proclamation sets prohibitions of areas of intervention from the involvement of foreign CSOs and financial restriction for domestic CSOs which work in all areas of intervention, there are some foreign as well as domestic CSOs which are exempted. According to the key informant, Mesifen, there is a direction that came from the Prime Minister Office to direct the Agency to treat some organizations in special case. Accordingly, 'Inter African Group' and 'African Child Policy Forum' obtained exceptional privileges. This exposed the government for strong criticism of scholars and the civil society community.¹² The criticism is that the government has used the proclamation to attack the true CSOs which work to the development of democratic system and respect of human and democratic rights, and inversely to create conducive atmospheres for CSOs which have a close connection with it.¹³ So, the aforementioned challenges of the proclamation on CSOs which work in promoting democratic values might not be representative for CSOs which have 'hand and glove' relation with the government in power.

The government seems like used the proclamation to weaken truly CSOs that challenge its existence in power through empowering the people to actively engage in the process of democratization. Accordingly, it directly limited the involvement of foreign CSOs on the areas of promoting democratic values. In other words, either directly or indirectly, the proclamation affects the existence of foreign and domestic CSOs which work in promoting democratic values in a committed manner. It deteriorated their previous significant roles. Similarly, without setting a distinction between foreign and domestic CSOs, there is also an argument that the proclamation has a devastating impact on the staff of human rights organizations, and for many years, they have operated in a climate of fear in Ethiopia (Amnesty International, 2016).

As a result, the challenge of good governance, violate revolts and ethnic conflicts and intolerance have been the common incidences in the country. For instance, Ethiopia is one among the countries of poor governance quality in the world (Shimels, 2015); and also, its political systems are suffered from deficiency of democratic power sharing formula, check and balance, accountable and transparent institutions and procedures (Gudeta, 2013). The incumbent government also recognized the existence of the problem of poorly functioning legal and judicial system that have inconsistent with the FDRE Constitution. In order to tackle the problems of good governance, the role of CSOs which work in promoting democratic values is paramount. This is due to the fact that they serve as a channel of communication between government and public; and they help to make the state democratic by struggling for justice, respect of rights, equality and freedom, and advocating changes against repression (Miheret, 2010). However, this opportunity has been narrowing in Ethiopia; because the ECSP gives broad power to the incumbent government to have unnecessary interference on the operation and management of CSOs, especially, which work on five intervention areas which are listed at Article 14 (2) of the proclamation. To sum up, the proclamation is a serious impediment to the role of foreign CSOs for the development of democratic values in general and for the promotion and respect of human rights in particular.

¹² Interview with Debebe Jul 20, 2018; Interview with Ismael Jul 09, 2018

¹³ Interview with Debebe Jul 20, 2018

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Annex-Profile of Interviewees

No	Pseudonym	Sex	Working Organization; Position	Interview	
				Date; Time	Place at
1	Fithalew Firdu	M	ELA; Expert and Researcher	May 15, 2018; 3:00PM	Office
2	Aziza Endires	F	EWLA; Expert	May 18, 2018; 4:00PM	Office
3	Ismael Dawud	M	Inter African Group; Department Director	Jul 09, 2018, 11:00AM	Office
Actual Name					
4	Kumulachew Dagne	M	IAG and HRCO; as an Expert and Manager	May 29, 2018; 9:00AM	His resident
5	Debebe Hailegebriel	M	APAP; Former Director of APAP	Jul 20, 2018, 11:00AM	Office
6	Beletech	F F	NEBE; Civics and Voters' Education Studies and Training Directorate Director	July 18, 2018; 4:30AM	Office

**THE NEED TO COMPILE AND FORECAST FINANCIAL STATEMENTS BASED ON
INTERNATIONAL FINANCIAL REPORTING STANDARDS**

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From mere forecasting of financial statements to the unbiased management of the factors that influence its objective reality, nothing will be achieved.

The most important problems in this area are the lack of clear methodological approaches to forecasting financial reporting elements, the lack of organizational structure, the development of a complete methodology, the incompliance of the database with international quality standards, the high level of risk in forecasting, and the lack of clear procedures.

“Further strengthening of macroeconomic stability and maintaining high rates of economic growth: - further development of international economic cooperation, including expanding ties with leading international and foreign financial institutions, pursuing well thought out foreign borrowing policy, and effective use of attracted foreign investment and loans. "[1]. That is why there is a growing demand for financial reporting based on international standards. It is expected that the global stock market will increase, along with an increase in assets, revenues, and number of employees, as well as internal interests and needs. Unfortunately, there are a number of problems in this regard. So how can this problem be solved? First of all, it is necessary to retrain accountants in the financial sector (banks, insurance companies). The next step is to retrain real sector accountants. At the same time, it is necessary to establish a special trainer group.

What does it mean to transfer financial statements to international standards? This will primarily increase business-oriented management, accounting, economic analysis and audit. So how does the current situation address this issue?

There are, unfortunately, many uncertainties in the current procedures for compiling financial statements based on national standards. These include the recognition and valuation of assets, the calculation of resources and the economic usefulness derived from them. Financial assets accounting, recognition of income and expenses, etc. in terms of. International Financial Reporting Standards, in the international audit standards, focus more on the business viability and on the business continuity rather than on the property.

By moving to international financial reporting standards, our companies will have access to many stock markets around the world. Becoming a member of the stock markets increases the financial viability of companies.

One of the main requirements in this regard is that international banks do not accept reports on national accounting standards. Reports based on international financial reporting standards are an important tool for common communication with banks in developed countries of the world.

At the same time, there is a growing internal interest and demand for international financial reporting. This is due to the fact that international standards allow us to see and know more about national demand for information.

ISAEs are documents (standards, explanations) that determine the procedures for preparing financial statements. [2]

Currently, the International Financial Reporting Standards are being translated into 4 languages (French, German, Russian and Polish), (Chinese, Japanese, Portuguese and Spanish), and more than 30 are translated into more than 30 languages.

In contrast to national standards, it is important to note that international standards of financial reporting set only the principles of financial reporting. There are no clear accounting records, no accounting records, no clear rules for maintaining and maintaining records. In national practice, however, these rules and procedures are given greater priority. That is, the procedure for documenting transactions is to follow strict accounting procedures.

Another important advantage of International Financial Reporting Standards is that investors have access to information.

Occasionally, there may be cases where an enterprise with a profit margin according to national standards has been harmed by international standards. This shows the ineffectiveness of financial statements prepared by national standards in preparing investment decisions. In this way, investors have access to the most complete,

accurate and reliable information. Despite the fact that the existing national standards are based on their content, it can be seen that they have in some way embodied certain signs of establishing and strengthening state control. It is also appropriate that the Ministry of Finance of the Republic of Uzbekistan bears full responsibility for establishing accounting and financial reporting procedures, and in some cases contradicting the requirements of owners and investors.

International standards include interim, consolidated and separate financial statements. Their differences can be explained as follows (see Table 1).

Table 1 Forms of financial reporting

Interim Financial Reporting (ISA-37)	Consolidated Financial Statements (ISA-27)	Separate Financial Statements (ISA-27)
- a financial report containing a complete set of interim financial statements or a set of condensed financial statements.	- the financial statements of this group, in which assets, liabilities, equity, income, expenses and cash flows of the parent organization and its subsidiaries are reported as belonging to a single economic entity.	- reports submitted by the parent organization (or investor controlling the subsidiary) or investor having joint control or significant influence over such investment entity

The main objectives of the financial statements analysis are:

- determination of the balance between the movement of material and financial resources;
- Assessment of the flow of property and debt in the economic turnover cycle, aiming to obtain optimal returns;
- Determine the extent to which funds are used to maintain an effective capital structure;
- Monitoring of financial flows of organizations, adherence to standards and standards for the use of material and financial resources. [3]

Today, there is a growing need for strategies for enterprise development. There is an urgent need for management entities to anticipate and resolve various conflict situations with the use of available information regarding future situations. It is important to recognize that achieving high economic performance, maintaining it, having a strong basis for development and progress, and predicting future plans under the influence of various risks has always been a controversial issue among economists. The use of financial resources for the preparation of tactical management decisions that conflict with the interests of managers and other stakeholders is a complex process.

Forecasting is regarded as a scientific factor in having strategic decisions that are made at different stages of development (in the medium to short-term) and having effective options.

Forecasting is seen as a way of predicting the future, setting goals and defining success in enterprise activity.

The main way to read prognosticated financial statements is to identify financial ratios. It is only through this method that the future expectations of the real state of the enterprise are evaluated. It is difficult to come to terms with their type, quantity and content. This is because the analysis shows that the financial ratios identified are different across countries.

The analysis of reports based on international standards can be divided into 5 groups based on coefficients:

1. Indicators of liquidity and financial stability;
2. Indicators of solvency;
3. Performance and market activity indicators;

Profitability and profitability indicators;

Indicators of economic poverty.

In recent years, interest in forecasting financial statements is increasing. This can be seen as a necessary precondition for business continuity. There is no unified approach to analyzing projected reports. Often it is based on traditional approaches.

The financial positioning of enterprises is based on the following units of financial statements. [4]

- balance of assets and liabilities;

- balance of income and expenses;
- on the balance of income and expenditure of funds.

These are the financial statements that provide the basis for forecasting the financial position. This year's financial statements provide an economic and financial basis for forecasting in the near and long term. All the elements of the financial statements are adjusted based on the objectives set for the future development of the enterprise. At the end of the projection, the projected accounting balance sheet, the report of the predicted financial results, the forecasted cash flow reports are prepared and these sources are considered as an important source in determining the financial category.

The main objectives of the financial analysis are the following:

- calculations of financial condition of the enterprise, financial results, profit and loss, expectation of money resources;
- preparation of accounting balance and estimation of changes in financial condition of the enterprise by forecasting the future expectations of assets, capital and liabilities of the enterprise;
- Preparation of financial statements and estimation of changes in its key units by forecasting (forecasting) future income and expenses, profit and loss of the enterprise;
- Estimating and estimating the cash balance by determining the need and surplus of funds for future cash flows;

In the forecasting, it is important to further improve the financial position of the enterprise, to increase economic profitability, and to maintain optimal cash flow management.

Predicting an enterprise's future estimate is a likely summary of future expectations of the event, influenced by various factors. [5]

Forecasting (forecasting) of financial reporting elements involves the forecasting of assets, capital and liabilities, financial results, profits and losses, which are its essential elements. It is possible to predict the future assets, capital and liabilities, financial results, profits and losses of the enterprise based on the forecasting (forecasting) elements of the financial statements and to determine their activities and business plans and budget. Forecasting of elements of financial statements allows to answer the following important questions:

- From what and when the money comes in the enterprise?
- What are they used for?
- How much money does a company need to get a positive cash flow?
- When will this need be needed?
- What kind of funds are attracted to enterprises (in the form of private equity or debt capital)?
- What is the financial status of the enterprise for the next period?

The importance of potential effectiveness in making tactical and strategically optimal business decisions should be emphasized. Potential efficiency can only be achieved by forecasting, improving its methods and methodologies. Predicting different risk levels and its current methodology has a significant impact on forecasting results.

The profitability of the investments will inevitably require some time and time. Predictability creates the need for and a solution for assets, capital and liabilities, income and expenses, profits and losses, future cash flows, and additional funding for assets. [6]

Predicting future expectations is not only a process that changes by an entity, but is also influenced by external factors. Given that it is possible to achieve a high level of precision by reducing the risks of achieving the expected results, the forecasting will allow the companies to determine the future financial condition and financial results, profit and loss and organize accordingly.

We believe that financial statements of the enterprise should be published in the same form and in the same way as for globalization, foreign markets, international trade and commerce, and participation in the global stock market. One of the main shortcomings in the field is the insufficient or incomplete accounting software for budgeting and forecasting. Another important disadvantage in forecasting is the fact that companies do not practice budgeting practices or simply pass them by. That is, the enterprises do not have the practice of compiling financial statements and financial statements.

One of the main disadvantages in the forecasting of financial statements is that the taxes and long-term payment rates are not clearly defined.

One of the most important disadvantages in forecasting and budgeting is also due to the fact that management accounting is poorly managed and needs improvement.

In times of financial crises, mistrust of forecasts increases. Because of the importance of forecasting in a rapidly changing environment. However, a total refusal to predict the future will only aggravate the situation and undermine its value.

While forecasting is critical to further improving the company's financial position, growing economic profitability, and managing optimal cash flow, we propose that the most accurate predictions of financial reporting elements will be:

- Defining the forecast period;
- Formation of calculations tables;
- forecasting of profits and losses;
- Forecasting of cash flow;
- formation of required financing cost;
- Forecasting of economic downturns;
- forecasting of balance sheet;
- final conclusions and recommendations should be prepared.

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GO GREEN - AN ANALYSIS OF GREEN HRM PRACTICES AND ITS SUSTAINABILITY, A CASE STUDY OF A FEW SELECTED INDIAN COMPANIES

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ABSTRACT

Green HRM is the latest terminology in healthy organizations today. Organizations are giving more emphasis on developing human resource policies to promote green environmental initiatives. The organizations are focusing a lot on GHRM due to the myriad impact on society such as Environmental hazards, Ecological imbalance, Unpredictable environmental interventions, Depletion of the ozone layer and unhealthy air quality. However, seeing the current scenario, it is advisable for the organization to focus more on the reduction of ecological imbalance. Organizations must give priority to social and environmental factors along with economic and financial considerations. The purpose of the paper is to explore green business and elaborates the GHRM initiatives taken by a few selected Indian organizations, secondly, to focus, discuss and frame specific government policies to reduce the rapid destruction of the non-renewable resources, and to protect the society from the dire consequences.

Keywords: green business, green human resource management; ecological imbalance; sustainability development, carbon footprints.

INTRODUCTION AND JUSTIFICATION FOR THE STUDY

Progressive depletion of natural resources due to human exploitation creates the need to introduce the concept of sustainable development. Thereby, there is a need to protect the environment and natural resources for the benefit of future generations, have become a global concern. The successful implementation of these sustainable corporate strategies within an organization requires both strong leadership and a concrete process (Glavas, Senge, & Cooperrider, 2010). There is a dire need to re-engineer the operating strategy of contemporary organizations. Recently, both developed and developing countries became more concerned about the importance of environmental issues and sustainable development (Sharmin, 2015).

A "Green" business activity can be defined as any business activity performed in such a manner where it has a minimal negative ecological impact or directly benefitting the natural environment. The green business is more extortionate than conventional business and that the benefits that the company gets from green practices do not outweigh the cost involved with them. Nowadays, green business is a trend because of the consumer preferences and also due to the choice and need of the millennial generation, which is highly health-conscious. The companies are focusing more on the greener products and bringing transformation in their modes Operandi. The contribution of this paper is threefold: first, to survey and draw together the aspects of green business; second, to design and develop a the terrain of this field i.e. HR 2020 Model ; and third is to explore the various green initiatives taken by the domestic as well as multinational organizations.

In doing so, the researcher is responding to calls in the literature to integrate corporate practices and HRM as a subject of research.

Zsolnai (2002) defines a green business as a business that has adopted the concept of environmentalism across the various functions of the company. Gilbert (2007) identifies a green business activity as any activity that performed in a manner that has either limited negative ecological impact or directly benefits the natural environment in some way. Green HRM defined as formulating such policies which aim to promote sustainable use of resources within organizations. Green HR comprised of two essential elements: First is Environmental-friendly HR practices and the conservation of knowledge. It focuses on environmentally friendly initiatives, which leads to greater efficiency, active employee engagement, and retention of human capital, which in turn able to reduce carbon footprints in the organization. Green HR policies are emphasizing on inculcating green behaviour among employees. Such policies aimed at developing a corporate environmental culture. Green HRM focus on employees ecological behaviour in the company, which in turn, could be carried on to consumption pattern in their private life (Muster and Schrader 2011).

There is a need to raise awareness and disseminate information concerning the impact Green HRM can have on sustainable development in organizations

Evolution of Green

The green drive adopted by corporate is not the first emergence of "green" into the public eye. In the article "Green Marketing: Legend, Myth, Farce or Prophecy?" authors Ken Peattie and Andrew Crane described green

marketing and provide reasons as to why they failed or not as successful as the trend emerging today. They explained that in the late 1980s and early 1990s, green marketing was receiving considerable attention as consumers were started preferring greener products in comparison to other products. Organizations have started highlighting the greener sides in their products as to take advantage of this growing trend.

The introduction of green products in United States was more than doubled to 11.4 percent of all new household products between 1989 and 1990, and grew to 13.4 per cent in 1991. In the same period, the volume of green print ads increased by 430 percent while the volume of green TV ads grew by 367 percent (Ottman, 1993). It was the opinion of many market analysts that the "green market appears to be real and growing," (Menon and Menon, 1997) and "green is in, no questions about it" (Iyer and Banarjee, 1993). In the late 1990s, however, the marketing trend in green consumption seemed to be declining. It observed that, though many consumers were concerned for the environment, few were willing to base their purchasing habits upon it (Mintel, 1995).

The term green business is defined by Smith (2008) and Friend (2009) as business and practices that are viewed as environmentally sound, including the use of organic and natural products to build factories, tighter protection against emissions and environmentally friendly sourcing of materials. Zsolnai (2002) defined a green business as a business that has adopted the concept environmentalism across the various functions of the business. Green business is using less of natural resources to complete the project and using recycling input products such as paper, plastic, electronics, glass and other metals for making the organic products or greener products.

Green products tended to sell at premium prices, often with a quality that was less than what a consumer expected from a standard product. Green products continued to grow in areas such as food, tourism, IT, FMCG and financial services etc.

The Paradigm shift of companies

Companies are likely to develop a powerful social conscience and green sense of responsibility as the consumers of today demand ethics and environmental credentials as a top priority. Societal and business agenda is thus likely to align. This forecast can be envisaged in the progression given below:

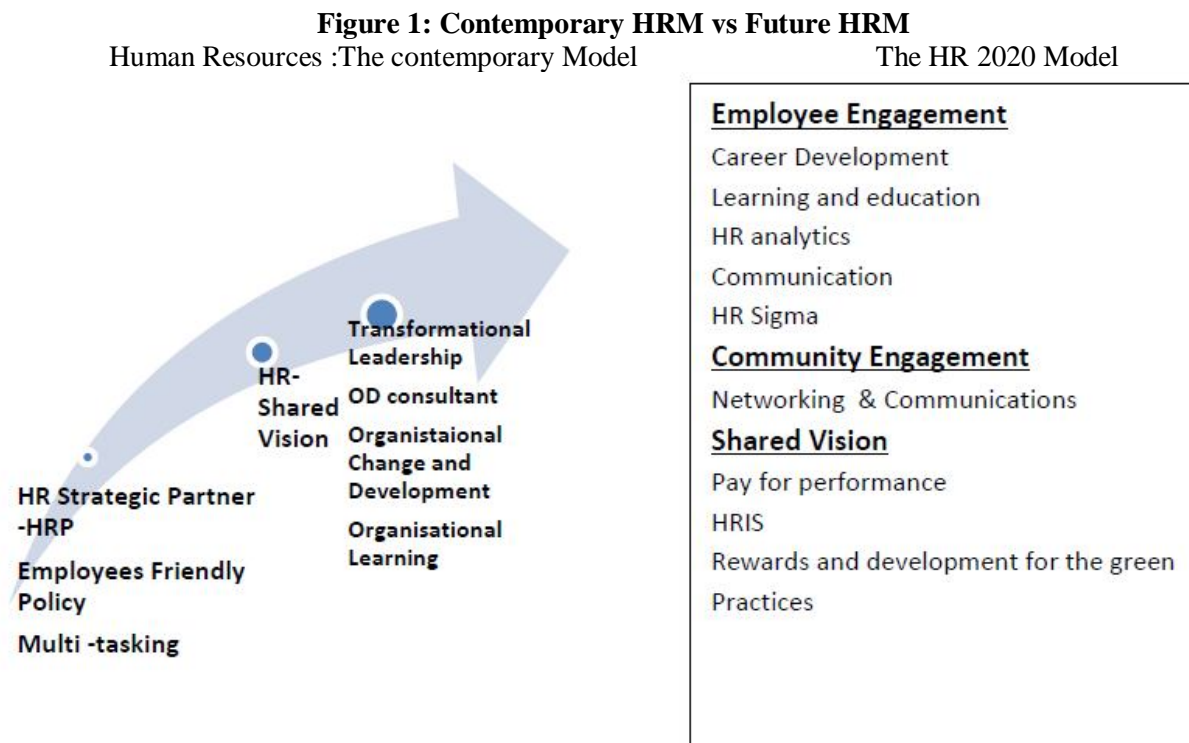
Table: 1 Companies adopting Green HRM

2010	2012	2013	2018	2020
UK launches the London Carbon Trading Exchange.	US signs the Kyoto II agreement and becomes a leading advocate for actions to reduce the rate of global warming.	India becomes a key player in the CSR agenda with a focus on preserving the Indian culture and heritage.	Hybrid or fully electric cars outnumber petrol- powered cars.	A group of scientists confirm that the rate of global warming is slowing.

Source: PWC Report: Managing Tomorrow's People

In today's global business scenario, businesses are facing various challenges, regularity and community pressure issues. There is a pressure for ecological balance. In lieu to this, organisations are formulating strategies to reduce the carbon emission or other environmental impact caused by the products and services. Clem (2008) emphasized that going green reflects a social consciousness around saving and advancing the Earth's natural resources, preserving and protecting them for the sake of civilization. The increasing consumer awareness and sensitivity towards environment lead to increase the demand for ecological or organic foods products. Hence, companies are focusing more on producing green or natural products consisting of fewer chemicals or without chemicals.

Incorporating green management into the everyday language and fabric of the organization is a growing phenomenon, fuelled by the realization that green credentials matter and opportunities for competitive advantage through innovative methods and design are feasible (Russo & Fouts, 1997; Shrivastava, 1995). The setting out of strategic priorities and objectives develops the 'content', the shift then needs to be made from content to 'process' which identifies the ways in which alignment between the overarching strategy and Green HRM strategic priorities can be achieved (Jackson & Seo, 2010). In addition, where firms are committed to greening their operations and embedding these clearly in their mission statements and strategies, the organizationally committed employee would be more inclined to work in a congruent and environmentally sound manner (Harvey, Williams, & Probert, 2013). Therefore, the positioning and alignment of the environment and HR function is essential to achieving environmental performance that seeks to translate strategy into operational practice. The engagement and commitment of employees is another key dimension in embedding Green practices in organizations (Aragon-Correa, Martin-Tapia, & Hurtado-Torres, 2013).



In a study by Renwick et al (2008), the authors draw together the extant literature in the area of Green HRM, and map the terrain in this field to propose a new process model and research agenda in Green HRM. The same is summarized in the table (Table 2) below. All the critical functions of HRM viz. Recruitment, Performance Management, Training and Development, Employee Relations, Pay and Reward and Exit have been taken here to propose how each of them can go green ? indicating the huge scope HRM has in contributing to the Green Strategy of the organizations, and playing a significant role to the society and the environment at large.

Table 2: Summary of Green HRM Practices

<p>Developing Green Abilities</p> <p><i>Attracting/ Selecting</i></p> <ul style="list-style-type: none"> ➤ Green issues specified in job descriptions ➤ Green job candidates, applicants use Green criteria to select organizations ➤ Green employer branding (Green employer of choice) ➤ Firms recruit employees who are 'Green aware' ➤ Green issues in induction /socialization processes
<p><i>Training & Development</i></p> <ul style="list-style-type: none"> ➤ Employee training in EM to increase awareness, skills and expertise ➤ Training for Green jobs, and integrated training to create an emotional involvement in EM ➤ Trade union reps get information on EM, and union activist EM training ➤ Green knowledge management ➤ Using employees' tacit knowledge in EM ➤ Training workshops for managers ➤ Green MBAs ➤ Green leadership styles
<p>Motivating Green Employees</p> <p><i>Performance Management/ Appraisals</i></p> <ul style="list-style-type: none"> ➤ Green performance indicators included in PM system and appraisals ➤ Communication of Green schemes to all levels of staff through PMA scheme, establishing firm-wide dialogue on Green matters ➤ Managers/employees are set Green targets, goals and responsibilities ➤ Managers are set objectives on achieving Green outcomes included in appraisals ➤ Dis-benefits in PM system for non-compliance/not meeting EM

Pay and reward systems

- Staff suggestions in EM rewarded
- Reward schemes linked to staff gaining EM skills via skill-based pay
- Green benefits (transport/travel) rather than pay benefits cards to gain Green products
- Financial/tax incentives (bicycle loans, use of less polluting cars)
- Monetary-based EM reward system
- Monthly managerial bonuses for good EM
- Including Green targets as part of PRP for senior staff
- Executive compensation for managers partly based on EM stewardship
- Recognition-based rewards in EM for staff (public recognition, awards, paid vacations, time off, gift certificates)

Providing Green Opportunities

Employee involvement

- EI practices in EM including newsletters, suggestion schemes, problem-solving groups, low-carbon champions and Green action teams

Empowerment and engagement

- Encouraging employees to make suggestions for EM improvements
- Increasing employees' psychological empowerment enhances their willingness to make suggestions for EM improvements
- Supportive managerial and supervisor behaviours develop employee engagement in EM

Supportive climate/culture

- Wider EI in EM underpins pro-environment culture

Union role in EI and EM

- EM education programmes for union members
- Joint management/union training programmes in EM
- Green union representatives

Source : Renwick, Redman and Maguire (2012)

Although, lots of efforts have been attempted by the organizations to bring Green HRM in to practice but still there are certain bottlenecks for it, one of the major drawback which could sluggish the greening process is that the green HR policies focus only on HR functions based employees working role. Whereas, there is a need to understand that environmentally concerned attitude and behaviour are not be learned at the workplace only, but it also applies in private life too. Therefore, employees personal role as a consumer is considered to be the most important role in terms of learning and practicing environmentally concerned attitude and behaviour. Some other initiatives which the companies are taking on large scale are- solar energy roofs for generating electricity, rain water harvesting, recycle, reuse and implementing green manufacturing process.

WIPRO

Wipro Limited is a company registered under the Indian Companies Act, 1956, with its shares listed in National Stock Exchange and Bombay Stock Exchange in India and the NYSE, USA. Wipro's IT business provides three forms of IT Services, IT Products and ITeS (IT enables Services). Wipro featured in the top ten companies that paint India Green, and it was one of the two IT companies that featured in the list.

Wipro has taken various social and community initiatives to contribute to the Green HRM concept. It has involved all stakeholders for deeper engagement. It has started a project by the name of Eco Eye in 2008, which focuses on the following:

1. Significant reduction of the ecological footprint through the dimensions of energy, water, and waste management
2. Maximum involvement of employees, customers, partners, and supply chain on defined sustainability outcomes.

In addition to this other initiatives included research-led advocacy on energy, water and biodiversity and influencing the policy-making and directing on critical sustainability issues by working closely with government and industry.

The environmental dimensions of the operations are focused on increasing the efficiency of energy, water, waste/pollution management, and biodiversity.

Eco-Energy is one of the business divisions which was started in the year 2000 and is already 250+ people healthy. Its solutions span Mega Watt-scale solar plants, Energy Management, Green Infrastructure, and Sustainability IT services.

Figure 2 –Wipro Dimensions of GHRM



WIPRO Dimensions of GHRM

Energy: The efficient use of energy in the operations has shown a cumulative improvement of about 20 % over six years from 2004 to 2010. In the year 2009-10 alone, Wipro energy efficiency initiatives helped them to save 15 million units of electricity with a corresponding reduction of 1,200 tons of Green House Gasses (GHG).

Water: Wipro also recycled 32% of water consumed in the campus and targeted to reduce 5% year-on-year reduction of freshwater per employee.

Waste Management: Wipro has made the provision of Waste Management, in which they have succeeded to manage 83% of operational waste, is recycled and reprocessed, both within the boundaries and outside of the organization. In addition to this, they have also targeted to increase it to 100%.

Biodiversity: Wipro has initiated work in one of the largest campuses to recreate a biodiversity zone (three more in the pipeline). The company goal is to ensure that all new campuses encompass biodiversity principles during the design stage.

Wipro's constant endeavours not only restricted within their boundaries, but it has also stretched its wings outside of the organization. Wipro has involved their suppliers too in the green HRM drive on the three aspects such as Ethical, Ecological, and Local procurement.

Ethical: Wipro expects that its vendors must adhere to a defined code of conduct and Business Ethics.

Ecological: Wipro has also focused on LEED principles, and their building structure followed LEED guidelines. The Wipro computer division engaged with various suppliers as part of Green Computers programme.

Organizations sustainability is one of the major concerns of almost every organization. Wipro has made every possible effort to create a diverse workforce aware of sustainability through employee engagement programmes such as Eco- Chapters. Employees are engaged in this programme and contributing effectively. Almost 5000 employees are registered and actively involved in various plans for spreading the knowledge and awareness

through talks and shows in community outreach programmes on clean environment issues on special days like World Environment Day, World Earth Day, etc. In addition to this, the organization also encourages the benefits of local procurement of sourcing from local suppliers.

ITC

ITC to be the only company in the world, of its size and variety, to achieve the milestone of being carbon positive, water positive and achieving almost 100% solid waste recycling. ITC also focus on refining the operational efficiencies combined with up-gradation of technology. ITC received various accolades in its account such as "Three Leaves" rating awarded by Centre for Science and Environment, Green Tech Environment Excellence award, "Golden Peacock" award and "Solid Waste Recycling Positive", "Excellent Water Efficient Unit" etc. The future of Green HRM appears to be most promising for all the investors and employees. The organization is encouraging employee involvement and their contribution to environmental management programmes for the improvement of organizational environmental performance, like with a specific focus on waste management, recycling, manufacturing green products, solar energy. ITC propounded various policies to maintain the green HRM such as Environment, Health and Safety (EHS). ITC's EHS goal is to achieve the greenest and safest operations across all its operations.

In India, even most of the organizations like education, financial institutions, banks, and others are encouraging paperless work. There are specific HR policies in some of the organizations, where employees are getting the reward for their environment-friendly behaviour initiatives.

Some more examples of Green HRM in other countries are like:

- Providing free bicycle for employees to come to work instead of driving (Very much common in Northern and Western Europe)
- Carpooling to reduces the pollution level (almost everyone in the US trying to adopt it).
- Avoiding unnecessary printing and recycling printed paper is another typical example, and, in India too, we are following the same that is e-paper.
- Companies are purchasing computers from such organizations which are using recycled components in one form or another.
- Some companies are analyzing the employee's performance based on the total number of the printed pages used by an employee on a quarterly or annual basis.

It has found that almost all organizations are taking various initiatives to maintain Green HR practices. Apart from this, there are numerous other initiatives which can be made by the Human Resource department as:

- Conduct environment-based education, training and development programmes to both managerial and non-managerial levels.
- Conduct seminar, webinar, and conference for the employees, their families, vendors, suppliers and even for their customers.

In 2009, Hewitt Associates found out that 86% of employees with high engagement agreed that they would prefer to work for such an employer who would be socially and environmentally responsible. Hence, this is one of the remarkable ingredients for employer branding.

CONCLUSION

The Green HRM and its sustainability are still in the nascent stage. Subsequently, increasing awareness in the external and internal environment led to the organizations to expedite the environment- friendly HR practices with a definite focus on waste management, recycling, reducing the carbon footprint and adopting green-based operational activities. It has found that the majority of the employees are showing greater commitment and motivation to such organizations which have already taken the green practices or ready to go green. The green HR practices involve specific human resources practices from employee entry to exit from the organization and practices associated with the three sustainability pillars such as environment, social and economic balance(Yusliza, Ramayah and Othman 2015,p.1). Although various organizations have already realized the importance and benefits of green practices, still various initiatives have to be taken to make it more concrete. The Indian government also focussing more on electronic cars as to curb the air pollution and other issues. The government of India giving more leverage to the customer in terms of subsidies and other benefits.

The future prospects of Green HRM appears to be promising for the employees, employers, investors and academicians.

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A STUDY ON CHALLENGES OF SMALL SCALE INDUSTRIES IN INDIA

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ABSTRACT

The small scale industries play a vital role in the growth of the country. It contributes almost 40% of the gross industrial value added in the Indian economy. By less capital intensive and high labour absorption nature, SSI sector has made considerable contribution to employment generation and also rural industrialization. Under the changing economic scenario, SSI has to face number of diverse problems like vast population, large scale un-employment and underemployment and scarcity of capital resources and the like. Hence, the government has been providing some special facilities through different policies and programs to overcome the problems and for the growth and development of small scale industries. Over the past six decades the sector has been highly vibrant and dynamic. It has acquired a prominent place in the socio-economic development of the country. Mostly this sector exhibited positive growth trends even during periods when other sectors of the economy experienced either negative or nominal growth. It is a well-recognized fact that a vibrant Small - Scale Sector holds the key to economic prosperity in an economy like India. However, SSI has been facing multiple problems, which make them uncompetitive and sick. In such a context, this paper attempts to highlight the importance of SSI in Indian economy, policies of SSIs and problems of SSIs in Indian Economy.

Keywords: Small Scale Industries, mobilisation, disparities.

INTRODUCTION

The small scale industries play a vital role in the growth of the country. It contributes almost 40% of the gross industrial value added in the Indian economy. By less capital intensive and high labour absorption nature, SSI sector has made considerable contribution to employment generation and also rural industrialization. Under the changing economic scenario, SSI has to face number of diverse challenges like vast population, large scale un-employment and underemployment and scarcity of capital resources and the like. Hence, the government has been providing some special facilities through different policies and programs to address the challenges and for the growth and development of small scale industries. The small scale sector has emerged during the last six decades as a highly dynamic sector of the Indian economy this sector now accounts for about 95 percent of industrial units and this is contributing about 40 percent of value addition in the manufacturing sector early 8 per cent of manufacturing employment and around 35 percent total exports. The SSI is having 32 lakhs units which are spread all over the country producing nearly 7500 items and providing employment more than 178 lakh persons. The small enterprises not only plays employment opportunities at lower capital costs than large scale industries but also helps in industrialization of rural and backward areas thereby reducing not only regional imbalances but assuring more equitable distribution of nation income and wealth SSI units are complementary to large and medium scale units as ancillary units. Over the past six decades the sector has been highly vibrant and dynamic. It has acquired a prominent place in the socio-economic development of the country. Mostly this sector exhibited positive growth trends even during periods when other sectors of the economy experienced either negative or nominal growth. Recently, significant policy initiatives have created by government to easy availability of financial assistance, incentives and subsidies and influenced many enterprises to start SSIs, This has resulted in growth in the number of SSI units. It is a well-recognized fact that a vibrant small-scale sector holds the key to economic prosperity in an economy like India. However, SSI has been facing multiple challenges, which make them uncompetitive and sick. Therefore, in this context, this paper focuses on Role of SSI in Indian economy, policies of SSIs and challenges faced by the SSIs in India.

STATEMENT OF THE PROBLEM

In present scenario in India small scale industries are facing many challenges to grow in front of large scale industries mean while SSIs are having many challenges like i.e., lack of finance, lack of skilled labour, lack of infrastructure, and most important challenge is lack using technology. However these industries are very essential to development of Indian economy, where as it has scope area to develop or monitor with proper way by framing of many policies which are formed by government to promote the small scale industries. Therefore there is an urge to understand the role of SSIs in economic development of the country and the challenges faced by SSIs in India. It enables to the government form the new policy initiatives for promoting SSIs in India.

OBJECTIVES OF THE STUDY

- a) To analyse the present challenges of Small Scale Industries in India.
- b) To know the concept of Small Scale Industries.

RESEARCH METHODOLOGY

The research paper is based on descriptive research. It aims to gain familiarity and acquire new insights on policies governing small scale industries in India. This study is based on Secondary data that has been collected from various sources such as journals, newspapers, internet etc. for the study.

CONCEPT OF SSI

Small scale industries (SSI) are those industries in which manufacturing, providing services, productions are done on a small scale or micro scale. For example, these are the ideas of Small scale industries: Napkins, tissues, chocolates, toothpick, water bottles, small toys, papers, pens. Small scale industries play an important role in social and economic development of India. These industries do a one-time investment in machinery, plants, and industries which could be on an ownership basis, hire purchase or lease basis. But it does not exceed Rs. 1 Crore.

Essentially small scale industries comprise of small enterprises who manufacture goods or services with the help of relatively smaller machines and a few workers and employees. Basically, the enterprise must fall under the guidelines set by the Government of India. At the time being such limits are as follows,

- For Manufacturing Units for Goods: Investment in plant and machinery must be between 25 lakhs and five crores.
- For Service Providers: Investment in machinery must be between 10 lakhs and two crores.

In developing countries like India, these small scale industries are the lifeline of the economy. These are generally labour-intensive industries, so they create much employment. They also help with per capita income and resource utilization in the economy. They are a very important sector of the economy from a financial and social point of view.

CHALLENGES FACED BY SMALL SCALE INDUSTRIES

Small scale industries play a vital role in the economic development of our country. But small scale industries are not in a position to play their role effectively due to various constraints, and also various challenges faced by small scale industries.

FINANCE

Finance is one of the most important challenges to small scale industries. Finance is the life blood of an organization and no organization can function properly in the absence of adequate funds. The scarcity of capital and inadequate availability of credit facilities are the major causes of this factor also entrepreneurs due to weak economic base, have lower credit worthiness. They neither are having their own resources nor are others prepared to lend them. Compare to MNCs.

RAW MATERIAL

Small scale industries normally tap local sources for meeting raw material requirements. These units have to face numerous challenges like availability of inadequate quantity, poor quality and even supply of raw material is not on regular basis. All these factors adversely affect to these units to functioning.

MARKETING

These small scale units are also exposed to marketing challenge. They are not in a position to get first hand information about the market i.e. about the competition taste, liking, disliking of the consumers and prevalent fashion. They are producing less of inferior quality and that too at higher costs. Therefore, in competition with better equipped large scale units they are placed in a relatively disadvantageous position.

UNDER UTILIZATION OF CAPACITY

Most of small scale units are working below full potential or there is gross underutilization of capacities. Large scale units are working for 24 hours a day but small scale units are making only 40 to 50 per cent use of their installed capacities. Various reason attributed to this gross under- utilization of capacities are problem of finance, raw material, power and under developed markets for their products.

SKILLED MANPOWER

A small scale unit located in a remote backward area may not have problem with respect to unskilled workers but skilled workers are not available there. The reason is firstly, skilled workers may be reluctant to work in these areas and secondly, the enterprise may not afford to pay the wages and other facilities demanded by these workers as compare to MNCs.

PROJECT PLANNING

Small scale entrepreneurs is poor project planning. These entrepreneurs do not attach much significance to viability out of mere enthusiasm and excitement. Project feasibility analysis covering all these aspects in

addition to technical and financial viability of the projects, is not at all given due weight age. Moreover, due to limited financial resources they cannot afford to avail services of project consultants. This result is poor projects planning and execution.

INFRASTRUCTURE

Most of the small units and industrial estates found in towns and cities are having one or more problems like lack of power supply, water and drain age problem, poor roads, raw materials and marketing problem. Thus absence of adequate infrastructure is adversely effects on the quality, quantity and production schedule of the enterprises which ultimately results in underutilization of capacity.

OTHER CHALLENGES

Small scale units have been of constrained by a number of other challenges also. Among that Managerial inadequacies, old and orthodox designs, high degree of obsolescence, huge number of bogus concerns. Due to all these challenge the development of small-scale industries could not reach a prestigious stage.

CONCLUSION

The small scale industries play a vital role in the growth of the country. It contributes almost 40% of the gross industrial value added in the Indian economy. Small scale industries are discussed all over the states and they satisfy local demand. The government has also introduced various schemes and incentives for the promotion of SSIs and provide institutional infrastructure for SSIs. SSI has been very helpful in generation of revenue mainly through export of goods and addressing the challenges such as Finance, Raw material, Marketing, underutilization of capacity. Skilled manpower, Project planning, Infrastructure, employment and same time it has raised the socio-economic condition of people.

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CASE STUDY ON APPLICATION OF ORGANIC AMENDMENTS ALONG WITH MULCHING ON GROWTH ATTRIBUTES OF GARDEN BEAN

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ABSTRACT

The experiment was conducted during April 2011 to study on application of organic amendments along with mulching on growth attributes of garden bean. The experiment laid out in a randomized block design with 8 treatments each replicated thrice. The selected treatment from previous experiment i.e. it was vermicompost @ 2.41 t ha⁻¹ (75 % N) + neem cake @ 0.22 t ha⁻¹ (25 % N) with Azospirillum and Phosphobacteria each @ 5 kg ha⁻¹ along with panchakavya @ 3 per cent for 4 times for garden bean. Various mulches viz., sugarcane trash, bio-mulch (coriander 15 DAS), coirpith and straw mulch were used after transplanting. The treatment schedule included laying such mulches, soil application of fluchloralin @ 1.5 kg a.i ha⁻¹, fluchloralin @ 1.5 kg a.i ha⁻¹ + hand weeding once and practice of hand weeding twice along with a control. Among the treatments, application of fluchloralin (Basalin) @ 1.5 Kg a.i ha⁻¹ along with hand weeding once, desirably reduced the weed population, weed biomass and recorded the highest weed control index at 50 DAT. During 80 DAT, the practice of hand weeding twice recorded the least value for weed population, weed biomass and highest value for weed control index. Among the various organic mulches tried, the least weed population, weed bio mass and highest weed control index was observed under sugarcane trash mulching @ 12.5 t ha⁻¹ in garden bean (30 and 45 DAS). This was found to be on par with fluchloralin (Basalin) @ 1.5 Kg a.i ha⁻¹ alone. The growth attributes were influenced significantly by the weed management practices in tomato. For the traits, plant height and number of branches at flowering and days taken for flowering, application of fluchloralin followed by hand weeding twice recorded the significant results in garden bean. However, hand weeding twice followed by application of fluchloralin with one hand weeding recorded the maximum value for plant height and number of branches at harvest. Both the treatments were influencing the traits at the same level. This was closely followed by sugarcane trash mulching which was found to be on par with fluchloralin @ 1.5 Kg a.i ha⁻¹ alone.

INTRODUCTION

Vegetables provide a good source of income to the growers because they are quick growing and give immediate returns to the growers. They play an important role in human nutrition by providing not only the energy rich food but also promise the supply of vital nutrients like minerals and vitamins. In the recent years, the importance of growing and consuming vegetables for the maintenance of normal health is being realized in all parts of the world and a consciousness for improving quality and quantity has also been developed (Anon, 2014).

The world's vegetable area accounts for 56.69 million hectares and production is around 1087.59 million tonnes. The largest producer of vegetables in the world is China, accounting for 146.55 million tonnes of annual production; followed by India, with a production of around 60.473 million tonnes (Anon, 2016a). As per statistics of National Horticultural Board, the major vegetable producing states in India are West Bengal, Uttar Pradesh, Bihar, Odisha, Karnataka, Gujarat, Andhra Pradesh and Tamil Nadu contributing around 86% of total area of vegetable crop cultivation in the country. The area and production of vegetables in the year 2015-16 was 9.29 million hectares and 16.64 lakh tonnes. The area under Tamil Nadu was 90,533 ha and the production was 8,33,850 lakh tonnes. The major vegetables producing districts in Tamil Nadu are Coimbatore, Ramanathapuram, Tuticorin, Tirunelveli, Virudunagar, Kanyakumari, Madurai, Salem, Tiruchi, Villupuram and Cuddalore (Anon, 2016).

Indiscriminate use of chemical fertilizers, pesticides and herbicides has led to the deterioration of soil health, ground water quality, soil microbial population, atmospheric constituents, quality of the agricultural produce and thereby the health of animals and humans. Soil organic matter is a vital component of the soil that controls the physical, chemical and biological properties to a large extent. Hence now the emphasis is given for the use of organic resources and non-chemical management practices to maintain the soil quality and environmental health in order to produce high quality produce.

MATERIAL AND METHODS

The experiment was laid out in a randomised block design with Eight treatment each replicated thrice. nutrient schedule of treatment T_7 -75% of T_3 (Vermicompost @ 1.18 t ha^{-1} + Neemcake @ 0.71 t ha^{-1})+*Azospirillum* + Phosphobacteria (5 kg each ha^{-1})+Panchakavya @ 3% + Fluchloralin (Basalin) @ 1.5 kg ha^{-1} a.i was followed uniformly for all the treatments. Here mulching was done 20 days after sowing.

RESULTS**Table.1. Effect of mulching on plant height at pre flowering stage and harvest in garden bean**

Treatment	Plant height (cm)	
	at preflowering stage (cm)	at harvest (cm)
T_1 – Control	64.62	70.10
T_2 - Sugarcane trash mulch (10 cm thickness @ 12.5 t ha^{-1})	114.15	131.42
T_3 - Straw mulch (10 cm thickness @ 12.5 t ha^{-1})	104.92	126.91
T_4 - Coirpith mulch (2 cm thickness @ 12.5 t ha^{-1})	101.15	121.01
T_5 - Bio - mulch (coriander was sown 15 DAS maincrop)	96.92	115.71
T_6 Hand weeding twice @ 30 DAS and 45 DAS	119.14	142.03
T_7 – Fluchloralin (Basalin) @ 1.5 kg ha^{-1} a.i	110.91	131.18
T_8 - Fluchloralin (Basalin) @ 1.5 kg ha^{-1} a.i + one hand weeding @ 30 DAT	120.41	139.12
S.ED	0.84	1.40
CD (P=0.05)	1.68	2.80

Table.2. Effect of mulching on number of nodes per plant and branches per plant in garden bean

Treatment	Number of days taken for first flowering	Number of nodes per plant	Number of branches per plant
T_1 – Control	29.92	18.73	12.32
T_2 - Sugarcane trash mulch (10 cm thickness @ 12.5 t ha^{-1})	26.56	42.90	18.81
T_3 - Straw mulch (10 cm thickness @ 12.5 t ha^{-1})	27.30	42.57	18.69
T_4 - Coirpith mulch (2 cm thickness @ 12.5 t ha^{-1})	27.49	42.47	18.59
T_5 - Bio - mulch (coriander was sown 15 DAS maincrop)	27.83	42.08	18.33
T_6 Hand weeding twice @ 30 DAS and 45 DAS	26.24	43.30	19.20
T_7 – Fluchloralin (Basalin) @ 1.5 kg ha^{-1} a.i	26.50	42.89	18.81
T_8 - Fluchloralin (Basalin) @ 1.5 kg ha^{-1} a.i + one hand weeding @ 30 DAT	26.10	43.00	18.00
S.ED	0.04	0.13	0.08
CD (P=0.05)	0.08	0.26	0.16

DISCUSSION

The plant height, number of branches per plant at flowering and harvest and days taken for fifty per cent flowering in garden bean, practice of hand weeding twice and hand weeding coupled with fluchloralin @ $1.5 \text{ kg a.i ha}^{-1}$ recorded the best result in garden bean. Both the treatments were found to be on par with each other. As for other characters, sugarcane trash mulching is the organic practice that resulted best among the various mulches tried. In these mulching treatments, the effective control of weeds reduced the competition of nutrition and moisture which ultimately brought about increased plant growth as reported by Dihmar and Mcrae *et al.*, (2012) in lettuce. The maximum growth was observed in the sugarcane trash mulching than other mulches which might be due to the creation of ideal conditions for plant growth by maintenance of soil temperature, retention of soil moisture and constant nutrient supply favoured by increased micro organisms under mulched conditions as pointed out earlier by Borah (2002); Shirgure *et al.*, (2003) and Dittmar and Stall.(2013).

CONCLUSION

On the basis of the above results, In garden bean it was 2.41 t/ha vermicompost, 0.22 t/ha neem cake and sugarcane trash mulching 12.5 t/ha for satisfied growth attributes of cultivated vegetables.

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EXTERNAL LINKAGE AND SECURITY SITUATION OF INDIA'S NORTH-EAST

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ABSTARCT

The North Eastern region of India comprises a rugged territory of 225,000 square kilometers of hill and plains and is located between four neighbouring countries of India, namely, Bangladesh, Bhutan, China and Myanmar. With an international border stretching up to 4,500 kms, the region has been witnessing instability, insurgency, and social unrest since independence. The neighbouring countries of India have been very active in exploiting the volatile situation in the northeast India and they have been taking advantage from such turmoil situation of the region. Not only countries such as China, Pakistan, Bangladesh and Myanmar, but also smaller powers such as Bhutan and Nepal have been involved and contributing to the violent situation of the region for their own benefit. They have been largely contributing to the ongoing violence of the region through their political backing, economic assistance, logistic support and military training or arms supplies. This paper seeks to throw light on the external coordinates of the conflicts in the northeast.

Keywords: Security, Insurgency, Peace, Violence, North East

INTRODUCTION

The North Eastern region of India comprises a rugged territory of 225,000 square kilometers of hill and plains and is located between four neighbouring countries of India, namely, Bangladesh, Bhutan, China and Myanmar. With an international border stretching up to 4,500 kms, the region has been witnessing instability, insurgency, and social unrest since independence. The neighbouring countries of India have been very active in exploiting the volatile situation in the northeast India and they have been taking advantage from such turmoil situation of the region. Not only countries such as China, Pakistan, Bangladesh and Myanmar, but also smaller powers such as Bhutan and Nepal have been involved and contributing to the violent situation of the region for their own benefit. They have been largely contributing to the ongoing violence of the region through their political backing, economic assistance, logistic support and military training or arms supplies.

China:

Northeastern India is inhabited by Mongoloid tribes who have close ethnic and cultural ties with the tribes in China, Tibet and Burma. Almost all hill tribes of the region except the Khasis and Jaintias of Meghalaya belong to the Tibeto-Chinese fold and to the Tibeto-Burmese family. This feeling of affinity of some of these tribal groups towards the border people of erstwhile East Pakistan and Burma has led them to turn towards their own stock rather than towards the country they resided in. The insurgency in the northeast region have been facilitated by the strategic location of the northeast and the access of the disaffected groups to China, Bangladesh, Myanmar, Bhutan and Nepal, together with material and moral support of foreign intelligence agencies to these groups. Among these, the Chinese support to insurgents in the northeast began from early 1960s and had continued till the 1970s. The Peoples' Republic of China was approached by the Nagas for 'any possible assistance' in May 1966. As a result in Yunan the Naga fighters were provided with the knowledge of arms and guerrilla tactics and they were also taught Maoism. (<http://visionias.in>) The Naga insurgency became stronger and more fierce with better tactics and modern weapons with the help and support from China. Apart from the Nagas, the Mizo and Meiti insurgents were also provided moral and material support by China by arranging for their training in guerilla warfare and subversion in training centers in Yunan province of mainland China and Lhasa in Tibet. An unmetalled road track heading towards the Line of Actual Control (LAC) across Arunachal Pradesh was built by the Chinese People's Liberation Army (PLA) which was trying to thrash out solutions to the lingering border dispute. Afterwards the China has been assuring New Delhi of stop providing any kind of aid to the insurgents in the northeast region in their endeavour to normalise relations with India. It has been discouraging the insurgent groups of the region from trekking to China for receiving instruction in guerilla tactics. This has been analysed as a shift in China's position in South Asia by the Pakistani analysts. They have analysed that "from a policy of granting open support to Pakistan vis-a-vis India during the 1960s and 1970s, China's strategic priorities changed in South Asia during 1980s and 1990s. From an active hostile relationship with India, China changed its India's policy to passive hostility and finally neutrality". Nevertheless, India is still not convinced by the assurances that China has given.

Bhutan:

The militant groups from Assam have been very often seeking refuge in Bhutanese territory taking advantage of India's porous borders with Bhutan. The peaceful Dragon Kingdom of Bhutan was drawn into the vortex of terrorism in the early 1990's when terrorists from across its border to its south sought shelter in its southern plains. This was followed by the launching of Operations Bajrang and Rhino by the Indian Army from the end of 1990. There were about 30 camps inside Bhutan, with 13 owned by the United Liberation Front of Assam (ULFA), 12 controlled by the National Democratic Front of Bodoland (NDFB) and 5 owned by the Kamtapur Liberation Organization (KLO) by 2003. These camps were estimated to be the lodge of about 3500 militants that have been scattered across the dense jungles of southern Bhutan, adjacent to Assam and West Bengal. Their presence in these sanctuaries has been a major concern of the Indian Army and it sought active intervention from the Royal Government of Bhutan (RGB) as early as 1996. The seriousness of the situation was accepted by the His Majesty of Bhutan and he was clear on actions to be taken by his government. He promised to address this issue peacefully through dialogue and persuasion. He also stated that to personally assess the situation in his country, to determine public opinion and to develop consensus over a policy after due process of parliamentary deliberation, he needed some more time. Subsequently a dialogue was initiated by the RGB with the insurgents groups of North East India in accordance with the directions of its National Assembly to ask the insurgent groups to leave peacefully. Five rounds of talks were held with the ULFA and three with the NDFB since 1998. But the talks and the dialogues were not taken seriously by the rebel groups who often postponed meetings and sent low-level functionaries as representatives. On 14 July, 2003 military action was approved by the RGB following exhaustive debates in the National Assembly. On 15 December of the same year Operation All Clear was launched. The operation has struck a mortal blow to the insurgents in Northeast India. The most important outcome of the operation may be said to lie in the pressure that it has applied on Bangladesh, Pakistan and Myanmar. (Banerjee, 2004 18)

Nepal:

It has been revealed by a close survey that the relation between India and Nepal has traditionally been very close since ancient times perhaps due to geographical contiguity and proximity and common religious, linguistic and cultural identities between the two countries. The relation has been really unique that has been weaving into a fabric by religio-cultural, linguistic and racial threads. No other countries like India and Nepal shares so much similarity between the peoples and the traditional interaction among them. (Upadhyaya, 1995, 67) Both the countries share common religious and cultural factors to a very significant extent. But at the same time, it has been revealed by a close survey and scrutiny that the factors governing the India-Nepal relations have undergone substantial changes over the years and today, this relationship is standing at a cross road to find out for a new direction. The fundamental changes in the parameters of Indo-Nepal relationship have been caused by the dramatic change in the political system of Nepal, the emergence of a new economic thinking involving speedy economic liberalisation and the end of cold war on the international front.

For the intelligence operations unleashed by Pakistani intelligence against India today, Nepal is acting as the safest entry point. After the tracking down of Yakoob Memon, one of the accused in the Bombay Blast case in 1996 from Kathmandu, it has been established that Nepal was being used as a corridor to smuggle in ISI agents. (<http://visionias.in>) The Nepal route has been found safe by many of the ISI agents to enter into northern India and then spread out to the northeast and other regions. The militants who have been taking advantage of the 1,800 km porous Indo-Nepal border in fomenting trouble in various parts of North-East India has been a major concern for New Delhi.

Bangladesh:

With regard to Bangladesh, a crucial role has always been playing by India. India has been playing a key role right from the time of its struggle for independence. In fact, it is seeking to build a new future with Bangladesh. With occasional upheavals, it is now a time to find out a new direction of relationship between India and Bangladesh. India does not have a well-defined neighbourhood policy to be precise.

It may be mentioned here that the tribal insurgents operating under Pakistani intelligence cover within East Pakistan suffered a serious setback with the emergence of Bangladesh. Till Sheikh Mujib's regime was demolished, the status quo was maintained. But the Mizo insurgents were allowed to establish their bases in Chittagong Hill Tracts by the new regime immediately after the assassination of Mujibur Rehaman. Pakistan Intelligence operatives have been allowed to launch their anti-India activities from Bangladeshi soil by various Bangladeshi governments till the present one headed by Ms. Sheikh Hasina. The government has been turning a blind eye to the ISI operations inside Bangladesh in most of the cases. This attitude of Bangladesh government has helped to facilitate the ISI channelization of money and materials through the country to the insurgent

groups in the Northeast India. It is also because of the presence of an overwhelming illegal immigrant Bangladeshi population in the Northeast that the anti-India operations have been largely possible. Many unforeseen problems have been created for India because of the porosity of the Indo-Bangladesh border. However, the problem of illegal migration to Northeast India from Bangladesh continues to pose a challenge to internal security in that particular region of the country which needs to be addressed by India in different international forum. (<http://visionias.in>)

Another cause for worry in the region is the resentment over the increase in the number of Chakmas in Mizoram. It has been alleged by the Mizos that a large number of Chakmas from Chittagong Hill Tracts (CHT) region of Bangladesh have settled in the Chakma Autonomous District Council in the state. Again, a number of violence has been generated in Meghalaya, Tripura and Assam by the tribal-outsider dichotomy which has led to a silent out-migration of the non-tribal population from these states.

Myanmar:

India shares a 1670 km long land border and a maritime border of 200 km with Myanmar. In comparison to the other borders, Indo-Myanmar border remains peaceful and no remarkable border conflict is found between the two countries. In spite of that, a separatist feeling and a feeling of dissatisfaction and disaffection is seen among the various tribes straddling the borders. Even in Burma many northeastern insurgent groups, like the Nagas, the Mizos and the Meitis, had their bases. The NNC established links with the Kachin Independence Army in the Kachin Hill tracts of Burma during mid-1966. The Mizos and Tripuris insurgent groups were also successful to establish links with the Burmese insurgents and thus were able to find safe sanctuaries in the lightly administered border areas of Burma. There has also been a fight by some Burmese tribals belonging to the Kuki Chin Group for merger of lands inhabited by them with India. For guerilla warfare against Myanmar, the underground Zomi Liberation Front in Myanmar used to recruit cadres. Many of these have sought shelter in Manipur and Mizoram after the crackdown on pro-democracy supporters in Myanmar. But Myanmar has agreed to check movement of militants across the border apart from the question of promotion of its border trade with India. The Myanmar government has also agreed to strengthen communication networks along the international border. Moreover, the two sides i.e. the Indian government and Myanmar government have also agreed to bring up measures to check narcotics smuggling across the Indo-Myanmar border. The possibility of launching joint operations against the militants has also been discussed by both the governments. It may be noted here that, the last joint operation code named 'Operation Golden Bird' was very successful which dealt a heavy blow to ULFA. The Government of India should pay immediate attention to effectively manage this border keeping view at the vulnerability of the Indo-Myanmar border which has been posing serious challenge to the internal security of the Northeast India.

CONCLUSION

The prospects for security and peace in India's North-East has remained mixed. A visibility can also be noticed in terms of significant declining trends in violence in most of the states of the region. Many militant groups have agreed to a number of 'cease-fire' agreements with the government while others are being negotiated. Unfortunately, negotiations with some of these have tended to lead to escalation of violence by others where there is a large variety of militant groups that are still operating. There has not been a decline in extortion and other criminal activities by such groups even after negotiation, though there has been a significant curtailment in killings, especially of security force and government personnel. As Sanjib Baruah notes, "there are limits to trying to end insurgencies through secretive deal-making between Indian bureaucrats and leaders of one or the other insurgent organisations."

In this context, it may be mentioned here that a further threat to security and barrier to peace has been created in this region by the growing and indiscriminate external supports to all these insurgent groups of the region, irrespective of their ideologies or objectives, particularly by Pakistan, China and Bangladesh. This problem is made even more serious by the fact that most such insurgents/terrorist groupings operate their activities by getting shelter in the neighbouring countries such as Bangladesh, China and Myanmar and it becomes impossible to check such activities on their soil by the government of India.

It is discernible that in recent years, India's approach towards its neighbouring countries has changed considerably. India must effectively communicate its vision of regional integration to its neighbours so far as India's neighbourhood policy is concerned. India should enable them to participate profitably in its growing economy, spell out its non-negotiables in matters concerning its security and national interest, maintain linkages at the highest political level, open multiple tracks of communication and take a leadership position in multilateral forums like SAARC and BIMSTEC to bring peace and prosperity to the region through greater cooperation in diverse areas. This will help India in improving its relations with its neighbours. India has to

confront the most critical security challenge of territorial disputes in its neighbourhood. Creating of the structures for regional cooperation is also exceptionally challenging for India. In fact, India has a major role to play as one of the main pillars of the SAARC and her neighbourhood policy is largely shaped by this factor. India needs to maintain a policy that seeks to work with its neighbours, as well as major powers in the world, to defeat terrorism and violent extremism so far as the security of North- East is concerned.

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IMPACT OF CLIMATE CHANGE ON WATER RESOURCES AND THE ROLE OF COMMUNITY PARTICIPATION TOWARDS ADAPTATION STRATEGIES AND MANAGEMENT PRACTICES: A STUDY OF THE CENTRAL HIMALAYAN REGION

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ABSTRACT

This study revealed that people living in the Central part of the Himalayas are facing the stress of climate-related hazards, including erratic monsoon rainfall with extended periods without rainfall, rise in temperature, drying up of water resources. Climate change is projected to have severe adverse effects on water availability in the region, including overall changes in rainfall patterns. Various watershed development strategies for rainwater harvesting to recharge groundwater sources have been considered in depth in this study. Under effective management strategy various plans have been worked out to involve the entire watershed community for the integrated development of the watershed to cope with climate change induced water scarcity problem in the region.

Keywords: Climate Change, Central Himalaya, Water Resource Scarcity, Community Participation, Livelihood Management Practices

INTRODUCTION

Mountains, which cover 24% of earth's land mass, are a disproportionately important component of global water supply because they receive more precipitation than lowland areas, experience less evapotranspiration at high elevations, and contain large stores of water as snow and ice. More than half of mountain areas play either an essential or supporting role in downstream water supply. Furthermore, demand on mountain water resources is growing. Climate change is expected to have a strong impact on water resources, especially in mountain regions, and even more so in the Himalayas where the rise in temperature, which is higher than the global average, has a significant effect on the cryosphere. In many areas of the Central Himalayas, a greater proportion of total precipitation appears to fall as rain is less than before, as a result, snow melts earlier and winter gets shorter. Uncertainty in the estimation of water resources is the norm around the world. The Himalayan region is also no exception to this. Climate change is projected to have severe adverse effects on water availability in the region with overall changes in precipitation patterns. In the Central Himalayan region, the rainfall variability and spatio-temporal differences are very pronounced. Many hydrological and hydrometeorological studies give evidence of such behavior. It has greatly influenced the river system, water supply and livelihood patterns in the micro-catchment areas of the Ramganga River selected for the present study. Since the Ramganga River is dependent on the melting of glaciers in summer, it is under the influence of the adverse impact of climatic change occurring in the region. The study revealed that people living in this part of the Central Himalayas are facing the stress of climate-related hazards, including erratic monsoon rainfall with extended periods without rainfall, rise in temperature, drying up of water resources. Climate change is projected to have severe adverse effects on water availability in the region, including overall changes in rainfall patterns. Watershed development strategies for rainwater harvesting to recharge groundwater sources especially natural springs, artificial recharge of groundwater through infiltration structures, rooftop rainwater harvesting structures and promotion of suitable land-use are some of the technologies that need to be demonstrated to address climate change induced alteration in the region.

STUDY AREA

The study area constitutes an important part of the middle valley of Western Ramganga River in the Central part of Himalayan region which forms a part of Almora district. It lies between 29° 45' N to 29° 53' N latitudes and 79° 15' E to 79° 23' E longitudes covering an area of ~97.8 Km² (Fig. 1). The entire study region (Middle valley of Western Ramganga River) has been divided into seven micro-watersheds, considering each micro-watershed as an absolute natural unit having its own network of process. The entire study area (Figure 1) is characterized by the existence of numerous ridges of different elevations and aligned in different directions. The topography of the ground is mostly undulating, to which, the valley of the Ramganga may be said as exception. The topography, the vegetation cover, the soils and the geology together with the climatic factors, affect the hydrologic characteristics of the study area. These factors control the rainfall-runoff relations as well as the groundwater recharge and storage, so affecting the general water availability in the area.

MATERIAL AND METHODS

The water availability of the study area depends primarily on its climate and then on the geology and

topography. Climate is largely dependent on the geographical position of the region. The climatic conditions commonly present in the micro-watersheds are associated with low and irregular rainfall, high temperature and high evaporation. Surface temperature is significantly rising throughout the Himalayan region during the past six decades (Kulkarni et al., 2013; Rajbhandari et al., 2017; Sun et al., 2017;). The annual mean surface air temperature increased at a rate of 0.1 °C per decade during 1901–2014 in the Himalaya (Ren et al., 2017). The trend of warming in the Himalaya during the first half of the twentieth century was about 0.16 °C per decade, which later doubled to 0.32 °C per decade (Yan et al, 2014). The rate of warming reported is consistently higher in winter than other seasons in most parts of the Himalaya (Bhutiya et al., 2007; Shrestha et al., 2010). Dimri et al., (2012) observed 1.1–2.5 °C increase in temperature using winter month temperature data (1975–2006) in western Himalaya. Over the North-western Himalaya, Bhutiya et al. (2007) observed 1.6 °C/decade warming in the last century. Jhaharia et al. (2015) further reported 0.2–0.8 °C per decade increase in average temperature for eastern Indian Himalaya.

Geology affects the topography and controls the availability of suitable underlying rocks that form aquifers to which water can infiltrate and be available for exploitation. Topography is important for water availability since it controls the way rainfall is discharged both in terms of quantity as well as rate. The average altitude in the study area varies from 800 m to 1800 m above mean sea level. The variation in altitude influences the climate of the entire area from sub-tropical in the lower region to sub-temperate in the upper region with a mean annual temperature of 24.5°C. An interesting picture emerges when dividing the micro-watersheds into different zones according to elevation and aspect. This division is based on the assumption that water availability changes with increasing or decreasing altitude because of differences in both rainfall conditions and topographic settings. Aspect influences rainfall input as well as water loss through evapo-transpiration. The areas along the water divide face irrigation water constraints because of non availability of sources with adequate yield or access to rivers. Areas below 1000m asl are the main irrigation areas of the watershed. Irrigation water shortage in these areas is due to scanty rainfall, extraction of water in the upstream areas, lack of proper irrigation infrastructures. Thus, it is clear that elevation, topographic setting, site conditions according to aspect and seasonal differences are the main reason for water constraints or inadequate water supply.

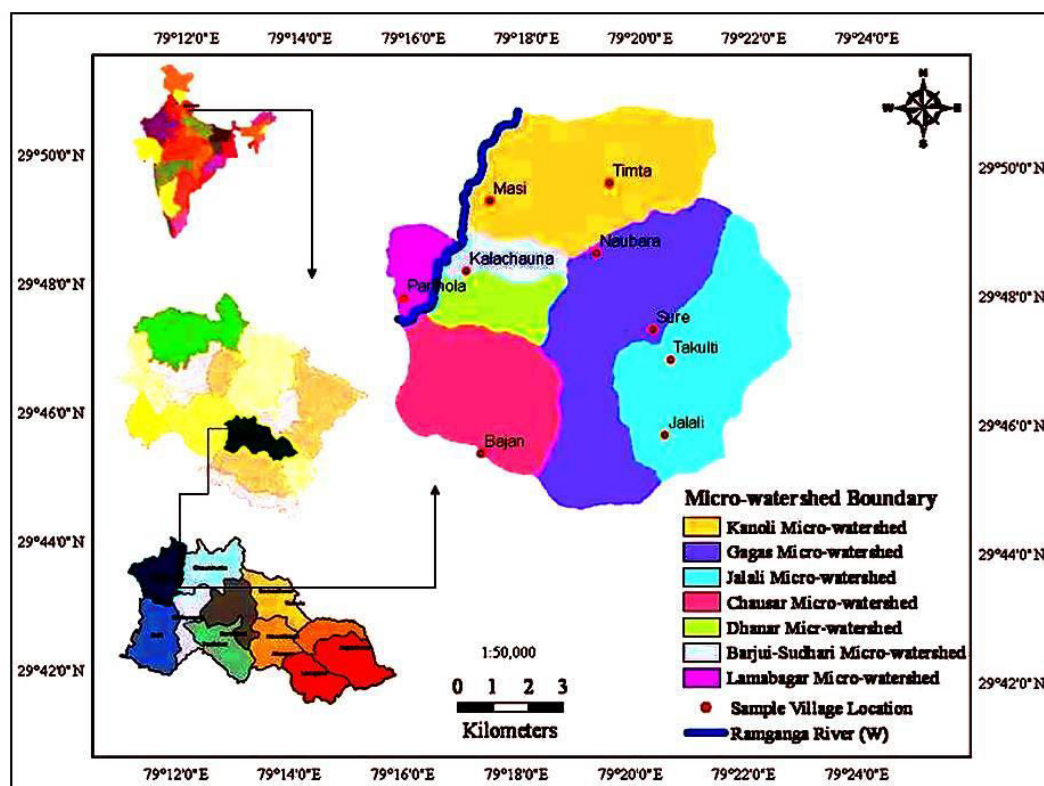


Figure 1: Location Map of the Study Area

Data and research studies about the natural resources especially surface and groundwater resource depletion in the study area are almost non-existent therefore, the study was required to rely on the field survey (spring monitoring) and observations of inhabitants from different part of the study area. This situation implies that it is not sure whether the variations are part of an abnormal weather cycle or are results of modifying and changing landscape conditions as a whole. Systematic and complete socio-economic data of the study area is not available

for the entire study area. Through socio-economic data, it would be possible to make better assessment of the vulnerability and resilience of the village communities. Even government departments do not have sufficient and reliable record of the resources attributes, planning programmes, ongoing projects and schemes and of natural and human hazards which have occurred and their implications for the local communities at village level. Secondary data on adaptation to climate-induced water stresses and related aspects are also lacking, and the study had to rely entirely on primary data. During the study household and village questionnaire surveys were conducted to ascertain the physical and socio-economic conditions of the area and to ascertain the watershed function and local adaptive strategies of the residents. Since no scientific study has been conducted to ascertain the actual water status in the study area, the main objective of the village as well as household level survey was to ascertain the actual status of the available water resource. Other objectives that have also been surveyed include understanding of the current water supply situation in villages, complaints and demands of villagers, level of satisfaction and willingness to pay for better and adequate water supply. Initially a list of water-scarce and water-excess areas was prepared in consultation with the field staff of the 'INHERE' a non-government organization, working in the study area. A total of nine villages (Masi, Naubara, Temata, Kalachana, Parthola, Sure, Takuly, Bajan and Jalali) were identified as the representative village for the respective micro-watersheds, suffering from water shortages and other related physical phenomena. To ensure proper selection, field visits were carried out to observe and discuss the frequency and scale of devastation caused by water-induced hazards.

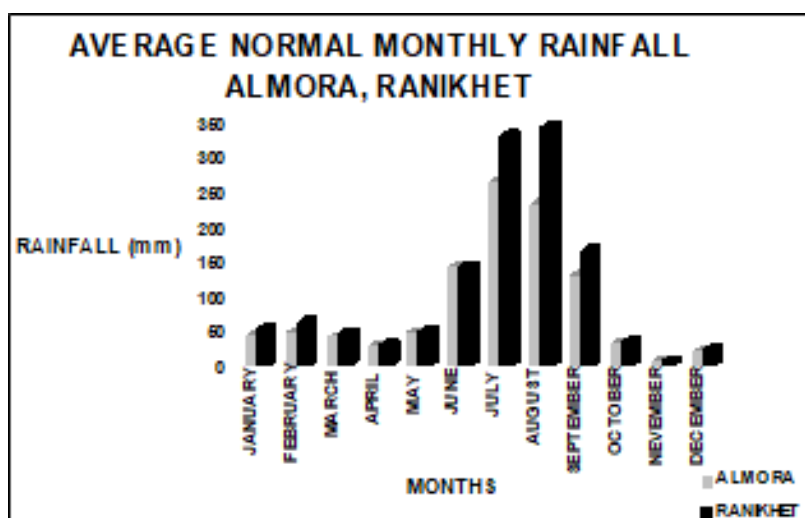


Figure 2: Fifty years average normal rainfall (mm) at Ranikhet and Almora

RESULTS AND DISCUSSION

Climate change and water scarcity: facts and evidences

Despite the fact that the mountains provide life-giving water to millions of people living downstream through a perennial river system, the Himalayan Mountain especially Central Himalayan region people face acute shortage of water during summer (Negi et al., 1996). In rural areas, women and children wake up early in the morning and travel long distances to fetch water. According to a report (Anon, 2005), 72% women and 14% children have to bear the responsibility of carrying potable water. On an average, 60% of the women have to walk ½ Km, while 10% of them have to walk 4 Km to fetch water.

Hydrological studies over the last decade confirm the diminishing water resources and the worsening crisis especially in Central Himalaya region (Rawat, 1988).

- (i) Long term decreasing trend of stream discharges.
- (ii) The capacities of the lakes have dwindled.
- (iii) Surface runoff on the hillsides has shown high increases.
- (iv) There has been increase in floodwater and decrease in base flow water in channels and rivers.
- (v) Extensive soil erosion and landslips are recurring phenomena in the region.

These have resulted in decrease in underground seepage which has directly contributed to the reduction of water availability in *Naula* (1-2m deep, appropriately lined wells to recover water from seepage) and reduction of discharge in, and extensive disappearance of springs which are the region's primary source of drinking water (Plate

1). In many areas, a greater proportion of total precipitation appears to be falling as rain than before. As a result, snowmelt begins earlier and winter is shorter; this affects river regimes, water supplies, and people's livelihoods in Ramganga basin which is dependent upon glacial melt in summer. During the last few decades, inter-seasonal, inter-annual, and spatial variability in rainfall trends have been observed in the study area. Decrease in rainfall and unpredictable onset of monsoon, longer dry spells; in some places drought like conditions, higher temperatures linked with decreased water availability, warmer winters and significantly no snowfall, drying up of springs; less flow in streams show the pronounced impact of climate change over time in this region. Changes in precipitation type (rain, snow) and its amount, intensity, and distribution over time and space have a direct impact on total and peak river runoff (Figure 2).

One of the major indicators of the rise of temperature was explained by an elderly villager from Bhasi-Kaflani Village....

"Earlier mango tree never bore any fruits in the surrounding area. But for the last couple of years we are having mangoes on it".

Mango requires a certain temperature to grow which is now available in the village. The villagers believe this indicates an increase in temperature in the area.

Similarly, there were apple and orange trees in the village, but now, they are nowhere to be seen. Though villagers tried to replant them, the trees could not survive due to higher temperatures. These varieties have now been replaced by low altitude fruit varieties like Malta.

Over the past few years the climate has changed drastically. When the consequences of climate change are superimposed on the high degree of intra-annual rainfall variability in the region, marked by too much water in the monsoon season followed by too little water in the dry season, it is clear that the threat of water scarcity could pose a serious challenge in the region. Rainfall is intense during the monsoon, which lasts from June to September. The orographic effect causes large local variations even within a single valley (micro-basin). People are coping with the impacts, but have not yet developed effective adaptive strategies. Almost every respondent in the area studied have felt major impact of climate change on their water resources, and felt that the shortage of water has severely affected their drinking as well as domestic water needs. The main source of water in the area is western Ramganga River. The very wide catchment area of Ramganga River receives its flow from snow melt, rainfall and through effluent seepages. The entire hydro-meteorological characteristics of the study area are characterized by the high precipitation generating peak monsoon flows and low precipitation during the dry season resulting in low flows. A significant portion of the total precipitation in the form of rainfall in the micro-watersheds occurs mainly during four months of the monsoon, i.e. from June to September with a mean annual precipitation of 1388.7 mm. The monsoon contributes about 74% of the total annual rainfall. A change in patterns of rainfall affect drinking water first, as rainfall is the main factor influencing the spring water

discharge in the study area. A very strong positive relationship found between rainfall and spring discharge in the study area. Peak spring discharge coincided with peak rainfall. In the study area rainfall is irregular and unreliable. In general the lower the annual rainfall amounts the greater their variability from one year to the next. On the micro-scale, the impacts of climate are mainly due to local topographic characteristics with dry inner valleys receiving much less rainfall than the adjacent mountain slopes as a result of the lee effect.

“All my irrigated land have become rainfed and barren due to the non availability of water in Barjui-Sudhari Gadhera, which was once a major source of water for my land”.....As per Bimla Devi, a 84 years old lady from the Kala-chauna village.

Major challenges and Problems

The Ramganga River has reported seasonal variations in flow. There is very little snowfall and the weather has become quite warm. Villagers are already noticing the effects of climate change. They perceive various climate related changes, which have a direct impact on their livelihoods—and have developed a range of mechanisms to cope. Due to changes in the climate sometimes it is difficult to distinguish between the various seasons. Even in the month of October is as warm as in April and it seems that this is impacting the flowering pattern of apple, malta and orange trees here.



Plate 1: Dried Naulas located in the study area villages viz.; Kala Chauna, Bajan Masi, Takulti and Sure, Village

The inhabitants of the nine sample villages suggest that rainfall has become more erratic and uncertain in the last two to three decades. While the trends are in accord with the observations of the locals, a much more detailed and controlled examination of rainfall is necessary before valid conclusions can be drawn. The limited number of rainfall stations would be a challenge in reaching valid conclusions. People used to feel that they were at the mercy of nature and that farming is a gamble. Most people in Kalachauna village, and almost

everyone in Masi Bazaar and Parthola village, believe that there is less water available than there used to be. Although they all linked the shortage to less rainfall, they understand that other factors have role, like the replacement of oak trees through pine monoculture in the area and growing population also.

Although the uppermost areas in the watershed along the water divide receive fair amount of monsoon rains, they are the areas with least access to perennial water sources such as streams and major river (Ramganga). In many places, residents have to walk long distances for their drinking water. In lower areas, water availability may be affected by upstream extraction of water mainly during the dry season. An elderly villager in Kala-chauna village recounting the history of the Nau-dhara spring recalled that nine outlet points was there around the Sp₅ spring with sufficient discharge throughout the year called Naudharwa in the local language. A stream which was flowing west-south-west of the spring to join the Ramganga River near Ramghat Bridge was fed by the nine springs. Now-a-days only single spring has been reported at the location of nine springs instead of group of nine springs and consequently stream has also disappeared both due to reduction in flow of water from springs and the construction of a metalled road connecting Chaukhutia-Masi to Bhikiasain-Ramnagar along the river Ramganga.



Plate 2 : Traditional way of irrigating agricultural fields through direct spring discharge

Ground zero analysis of water scarcity

Inhabitants of the Ramganga valley are vulnerable to every danger posed by the impact of changing weather patterns on its water sources. Firstly, their agriculture is going to be badly affected by the constantly shrinking water sources. Land-use change in micro-watersheds is seen to be concomitant with increasing water scarcity in the area. Farmers prefer to cultivate the lands close to the headwaters. Water shortages are leading to the drying up of forest plants and fruits. The diversity of flora and fauna is decreasing with the passage of time. Maximum villages are very strategically located just under forests in the middle of the hill, where lots of perennial springs sprout (depends largely to the forest cover above), providing year round water for drinking and all other need of human and cattle. This location is also where the majority of agricultural terrace will be receiving sustained moisture and fertility of soils from the forests above. An educated village resident of Parthola Mr. Adhikari said, 'even as our ancestors lived (even farmed) in the forests they nurtured the forest and that is how there are still forest today'.

The local people feel that the only predictable thing about rainfall today is that it is unpredictable.

'Earlier, the rain was gentle. Now, it is very heavy, like buckets are being emptied from the skies. And, the heat is very strong. Both destroy the crops'... (Deep chand, gram pradhan Sure Village).

Table 1: Water conservation strategy parameters and macro features

Feature	Impacts	Water Conservation Strategy
Location	For villages on ridge top, springs are below the village and cannot be harvested	Rooftop rainwater harvesting or harnessing water along the ridge from a higher elevation
	For villages below the ridge top, spring harvesting is possible as they are available both above & in the vicinity of the village	Spring shed development to harvest rain water, overnight spring water storage tanks Rejuvenation of natural water bodies above the village
Terrain	Steep and rocky terrain results in higher surface runoff and less recharge of ground water	In steep & rocky terrain natural recharge of groundwater needs to be supplemented using artificial means
Climate	Rain fed areas receive lesser rainfall compared to the regional average	These areas need to be prioritized in water conservation programs
	Inequitable rainfall with little or no rainfall in dry season	Artificial groundwater recharge structures can be built on suitable sites
Vegetation	Villages with adequate forest cover in the upper reaches of the watershed have better ground water status	These villages need to be prioritized in water conservation programs
Prevalent Land-use	Amenable land-use like Paddy farming, terraced cultivation	Land-use planning and watershed development programs should promote paddy farming which is beneficial for recharge of ground water
People's Participation	Upspring-downspring agreements, village level institutional arrangements	Formal institutional mechanisms with adequate capacity and authority are needed to facilitate upstream-downstream agreements. Usually the water conservation works take place in private lands upstream while the benefits are harnessed by downstream households

In Gagas, Lamabagar and Chausar micro-watershed, water quantity is the major concern. Irrigation water in particular is in short supply. Local people mentioned that they faced irrigation water shortages. This is closely followed by domestic water shortage, Kalachauna (Barjui-Sudhari micro-watershed) and Thapla (Dhanar micro-watershed) village people stated that they have insufficient quantities of domestic water available. It becomes very clear from the survey that people in Naubara village are dependent on both state water system (Naithana Peyjal Sansthan-based on gravity scheme) and traditional drinking water system. The occurrence of landslides has increased in and around the village (especially along the unmetalled road connects Naubara to Dula-Pali metalled road) due to massive deforestation in the upper reaches. All these phenomena have affected the water sources from time to time. However, in Temata village due to the thick forest cover above in higher elevations, in-situ moisture and cool climate prevails. Villagers continuously monitor the availability of water and adjust their patterns of use—for themselves and for the cattle population accordingly. There is no support system from the government, non-government, or any other department to manage and protect water resources in the Masi village. The operation, maintenance and management of the natural water source are done by the Masi gram-sabha only. There are few channels for irrigation; however, most of the cultivated lands in the higher elevation are rainfed. Two water mills (*gharat*) also exist in the village, which are currently non functional.

In Sure village, there is a consensus among the villagers—unwritten, based on mutual understanding that every family in the village would receive a sufficient supply of drinking water from the source (spring and naula). For other domestic uses such as bathing, cleaning, washing clothes etc., the use of this source are prohibited. Takulty is a small village located on scarp slope also selected under the afforestation program of Uttarakhand

Forest Department. As a protest, villagers have started cutting down pine trees from the forest land. The villagers are conscious that monoculture of any type—whether vegetative, animal or human—creates imbalance in nature and is harmful to life. In the Bajan village, which is situated on the top of a ridge making water divide between Chausar micro-watershed and Gagas river catchment, in-situ moisture in and around the naula has been observed to be higher than other areas of the village. This is primarily due to vegetation in terms of cultivated lands and forest situated above the naula.

Water conservation and water saving practices and management

The study area is mainly dependent on natural resources. Geographic location and poor accessibility of the study area in upper reaches of Kanoli, Gagas, Chausar and Jalali micro-watershed are factors that hinder the adaptive capacities of the village people. Due to limited economic activities and limited technical skills options for diversifying livelihoods are minimal in the study area. These situations weaken the adaptive capacities of the communities. As people have recently started realizing overall changes in their natural ecosystems, there are some minor adaptation practices being taken up by the villagers (Table 1). It seems that gradually people would come up with more such practices, as they realize the gravity of the situation, in the foreseeable future. Some of these are discussed below:

Group of families from the Bajan village, has created a small pond locally known as *Khal*, (small water conservation ponds) for collecting water from the depleted source for irrigating their land. They have been partially successful in growing some vegetables there along with their regular crops. *Khals* are being constructed in catchment areas under various schemes such as NAREGA, GRAMYA etc. for storage and conservation of rainwater, but these *Khals* are being created unscientifically. As a result, they are unable to capture rainwater, informed most of the villagers. A technical training should be organized and conducted for the community members, to help them select appropriate locations for the construction of the *Khals* and the adoption of appropriate construction methods. NGOs have been playing a key role in socio-economic development of the village people. In some parts of the study area (Kala-chauna, Nirkote, Patas, Naubara, Takuly), building of protective walls, strengthening river embankments, and facilitating afforestation have been facilitated by INHERE (an NGO working in and around the study area). It was felt during field visit that strong social networks and organizations play an important role in shaping adaptation strategies and reducing the vulnerability of village communities in the study area.

Institutional Framework for Policy Implementation

Village institutional frameworks have been responsible for the creation and management of drinking water systems in the area. The investments in the construction and management have been entirely in the hands of local communities. Large numbers of water systems in the Kumaun (55%) are single-village systems. Kumaun Jal Sansthan data indicates that 45% of the total systems constructed are non-functional due to widespread damages. A further 20% are only partially functional. Kumaun Jal Sansthan reports a total breakdown of 1022 rural drinking water systems, resulting in the loss of several hundred crores of rupees of investment on them.

The necessity for State regulation of water for drinking purposes did not arise till the 1975 Act. The Kumaun Water Rules of 1930 were the only statutory rules regulating water use in the hills. Their objective was to regulate the construction of irrigation channels and water mills. The year 1975 constitutes a record in the history of water management in the then up hill region when a legislation was enacted-The Kumaun and Garhwal Water (Collection, Retention and Distribution) Act, 1975 which changed the pattern of administration that prevailed earlier. Earlier the particular use of water was regulated by customary rights and management practices of individuals and communities as much as the use of water for irrigation and water mills. Though, customary sharing of traditional drinking water sources between villages is practiced even today. Prior to 1975, springs, streams and channels within village boundaries were under either private or village ownership.

Over the last decade or so, there has been a growing response from sectors other than government to the water crisis in the State. Non-governmental organizations have experimented with different technologies and institutional mechanisms to address the issue. Rainwater harvesting initiatives have been undertaken. Afforestation programmes through social participation has been conducted by some NGOs to augment water supplies. Several academic and development research institutes and individuals have conducted extensive scientific research on water resources in the part of Central Himalayan region. However; they have not been utilized sufficiently in formulating state policy. Nor has there been a consolidated review of these various research results.

The SWAJAL programme, based on a loan from the World Bank, follows a sectoral approach; there are no measures for water conservation; there is no integrated resource management approach, and the institutions that

it has fostered are unsustainable. In most of the SWAJAL village (Naithana, Naubara, Sure, Takulty etc.), the villagers feel that the technology (gravity based pipeline) adopted by the Project was the only way to bring water to the village. In the hills, this is the best possible or in some cases the only option to bring water to the hill top or ridge top villages, in spite of the fact that the technology is an expensive one. But one of the critical aspect of SWAJAL is that it promotes the consumption of water from the source, be it a spring or a stream, without regard to conservation. The aspect of water conservation or groundwater recharge thus producing water is totally neglected. Even though gravity based systems are more cost effective, they are not sustainable in the ecological conditions of the hills; also a lack of a holistic approach to water and land resource management limits their sustainability. The most realized risk that this technology gives birth to is the source loss. Villagers say that the way of tapping water at the source itself often disturbs the underground strata resulting in the source changing its direction and moving elsewhere.

A study (DCAP, 2003) evaluated five varied approaches (Community management approach, State Government approach, NGO approach and World Bank funded SWAJAL approach) to manage drinking water in Uttarakhand historically, shows that no single approach has yielded an integrated, sustainable and equitable management paradigm for water resources in the Central Himalayan region

Need for advance research and development

The current situation of drinking water for rural communities in Central Himalayan sector of Uttarakhand presents a diverse picture of availability, management and control. The variety of philosophies which govern the operating principles such as on humanitarian considerations to market opportunities and deriving legitimacy from local laws to multi lateral agreements on drinking water make it more complicated. The Gram Panchayat has not been able to function as a mobilizing force to include the community in management. Whenever there is any discussion in the Panchayat about water problems, villagers are reluctant to come forward and contribute in some manner for their solution. Till date, no comprehensive assessment of the water resources of the Gram Sabha has been done by any institution in the study area. Due to the decline in water sources, the Naubara Gram Panchayat undertook the task of rejuvenation of two water sources and repair of certain pipelines in the recent past. Major issue of concern is that Catchment Area Protection and Treatment (CAPT) is not done by government or nongovernmental sectors in any of the schemes/ policies implemented in the area; rather a selected number of villages have been covered under a separate project. Bhasi-Kaflani, Naugaun and Temata are the villages situated in the study area in different micro-watersheds were declared as least sustainable village by the DPMU (Almora). The major problem that the scheme has found in Bhasi-Kaflani village is the depletion of source discharge. It was because there was no water in one cluster (Bhasi) and erratic supply in other luster (Kaflani), while in the Temata village source discharge was less.

Finally, the local residents in micro-watersheds of the study area are interested and focus on domestic and agricultural water supply in terms of quantity which is of major concern to those living in upstream part of the watersheds as compared to the downstream part of different micro-watersheds. Adequate water supply for irrigation is the main constraint in almost all the seven micro-watersheds, and water shortage is mainly confined to the dry winter and pre-monsoon months (i.e. November to May/June). Shortage of water in the study area has led to a reduction in the area under cultivation, hence limiting agricultural production and farmers have no option but to leave large areas of land uncultivated.

CONCLUSION

Though nature has endowed Central Himalayan region with abundant water resources, but people in this region face water-shortages. It is also common that meteorological and rainfall measurement systems are rarely well developed in the hill areas. Current state of knowledge about climate change, determining the diversity of impacts is a challenge for researchers, and risk assessment is needed to guide future action. The currently measured rainfall, which is mainly based on measurements of rainfall in the valley bottoms, is not representative for the area, and the use of these data results in significant underestimates. It is important to have good rainfall measurements for a sufficiently long duration and of adequate spatial distribution for the appropriate assessment, planning and management of the water resources at local level. It is therefore necessary to strengthen observation networks for planning and operational purposes and to allow research on rainfall variability and spatial differences. It is also needed to appreciate the positive points of traditional resource production and use systems and strengthen them through science and technology inputs for further improvement in their values and efficiency instead of advocating, abrupt changes involving replacement of traditional systems by the new ones found suitable elsewhere and carrying a big question mark in the context of mountain systems such as Himalaya.

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A STUDY OF IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR

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1. INTRODUCTION

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior.

1.2 Social Media

1.2.1 Definition of social media: It is termed as the collection of online communication of various inputs which may be communitybased or individual, interactions, intercommunications, contents sharing, websites and many more among different users". Whereas various social media specialists define the term Social Media and 2 their definitions on the various points: An on-line medium powered by the net for social communication. A two-way communication medium. A medium that permits creation and exchange of information. A medium that is supported by web technology services. Are platforms like Twitter, Facebook, Social Gaming, Blogs, and Social Bookmarking etc.

1.2.2 The rise of online social networking sites

According to Wikipedia report, there are three hundred and more Social Networking Sites and 150 crore members all over the world (www.en.wikipedia.org). At the basic level social network is a web community where people move through profiles that represent themselves to others. The important reason for today's people to browse these sites is because of the emergence of Social Networking Sites major paradigms shift that has taken place among the millions of people. The Social Networking Sites able to realize friends simply and form teams accruing to the interest, business, etc. It is very straightforward to transfer photos, share views on culture, cinema, sports, education and day- to-day events and happenings. Social Networking Sites is reuniting old friends and helps to continue the broken bonds. Through Social Networking Sites knowledge grows in cultural, social and economic aspects. The ultimate reason for the ascension of Social Networking Sites is, because of its user friendliness. Anybody can have an account and relate with anyone. Most of the content shared in Social Networking Sites is personal details, photos, interest etc. Social Networking Sites are still terribly a lot of its early stage but contains many software applications which are used worldwide, when it attains maturity stage, new applications will come into existence. Social media concentrates on relationship with the users by way of sharing of information and interest among users. There are numerous Social Networking Sites present across the world, ranging from Facebook, MySpace, Orkut, and Cyworld to LinkedIn Among the rapidly growing list of Social Networking Sites, Facebook is the global leader, catering to concerning 300 million registered users around the world.

1.2.3 Benefits of social media marketing

1. Increased exposure: Now a days the importance of Social Media Marketing have increased. Consumers and Marketers are using the Social Networking too much. The exposure increased now a days which is showing 92%.

2. Increased Traffic: With the introduction of web based marketing the users are increasing day by day. The research says that consumers and even marketers using social networking sites too much and due to that sites the traffic has increased day by day which is showing the research that traffic increased up to 80%.

3. Develops Loyal Fans: Brand Loyalty is the another is most important advantage of social networking sites. Taking an example if a consumer is satisfied with any product he or she will never go to any other company to buy the product. This creates brand loyalty.

4. Provided Marketplace insight: Social networking sites provides information about product and is available clearly. That means its Features, Functions, Price etc. Consumers will get full information about product only on websites and customers don't have to go to anywhere. The result shows that 72% customers agreed that social networking sites are providing marketing insights.

5. Generated Leads: There are various different ways to lead generation. Most of the social networking sites generate leads for product and services. For example A blog give as hub for customers engagement. No doubt Face Book is also important source, so in short it is generated leads

6. Improved Search Rankings: Most of the customers are now spending hours even more than watching television too. And what curiosity they get as social networking sites are the search engines. With the help of social networking the ranks is given to products on the basis of feedback given by the customer online.

7. Growing Business Partnerships: As a Trading form of selling and purchasing is now replacing with Social Media in the same idea of business is also changing. After taking many years now Binch Box wants beauty obsessed Instagram followers to join them. Now a days growing partnership are also important advantage of social networking sites too.

8. Reduced Marketing Expenditure : Trading method of selling the product is too costly. As business man needs salesman, office and many more requirement. But now a days social networking sites are user friendly and anybody can use the social media at any time and even businessman can do the advertisement on social media site very cheaply.

9. Improved Sales: In the present scenario where 4600 photos are shared, 600 websites are created every day. 1,00,000 4 tweets are sent. Now a days different social networking sites are created so differently as customers can purchase the goods online at any time. No doubt now a days revenue has increase online as compare to earlier days.

1.2.4 Advantages of social media

1. Increased Brand Recognition: Social Media is a new platform for promoting the brand. Social Media helps the companies to attain new customers and also have quick access to customers. When a particular brand is familiar and available in multiple social media sites, it increases the brand recognition to the customers and also attract new customers. When the brand is tweeted frequently in the social media, then the company's brand image will get increased, thereby increasing the growth of the company business.

2. Improved brand loyalty: A research work published in US, indicated that when there is higher level of interaction about a brand in social media, then there exists higher level of trust about the brand among customers. It also suggest that companies can take the benefit by using social media tool to connect with its customers. The study also suggests there should be some strategic plan for use of social media to influence the customers. Another study indicates that fifty three out 19 of hundred in American population are following their brands in social media and also they found to be loyal to their brands.

3. Chances to Convert : There is chance that each and every comments, post, sharing, likes in social media will become a sale and bring customer. Every comments, post, website links, video, tweets will make the viewers to visit the page and view the product and thereby there is a chance for conversion 5 into sale. Though all the comments may not get a chance for conversion into sale but every good comment about the product will get a chance for conversion into sale.

4. Conversion ratio: The conversion rate of conversion of discussion in a social media into sales is high. It is the important element as seen by business people nowadays. The brands and the reviews about the product started to speak like individual salesman in the social media channels. Due to this effect business people want to improve and increase their business with various people in social media than with firms.

5. Brand Authority : Continuous communication with the customers will bring a faith about the product among the customers. People are searching and viewing the comments in the social media about products and services,

whenever they are planning to buy a product or avail a service. Every new post about a product in social media by a user will attract many users in the social media and they follow the page for information update. When there is more talk about a product in social media, there it becomes more attractive brand.

6. Reduction in selling price : Due to the presence of social media, the advertising cost is getting reduced by way of advertising through twitter, face book etc. Hubspot. Research concludes that six hours of spending in the net in a week by a seller for social media will bring more number of viewers to the product in social media. In order to get more customers, sellers can spend one hour a day in the social media which will definitely bring more customers and thereby reducing the cost on advertisement which in turn seller can reduce the price of the goods

1.2.5 Limitations of social media: As we know that there are always two coins of the same coin. In the same way no doubt there are many advantages of social media in the same way there are some limitations too. Some of them are as follows:

1. Not enthusiastic: Think of the situation where consumers do not seem to be completely depend on online purchasing. Delayed shipping, improper packing, complicated cancellation process these are the important points which consider by the consumer and he is believing not enthusiastic.

2. Issues related with security: There are many problems are related with security. Privacy concerns have hampered the thinking of consumers towards purchasing of online goods. Consumers is worried about transection frauds.

3. Still traditional better: Still there are certain consumers who are thinking that as compare to online purchasing, better option is traditional as no problem of changing, fraud, deduction of money without successful transection.

4. Financial risk: There is big risk of financial risk involved in online purchasing which is thinking by consumers. The 7 level of uncertainty surrounding is also affecting online buying by the consumers

5. Lack of physical approach: This is the important limitation of social media. As consumers are purchasing the goods only online and consumers have no idea or not in a position to see the goods physically and in turn consumers will not ready to buy the goods online. We have seen the various advantages and limitations of the social media but in reality these are not full-fledged limitations we can say them as partial negative limitations.

1.3 Consumer: A customer is an individual or a group who wishes to buy, purchases, or uses purchased goods, items, or services for personal, social, family, household, or similar purposes that are not specifically connected to entrepreneurial or business practises.

1.3.1 Consumer Behaviour: The study of individuals and organisations and how they like and use goods and services is known as consumer behaviour. It specifically reflects on psychology, motives, and attitudes. The study of customer behaviour covers the following topics:

- How consumers think about and feel about multiple choices (brands, products, services and retailers)
- Consumer reasoning and decision-making
- How consumers behave when studying and shopping
- How their environment (peers, society, media) influences their behaviour.
- How ad plans are often updated and tweaked in order to have a greater impact on customers.

1.3.2 Definition :

- “Consumer behaviour is the behaviours and judgement processes of people who buy products and services for personal consumptions,” according to Engel, Blackwell, and Mansard.
- “Consumer behaviour is the judgement process and physical action that individuals partake in while assessing, purchasing, consuming, or disposing of products and services,” according to Loudon and Bitta.

1.4 How social media influences consumer buying decisions

1. The shortened customer journey :

The first thing that you notice when it comes to customers on social media is the shortened customer journey. It used to be that people found out about a product, saw an ad on TV multiple times, and next week they may have gone shopping and finally bought the product. Now, this process can take minutes.

According to the Deloitte report, 29% of social media users are more likely to make a purchase on the same day of using social media. That means that once they see a product, they simply click on the link and buy it: there's no need to wait before they go shopping. Moreover, the same report states that consumers who are influenced by social media are four times more likely to spend more on purchases.

The customer journey is not just shorter but it's also more complicated now. Social media has made product research more accessible to users. For example, if your customer sees a product on Instagram, they can immediately search the hashtag to look up other reviews and decide whether they should buy it or not. As a result, customers spend more time on research and check more sources for reviews. 62% of customers say they share bad customer experiences with other people. Thus it's extremely important to keep an eye on your online reputation and seek out reviews on social media. Remember that every review on social media is important — and that fits nicely with my next point.

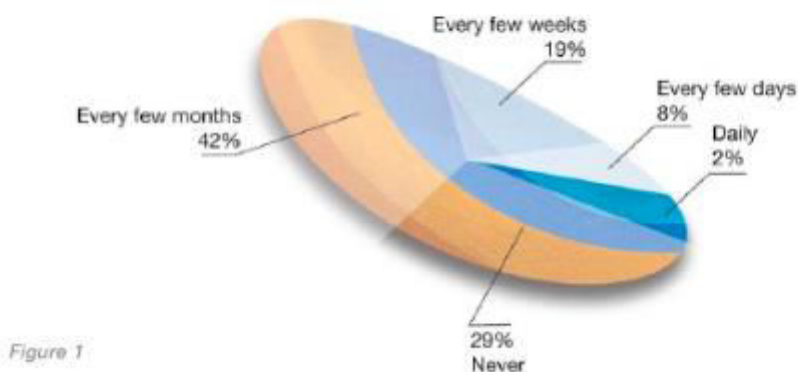
Modern Customer Journey



2. The influence of social proof

Admittedly, social proof is not a new concept: man is a social animal, and we've been giving each other recommendations for centuries. The thing is, these people recommendations and anti-recommendations can now be heard by hundreds of people.

How frequently do you share recommendations online?



Every time you tweet or post about this amazing cafe or the shampoo that did wonders to your hair, your social media followers see it and might be moved to try it as well. The same goes for negative opinions and rants. As per Forbes, 81% of consumers' purchasing choices are influenced by their friends' posts on social media.

Moreover, people proactively ask for recommendations on social media (and brands unfortunately often ignore them). According to this study by Awario, only 9% of brand conversations are answers to customer questions,

however, depending on the industry, there can be more than 100 people asking for recommendations on social media in one month.

As I mentioned above, social proof mostly impacts your friends and the people you know. But more and more people on social media don't just follow their friends — they also follow influencers. That's where influencer marketing comes into play.

3. The power of influencers on consumer buying decisions

Influencers are the social media users that have a robust loyal audience that often shares the same interests. Their opinions are naturally seen by a bigger number of people, people that trust them.

According to a study by the Influencer Marketing Hub, almost 50% of Twitter users have made purchases as a direct result of a Tweet from an influencer.

1.5 Most popular social media platforms

1. Facebook
2. Instagram
3. TikTok
4. Twitter
5. YouTube
6. LinkedIn
7. WhatsApp

1.6 Effects of social media marketing on consumer behavior.

Daily more than one lacs different types of tweets are sent, nearly Seven lakhs contents are posted on facebook, millions of information are searched in google, thousands of photos are sent through instagram, six hundred websites are hosted. There were lot of business opportunities due to development and advancement of social media. In the business environment, consumers become the focal point because of the powerful presence of social media. Several studies were conducted to find out the influence of social media and results of these studies helps the firms to maintain a good position in the market with the help of social media.

1.7 CONCLUSION

Social media can be a powerful tool for any organization. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. For these reasons, social media websites have become an important platform for organizations. The comparison of Social media advertising channels as whole and tradition channels advertising as a whole its seen that impact is in favour of Social media advertising channels. Hence Social Media is the most effective platform to reach consumers and create impact on consumer buying behaviour at great extent.

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