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Foreword from editors desk

Economic society ‘ Economania’ of Bhagini Nevedita College is proud to be in its endeavor to develop the skill to express with freedom, and enable them to transform the skill into opportunities for their growth and development which is its ultimate mission.

Dr. Uma Nijhawan

Chapter:1

GREEN MARKETING : EMERGENCE

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Course : B.Com (P) II year

The spread of globalization has been so rapid and comprehensive that its effects are being felt in the smallest and most remote human communities and natural areas in both developed and undeveloped countries. Globalization has also brought some problems with it and the leading one of these problems is environmental problems that affect all living beings negatively. As society becomes more concerned with the natural environment, businesses have begun to modify their behaviors in an attempt to address society's new concerns. Most firms have started using sustainable development framework which is known as green marketing and most of the international organizations have acknowledged green products which are environmentally friendly. Green marketing is able to preserve the environment while satisfying customers needs. Green marketing covers a wide range of business activities and it is similar to marketing mix.

Green Marketing refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non biodegradable solid waste, harmful impact of pollutants etc. Polonsky (1994) defines green marketing as, " All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment".

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green marketing is also known as Environmental Marketing and Ecological Marketing.

The concept of green marketing has been around at least since the first Earth Day in 1970. But the idea did not catch on until the 1980s, when rising public interest in the environment led to a demand for more green products and services. Manufacturers responded

to public interest by labeling hundreds of new products "environmentally friendly"-making claims that products were biodegradable, compostable, energy efficient, or the like. The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". The evolution of green marketing had three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. This was the result of the term sustainable development which is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs."

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding the protection of the environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services. Thus the growing awareness among the consumers all over the world regarding protection of the environment in which they live, People do want to bequeath a clean earth to their offspring. Various studies by environmentalists indicate that people are concerned about the environment . Now most of the consumers are becoming more concerned about environment-friendly products.

Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability, and enjoy a competitive advantage over the companies which are not concerned for the environment. Some of the advantages of green marketing are that it ensures sustained long-term growth along with profitability, it saves money in the long run, though initially the cost is more, it also helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage and most of the employees also feel proud and responsible to be working for an environmentally responsible company.

Green marketing involves focusing on promoting the consumption of green products. Therefore, it becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of environment-friendly products. This will help the society in the long run. Companies which embark on green marketing should adopt the following principles in their path towards "greenness."

- Adopt new technology/process or modify existing technology/process so as to reduce environmental impact.
- Establish a management and control system that will lead to the adherence of stringent environmental safety norms.

- Using more environment-friendly raw materials at the production stage itself.
- Explore possibilities of recycling of the used products so that it can be used to offer similar or other benefits with less wastage.

Green marketing has not lived up to the hopes and dreams of many managers and activists. Although public opinion polls consistently show that consumers would prefer to choose a green product over one that is less friendly to the environment when all other things are equal, those "other things" are rarely equal in the minds of consumers. Since there is no single green marketing strategy that is right for every company experts suggest that companies should follow one of four strategies, depending on market and competitive conditions, from the relatively passive and silent "lean green" approach to the more aggressive and visible "extreme green" approach with "defensive green" and "shaded green" in between.

Green marketing has been widely adopted by the firms universal and the following are the possible reason cited for this wide adoption:

- **Opportunity** - In India, around 25% of the consumers prefer environment-friendly products, and around 28% may be careful health-conscious. Therefore, green marketers have various and quite sizeable segments to provide to. The Surf Excel detergent which save water and the energy saving LG consumer durables are examples of green marketing.
- **Social Responsibility** - Many companies have started realizing that they must behave in an environment-friendly fashion. Coca-Cola has invested in various recycling activities.
- **Governmental Pressure** - Various regulations rare framed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods.
- **Cost Reduction** - Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material.
- **Competitive Pressure** - Many companies take up green marketing to maintain their competitive edge. The green marketing initiative by place companies such as body shop and green and black have encouraged many mainline competitors to follow suit.

The firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with green marketing. The investors and corporate companies need to view the environment as a major long-term investment opportunity , the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. The corporate should not expect huge benefit for implementing Green Marketing

immediately. Green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. If the green products are priced very high then again it will lose its market acceptability.

Green marketing covers more than a firm and now this is the right time to choose “Green Marketing” globally. It will come with strong change in the world of business if all nations will make harsh rules because green marketing is necessary to save world from pollution. Green marketing should not be measured as just one more approach to marketing, but has to be pursued with much better energy, as it has an environmental and social measurement. With the threat of global warming, green marketing should be essential for organization.

Chapter:2

Green marketing: Evaluation

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Today there is a network of organizations or business entities manufacturing, or even marketing green products in an attempt to indicate safe environment concern. Green marketing involves the trading of products that are considered to be safe to the ecosystem or the environment. Activities incorporated in this process do not cause harm to the environment. Such activities may involve modification of advertisement, changes in packaging, production process and product modification. However, the definition results to contradiction due to meanings intersections (Grant, 2007). Holistically, the nature of green indicates that in addition to retailers and suppliers, new stakeholders should be included. Such stakeholders include organizations such as NGOs, educators, community members or regulators. Issues of the environment should equalize the principal requirements of the client. Green marketing has gained its popularity with time, since there is an increasing trend in environmental appeals and attractiveness on green products.

In green [marketing](#), consumers are classified as true greens, symbolizing regular or frequent consumers of green products. Light green consumers purchase green products occasionally. Examples of green marketing products are Philips lights. This product emulated difficulties in delivering its sales, until a new launch of its brand named marathon was implemented. Its superfluous long life standpoint was evident in that it would save energy up to 26dollars within 5years. Similarly, in fuel savings, vehicle sharing services have played a major role. Electronic department on the other hand, is popularizing the use of HPs which has been expected to reduce global energy consumption by 20% by the fiscal 2010. Green marketing therefore involves a full-serviced strategy for marketing and development of a brand. The process ensures eco-sustainability or the developing of a market for those products that are socially responsible and are sustainable. Preferential in green marketing are normally allocated to environmental benefits other than the other activities which avail customer's satisfaction such as price, availability, quality or performance (Wasik, 1996).

In its attempt to safeguard the environment, green marketing has a great range of activities such as production process changes, product modification, changes in packaging and modification of advertising. Conflicts arise in its varied meanings due to changing environmental, retail and social issues (Ottman & Reilly, 2006). The term evolved from a workshop held by renowned American Marketing Association, where the first book was published on green marketing. The process is faced with a great challenge to provide standards on what constitutes green marketing. Any company making green marketing claims has no definition as to what extent a product is good. As a result few firms have been associating themselves with green product manufacturing yet, [market](#) leaders have not been so vigilant in enhancing its sustainability. This thereby has resulted to slow growth rate of green products.

Kyoto Protocol for example has developed a Clean Development Mechanism which allows trade to take place between Developing Countries and industries. This forms a basis for capital flows to environmentally friendly operations. For example in countries such U.S, although they have not adopted the Kyoto Protocol, the country has availed programs enabling companies to carry out transactions voluntarily and as well in ways that can be regulated. Reduction of greenhouse gas has established promising ways in sourcing finances for sustainable development. However, the market has been inaccessible to a large number of projects which are small scale, remote or less developed localities. To increase benefits and participation, market awareness between prospective participants and stakeholders need to be upheld. Overcoming the constraints to green housing will result to upholding the support of activities benefiting the lives of people and the environment. Green marketing has revealed that effectiveness and appeals to the environment are actually increasing at a high rate. For example, energy star label has appeared in 11000 varied companies now. There are 38 categories of products from light bulb and washing machines to homes and skyscrapers. Recent research report has revealed a growing trend to green products

Green marketing has enhanced fuel savings, reduced traffic and parking problems through car sharing services. This has been an upgrade to the environment since more open space is created and greenhouse gases are reduced. For example, an individual driving less than 7500miles per annum and does not drive to work may have enormous savings by simply joining services such as flex car, hour car or even zip car considered to be environmentally safe. Additionally, the sector of electronics provides space for green marketing thereby pulling new customers. For instance, Hewlett-Packard Company expressed its plans to avail energy efficient items and services worldwide below levels of 2005. Also, due to high increase in pollution within New Delhi, India's Supreme Court ordered a shift to alternative fuels. The court gave directive to the systems of public transport for a total adoption of CNG to stop pollution (Ottman & Reilly, 2006). Nevertheless, for green marketing to attract more customers, thereby increasing company's incomes, several things need to be done. Effectiveness is actually achieved through increasing awareness to customers, being genuine and creating conducive environment for participation. Being genuine involves truthfulness to a company's claims. Other business policies must be consistent with the environmental friendliness. Creating awareness involves both letting the customers know your intentions in environmental protection and also allowing them know the significance. Allowing for participation revolves around personalizing the gains of protecting the environment. In an attempt to market various green products, firms such as Wal Mart have joined the move

towards creating safe environmental by trading in merchandise that are considered to be environmentally safe and rouse sustaining. For example, a company may decide to be environmental friendly by deliberately encouraging or popularizing non-plastic bags. Normally, when a green claim is taken to be false by consumers, this may result to a company seriously damaging their brands and sales. Also this can happen if the competing company's products or practices are revealed to be contradicting. For example, firm's such as Marketing Green Incl, established in 2000 has been relentlessly offering various green marketing strategies consultations to a number of organizations practicing under manufacturing industry in U.S.

In addition, there are a variety of cars manufactured under modern technologies by popular market leaders in an attempt to observe green [marketing](#) strategy. According to research, the recent strategy taken by automakers such Toyota, Ford and Honda supports the move toward green marketing. Environmental friendly vehicle include Mercury Mariner Hybrid, Toyota, Ford Escape Hybrid, and Lexus RX400h. Trucks, pick-ups and minivans are said to pollute the environment. In the list above, the only luxurious vehicles are the Lexus RX400h and Acura RSX. There's an increased consumer appeal in flexible fuels and hybrids. This is because the consumers are becoming more familiar with power train technology alternatives and the perceived drive by high gas prices. For example, increasing premiums on prices in hybrid vehicles encourages consideration for alternative hybrid by customers. The premiums can move from 3000dollars to 10000 dollars. This does not happen with vehicles which are not hybrid. Vehicles with alternative fuels such as diesel and E85 are also at an increasing demand. Predictions show that consumers below 25 percent considerations in the future would only be on gasoline-powered vehicles. One of the main challenge in use of power trains as alternatives is their unrealistic expectations on fuel-saving capability. Marshall revealed further that hybrids especially do not always live as far as the EPA estimate of the vehicle. Therefore there's need for a continuous education to the consumers on the technology and the benefits thereof. Control of acceptance within the consumers can be highly instrumental through consumer premiums and management of consumer expectations.

In conclusion, it's important to note that the green [marketing](#) operation goes along way in satisfying the consumer's desires, as well as the perceived diverse needs. Evaluation has also reflected the importance of the process in preserving and conserving the environment. The process normally manipulates promotion, price, distribution as well as the product, thereby offering superior environmental gains through increase in energy savings, reduction of waste, and decreased toxic emissions to the ecosystem. Improved consumption of green products results from environmental campaign through high level of public awareness. As drawn from the discussion above, the proponents of green marketing are mainly aiming in integration of green products into the overall lifestyles of consumers. The traditional objective in business has been maximization of profits by application of integrity in natural environment. Environmental concerns have however proved to be are constraints or limitation on business operations. Green marketing has also served in enhancing environmental responsibility to our ecosystem by offering various products that conforms to various requirements defined under safe environmental products. This arises from the possibilities to capitalize on opportunities emerging from sales of the environmental friendly products and services (Grant, 2007). As such the discussion above indicates that,

while few organizations claim to be going green, the impact brought about by the green practicing firm has a positive impact to our environment in terms of reducing pollution to our ecosystem.

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Chapter:3

SOLAR ENERGY MOVEMENT

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B.A (P) II

Solar energy is the energy received by the earth from the sun that is converted into thermal or electrical energy. Solar energy influences Earth's climate and weather and sustains life. Although solar energy only provides 0.15% of the world's power, experts believe that sunlight has the potential to supply 5000 time as much energy as the world currently consumes.

Broadly speaking, solar energy is a term for describing a range of methods for obtaining energy from the sun. For instance, wind, biomass and hydropower are all forms of solar energy.

Wind develops through lows and highs in temperature. Wind drives waves. Rainfall, created by sun-warmed evaporated water feeds the rivers that are sources of hydro power. Fossil fuels are also forms of stored solar energy. Coal, oil and gas formed hundreds of millions of years ago from decomposed plant matter. Plant matter that grew by aid of the sun .

Important Applications of Solar Energy in Modern Days

Some of the important applications of solar energy are summarized below:

(i) Space cooling and heating through solar architecture,

- (ii) Potable water via distillation and disinfection,
- (iii) Solar cooking,
- (iv) Solar hot water,
- (v) Day lighting,
- (vi) High temperature process heat for industrial purposes,
- (vii) Solar air-conditioning,
- (viii) Solar desalination,
- (ix) Solar electricity – photovoltaic,
- (x) Solar electricity – thermal,
- (xi) Solar vehicles,
- (xii) Solar chimney

Uses of Solar Energy

The use of solar energy for space heating of buildings :

The architectural design of the buildings helps in their passive space heating using solar Energy. Following strategies are useful for passive space heating:

- (a) Provide large south-facing windows
- (b) Provide an entire wall of double-glazed windows.

(c) Provide a heavy dark coloured south facing wall behind a layer of glass, with room air circulating by convection between the wall and the glass.

(d) Provide a flat roof covered by a pond of water. Provision should be there for an insulating screen cover for cooling requirement in summer.

Note that no mechanical equipment is needed for passive solar heating.

An active technology of solar space heating needs a collector to absorb and collect solar radiation. Subsequently fans or pumps are used to circulate the needed air or heat absorbing fluid (generally water). Water systems are more common than air systems as they offer better heat exchanger performance.

The use of solar energy for the generation of electricity-photovoltaics :

Photovoltaics (PVs) are arrays of cells containing a solar photovoltaic material that converts solar radiation into direct current electricity. Solar cells produce direct current (DC) electricity from sunlight, which can be used to power bulb/equipment or to recharge a battery, however, for grid connected power generation; an inverter is required to convert the DC to alternating current (AC)

A number of solar cells electrically connected to each other and mounted in a support structure or frame is called a photovoltaic module. Multiple modules can be wired together to form an array. In general, the larger the area of a module or array, the more electricity that will be produced

Solar power has been around for a very long time. The simplest examples of solar energy use can be found in basic tasks, such as using the sun to dry clothes or food.

Powering the Household

These days, some homeowners turn to [solar home heating](#) or [solar water heating](#) to power their homes. Things like the clothes washer & dryer, heating hot water for the bath, powering the oven, and of course lighting in the home, can all be run with solar power. Even outdoor living spaces can be enhanced through the use of [solar garden lights](#)!

Homeowners who utilize solar energy often install [solar roof tiles](#) to collect the energy from the sun. Despite the positive effect on the environment and the cost savings from being "off the grid", the [popularity of solar power has been hampered somewhat by the initial investment cost](#). You could [build your own solar panels](#) to save money - although such an undertaking isn't for everyone.

Recreational Use

Outside of residential homes, other examples of solar energy include the use of solar power to power [cars](#), planes, [boats](#), and RVs. Small things can also be done with solar power, such as [charging batteries](#) or using solar to power [laptop computers](#). A [solar powered backpack](#) is an easy and portable way to charge small electronics. Uses of solar power are everywhere ... sometimes they're small examples, sometimes large, but either way, the use of this sustainable source of power is a step in the right direction towards a more environmentally- friendly future.

Positive impact of solar energy

Solar energy has a positive impact in not only the Maryland solar economy, but the national economy as well. The first, and most obvious example, is the decrease in the use of foreign imported oil as an energy source. In 2010, the US imported [19.1 million barrels of foreign oil a day](#). This is estimated to cost more than \$200,000 a minute – over \$25 billion a year – that is being spent on foreign oil imports. This is money leaving our country, and contributing to our national trade deficit. Renewable, sustainable solar power can help keep that money in the United States.

As a whole, the solar energy industry grew a total of 67% between 2009 and 2010. Nationally, solar energy is now responsible for over 100,000 American [jobs](#), in over 5,000 businesses in every state. These workers are primarily employed by small to middle-size companies in local communities. Many of these companies are able to take advantage of tax credits for new hires as well. Right here in Maryland, the state is offering \$5,000 for new hires in the field of renewable energy. This explosive growth has helped spur the creation of new [jobs](#) and provided employment for various companies involved in the renewable energy industry.

There are many more ways solar energy benefits the economy, directly and indirectly. By reducing your home's use of traditional energy sources, you help keep natural ecosystems intact, reducing tax payer funded clean-ups and potentially devastating oil spills like the recent BP disaster along the Gulf Coast. If your photovoltaic solar panels generate more energy than your home uses, you can [sell back](#) energy to your local utility company, leaving more money in your pocket to spend at restaurants, movie theaters, or financial investments.

Negative impact of solar energy

A good example is BHOPAL GAS TRAGEDY. On the night of December 1, 1984 the most tragic industrial disaster occurred in the city of Bhopal. On that night of the tragedy, MIC leaked from the plant in substantial quantity. A cloud of gas engulfed Bhopal city. The tragedy took a toll of over 2000 human lives and a similar number of cattle's. Five thousand people were seriously affected and over one lakh were taken ill.

The MIC gas leak in Bhopal in 1984 is probably the worst industrial tragedy which is related to air pollution. A US \$ 25 million pesticide plant at Bhopal was set up in 1969 by Union Carbide, the seventh largest producer of chemicals in the world. The American Company justified the existence of the plant by claiming that India loses US \$ 5,000 million annually to pests.

Health Effects:

The following effects of MIC on people were noticed by doctors after two days of tragedy:

- (a) Irritation of the eyes, nausea and vomiting, chest pain and difficulties in breathing.
- (b) Accumulation of fluid in the lungs and destruction of lung tissues and subsequent complications include anoxia or insufficient oxygen in the blood and cardiac arrest.

ECONOMIC IMPACT OF BHOPAL GAS TRAGEDY

The 1984 Bhopal disaster is widely regarded as a watershed event in the field of process-safety and has been largely responsible for a paradigm shift in the outlook of both industry and the public towards risk management within the processing industries. The Bhopal disaster has led to increased regulations and awareness for process-safety related activities across the globe. This paper reports the effect of the infamous Bhopal incident on the research community and examines the performance of manufacturing industries following the disaster. For this paper, databases of scientific publications were used to investigate research trends in the safety area following the 1984 Bhopal disaster. Our analysis focuses on prominent safety-related research fields that have emerged following the gas tragedy as well as economic indicators of the processing industries. The study reveals that the process industry has consistently progressed over the years, in spite of added regulations and a worsened public image following the Bhopal disaster, and promises to be a stable economy in the future.

Conclusion

To make sure we have plenty of energy in the future, it's up to all of us to use energy wisely. We must all conserve energy and use it efficiently. It's also up to those who will create the new energy technologies of the future. All energy sources have an impact on the environment. Concerns about the greenhouse effect and global warming, air pollution, and energy security have led to increasing interest and more development in renewable energy sources such as solar, wind, geothermal, wave power and hydrogen.

But we'll need to continue to use fossil fuels and nuclear energy until new, cleaner technologies can replace them. One of you who is reading this might be another Albert Einstein or Marie Curie and find a new source of energy. Until then, it's up to all of us. The future is ours, but we need energy to get there.

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Chapter:4

Swachchata Abhiyan: an Economic Analysis of Social Reform

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Swach Bharat Abhiyan is a cleanliness campaign run by government of India and is initiated by honorable Prime Minister Narendra Modi. The campaign was launched on 2 October, 2014 on the 145th birthday of Mahatma Gandhi. The reason for this campaign is to fulfill the vision of Mahatma Gandhi for clean India. The prime minister wants India to be clean in every way – be it home, campus, street and government office – not only from dirt but also from corruption. It is also known as Swach Bharat Mission. It is a national campaign covering 4041 statutory cities and towns, to clean the streets, roads and infrastructure of the country.

Swach Bharat Abhiyan is the need of the hour. The aim of this mission is to cover rural and urban areas of the country to present this country as ideal country before the world. Under this Abhiyan the government has promised the total sanitation by 2019, which means every household in India will have toilets by targeted deadline. It also includes safe disposal of solid and liquid waste. A United Nations report in May has said that currently nearly 60% of India's population practice open defecation which puts them at the risk of disease like Cholera, diarrhea, typhoid etc. Key cause of child under nutrition is small intestine disorder which is caused by poor sanitation and hygiene. India is also facing economic loss because of poor hygiene and sanitation in the country. As a World Bank report of 2006, said that India loses 6.4% of GDP annually. India loses at least 1000 children a day due to diarrheal deaths and reasons for this death is open defecation and lack of proper sanitation facilities. Swach Bharat's connection with the economic activities of the country. Advocating the idea of clean India prime minister NARENDRA MODI said; 'the pursuit of cleanliness can be economic activity, contributing to the GDP growth, reduction in healthcare cost and a source of employment'. If proper hygiene and sanitation will not become a practice in our country then, no one will be able to save the country from health hazard.

On 2 October, 2014 Modi nominated nine celebrities from various fields to propagate the mission considering the new age marketing via social media. The nominated personalities included Anil Ambani, Mridula Sinha, Baba Ramdev, Kamal Hassan, Priyanka Chopra, Sachin Tendulkar, Salman Khan, Shashi Tharoor and the team of TV serial Tarak Mehta Ka Oolta Chashma. On 25th December Modi

nominated nine more people including the comedian Kapil sharma , Sourav Ganguly , Kiran Bedi , Padmanabha Acharyh , Nagaland governor , Sonal Mansigh , Ramoji Rao and Aroon Purie to take forward Swatch Bharat Abhiyan .This project is expected to cost over 2 lakh carore fund sharing between central and state government and urban bodies is allocated in the ratio of 75: 25 . Modi asked people to take pictures of the areas where they saw garbage, then clean the area and take the picture of clean area. He asked people to upload these images on social media using my government, a mobile application.

Some guidelines have been issued by the government; its responsibility of Municipal Corporation to cover open drains. They can seek the help of NGOS and government organisations. Also the areas that are generally considered for dumping waste should also be kept clean. 50000 boys are trained as motivators who will go door to door for making people aware and educate them. 2 lakhs maisons will be trained who will work with them and construct toilets

Millions of people across the country are also joining the daily cleanliness initiative of the government departments, NGOS and local community clusters to make India completely clean by 2019. Inspired by Japan, where they clean the toilets and filth in their city, prime minister launched SWAACH BHARAT – SWAACH VIDHYALYA drive. Teachers and students of the school are joining this CLEAN INDIA CAMPAIGN very actively with great favour and joy. Schools are encouraging hygiene and sanitation related activities as they are asking students to ensure vicinity around their residence is kept clean. It also includes separate toilets for girls and boys. Separate toilets for girls means that more girls will be able to attend and stay in school on and after puberty.

The biggest challenge for this project is waste management system. According to central pollution control board in India 60 million tones is produced per year and it is increasing day to day 10 million tones is from major cities like Mumbai , Chennai , Hyderabad , Kolkata , Bengluru . About 50% of country population lack sanitation facilities.

In the months after it has launched the campaign gained the momentum with many celebrities, politicians and academic institutions organizing cleanliness drive in the country. As a remainder of how seriously his government takes this mission the prime minister brought up this issue during his Independence Day speech as well talking about inadequate number of toilets. A total of 31.83 lakh of toilets were built between April 2014 to January 2015, under this campaign.

Cleanliness drive should also include waste management system and to develop such capacities, a lot of work has to be done. So that waste collection and its disposal becomes smoothen. Proper education and awareness should also be generated among mass. This campaign cannot be done by only one government or ministers the work is to be done by all the Indians. Cleanliness is not only the responsibility of ‘safai kaamgar’. It is the responsibility of 125 crore Indians .Although the Abhiyan is doing well but it has more challenges than success to achieve. This scheme is totally based on public participation and effective implementation. As our dynamic PM has very much hope and expectation connected with this scheme it becomes a special one and we should also pay our bit in making India clean. The Abhiyan needs contribution of each and every citizen if everybody on his part takes the initiative to make India clean our country will be the most beautiful country of the world.

Chapter 5

EDUCATION AND EMPOWERMENT

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Education is a fundamental human right every child is entitled to it. It is critical to our development as individual and as society, and it helps pave the way to a successful and productive future. Education enhances lives. It ends generational cycles of poverty and disease, and provides a foundation for sustainable development. A quality basic education better equips a girl and a boy with the knowledge and skills necessary to adopt healthy lifestyles.

“If you educate a man you educate an individual, however if you educate a woman you educate a whole family. Women empowerment means India empowered.”

PT.JAWAHARLAL NEHRU

In fact education is very crucial for each and every one; we are nothing until we get proper education. Education and empowerment has a great relation, education is a tool of empowerment. Empowerment is a process where children and youth are encouraged to take charge of their lives. They do this by addressing their situation and then take action in order to improve their access to resources and transform their consciousness through their beliefs, values and attitude. Youth empowerment aims to improve quality of life. Youth empowerment is achieved through participation in youth empowerment programs. There are numerous models that youth empowerment programs use that help youth achieve empowerment. A variety of youth empowerment initiatives are underway around the world. These programs can be through non-profit organizations, government organizations, school or private organizations.

Youth empowerment is different from youth development because development is centered on developing individuals, while empowerment is focused on creating greater community change relies on the development of individual capacity.

A youth is any individual within the age of eighteen and thirty five years irrespective of gender or sex. The definition youth vary. The definition of youth is dependent of any particular nation or country as some have the definition as lady or young man between the age of 18 and forty. To be a youth is good but empowering the youth is better. Empowerment can be defined as the means of encouraging or assisting somebody. What is youth empowerment? In a nutshell, youth empowerment is the means through which the youth of any country are assisted to succeed in life. It is shameful that when youth empowerment is mentioned, people think that it is only the function of the government to empower the youth. This is not so as you, as an individual, can empower the people around you. Youth empowerment is of good importance to both nation and the empowered. With youth empowerment, the future prosperity of nations is secured because these are the people that are and will take care of many offices and functions in the country. I mean that there are youth who are running many managerial functions in many institutes. There are also those who are going to manage top offices in the future in accordance with the popular statement “the youth are the leaders of tomorrow.”

What is the importance of youth empowerment?

Empowering the youth is like saving in bank that cannot be affected by any theft of any kind. The good outcome of the investment cannot all be consumed in totality. Note that there are types of youth empowerment. The importance of youth empowerment is discussed below:

Poverty eradication: Youth empowerment can help reduce the poverty standard of any nation. The question may be how? When any youth is empowered financially, he uses the profit he makes from the business he does to sustain himself and his household. He may startup businesses for his relations who were poor before and if this continues to grow to some extent, poverty will be eradicated from the vicinity. Empowering the youth with skills can go a long way in reducing poverty percentage of society. When a youth learns skill he can use the skill learnt to feed, assist others, and even invest for future use. One kind of long lasting empowerment is skill empowerment. The skill once learnt can assist him till the end of his life. A youth who is empowered on how to repair automobiles can earn from it till he dies.

Good education standard: One of the problems that many nations are facing in their education sector is because the youths are not empowered. But when the youths are empowered, they will support the education sector of their nation. The empowered youth can donate educational facilities to primary, secondary and even tertiary institutions. Many tertiary institutions in Africa are having today is lack of practical background. The machines and other equipment needed for this practical can be provided by youths who were empowered by the government. They do this in appreciation to what the government did for them.

Good governance: good governance is attainable with youth empowerment. An empowered youth stands to empower the masses. Any youth who was empowered in his time of hardships will lead his people through the right path. He does anything possible to see that he meets up with the demand of the society. Again, youths who were empowered on leadership skill will do well in leadership positions. This is because he has been trained on how to lead people. He applies what he learnt and makes his governance to the citizens.

Crime reduction : Crime is offensive act against individual or states. Many people indulge in dirty businesses because they lack empowerment when they were youth. Government has spent a lot in the name of fighting crime without understanding that the formula or solution is in youth empowerment. If the nation wants to fight crime, it should start with youth empowerment. Many youths take part in illegal activities because they were not empowered morally, academically as well as financially.

National growth: According to biology, growth is the irreversible increase in the body size and weight of organism. On this topic, growth is the increase and improvement in many areas of the country. It is hard for banks to fold when the workers are empowered in their youthful ages. The financial managements and other things that are needed to be put in place will be well organized. The infrastructure of many nations is built with the tax paid by the citizens. Workers who earn much because they were empowered contribute more of their money through tax payment. When the taxes are gathered, they are used in national development.

Security: the security department of many nations has the youth as a large number. This is because the youths are full of energy and ability. Standard security jobs are made for the youths and not the weak. They are always ready to confront challenges. The truth of the matter is that the youth were empowered before they picked security functions. When the youths are empowered the spirit of patriotism increase in them and that is the reason that makes them security young man. Youth empowerment results to national protection. Also, with the empowerment, law offenders are bought to book.

Employment creation: This is another importance of youth empowerment, youth empowered society will not seriously suffer from the problem of unemployment that many nations are battling with the current time. A skill empowered youth is a job creator. This is because from the acquired skill he got through the empowerment gained, he can expand his business and employ more citizens which in return help in solving unemployment challenges in the country. Any nations that want to typically solve unemployment challenges should first understand the importance of youth empowerment. Unemployment is likely to be a history with the help of youth empowerment.

RELATION BETWEEN EDUCATION AND EMPOWERMENT

The relationship between education and employment has long been of interest to social scientists. During the transition from a completely agricultural economy to one that is developing nonfarm opportunities; however, the relationships between education and empowerment may dramatically change.

We examine how two components of education- schooling enrollment and attainment- affect the transition to employment for men and women in the chit wan Valley of Nepal. Using discrete-time event history models, we find that school enrollment tends to delay employment, while school attainment accelerates employment. We also test how these effects may have changed across successive cohorts. Over time, the effects of enrollment have become stronger, while the effects of attainment appear to have weakened. These shifts in the nature of education may be related to increase conflict between student and employee roles, as well as changes in the type and availability of employment.

KEY STRATEGY TO IMPROVE EDUCATION

Engage students in learning while in school- If students are not engaged their academic achievements suffer, and they are on the fast track of dropping out. Experts say engaging our students is critical. As student go through their school career they need to be connected with as many supportive adults as possible, as their strengths can be developed and help can be directed where it is needed most.

Support families to improve academic achievement- Research shows that families that are actively engaged in their child's education, improves the child's success in school. This is true from elementary school to college. Although many parents want the best education for their child, there is some who the faces barrier to having a high level of engagement with their child school. Facilitating stronger family-school-community relationships and a stronger culture of educational importance can make a difference in our student's achievements.

Connect students to resources they need outside the school- because students spend 20% of their time out of school, they need a social network of social, cultural, educational and economic resources to create an environment of learning. This means supporting kids with before and after school programs, weekend activities, summer camps, and wrap around support service to kids and their family. Support such mentoring, tutoring and family focused services have been proven to improve the outcomes for children and youth.

Build stronger system to support children and youth- When community system- such as schools, health care, human services and juvenile justice system- operate in silos, they work with students and families from their own specialized, yet narrow perspective. However, research shows that when community system works together to support academic success, children and youth benefit from higher quality, more coordinated services. Therefore developing mechanism to improve the coordination and delivery of needed service can promote sustainable educational support for students and their families.

CONCLUSION

No doubt education empowers the youth to stand up on his own feet's it strengthens the youth to face the society confidently; it has many importance as we have discussed above. In today's world education is the need of time no one can ignore the importance of education. Women were earlier denied of education but now they are also emerging with flying colors and proving themselves.

Chapter:6

GREEN MARKETING: ENVIRONMENTAL SUSTAINABILITY

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INTRODUCTION

Green marketing is relatively new concept in businesses and emerge during late 1980s and early 1990s. Began in Europe in the early 1980s when certain products were found to be harmful to the environment and society as a whole. In order to meet stricter environmental standards, both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. As a result, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Green marketing also ties closely with issues of industrial ecology and environmental sustainability such as extended producers liability, life-cycle analysis, material use and resource flows, and eco-efficiency. Green marketing is inevitable.

GREEN MARKETING

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. It is also known as environmental marketing or ecological marketing. It includes all marketing activities of a firm that are intended to create a positive impact or lessen the negative impact of a product on the environment in order to capitalize on consumer concern about environmental issues. More and more consumers are concerned about the natural environment and they prefer to buy eco friendly or green products available in the market.

Green marketing incorporates a broad range of activities, including product modification, changes to the production process, [sustainable packaging](#), as well as modifying advertising. Green marketing is part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective.

CHALLENGES IN GREEN MARKETING

□□Need for Standardization

It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. A standard quality control board needs to be in place for such labeling and licensing.

□□New Concept

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

□□Patience and Perseverance

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement.

□□Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia.

WHY DO FIRMS GO GREEN?

The basic question arises when firm try to start green marketing that why they go green? There are many *reasons* behind this, which are as follows:

- 1) The changing attitude and belief of customers. They want to buy that type of product which is good, healthy for them and also environment friendly.
- 2) Nowadays the competition is increasing very rapidly. If the competitor adopts green marketing then the other firms have to adopt green marketing.
- 3) Reduction of harmful waste may lead to substantial cost savings. For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.
- 4) The most important reason that why the firms go green, is that it have the following *importance and advantages*:
 - a) Companies are fulfilling their **Social responsibility** as environmental protection is an important element of the Social responsibility.
 - b) Because of the **Government pressure**. Government agencies have created many regulations to control hazardous wastes produced by industry.
 - c) Business firm consider green marketing as an **opportunity** as the concept is getting popular with the consumers.

- d) Green marketing is a **Source of competitive advantage**. Firms marketing environment friendly products and services will have a competitive advantage over firms marketing non environment friendly products and services.
- f) It **ensures sustained long-term growth** along with profitability.
- g) It **saves money in the long run**, though initially the cost is more.
- h) Most of the **employees also feel proud and responsible** to be working for an environmentally responsible company.

4 R's OF GREEN MARKETING

It refers to the path of greenness.

- 1) **Reducing**: reduce the quantum of packing on items either purchased or produced for resale.
- 2) **Recycle paper**: rely on recycled materials for product packing and operating suppliers.
- 3) **Recycle other materials**: beside recycling paper and related items many resellers recycle beverage containers and other forms of packing.
- 4) **Reusing**: some marketers urge consumers to reuse, rather than discard, empty packages such as glass jars and plastic bottles as these can be used for repelling purposes.

GREEN MARKETING: INDIAN COMPANY INITIATIVES

There are **numerous examples of firms** who have strived to become more environmentally responsible serving to better satisfy their consumer needs. Moreover, their activities also help them to improve their revenues and profits in various ways.

- New “Surf Exel” (Do Bucket Paani... Ab Rozana Hai Bachana) that produces lesser froth but is as effective as before, thus reducing water consumption.
- “Lifeboy” (a brand of soap from Unilever in India) had an advertising campaign encouraging children to keep their streets clean and not worry about germs as “Lifeboy” protects them.

- “Coca-Cola” pumped syrup directly from tank instead of plastic which saved 68 million pound/year.
- Introduction of CNG in all public transport systems to curb pollution in Delhi
- The refrigerator industry has shifted from chlorofluorocarbons (CFC) gases to more environmentally friendly gases.
- Plantation and cultivation activities taken up by Intel India is an example of socially responsible firms contributing to preservation of environment.
- Philips Light's CFL
- ITC's Sustainable Community Development initiatives include women empowerment, supplementary education, integrated animal husbandry programmes.
- Supreme Court of India forced a change to alternative fuels. In 2002, a directive was issued to completely adopt CNG in all public transport systems to curb pollution.
- Plantation and cultivation activities taken up by Intel India is an example of socially responsible firms contributing to preservation of environment.

PROBLEMS IN IMPLEMENTATION OF GREEN MARKETING

- Initially the cost involved in green marketing is high
- Less awareness among consumers about “Eco-Mark”
- There is Lack of standardization.
- Green products require renewable and recyclable material, which is costly
- Requires a technology, which requires huge investment in R & D
- Water treatment technology, which is too costly
- Majority of the people are not aware of green products and their uses
- Majority of the consumers are not willing to pay a premium for green products.

CONCLUSION

Green marketing aims to protect the interest of the organization as well as customers by generating and facilitating exchange intended to satisfy human needs and wants. It also takes into account the protection of natural environment. It has become very popular beside it is a new concept and governments have attempted to encourage the green marketing activities. It is concerned with utilizing the limited resources optimally. It many have advantages over the problems and challenges.

So I must say in favour of green marketing that

“Green marketing is good for long survival of business firms.”

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Chapter 7

Chronic Poverty

Dr. Uma Nijhawan

Introduction

Poverty is described in terms of deprivation of capabilities (Sen A. , 1999), (Mehta & Shephard, CPRC-IIPA, 2004), which justifies poor as a heterogeneous class making diverse experiences of poverty and different degrees of acuteness of poverty for different members of different age group, different gender in the same household (Kothari U. , 2002).

Poverty and Deprivation of Capabilities

However it is difficult to distinguish chronically poor from poor in the multi layers of poverty. The compact definition of chronic poverty includes poverty as inter-generationally transmitted requires the study of parameters to indicate child poverty with a focus on IGT of poverty and the factors determining transfer of resources towards a child. The absence of transference of resources towards children might create conditions for chronic poverty. It necessitates an insight into the allocation of resources in terms of food and nutrition, health care and education and distribution of resources and responsibilities within the household is significant in understanding the relative poverty and relative impact of poverty on the different members of the same household. Such findings are useful in designing any poverty measures.

At household level the decision to invest in children in terms of health and education which can act as an interrupter to child poverty are influenced by ability to invest, willingness to invest and the actual allocation of resources. The ability to invest is determined by factors like economic conditions of the household, the size of the family, availability of debt and social capital. Willingness to invest is influenced by motivation and perception of parents about the ability of child and fluctuation in living standards. The actual allocation of resources depends upon the priorities of parents and relative bargaining power of parents.

Indicators of Poverty

Income has long been used as a favorite unit of welfare analysis because of its quantitative analysis, comparability and easy interpretations. Deaton (1997) used consumption as a welfare indicator and agrees that nutritional issues have occupied a central place in poverty estimation and in analysis of gender discrimination (Deaton, 1997).

Empirical evidence provided by Brook Gunn and Duncan (1997) suggests that longer exposure to poverty has detrimental effects on the health and cognitive abilities of children (Brooks & Duncan, 1997). Stunting and behavioral problems among children of poor households can also be observed. The experience of remaining below poverty line, if continues for an extended period, would create economic disadvantage for poorer individuals which would result in social exclusion (Mendola, Busetta, & Milito, 2009), (Whelan, Lyte, & Maitre, 2003).

Social exclusion characterizes disadvantages of poverty which is multidimensional in nature and expresses cumulative misery and disadvantages experienced by the poor. Therefore, the extent and severity of poverty can be indicated by social exclusion, as supported by Townsends (1980). Isabel Günther et al (2009) cited the study by Bossert et al (2006) who believe that social exclusion results in chronic capability failure, which tends to underperform in turning income into functioning's (Gunther & Klasen, 2009).

Longitudinal Data

Mendola et al. (2009) emphasized on inclusion of time element which requires the study of poverty dynamics which deals with “how poverty evolves over time” with the help of longitudinal data⁶ (Mendola, Busetta, & Milito, 2009). Shashanka Bhide and Aasha Kapur Mehta stressed the significance of panel data set as an instruments in tracking the same household over time to capture their status regarding income, consumption etc. It also helps to identify the correlates of poverty status in different rounds (Bhide & Mehta, 2006).

The study supports the view that “a longer time spent in poverty increases the probability of being poor in the future and it becomes hard to find an exit-route across a range of poverty induced detrimental outcomes (Mendola, Busetta, & Milito, 2009).

Identification of Chronically Poor

Deaton and Dreze (2002) followed the argument that poverty is not uni-dimensional. Therefore identification of poverty should consider deprivation beyond monetary indicators which can capture multidimensional deprivation as Sen has empirically shown (Sabina & Foster, 2009) that economic deprivation tends to mask deprivations in other domains.

Sabina Alkire agrees that capability deprivation which reflects lack of multiple freedoms is considered as an indicator of poverty. Capability deprivation, if continue across time, results in chronic poverty. The capability approach broadens the scope of the researcher to employ more than one and most suitable technique in analyzing the multiple deprivations which create disadvantages or

barriers for many poor in accessing freedom people value. More the dimensions of deprivation experienced harder it becomes to find a way out of persistent poverty (Alkire, 2007).

Isabel Gunthar et al (2009) empirically have shown that the individuals who are multi-dimensionally deprived, have more probability of continuing as chronically poor because non-income dimensions of poverty are more stable over time than income poverty. Human development indicators are more stable because they adjust more slowly than income indicators for economic development (Gunther & Klasen, 2009).

But the understanding of the significance of timing of poverty in determining the poverty becoming chronic is of great significance in child poverty. Some authors such as Duncan, & Others, (1997) are of the view that those children who in their early school days or pre-schooling periods experience poverty have lower rate of completion of schooling than those who experience poverty in their later years of life; which clearly indicates that a bad start in life by having born to poor households make them most vulnerable groups because they face inequalities in access to resources and opportunities (Brooks & Duncan, 1997).

Mary, Young,(1996),and the other authors give reasons for investing in children in education, skill development, nutrition & healthcare for the future in order to build human resources which in turn generate economic returns on investments for increased productivity and reduce the need for healthcare later (Mary, Early Child Development :Investing in the Future, 1996) , (Smith & Haddad, Overcoming Child Mal-nutrition in Developing Countries: Past and Future Choices).

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