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**Factors Affecting Choice of School:
An Empirical Study on Primary Schooling in Alipurduar District of West Bengal**

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Abstract

Over the last one decade or so it has been observed that enrolment in private schools in India has increased manifold. Existing literature found that parental perception regarding private schools were one of the important factors for such popularity. But perceptions may not be the reality and that was even admitted by empirical studies. Given this background, the present study intends to identify what kind of family level characteristics have been interplaying dominant role in deciding school choice by the parents.

Keywords: *Enrolment, School choice, Parental perception, Multiple Correspondence Analysis, Human capital index, Material capital index.*

JEL Classification Code: *I21, I24*

1. Introduction

During the last decade the growth of private schools across India is remarkable. This might be the result of increasing popularity for the private schools among the parents for enrolling their child into the private schools. Existing literature suggested host of reasons for such kind of behaviour of the parents about school choice. Kingdon (2007) found that parental perception about the quality of private school was better than that of the government schools. Absenteeism was found to be more in teachers of the government schools (Kingdon 2007; Muralidharan and Kremer 2008). General belief is that private schools are much more accountable towards the parents of such schools. Children of private schools have higher achievement scores compared to their counterparts of the government schools (Muralidharan and Kremer 2008; Tooley et al). Whatever may be the reasons for such popularity of private schools, the debate on the quality of learning outcome of the students of government and private schools remains inconclusive one. A study based on the design of Randomized Control Trial (RCT) on 10,000 students of Andhra Pradesh in 2004 found no remarkable improvement of learning outcome of the students of private schools over their counterparts in government schools. Learning outcomes of the students of low-fee charging schools are not conclusively better than that of the students of public schools (Chudgar and Quin 2012; Karopady 2014). Desai et al (2008) found that in many states of rural India, educational performances of the students of private schools were

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Borderless Romantic Love: A Study of Rajorshi Patranabis's Poetry Through Four Texts

Jagari Mukherjee

INTRODUCTION

*Just when I seemed about to learn!
Where is the thread now? Off again!
The old trick! Only I discern—
Infinite passion, and the pain
Of finite hearts that yearn.*

-Robert Browning

My paper aims to study the poetry of contemporary Indian English poet, Rajorshi Narayan Patranabis, through an exploration of four of his collections. Each of the four texts comprises poems written in different forms: *Pregnant* (2020) is a collection of sonnets, *Through Your Eyes* (2021) features ghazals, *Palette* (2022) consists of haibun, and *The Last Drop of Your Tears* (2023) is the world's first collection of gogyoka by a single author.

A well-known contemporary Indian poet writing in English, Rajorshi Patranabis is one of the brightest stars in the literary firmament, a multilingual poet and translator writing in English, Bengali, and Urdu. He has consistently worked with different forms and kinds of poetry, be it haiku, sonnets, ghazals, haibun, gogyoka or free verse. His captivating poetry has consistently dazzled his readers, and he is much admired for playing with the theme of love in his compositions. Known in India's poetry circles by his alias, Kafir (a non-believer for whom love is the only religion), he has explored the emotion of love in its myriad incarnations throughout his poems.



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Structural Change, Services Sector and Intergenerational Occupational Mobility in India: Some Exploratory Evidence

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Suparna Ganguly^{1,2} and Saikat Sinha Roy² 

Abstract

This study investigates into intergenerational occupational mobility of Indian workers towards and within service sectors during globalization. In particular, such mobility of workers is observed in the presence of structural shift of the economy towards service industry, especially towards service trade, and explores whether there is intergenerational mobility towards services and more skill-oriented occupations in India during 1999–2011. The Altham measure of relative mobility is applied on the National Sample Survey Organization employment–unemployment survey database to measure the degree of association between occupational choice of fathers and co-resident sons in urban India. An upward mobility among sons is observed between 1999–2000 and 2011–2012.

JEL Codes: F14, F16, J62, L80, C46

Keywords

Services growth, occupational choice, Altham statistic, intergenerational mobility/persistence

Introduction

India's growth performance is essentially service sector led since 1991 (Rakshit, 2007; Gordon & Gupta, 2004). Balakrishnan and Parameswaran (2007) and Kotwal et al. (2011) provide evidence on services growth and show that even

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Emission and sectoral energy intensity: a variance decomposition analysis

[Ujjaini Mukhopadhyay, Ratnakar Pani](#) **▼**

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Abstract

Purpose

In the backdrop of growing global concern on escalating CO₂ emission leading to climate disorder and controversy between economic growth and environment, this study undertakes a decomposition analysis of the top 20 emitters of the world during 1992–2016 with two objectives: to identify the relative contribution of the major driving factors in CO₂ emission and to comprehend the role and performance of sectoral energy consumption pattern in changing the emission level.

Design/methodology/approach

The paper uses variance analysis method to perform two stage decomposition: first, it decomposes emission into the major driving factors, and, secondly, it also decomposes fossil fuel intensity of different sectors into fuel mix and energy intensity effects, which are new in the literature.

Findings

The results indicate that aggressive pursuit for economic growth, particularly by developing countries, is the major reason behind unprecedented emission growth, with income effect, fossil fuel intensity effect and population effect having substantial roles. Considerable decline in dependence on fossil fuel, coupled with rising emissions, signifies that emission intensity is still to be harnessed. Sectoral decomposition shows that while fossil fuel intensity has declined in residential sector, it has remarkably shot up in industry, transport and commercial sectors. On the other hand, sectoral energy intensity has declined, particularly due to favourable performances of transport and commercial sectors.

Research limitations/implications

The detailed country-wise sectoral analysis identifies the sectors with favourable contribution in curtailing emission and lends a direction to other countries for policy making.

Originality/value


This study contributes by incorporating multi-country sectoral segregation in decomposition analysis. It focuses not only on energy intensity, but on the effect of energy substitution in each sector as well. It identifies the sectors that have lowered their dependence on fossil fuel to highlight that emission can effectively be dealt with through a prudent choice of fuel mix.

Keywords

CO2 emission Variance analysis Fossil fuel intensity Sectoral decomposition

Citation

Mukhopadhyay, U. and Pani, R. (2022), "Emission and sectoral energy intensity: a variance decomposition analysis", *Management of Environmental Quality*, Vol. 33 No. 4, pp. 955-974. <https://doi.org/10.1108/MEQ-08-2021-0201>

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From the INA Movement to the Naval Mutiny: The Andaman Scenario

Keka Dutta Roy

Associate Professor in History, Prafulla Chandra College, Kolkata

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Keywords: No Keywords.

Abstract

Based on archival records, newspaper clippings, booklets of Political parties and a host of secondary books, periodicals including biographic and oral testimonies of participants, it is evident that the history of Andaman and Nicobar Islands took a turning point during the Second World War and after. The occupation of Andamans and Nicobar Islands by the Japanese forces from March, 1942 to October 1945 had a very marked effect on them. During this period the islands were subjected to severe. economic, social and psychological disturbances. The sufferings of the people were lessened to some extent with the arrival of Lieutenant Colonel Lokanathan, Colonel Bhonsle and four officers of the Indian National Army in the islands in February, 1944. These officers evacuated the islands in July 1945. In October, 1945, these islands were again occupied by the British who brought with them supplies of food, medicine and cloth. Reflecting the factors that guided the British decision to relinquish the Raj in India, Clement Attlee the then British Prime Minister cited several reasons, the most important of which were the INA activities of Netaji Subhas Chandra Bose. This exhaustive exposition describes the role of Netaji, the Indian National Army and the events that unfolded in this regard.

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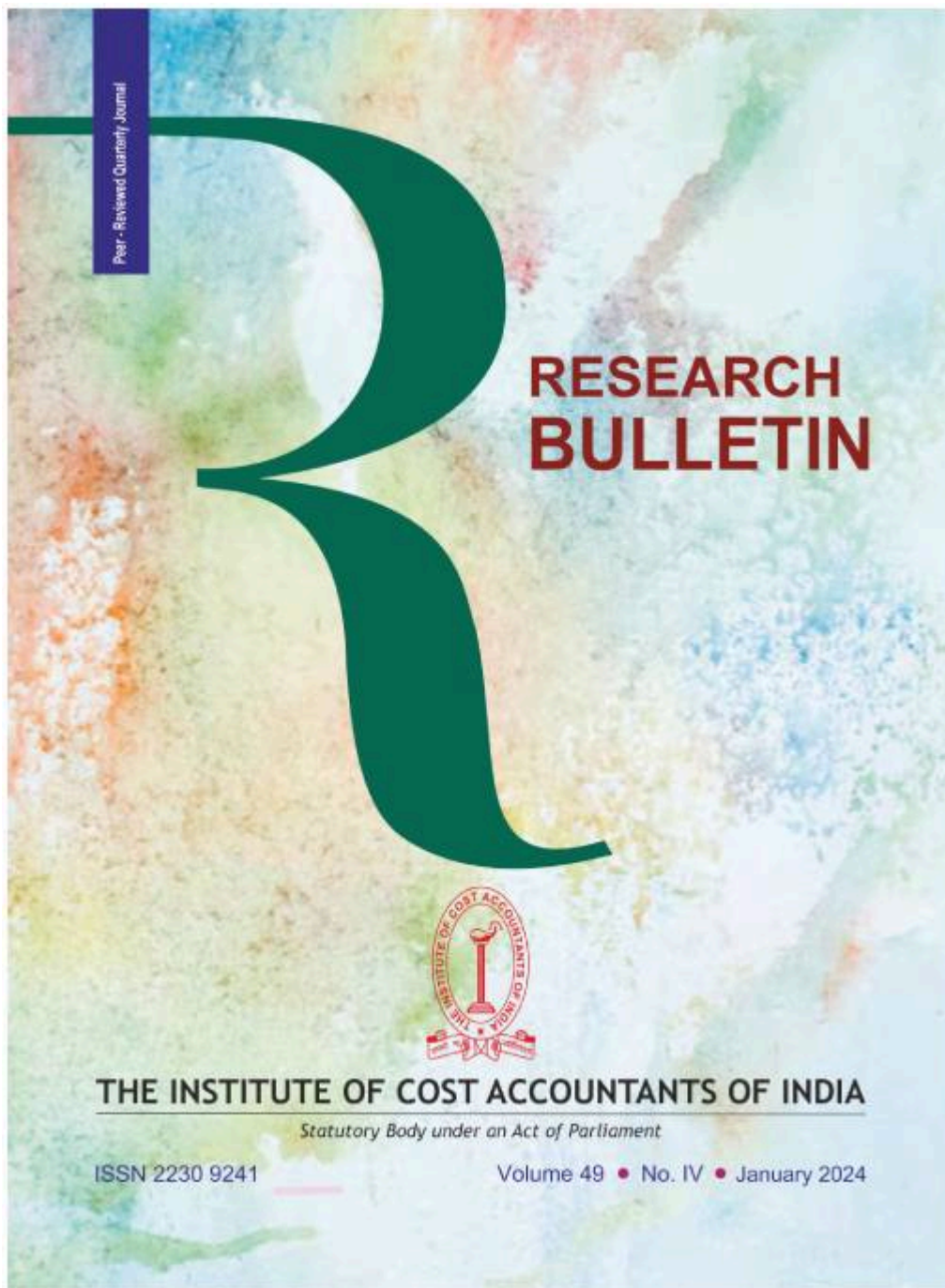
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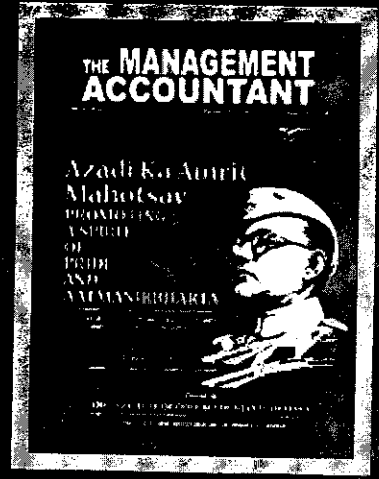
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ATMANIRBHAR INDIA

Abstract

This study applies the theory of consumption value perceptions to adjudicate the influence of such values on sustainable consumption decisions which is gradually becoming an indispensable measure for creation of a sustainable economy. The study aims to ascertain the urgency of green consumerism towards deployment of green management practice, an indispensable tool to make Sustainable 'Atmanirbhar' India. The deleterious impact of unsustainable consumption on environment has been a matter of painstaking concern and to supersede such predicament the need to assess the impact of economic variables assessing the role of consumption on environment needs contemplation. The study thus tries to adopt a modelling framework to assess the impact of consumption value perceptions as major predictor variables on adoption of sustainable consumption practices which shall eventually lead to the transition of sustainable lifestyle practices in an emerging economy.

The term 'Atmanirbhar' in its true meaning should transcend from just being self-sufficient or self-reliant to 'sustainable'. Sustainable development can be achieved through the conjoint efforts of sustainable production and sustainable consumption. Concerns on environmental deterioration have captured attention of the world community since 1980s. India as an emerging economy has been experiencing fast economic growth with rise in per capita income which is ameliorating consumption and leading to environmental predicament in the form of over and unsustainable consumption leaving a severe impact on the environment. Environmental deterioration is triggered by the economic breakneck, unsustainable consumption behaviour and unplanned resource exploitation. Enhanced awareness about the implications of global warming, harmful impact of pollutants etc. is instigating consumers, manufacturers and marketers to switch to environment friendly substitutes. Studies have shown that environmental impact is higher in the emerging economies struggling to raise their per capita GDP than in the developed economies. For an emerging economy like India with high rate of growth in population and consumer base and which is aiming to become self-sustained and self-reliant, adoption of sustainable consumption practices would be an indispensable leveraging factor in achieving its goal. Sustainable consumption practices include adoption of healthy lifestyle practices, green living practices, green consumption and more. Consumption of products which are produced without hazardous substances or are recyclable, reusable, bio-degradable and have low detrimental



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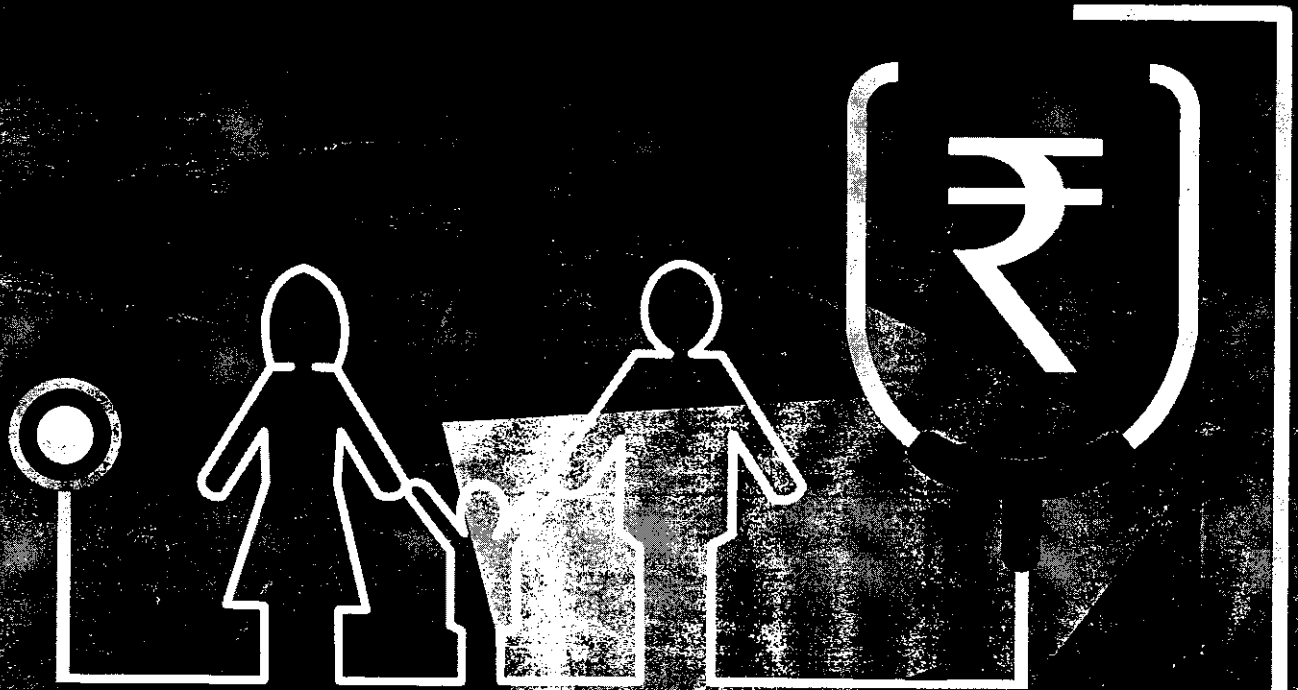


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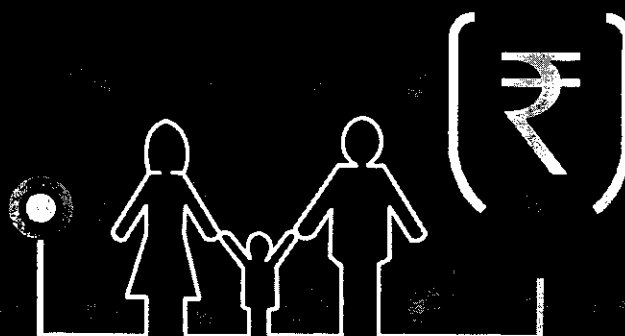
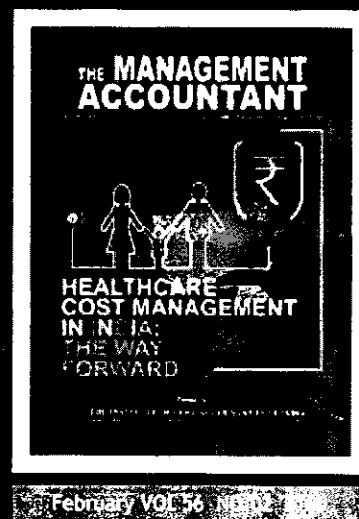
HEALTHCARE COST MANAGEMENT IN INDIA: THE WAY FORWARD



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CSR ACTIVITIES IN INDIA- A STUDY WITH SPECIAL REFERENCE TO PGCIL AND NTPC

Abstract

Corporate Social Responsibility (CSR) has now been one of the most important mandatory areas of business because of the government intervention. The present study has examined the pattern of CSR spending and the CSR activities undertaken by the Indian corporates. It has been observed that more and more corporates are coming under the scope of CSR and the amount of money spending on CSR has also increased year after year for serving various sectors. A correlational analysis has revealed that there has been a significant difference in CSR spending pattern between the two companies. The study has suggested that a robust monitoring mechanism by way of regular reporting and measuring the progress of CSR activities can help to accomplish the major objectives of corporate social responsibility congruously.



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Introduction

The basic concept of CSR is rooted in the philosophical wisdom of East and West. Evidences have been established from the writings of (Muniapan.B,2014)¹, (Kautilya'sArthasastra, Shyamsastri. R,2019)², (Bowen.H.R,1953)³, (William.C.Fredrick,1953)⁴, (Friedman.M,1970)⁵, (Dr. JojiValli,2015)⁶ and many others. Shifting from the voluntary, missionary, philanthropic and unsystematic concept of CSR to a systematic, structured, strategic and mandatory concept for contributing towards the socio-economic and environmental causes of the society, CSR in India has now become an integral part of a responsible enterprise. The Companies Act,1913, Schedule-VII of Section 135 and time to time notifications by The Ministry of Corporate Affairs, Government of India mandated the provision of CSR fund where every company

including its holding and subsidiary company having a net worth of Rupees 500 Crore or more or a turnover of Rupees 1000 Crore or more or a net profit of rupees 5 crore or more and a foreign company having its branch office or project office in India will have to spend 2% of their average net profit provided that they meet the criteria for three consecutive financial years.⁷

Objectives of this study

- ⊙ To explore the spending pattern of CSR fund in India and to examine the sector-wise CSR activities of Indian corporates under both public and private sector.
- ⊙ To analyse the CSR funding and CSR activities of Power Grid Corporation of India Limited (PGCIL) and National thermal power Corporation Limited (NTPC) and to make a comparative analysis between financial

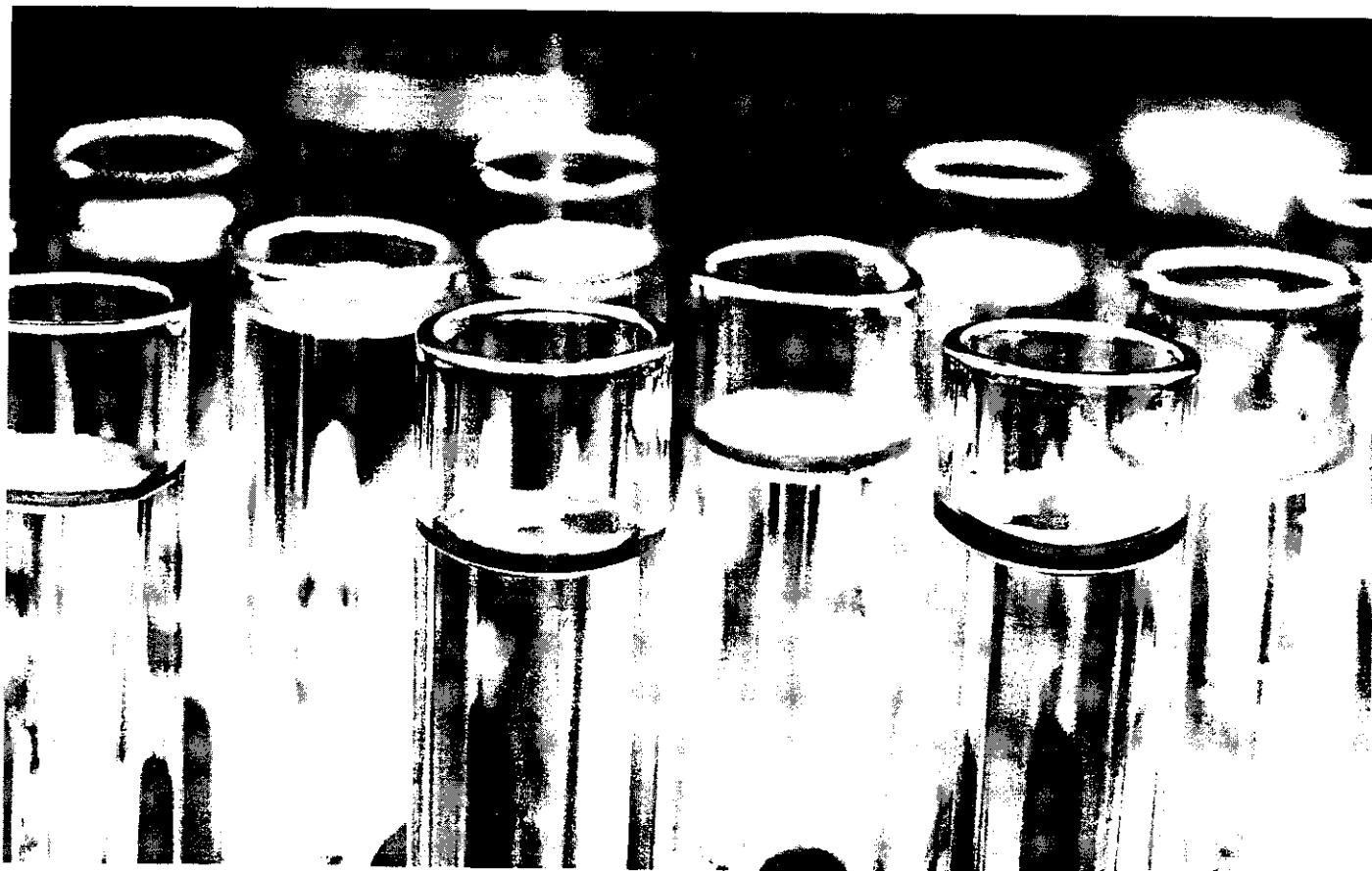
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ADOPTION OF ENVIRONMENTAL INNOVATION PRACTICES – A STUDY OF MSMEs IN INDIA

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ABSTRACT

Organisations' compliance to environmental sustainability can be assessed through the environmental impact of their operations and more. Studies have shown the influence of stakeholders on firms' environmental behavior. The present study aims to assess the prognosticators of the environmental innovation practices of MSMEs based on the Theory of Planned Behavior through the development of a modelling framework. The implications of the study have been discussed.

Keywords: Environmental innovation practices, stakeholders, MSMEs, Firm benefit expectations, environmental behaviour

1. INTRODUCTION

The emerging economies of the east have undergone severe environmental deterioration pertaining to rapid fossil-fuel based market driven economic development. Industrial entities are driven to adopt sustainable practices to balance the pace of economic growth simultaneously solving environmental problems. For any organization, the quintessential requirement for survival is to sustain competition through continuous and enhanced profitability and market share augmentation. Organisations' compliance to environmental sustainability can be assessed through the environmental impact of their operations, choice of inputs, energy usage, policy design, optimizing product lifecycle management, engagement in better environmental management programmes, treatment of industrial waste generated during the process of production and more. Recent researches provide evidence of firms increasing environmental responsiveness through improved environmental performances. Studies have shown active influence of stakeholders like investors, industrial associations and employees on firms' environmental behavior. The study aims to develop a comprehensive framework on how the classified factors may determine firms' environmental practices based on the application of Theory of Planned Behaviour.

2. ANALYSIS FRAMEWORK

Previous studies have explored the internal and external determinant factors of corporate green management, eventually external regulatory drivers, market participants and surrounding community pressure play active role for firms' environmental measures (Agan et al., 2013; Biswas and Roy, 2016). Besides external forces, firms' environmental measures are significantly determined by firms' ownership characteristics, size and financial status. It is worthwhile mentioning that pro-active environmental management or green management is an evolving concept in the context of emerging economies. Internal and external factors both concurrently impacts environmental management adoption. A conceptual framework is needed to enhance understanding and analysis of enterprises' willingness to adoption of Environmental innovation practices (Agan et al., 2013; Cuerva et al., 2014).

In the past few decades significant environmental losses have been incurred by the pursuit of economic growth and development. India has witnessed significant decline in environmental quality, natural resources degradation and overexploitation of ecosystem exploitation, loss of biodiversity, enhanced fossil fuel emissions, with vast rise in air and water pollution. The country's prevailing environmental regulations with lenient enforcement norms have been unable to arrest the rate of environmental deterioration countered by urbanization, economic and population growth and change in consumer preferences and lifestyles. Stringer environmental regulations are therefore highly desirable. The environmental problems in emerging economies such as India present serious legislative, scientific, operational, engineering, managerial and strategic challenges which could be dealt in by improved practices and process at the individual firm level. Therefore, interactive and participatory approaches are preferred over ineffective command-control and coercive approaches.

A conceptual framework to enhance understanding and analysis of enterprises' behavioural intention to adopt environmental innovation practices and their subsequent impact on firms' environmental and economic performance is thereby needed. The Theory of Planned Behaviour (TPB) extends the Theory of Reasoned Action by taking personal determinants into consideration that can contribute towards improving the prediction of firms' intention to develop green innovation practices (Ajzen, 1985; Zhang et al., 2013). This paper applies the Theory of Planned Behaviour to examine the factors that determine an enterprise's willingness to engage in environmental innovation practices. This paper tries to provide a deeper insight of the prognosticating factors of

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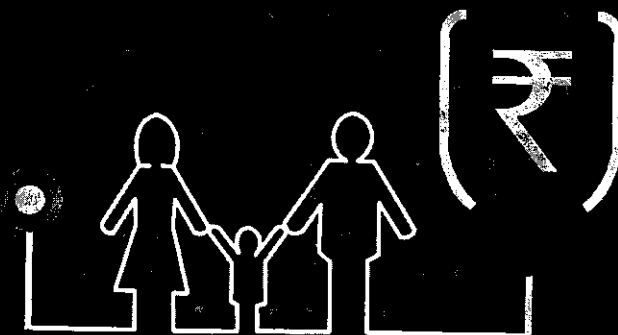
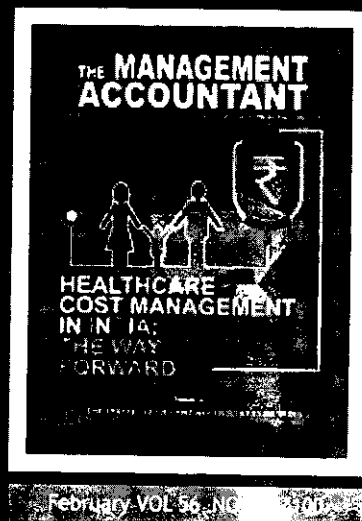


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CONTRIBUTIONS

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DESIGNING OF SUSTAINABILITY BALANCED SCORECARD IN HEALTH CARE SECTOR – CONTEXTUAL REFERENCE TO THE EMERGENCE OF PANDEMIC

Abstract

Balanced Scorecard aims to categorise quantifiable objectives of an organisation generally into four perspectives: financial (economic), customer, internal business processes and learning and growth perspectives respectively. The paper aims to develop a Balanced and Sustainable performance measurement tool for healthcare organisations in emerging market economies who are facing numerous and uncontrollable challenges owing to the Covid-19 pandemic. The sustainability dimension in BSC integrates environmental and social perspectives. Proposed Sustainability Balanced Scorecard has been designed. The designed SBSC identifies probable-feasible-attainable-objective measurement techniques.



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1. Introduction

Balanced Scorecard is a performance measurement tool that can be applied to obtain quantifiable and valued data with regard to the degree of achievement of the strategic plans and objectives. BSC helps to categorise quantifiable objectives of an organisation generally into four perspectives: financial, customer,

internal business processes and learning perspectives respectively. The concept was first introduced in 1990 by Kaplan and Norton and has wide applications across all industries (Alvarez et al, 2018; Catuogno et al., 2017). The perspectives are not mutually exclusive. Owing to the credibility of the concept for evaluating the strategic plan its application in the health care industry cannot be undermined. The paper aims

to develop a Balanced and Sustainable performance measurement tool for healthcare organisations in emerging market economies who are facing numerous and uncontrollable challenges owing to the prevailing Covid-19 pandemic. The cost of healthcare services has been severe in numerous countries. Even for countries that have avoided the pandemic outbreaks domestically, exports have weakened

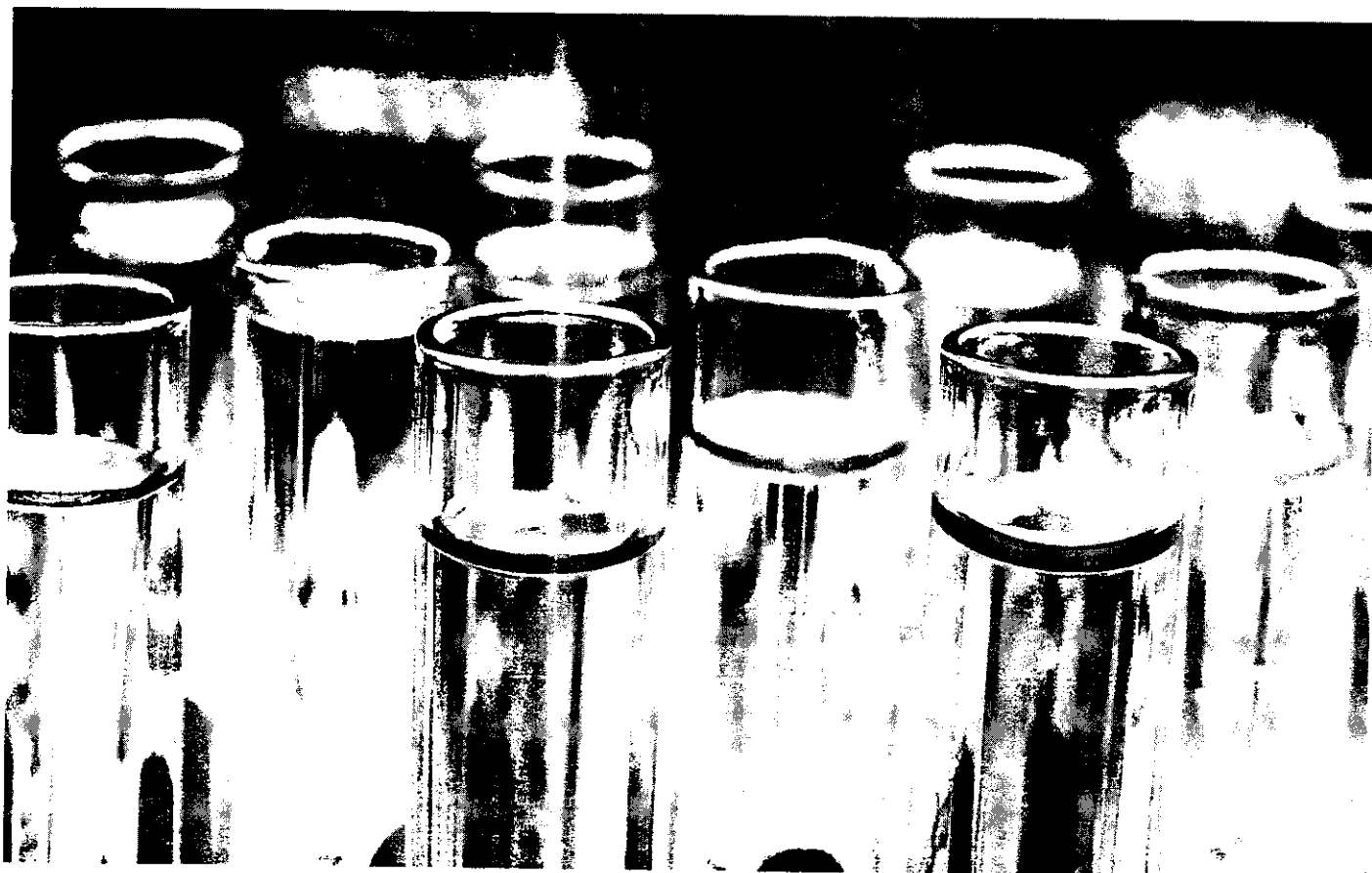
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The Study of Innovation for Sustainable Development, Employment and Learning Practices and Future Growth Orientation of Few Selected MSMEs in India

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ABSTRACT

Indian MSMEs provides large employment opportunities at comparatively lower capital cost than large industries and also help in industrialization of rural & backward areas. The global pandemic had affected the working MSME companies by unusual closing of the companies, laying off the employees, that resulted into labour shortages. Lack of raw materials and MSMEs have been witnessing unprecedented changes owing to the pandemic. The study of growth Opportunities, employment generation and innovation capabilities in Indian MSMEs has been studied to develop sustainable strategies for MSMEs.

Keywords: stakeholders, MSMEs

1. INTRODUCTION

The MSME sector plays a vibrant and dynamic role in the developing countries, putting MSMEs as the engines through which growth objectives of the developing countries can be achieved- a role that has long been recognized. A healthy MSME sector contributes prominently to the economy through creating more employment opportunities, generating higher production volumes, increasing exports and introducing innovation and entrepreneurship skills. MSMEs are the first step towards development in economies towards industrialization. Over last five decades contribution of the MSMEs in the Indian economy not only in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. Fast changing global economic scenario has thrown up various opportunities and challenges to the MSMEs in India. On one hand numerous opportunities have opened up for this sector to enhance productivity and look for new markets at national and international level, it has also, on the other hand, put an obligation to upgrade their competencies in various fields like marketing, finance, business development, operations, technology etc. Growth, employment generation for both wage and self-employment opportunities and innovation in MSMEs are quintessential for the economic growth of any emerging economy. The stretch of digitalisation under the new-normal age though varies across firms and their related sectors, but the way the MSMEs tap the extra revenues, reduces costs and also eliminate the loose points in the system is almost a same journey for all the MSMEs. The digital solutions accelerate the trading nature of the MSMEs by

- Delivering the goods and services effectively and efficiently
- Managing transactions at a distance
- Facilitating access to financial transactions including the services
- Engaging both the new and existing customers along with the prospective ones.

The global pandemic had affected the working MSME companies by unusual closing of the companies, laying off the employees, that resulted into labour shortages, lack of raw materials and other items, weak consumer demand ultimately resulting into losses for the companies. As known by the fact that buying behaviours of the consumers change with time and situations and so as the businesses change, hence keeping the effects of the pandemic to be constant MSMEs have little choice but to digitalise and adapt the realities of the market to remain ever competitive.

2. A BRIEF REVIEW OF LITERATURE

Several literature reviews have been gone through for this study undertaken among which some are cited below. An article titled 'An Empirical Study on Performance of Indian MSME', by Kumar (2014), studies the performance of MSMEs during the pre-liberalisation and post-liberalisation periods, that showed all industrial policies had been focussing on investment policies without giving much importance to marketing policies,

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Assessment of Ecosystem Services from a Multifunctional Landscape: The Case of Kolkata

Debarpita Banerjee* and Amit Biswas**

Abstract : *Benefits accrued from ecosystem services are always underrated in spite of the privileges that human society enjoys from them. In the era of urbanisation associated with rapid transformation of land use, natural ecosystems have witnessed a rapid shrinkage globally. The most prominent in this decline is registered in the most urbanised part of the world and Kolkata being one of the largest cities is also under the major threat of decline in ecosystem types and productivity. Literatures on ecosystem productivity and their successive decline and threats mainly focussed on the East Kolkata Wetlands, thereby underrating the other ecosystem types in the city that are maintaining the balance of environment degradation against the growing pace of urbanisation. This paper has recognised the various ecosystem types in the city and tried to assess the quality and quantity of ecosystem services and the benefits provided by them by the application of ecosystem service assessment method that seeks to assess the contribution of provisioning, regulating, supporting and cultural services in a semi-quantitative way. The results have shown marked variability in the assessment sites in terms of ecosystem service index. Fisheries and croplands are noted for maximum provisioning service production while open space, gardens and avenue plantation are marked for regulating and supporting functions. Any change in the quality of the ecosystem is brought to bring decline in service production.*

Key Words: *Ecosystem services, multifunctional landscape, ecosystem service assessment, human well-being*

Introduction

Ecosystem is the basic unit of environment that presents the complex interaction between the living and non-living components. Being a complex system, they perform certain functions in terms of productivity and flow of energy and nutrients through the various elements, thereby maintaining the stability of the entire system. Each ecosystem type offers a multiple range of benefits to well-being of human beings and the environments which are termed as ecosystem services as defined by Millennium Ecosystem Assessment, (2005). As early as in 1997, Costanza et. al. defined ecosystem services in terms of flow of goods and services that benefits human well-being (DEWHA, 2009).

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EXPLORING THE ECONOMIC IMPACT OF COVID-19 INDUCED LOCKDOWN - A STUDY WITH SPECIAL REFERENCE TO SOME SELECTED INDUSTRIES IN INDIA



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CMA Kaushik Banerjee
Secretary
The Institute of Cost Accountants of India
Kolkata

Abstract

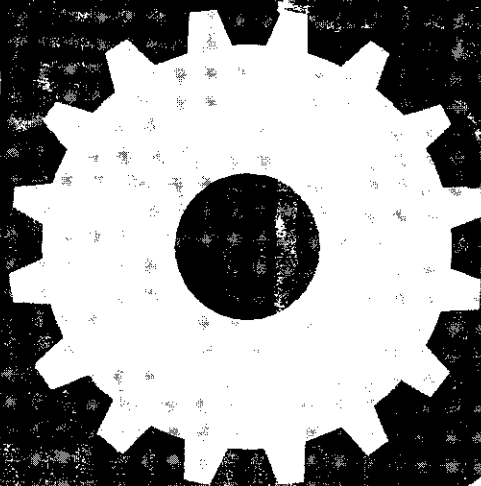
This paper deals with the economic impact of COVID-19 which shattered the lives and livelihoods of people throughout the world causing unimaginable and unexplainable plights and miseries to the humankind specially the millions of people of lower-income group and people working in the unorganised sector. All the 188 countries of the world have been affected and the global economies have been slowed down to almost standstill situation. Impact will be felt by India's most vulnerable in terms of job loss, poverty increase and reduced per-capita income which in turn will result in a steep decline in gross domestic product, sales, revenues of the companies. Incomes of the common men have been dented by the 'lockdown', the resultant of this deadly disease. The common policy decisions of lockdown have been taken by all the countries because of the non-availability of medicines and treatments of the pandemic. Fiscal and monetary policy measures based on each country's financial conditions and parameters have been taken by the respective governments to ease out the problems of the people expecting that the science would be able to discover vaccines and treatment within 6 to 8 months till then a new world order would emerge where everyone would have to follow the health and medical guidelines for keeping themselves away from the tentacles of COVID-19.

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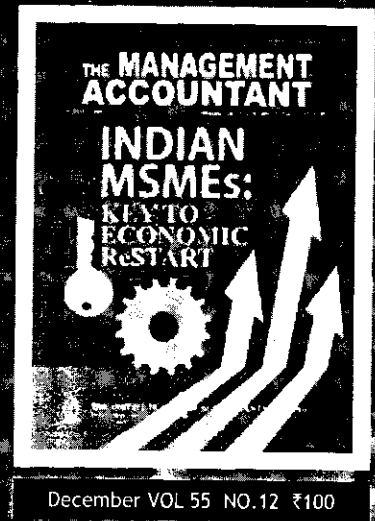
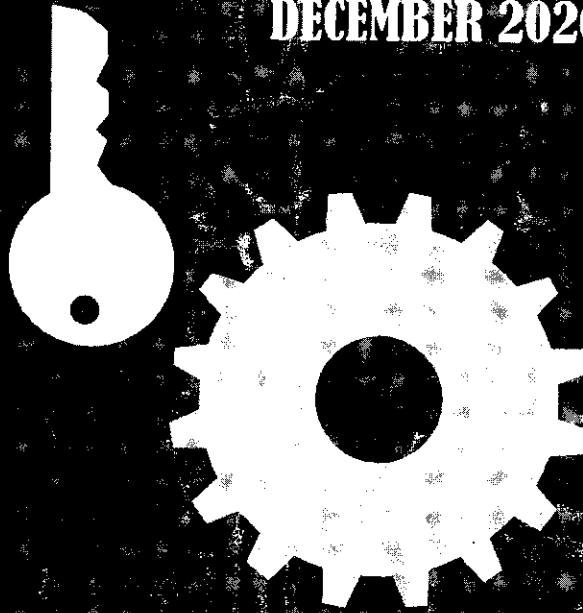
INDIAN MSMEs: KEY TO ECONOMIC ReSTART



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REFLECTIONS AND PROPOSED TACTICS OF THE DIGITALISATION AND INNOVATION PRACTICES PERSPECTIVE OF INDIAN MSMEs



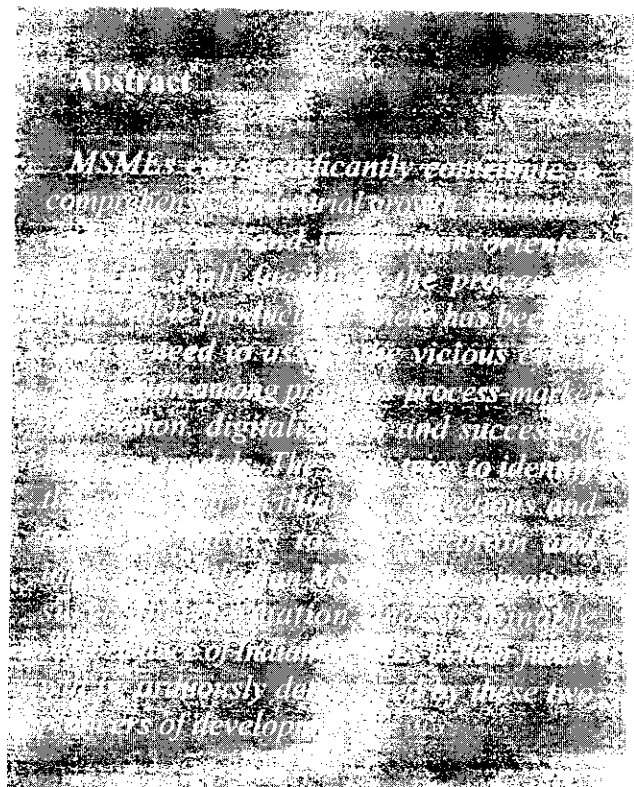
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Introduction

Unprecedented changes have taken place in India since the streamlining of its Science, Technology and Innovation Policy in 2013 providing a huge impetus in enhancement of innovation and digitalisation practices (IDP). The Ministry of Micro Small and Medium Enterprises (MSME) aids the Indian MSMEs through financial policies and incentives to buy

equipment, expert advices and training among others to foster innovation and digitalisation practices (IDP) (Pachouri and Sharma, 2016; MSME annual Report 2019-2020).

Indian SMEs have often been criticised for their low innovation capacity and capability. MSMEs encounter massive pressures to improve product efficiency, quality, production capacity, operational efficacy, safety standards, strength to compete to

generate sustainable profit in the domestic and global market. Innovation is defined as the firms' ability to manage knowledge creatively to persuade market demands and social-economic-environmental needs and creation of wealth (Pachouri and Sharma, 2016; MSME annual Report 2019-2020 Srinivasan et al., 2015).

Correspondingly, Digitalization means adopting advanced digital technologies such as predictive

A nexus between environmental literacy, environmental attitude and healthy living

Aindrila Biswas

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A nexus between environmental literacy, environmental attitude and healthy living

Aindrila Biswas¹

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Abstract

It has been widely acknowledged that environmental literacy can provide a strong foundation for future environmental responsiveness, as well as help in the transition towards more sustainable societies and healthy living. According to environmentalists and social scientists, behavioural intentions to sustainable consumption and lifestyle among citizens will help to nurture global environmental and economic sustainability and foster environment and human health development. The study tries to assess the adoption of sustainable lifestyle and healthy lifestyle practices through the designing and demonstration of quantitative method applying environmental literacy as a major predictor in the process which leverages environmental attitude towards such outcomes based on a literacy-sustainability-lifestyle-health modelling framework. The gap between learning and implementation should be addressed through integration of sustainability issues in awareness campaigns by government, NGOs, local bodies and educational institutions.

Keywords Environmental literacy · Sustainability · Health · Healthy lifestyle

Introduction

Knowledge influences individual attitude which in turn leads to responsible actions. In the context of environmental literacy, an increased knowledge about environmental issues shall leverage responsible actions through preservation of environment and prevention of environmental downturn (Ramdas and Mohamed, 2014). Education and literacy have always been seen as a key in improving quality of life collectively for mankind (Tilbury, 2012). Environmental literacy is primarily based on the concept of environmental protection through spreading of awareness (UNESCO, 2004; Velazquez et al., 2005; Debby et al., 2015). The hindrances in the path of propagation of environmental literacy are directly related to the

educational system. Most of the time, the courses offered at educational institutions are limited in scope and do not reflect the interrelations between the various aspects of sustainable development. The subject of environmental literacy requires strong societal commitment.

A vast change has been observed in consumer behaviours with increasing number of consumers becoming conscious about the environmental issues that may have an impact in their lifestyles (Howard 2007; Sung and Hong, 2019). A sway has been observed towards consumption of products produced through the integration of environmental, social and ethically responsible practices in the product life cycle (Watson and Yan, 2013). Individuals are increasingly adopting conscious lifestyle practices characterized by enhanced value for quality of life, health and sustainability issues and more informed choice decisions about what they should use, consume or wear (Rudell, 2006; Picha, and Navratil, 2019).

The two behavioural outcomes discussed in the present study are the two dimensions of lifestyle practices. Lifestyle as a way of life transcends in all directions and determines the ways of consumption, production and behavioural disposition across a chain of activities (Earl, 1986). With time, several facets have been included in the initial concept of consumerism that was not sustainable in the long run. The need to study the ways that are devoid of adverse impacts on the environment



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Edge Waves Over a Shelf

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KEYWORDS

[shelf](#) • [edge waves](#) • [Havelock expansion](#) • [Galerkin approximation](#) • [Gegenbauer polynomial](#) • [dispersion relation](#)

ABSTRACT

The problem considered in this paper is the derivation of properties of edge waves travelling along a submerged horizontal shelf. The problem is formulated within the framework of the linearized theory of water waves and Havelock expansions of water wave potentials are used in the mathematical analysis to obtain the dispersion relation for edge waves in terms of an integral. Appropriate multi-term Galerkin approximations involving ultra spherical Gegenbauer polynomials are utilized to obtain a very accurate numerical estimate for the integral and hence to derive the properties of edge waves over a shelf. The numerical results are illustrated in a table and curves are presented showing the variation of frequency of the edge waves with the width of the shelf.

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Abstract:

Background: Concern over sustainability awakened firms to take responsive strategies and propagate sustainability. The present study tries to enumerate the role of strategic marketing orientation classified as market-orientation and innovation orientation on sustainability in business performance. **Materials and Methods:** Data was collected using structured questionnaires. The empirical model was tested using structural equation modeling. **Results and Conclusion:** The results suggest that innovation-orientation has maximum leverage on sustainability in environmental performance and market-orientation has maximum leverage on sustainability in economic performance of pharmaceutical industries.

Key words: Sustainability in performance, Strategic market orientation, Strategic innovation orientation, Environmental downturn, Economic performance.

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