Journal writing is a voyage to the interior.
Christina Baldwin

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From the Editor's Desk

It is a great pleasure to release volume 9, Issue 1 of International Journal on Global Business Management and Research. Unlike our previous issues, this issue also has brought highly productive and standard papers for the benefit of the readers.

Each of the papers discussed is significant in its own way. We are very thankful to our contributors and readers of our journal worldwide, without whose patronage this wonderful journey may be impossible. We welcome innovative contributions from corporate members, academicians, and researchers across the globe to contribute and benefit from our journal.

Thanks and Regards

Dr.K.R.Sowmya

The art of writing is the art of discovering what you believe

- *Gustave Flaubert*

The Process of Gentrification and Values it Creates for the City

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Abstract

In the process of socio-cultural change, in this case, gentrification, the abandoned public spaces turn into cultural hubs, forming urban communities that reuse such spaces and make them gain local identity. Cultural and artistic objects created by artists attract the attention of the public, later of the government, and finally of the business initiatives, which as a result, create economic benefits and added value. The relevance of the topic is determined by the socio-cultural processes that take place in a city, creating other added value such as: social, cultural, and symbolic added values, therefore, the need to investigate the influence of the gentrification process and its added value to the public urban spaces arises.

Key words: *urban public spaces, gentrification, value, impact.*

I. Introduction

With the sociocultural change processes, in this case, the process of gentrification analysed in the work, abandoned public urban spaces are becoming cultural cores where urban communities form and help such places to become active and acquire local identity. The cultural and art objects created by artists attract the attention of the society, later – the authorities, and finally they help to implement business initiatives that create economic benefit and added value for the city. The relevance of the topic is based on urban sociocultural processes that create other added values such as social, cultural and symbolic added value; therefore, there is a need to study the impact of the process of gentrification on the added value created in public urban spaces.

The problem analysed in the article: what is the impact of the process of gentrification on the added value of the city?

The aim of the article is to analyse the value that the process of gentrification provides for the city.

Methods: comparative analysis and synthesis.

Gentrification is a consequence of social change around the city centre

In the 60s of the 20th century, the term gentrification was used in New York and London, and later spread to various European regions. According to Gražulevičiūtė-Veleniškė and Urbonas, social and cultural environment in cities and their centres is constantly changing and improving, which is why city centres become affected by sociocultural consequences; one of them is gentrification, and it is defined differently in different sources. Different reasons and evaluations of the origin of this term are described. Table 1 introduces the concept of gentrification as defined by different authors.

Definitions of the concept of gentrification   Table 1

Author	Significance
Lees, L., Slater, T., Wyly, E. 2008, p. 28	This is a phenomenon of how the working class is forced to move to urban edges and leave the spaces in city centres to middle or upper class residents who carry out various commercial and other activities. In time, this becomes one of the most popular processes in urban development.
Krupickaitė, D. and Standl, H, 2005	Social change affected by the attraction of a historical city centre or other residential territories when middle and upper social class residents change lower social class residents.
Gražulevičiūtė-Veleniškė, I., Urbonas, V. 2010	It is a global phenomenon as much as neoliberal capitalism is global. We can recognise repetitive features of this phenomenon in different cities of the world, i.e., exceptional attention of real estate developers for regions undergoing gentrification, initiatives of city authorities that "grease" the squeaky wheels of urban development, artist interventions that change the face of these urban spaces, supply of services for the middle class, household arguments between newcomers and long-term residents, growing prices of real estate that sooner or later drive out wealthy tenants or owners who have lived there for years.
Weesep, V. 1994	It is a phenomenon that is deeply rooted in social and economic dimensions. The most noticeable signs of this phenomenon can be observed in various urban places; however, it most often integrates in a city centre when middle class residents are forced to move due to investors.

As Table 1 demonstrates, Van Veesep, I. Gražulevičiūtė-Veleniškė, and V. Urbonas, D. Krupickaitė and H. Standl, L. Lees, L. Slater, E. Wyly define the concept of gentrification differently. According to Lees, Slater, Wyly, artists who live and create cultural products in such working class residential districts turn them into centres of attraction; later, such centres become attractive and profitable for upper social class residents who create value for districts, thus forcing people with lower income to move to more remote parts of the city (Lees, Slater, Wyly, 2008). Other authors state (Table 1) that gentrification is a consequence of social change that usually is concentrated around the city centre, yet not all authors point this aspect out. Cities impacted by gentrification become places of large-scale societal change. However, all of the authors agree that it is a consequence of globalisation and social change.

Summing up, it can be said that the conception of gentrification that shall be used in this work defines how artists or members of the working class transform residential places and abandoned public urban spaces into objects of cultural attraction. Due to the abundance of art products, a district becomes an attraction place for the class of investors who later create unfavourable residential conditions for the members of the creative class; artists and creators are forced to relocate and move to other places due to increased prices of services and housing.

Impact of the process of gentrification on the added value of urban spaces

The process of gentrification influences urban spaces; thus, it is important to discuss the conception of impact. V. Jurėnienė and A. Stonytė define impact as follows: In scientific literature, impact is defined differently; however, it is essential to emphasise that impact is first and foremost a process that has different principles, acts on various areas (economic, social, etc.) and is characteristic of different means of operation (Jurėnienė, Urbonienė, 2018: 124-125). The authors also distinguish the following three levels of impact: micro, macro and meso; and the following two means of impact: direct and indirect (Jurėnienė, Urbonienė, 2018:125). The process of gentrification changes abandoned urban spaces yet primarily has impact on artists and encourages them to create in various urban spaces thus improving the general image of public urban spaces and creating added value for the city that has impact on the entire country (1 figure).
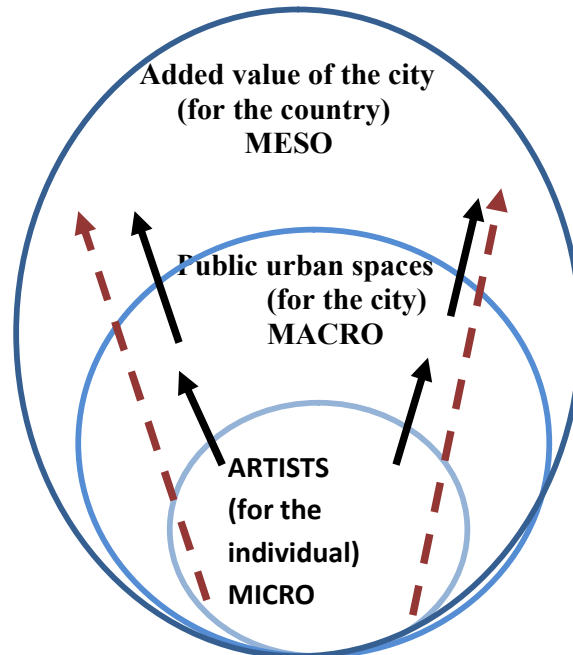
Fig. 1 Impact of gentrification on the added value of urban spaces
Source: Created based on: Jurėnienė, V., Urbonienė, A., 2018*., KULTŪROS CENTRAI: bendradarbiavimas, bendruomenių mobilizavimas ir edukacinės praktikos, p.123.*

When studying impact, it is important to understand its essence and all its dimensions (Jurėnienė, Urbonienė, 2018: 125). Figure 1 shows artists as the primary dimension; they reside in abandoned public urban spaces thus impacting other people who live in the same space, and this impact manifests on the **micro level among a small circle of people**. Changed, reactivated and repurposed urban spaces are visited by tourists and give sense to the identity of the city; the impact manifests **on the macro level on the scale of the entire city**. **The last dimension – meso – is added value in the city that is felt on the national level** because the impact of added value in major cities is important in creating added value for the entire country. It is also important to determine the means of the impact of gentrification. Figure 1 demonstrates direct impact that artists have on public urban spaces, and indirect impact on added value of the city. Direct impact is created by gentrified public urban spaces on the city.

Impact is distinguished *according to duration* into **short-term** and **long-term**, and *according to the type* – into **economic**, **social**, **cultural**, **psychological**, **etc**. In each case, different dimensions determine the mobility and constant change of the conception of impact (Guetzkow, 2002).

Therefore, the process of gentrification has impact on public urban spaces thus having impact on artists; artists then have impact on abandoned public spaces and form cultural urban identity by having direct impact on the entire city and thus creating added value for it that has impact on the well-being of the entire country. According to Cerreta, Daldanise and Sposito, the impact of gentrification in urban spaces can be both short-term and long-term: The process of gentrification in a city can be both short-term and long-term; however, the most frequent impact of this process in a city is long-term. A long-term process in a city encourages creation of added value and influences other cultural and artistic regenerative processes in the city (Cerreta, Daldanise, Sposito, 2018). Therefore, the process of gentrification in public urban spaces is **long-term** and **enables creating social, economic, cultural and symbolic values**.

It is also important what impact gentrification has on city centres. Lees, Slater, Wyly point out factors that have impact on a city centre (Figure 2).
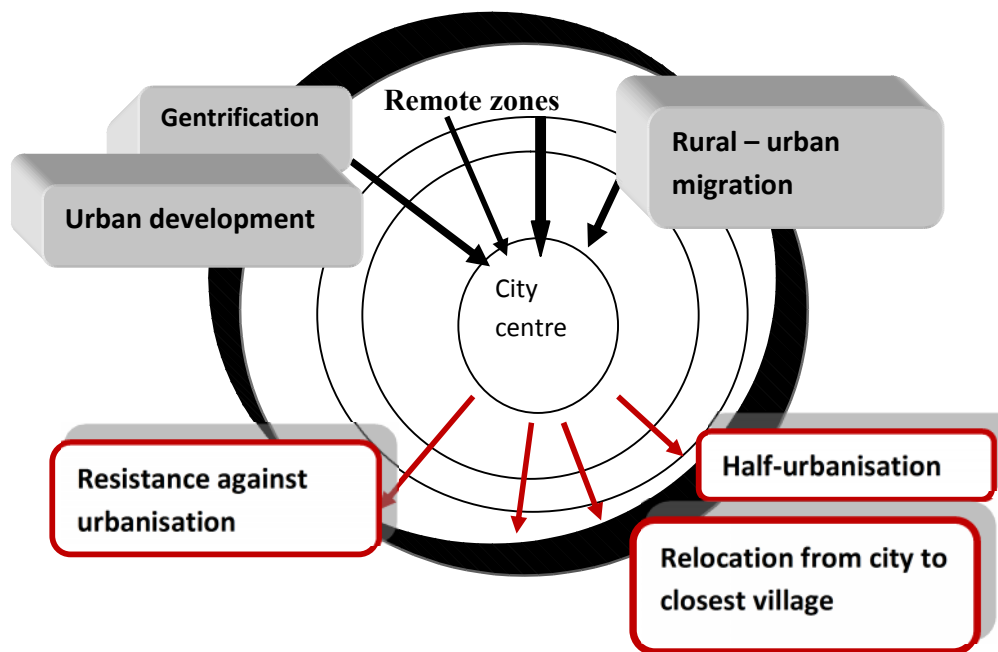
Fig. 2 Factors that impact the city centre
Source: Lees, L., Slater, T., Wyly, E., 2008 *Gentrification.* p. 36

As Figure 2 shows, gentrification, urban development and migration from the suburbs to urban areas have impact on the city centre as an external force that promotes city centre development and social processes that determine cultural change; however, these processes, if not controlled, may later create sociocultural problems, i.e., high resistance to urbanisation

and migration from the city centre to the suburbs or closest villages. Management of such processes is essential for the modern society and urban culture.

According to S. T. Butkus, in large or small cities that take up different places in the global capitalism system these features of gentrification manifest individually. It is possible that we are only in the beginning of this knowledge where one attempts to see what reflections and forms this phenomenon takes on in Lithuania. Moreover, Butkus also points out that the cultural foundation of the urban carcass is made up of unequal elements, namely places that traditionally include old immovable cultural heritage and the most attractive modern space create the model of the carcass (Butkus 2009:54).

Ley distinguishes the following three main stages of gentrification:

1. Artists start creative conversions in abandoned spaces, thus creating added value for a district. This reflects the first stage of gentrification when the importance of artists is especially emphasised.

2. The intensified first stage encourages emergence of the second stage when the authorities of the city become involved in this process. In this stage, an area favourable for investors appears, as a consequence of which even more artists appear and artist communities are established.

3. In the last stage, the urban spaces nurtured by artists become an attraction object of wealthy investors. In this stage, rent and service prices go up, artists are forced to relocate and abandon a particular place for investors. The process of commercialisation occurs (Ley, 2003:234).

These stages clearly describe the emergence and development of gentrification, and reveal the consequences of this process as well as its impact on the city. The first stage of this process has impact on the subsequent stages. Artists established in abandoned urban zones attract the attention of authorities that help to attract investors, which has impact on subsequent factors of gentrification. Businessmen later transform such places into objects of attraction and commercial places.

Social and cultural change that changes city values and has both positive and negative impact on city centres starts. Atkinson distinguishes positive and negative aspects of the impact of gentrification (Table 2)

Aspects of the impact of gentrification   Table 2

Positive aspects	Negative aspects
1. New jobs are established; 2. Private investments into reconstruction of buildings and revival of infrastructure are attracted; 3. Income into the city's budget increases and it is acquired quicker; 4. Renewal and further development of the district are encouraged; 5. Decrease in crime rates; 6. Social diversity.	1. Residents with low income are driven out; 2. Workers with low qualifications lose their jobs; 3. Disagreements between members of the community, i.e. arguments between old and new residents, emerge; 4. The district loses its diversity of residents; 5. "Poor" and "wealthy" districts form; 6. Social diversity is lost.

Source: created based on Atkinson, R., 2002, CNR Paper 5, *Does Gentrification Help or Harm Urban Neighbourhoods? An Assessment of the Evidence-Base in the Context of the New Urban Agenda,* p. 8.

The table shows that the **main positive aspects of the impact of gentrification are as follows**: *new jobs, more attractive urban space for investors, social diversity and urban development*. **Negative aspects are also distinguished**. First, *residents with lower income are driven out of urban spaces, which encourages disagreements between residents*. Another important aspect of impact is the fact *that urban spaces lose social diversity, and residents of one group settle*. Therefore, this process of social and cultural change – gentrification – has a two-fold impact on urban spaces.

Such phenomenon as gentrification inevitable impacts public urban spaces. The impact of gentrification is divided into the following three levels: micro, macro and meso levels; it also has two means of operation, i.e., direct and indirect, as well as two types, i.e., short-term and long-term when the dimensions of impact depend on each other. According to theoretical sources, the most frequent impact of gentrification is long-term. The impact of gentrification is divided into positive and negative impact on the city; thus, operation and formation of this process in urban spaces is assessed and managed.

Causes for the process of gentrification

London and Palen discuss the causes of gentrification. The authors point out the following five main theories that can be referenced when observing the processes of gentrification today: demographic-ecological, sociocultural, political-economic, community network development and social movements (London, Palen: 1987).

The **demographic-ecological** theory relates to processes that occurred in the 70s of the 20th century when the number of young people who had different values than the generation before them rapidly increased. Young people searched for housing closer to city centres, did not avoid housing in unconventional urban spaces, earned higher than the average income; therefore, the working class that earned less naturally became unable to survive in urban areas and relocated to the suburbs or urban edges where the standard of living was significantly lower.

According to London and Palen, the **sociocultural** theory is one of the most important theories for the formation of this process. Different values of the 70s had big influence when people became more liberal in how they lived, they did not fear challenges, searched for housing in unconventional public urban spaces and accepted new things.

Also, the process of gentrification is influenced by the **economic-political** theory that distinguishes the Marxist approach. Expanding movements for equal human rights encouraged changes in the process of gentrification when black people began moving to the suburbs, which encouraged white people to choose the central part of the city more. Rapid change of residents and cultures encouraged the increase in real estate prices in the urban central spaces.

The **Marxist** theory states that political and economic influences were not very clear in the process of gentrification; however, they were very well-thought-out and controlled by powerful political groups that profited from these residents and gradually turned such places into the most prestigious in the entire city. (London, Palen, 1987)

The **community network development** theory distinguishes the following two opposite principles of the formation of the process of gentrification: *community loss* and *community preservation*. Technological and communicative progress influences the establishment of large social and cultural organisations when a small community loses its opportunity to change the gentrified space or district. Sustainable establishment of

communities encourages the factors of this process to create or change gentrified public urban spaces (London, Palen)

The fifth theory is **social movements**. It has been noticed that social movements are impacted by the supporters and initiators of the process of gentrification; they are important political or economic actors who see the added value of this process in urban spaces and – in the long-term perspective – the entire city (Žilinskaitė, 2017).

Therefore, all of the five theories discussed above are a cause for the formation and development of the process of gentrification in public urban spaces. Such places eventually become creative public spaces where sociocultural phenomena including gentrification form. The changing ecological and demographic situation creates a space for the social and cultural change to form. People's increasing focus on the largest cities encourages a more expansive change of residents and an altered way of life. The socio-cultural change encourages people to take interest in various new things and look for unconventional urban housing. Economic and political environment has encouraged higher consumption and better accessibility of cultural products, and people tend to settle and choose residential places in central parts of a city. As new residents settle in creative environment, new communities, new local values and various subcultural movements form. These five factors form favourable conditions for the process of gentrification that occurs and forms in the largest global cities to take place.

Added value created by gentrification

The process of gentrification is created and initiated by artists. It can be said that artists are the main (or not) actors of the process when abandoned and unattractive urban spaces primarily become a work of art, and later such urban spaces attract other artists that influence creation of communities that also attract the interest of random individuals, later on – city authorities, and finally such places become attractive to businesses that establish there and create added value for the city. Mankus points out that modern economic, social and cultural tendencies determine interest in the opportunity for the artists to temporarily use buildings and urbanised spaces, and create cultural public spaces, which is how temporary use of buildings generates new opportunities and transformation in the long-term perspective (Mankus, 2015: 132-140). According to the author, such use of abandoned buildings, even if temporary, forms emergence of new processes and influences establishment and development of urbanised places. The process is represented schematically (Fig. 3).
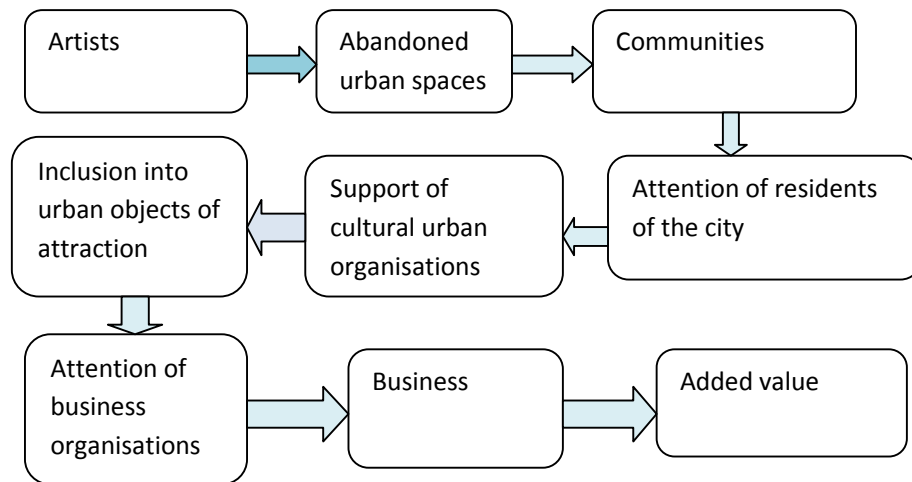
Fig. 3 The process of gentrification in urban spaces
Source: Created by the author based on: Mankus, M. 2015. *Laikinojo pastatų ir erdvių naudojimo taktika architektūroje. Tipologizacija ir sociokultūrinė vertė,* pp. 132-140.

However, today's society also includes a reverse process when authorities initiate projects for artists to change or improve places that are abandoned or unattractive for residents. A good example of this is a project or creative workshop initiated in Vilnius titled "Public Spaces in Aukštamiestis" organised by the Creative Industries Park *Architectural Centre*, Art Factory *Loftas* and Vilnius City Municipality with support from the Lithuanian Council for Culture, Ministry of the Republic of Lithuania and UAB *Vilbra*. The following three groups of architects tried to reveal exceptional soul and identity of Aukštamiestis when creating the conceptions of public spaces: *Inblum*, *NoArchitect* and *Wall*. All of these three groups looked for creative solutions for how to improve the image of one district and create certain creative solutions for this public urban space to become attractive to the society and investors. The order of priority presented in Figure 4 as regeneration of public spaces is initiated by the city authorities.
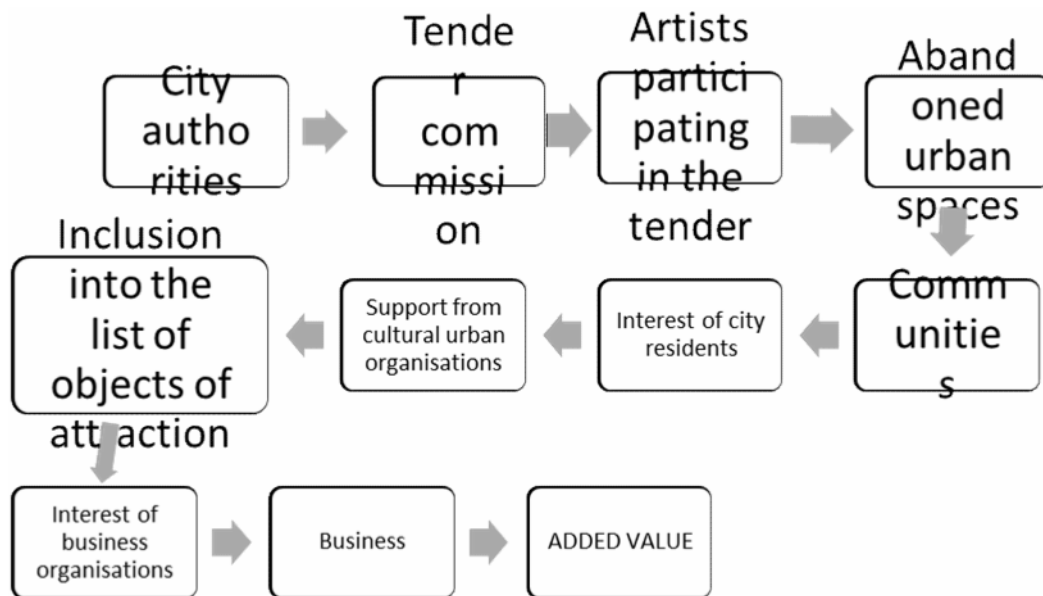
Fig. 4 The process of gentrification in urban spaces

Created by the author based on: Mankus, M. 2015. *Laikinojo pastatų ir erdvių naudojimo taktika architektūroje. Tipologizacija ir sociokultūrinė vertė,* pp. 132-140.

In cases when representatives from city authorities assess the input and opportunities of artists to change abandoned city spaces, the scheme of gentrification is complemented by the primary initiative from city authorities rather than artists. Moreover, the commission of the tender is important in this process as its members assess artists' applications on how to make public urban spaces that are attractive to residents artistic and active. Such operation of the process is directed to abandoned urban spaces by choosing an artist and a community of artists that would make this place economically attractive for business, culturally interesting for residents, symbolic for tourists, socially beneficial for city authorities, and the interaction between all of these processes would generate added value for the city (Aukštamiestis case).

The process of gentrification may occur in public spaces in two ways. First of all, the process forms naturally due to the initiative and desire of artists to realise their ideas thus satisfying their creative potential in abandoned urban spaces. Second of all, the process of gentrification is formed by city authorities when organising art or cultural projects aiming at changing public urban spaces improving their image and creating art or cultural objects in

abandoned urban spaces. Therefore, not only do art and culture change or improve the image of urban spaces, they also become one of the main constituents of creating added value for the city.

Values created by gentrification

In today's society, it is becoming difficult to between social and cultural meaning. Berger states the following: social meanings of culture are understood in a simple and complex way (systems of meanings). The general meaning of a social space is necessary in order to arrange the system of meanings in which meaning is only a means of communication. In order to avoid social and cultural chaos in a space, it is necessary to distinguish a general or main meaning of a place; however, a constant and inevitable change of public urban space meanings occurs and is conditioned by certain social events (Berger, 1969:61). Processes occurring in urban spaces change the meaning of a space, identity of a public space, and create a new social value.

Representative of phenomenological sociology Berger emphasises the following three main social meaning-value creation processes: externalisation, objectivation and internalisation.

The creation process of the meaning of externalisation is characteristic of the fact that the object created is simply put in a public space or made public and becomes a cultural object (various physical objects) (Lukauskas, 2017).

During the process of objectivation an object becomes an objective reality; this process is characteristic of various religious and ideological systems (Lukauskas, 2017).

The process of internalisation is the longest and characteristic of the fact that the receiver of the cultural object "absorbs" the received object, interprets it and determines its development; in other words, the receiver forms the object further as a cultural object, and this is a life-long phenomenon that coincides with the general process of socialisation (Lukauskas, 2017).

A created cultural object that has been put in a public space becomes the cultural centre, and various other physical objects that are inseparable from the urban identity gather around this centre. Creating various new cultural centres and with the process of gentrification in operation, social value also forms and develops, and the process itself becomes a cultural object in public urban spaces.

The process of internalisation is the longest process when public spaces are created as a general centre of the entire society by individually interpreting and perpetuating art and culture in a city. Therefore, during the process of internalisation, sociocultural phenomena such as gentrification form and occur; these processes interact with one another thus creating social value (Fig. 5).
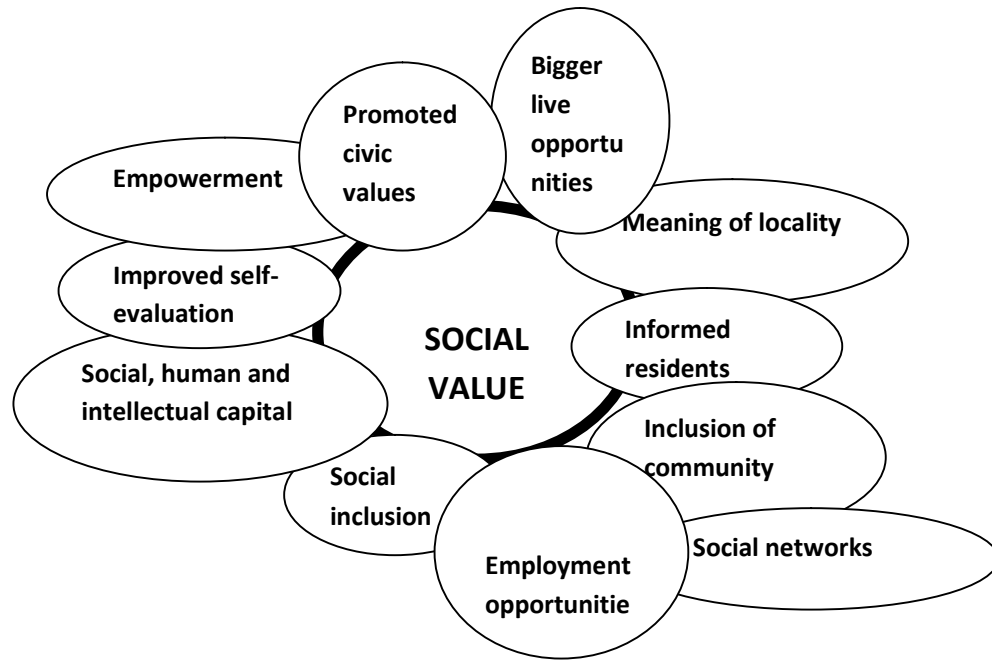
Fig. 5 Social value.
Source: Thiemann-Tonkūnaitė, A., 2014 Poveikio vertinimo tyrimai. Teaching material.

Creation of social value begins from the urban space meaning. Cultural centres that develop in a city first and foremost perpetuate the meaning and symbolic significance of the place, which gives cultural objects their historical or cultural identity. Later, residents of the city begin to create communities, and social inclusion appears. People in communities share intellectual and human capital. In time, people who think alike initiate certain art and cultural projects thus creating social added value in the city.

Economic value. Cities have become cores of innovation, and innovation-based knowledge economy creates a much higher added value than agriculture, industry and production. A city is a live and constantly changing work of art "on the inside". According to C. Landry, there is no miraculous formulas that would guarantee a successful urban development process. However, there are certain principles that help urban creators. The founding principle is that cities should be positioned as the best for the world rather than the

best in the world (Landry, 2012:248). In modern society, it would be difficult to follow only financial and economic rationality. Landry notes that the public sector should be more innovative, and the private sector should take on more responsibility. This should create premises for the residents' creativity to manifest (Landry, 2012).

Culture is seen as the driving force of a city; however, economy is an equally important aspect. Butkus claims that urban economy includes those areas of economic and social activity that regulate the following processes: market forces and urban development, urban land use, urban transport, urban issues and public order, home property and public order, self-government expenses and taxes. Culture interacts with these areas indirectly (Butkus, 2011: 136).

Economic added value for the city consists of many different factors. Butkus points out that these are economic market forces driven by both the nation and the world, urban infrastructure and development, transport, taxes, urban land use; all of these factors include smaller processes that create economic added value in general urban planning (Butkus, 2011).

Cultural value. Implementation of various projects in public spaces, constant observation, engagement, discussion and imagination. According to M. Neustetter, successful operation of public art and culture is conditioned by the following few assumptions:

1. Promotion of collaboration and communication. Successful union between economy and culture that helps to understand that artists and businessmen are mutual partners rather than competitors.

2. Constant search of the city's identity, addressing history, energised experimenting and ontological evaluation and reassessment of objects.

3. Communication (Neustetter, 2009:52).

All of the three assumptions of successful culture operation in public spaces will help to create high quality artistic and cultural urban environment that creates cultural added value for the city. Collaboration and communication among artists and businessmen help to implement creative ideas and make them economically beneficial in the city. Constant search and restoration of identity, making historical places active and experimenting help the city to become culturally interesting and beneficial thus promoting and increasing tourism in the city and increasing urban cultural value and popularity. Constant communication with authorities, individual artists or artist communities and businessmen encourage figuring out

mutual needs, mutual goals and live circulation of new ideas; such operation of the system helps to achieve astonishing aesthetic and economic results (Neustetter, 2009:52).

Therefore, it can be said that added value created by culture in urban spaces is difficult to assess in terms of a monetary expression. It is mostly symbolic and cultural added value created on the level of the city by artists and representatives of the artistic class. Artists' desire to create and realise ideas directly regenerates newly created cultural centres; thus, sociocultural processes such as gentrification form, which is why public urban spaces face new businesses, change of residence and added value.

Symbolic value. Symbolic value is characteristic of the fact that it cannot be measured in terms of money or other material objects. According to Kinčinaitis, that which is intellectually aesthetic admiration from the point of view of art critics and historians cannot be evaluated in terms of economic benefit and convert into money. No monetary expression is adequate when supposed symbolic value of a work of art cannot be calculated and may vary, increase, diminish; it depends on the cultural environment, the structure of the society, ideology and economy, the conception of the work of art or aesthetic attitude of a particular period (Kinčinaitis, 2018). Therefore, symbolic value is aesthetic admiration of a work of art or a cultural object that cannot be measured using economic measures. Symbolic value creates emotions and encourages creative and cultural consumption.

Creation of intangible value

Products of art or culture in a city create value; however, it is becoming increasingly difficult to understand what value is created in the modern society. Modernity and clearly changing environment encourage people to develop new habits, different attitudes; they form a more flexible thinking that is reflected in the business environment (Juozulynas 2014:59).

Consumers have increasingly higher demands for business and look for not only a high quality product, but also intangible value such as skills, information or knowledge, interaction and contacts. Art spaces created by artists in urban areas also create meaning and value in terms of business. Businesses settled in abandoned places and motivated by art and culture provide people with not only material satisfaction, but also intangible satisfaction which today is equal to material satisfaction. Such thinking and creation of value is defined as design thinking.

Brown points out that design thinking focuses on designing new opportunities rather than alternative choices. It relates to divergence and convergence. Divergence defines the ability to suggest exceptional, unique and original ideas related to a certain topic and evoke a plethora of possible and impossible ideas for solutions to the problem. Convergent thinking, on the other hand, is related to the ability to find the correct and realised solution to the given problem (Brown: 2008:84).

The process of gentrification can be compared to design thinking when serious problems in abandoned urban spaces are solved. Artists employ design thinking and suggest exceptional and original ideas and create art products related to a certain topic thus solving problems related to urban spaces that spoil the image of the city, decrease social and cultural satisfaction in the city and obstruct business, which decreases creation of added value in the city in the long run. Brown maintains that importance of such design thinking is usually seen through the prism and effect of creating innovations imposed on management and organisations. Therefore, the process of gentrification creates value and effect for management and organisations. Added value is created, and new communities that become organisations in the long-term perspective are established.

Therefore, it can be said that added value created by culture in urban spaces is difficult to assess in terms of a monetary expression. It is mostly symbolic and cultural added value created on the level of the city by artists and representatives of the artistic class. Artists' desire to create and realise ideas directly regenerates newly created cultural centres; thus, sociocultural processes such as gentrification form, which is why public urban spaces face new businesses, change of residence and added value. Modelling of thinking encourages various sociocultural processes such as gentrification that help to solve certain problems. Such emergence of processes creates economic value for the city in the long-term perspective; thus, the city becomes attractive to not only its residents, but also tourists and investors.

Conclusion

The process of gentrification forms in public urban spaces when sociocultural change occurs; this is encouraged by the changing ecological and demographic situation of the city. People's increasing focus on the largest cities encourages a more expansive change of residents and an altered way of life. Modern society aims at settling in spaces closer to the city centre thus aiming at looking for unconventional residential urban spaces transforming

them into cultural city centres. Economic and political environment encourages higher consumption and better accessibility of cultural products. As new residents settle in creative environment, new communities, new local values and various subcultural movements form. These five factors form favourable conditions for the process of gentrification that occurs and forms in cities to take place.

The process of gentrification transforms abandoned public urban spaces into cultural and urban art objects. As public urban spaces become purposeful and active, such spaces also become objects of attraction for tourists, the economic investment field of it expands, and prices of real estate go up, i.e., economic added value is created. The altered environment of a space, cultural centres, higher consumption and accessibility of culture, art and cultural objects form cultural value for the city. Restoration of local identity and history creates symbolic value for the city, while establishment of new communities as well as collaboration and communication between authorities of the city encourage social value.

The process of gentrification influences public urban spaces by creating added value for the city. Creation of economic and cultural value encourages establishment and regeneration of public urban spaces. With social and cultural value, the city undergoes sociocultural change processes that help to form and activate the process of gentrification. Social and symbolic value forms cultural and art objects in urban spaces. Local empowerment is influenced by linking of the symbolic and economic value fields. Operation of all four values has direct impact on the formation of added value as the city undergoes the process of gentrification.

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Economic Transformation and Inclusive Growth: Lessons from around the world

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Economic transformation increases national productivity and competitiveness

Before we start a few definitions are in order. First, what do we mean by economic transformation? We consider economic transformation as an irreversible and unidirectional change in economic activity that comes about from the pressure to increase national productivity. That pressure is imposed on nations by the fast-paced global competition and the innate human striving for better living standards.

We can witness this inexorable march of economic development in our human race. At the start of civilization, humans were hunter-gathers. We then became more domesticated as we embarked into agriculture and pastoralism. We then branched into manufacturing and industry mid. 20th century, as we realized that greater productivity could be reaped from manufacturing than agriculture. Indeed, that was the contention of Arthur Lewis, a Nobel laureate in economics. In 1954 Lewis wrote a seminal article wherein he argued that, if we want development, then we should shift people from the low, if not, unproductive agriculture sector to the highly-productive manufacturing sector. Africa lends further credence to Lewis's thesis. There, productivity in manufacturing is five times that of agriculture. Only ½ a percent of the US workforce is in agriculture today. Economic growth the world over has come about through a tectonic shift from agriculture to manufacturing (Yueh, 2018).

We are now in the cusp of the digital economy which is part of the fourth industrial revolution or 4IR. Even the 4IR that is sweeping across the world advocates technologically-advanced manufacturing. For example, in India, the semiconductor industry is the platform of 4IR technologies such as Artificial Intelligence, Machine Learning and Internet of Things

Inclusiveness is the *raison detre* of economic growth

There must be a purpose to all this economic transformation that we witness around the world. And that must be to bring about inclusive growth to prosper all segments of society. "*Sab ka san ke saath* (Development of every one with everyone)," so said Prime Minister Narendra Modi way back in 2014.[1] It is now the cornerstone of Modi's governance model.

Inclusiveness means that economic growth should not only be a reflection of the physical growth of the economy, it must at the same time also:

- Reduce poverty and income gap irrespective of race or creed
- Provide welfare and workers' safety nets

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[1] Sabka Saath Sabka Vikas (Collective Efforts, Inclusive Growth). (https://www.narendramodi.in/sabka-saath-sabkavikas-collective-efforts-inclusive-growth-3159

- Ensure business rights and ownership freedom
- Spread the benefits of development across every segment of the nation (Chang, 2003; Sen, 1999).

Indeed, Amartya Sen (1999), the Nobel-prize winning economist, goes as far as to say that functioning democracies must be more responsive to the demands of the citizens. And for economic growth to be achieved, social reforms, such as improvements in education and public health, must precede economic reform.

Locational economics offers two approaches to bring about inclusiveness in economic growth. The balanced growth model argues that developing all regions or districts will increase employment and income even as it ensures balanced development and regional parity. Malaysia's growth corridors across the country attest to such an approach (Economic Planning Unit, 2016). However, such an approach assumes supply (factor endowments) and demand (customer preferences) conditions are the same across regions (Porter, 2012).

The unbalanced economic growth model argues that a cluster-based development will ensure greater growth and inclusiveness. Clusters are groupings of the same set of manufacturers together with their suppliers and other related industries and institutions in a particular geographical area. Bengaluru's IT cluster is one example. Through greater competitiveness of companies, clusters create externalities that will develop their respective surrounding regions and bring about extended pockets of growth and inclusiveness to the regions and the country as a whole. As such, the unbalanced economic growth model argues that economic growth and inclusiveness rest on developing and upgrading clusters and their ecosystems (see Porter, 2008).

In a singular mark of achievement, economic growth in India has commendably lifted 300 million people above the poverty line. It has halved the number of poor. It has also registered other noteworthy achievements. Every Indian has a biometric ID card – Aadhaar. Additionally, he has a mobile phone and bank account. And the mobile data in India today is more than that of the US and China put together. very Indian today has a biometric ID card, mobile phone and bank account. The cost of the data in India today is only tenth of the cost of the United Kingdom and one-twentieth (1/20) of the USA.[2]

At 0.4% of the population, Malaysia has almost eradicated poverty through its socially-oriented and inclusive economic growth policy.

Despite its shimmering achievement, there is still a long way to go for India. Measured by the percentage of people living on the equivalent of US$1.90 or less per day, India's poverty rate is 21.2 One in a thousand babies born in India in 2017, will die before the age of five (ADB, un).

China's poverty rate at 3.1% demonstrates that China's economic transformation is demonstrably more inclusive given that its poverty rate in the eighties was 88%. Notwithstanding, both India and China have a way to go in narrowing income

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[2] The Economic Times. Oct 04, 2019. 300 mn Indians lifted above poverty line in last 14 years: NITI Aayog https://economictimes.indiatimes.com/news/economy/policy/300-mn-indians-lifted-above-poverty-line-in-last-14-years-niti-aayog/articleshow/71442769.cms?from=mdr

disparity among its populace. The World Bank considers a Gini coefficient - a widely-used measure of inequality - above 0.40 to represent severe income inequality. Both China's and India's Gini coefficient were 0.47 in 2018. The spike in India's Gini coefficient from 0.37 in 1993 indicates that economic liberalization has markedly increased economic inequality since the from the dismantling of the licence-raj (World Bank, un). So much so, Amartya Sen, a Noble- prize winning economist, cautioned in 2007: "The country's west and south may come to look like California while the north and east, more like sub-Saharan Africa." (Economist, 2007).

Alas! The US cannot claim that its growth is inclusive. This is because the richest 1% absorbed 60% of the growth between 1977 and 2007. In 2016 this 1% owned 40 % of the country's wealth. The bottom 90 percent of families holding less than one-quarter of all wealth (Lierson et, al., 2019).

It is undeniable that manufacturing, together with the services sector, has been instrumental to greater inclusive growth. It has helped lift the population out of poverty. However, that should not lull one into pushing agriculture to the sidelines. Food security is important for countries. India has 200 million people in agriculture. Employment in agriculture, as a percentage of total employment was 43.2% in 2019 (World Bank, un). Hence, agriculture should retain its pride of place in its national economy. Agriculture offers a strong foundation for the development of rural communities as well opportunities in the non-agriculture sector. Its continued development can help blunt the cost of living by lowering food prices. Indeed, agriculture is one of the 13 national key result areas or NKEAs of Malaysia (Economic Planning Unit, 2017).

More needs to be done to improve agricultural productivity especially in family farms. Technology can come to the rescue. For example, aqua farming consumes a lot of energy to aerate and maintain the cleanliness of the ponds. Harnessing renewable energy, such as solar, can also substantially cut costs and keep such farming sustainable. Agricultural institutions have to be upgraded to greatly improve the marketing and processing infrastructure. To make agriculture further sustainable, block-chain technology can be deployed to document the processes incurred across the food chain. Such transparency will engender greater confidence in its production and distribution. The consequent increased demand can ensure greater scale economies in production and lower prices.

Agriculture offers a strong foundation for the development of rural communities as well opportunities in the non-agriculture sector. Its continued development can help blunt the cost of living by lowering food prices. Hence, the smart choice of agriculture as one of Malaysia's national key economic areas or NKEAs (Economic Planning Unit, 2017).

Increased investments in agricultural research and extension can also promote productivity and lower costs. For example, China has developed a rice strain that can grow in salt water. The harvest therefrom can feed 200 million people. China has invented a technology to make land fertile. We can exploit artificial intelligence and big data analytics for triple cropping, or more, of rice production, make soil management sustainable, and effectively treat diseases afflicting our agricultural farms (Cheng, 2019).

Dynamic agricultural practices and policies can foster rural development. It can even stem the flow of rural migrants to cities in search of employment. When agriculture is transformed and well-integrated in our development efforts, we can then

say that our economic growth is truly inclusive.India has made commendable progress in revitalizing agriculture. India's green revolution on the back of plant-breeding programmes and irrigation development schemes will help India achieve self-sufficiency in food grains. Worldwide, India stands first in rice area and second in rice production, after China. It contributes 21.5 percent of global rice production. India is at par with China as the world's leading exporter of wheat. Agricultural productivity too has risen. Seeds, fertilizers, equipment for agriculture and water for irrigation projects are subsidized (Krishniah and Sani, 2000).

However, India's opaque distribution system for subsidies is poor. It is unable to fully deliver the subsidies to the target groups. Grain rots in granaries while the poor go hungry. One-fifth of India's population remains malnourished.[3]

India's Economic Transformation Programme – A Tryst with Destiny

India did not see a transformation to its economy until it sounded the death knell in 1991 to the licence raj – a metaphor to convey all forms of regulation that was then strangling its economy. For example, import tariffs were as high as 113%. Central planning was the order of the day and the public sector expanded as a result.

Following the exchange-rate crisis, economic liberalisation jump-started its moribund economy, increased consumer choice and halved the poverty rate. Import tariffs plummeted to as low as 12%. Since then, the share of agriculture in the national output has shrunk by more than two-thirds. Its manufacturing has almost doubled.

While GDP per capita stagnated around USD 500 under British rule, with Independence, GDP per capita started to rise at a rate of 1.3%. The climb was accelerated with economic liberation of 1991. GDP per capita now has been lifted above USD 2,000. It is expected to be USD 2900 by the end of 2020.[4]

However, India's growth during the 1950-1990 was 3.5%. This contrasts poorly with the 10-12% growth rate by S. Korea and Taiwan during the same period. At 7.4% growth during 2016-2017 (IMF), India is the world's fastest growing large economy. India's long-term future will be powered largely by a consuming class that's expected to more than triple to 89 million households by 2025. At a growth rate of 7% in 2019, India matches, if not exceeds the growth rates of Asian countries, including China. Indeed, the World Economic Forum forecasts that by 2030, India will be the second-largest economy after China, overtaking the US (Singh, 2019).

Structural transformation in India is slow

Despite sterling growth, structural transformation from agriculture to manufacturing and services in India is slow. It is also slow in the shift from the informal sector to large formal enterprises. For example, the share of large firms (with over 200 workers) in Indian manufacturing is small comprising 11% as against China's at 52%. Also 75% of all Indian businesses are unlisted and about 90% of all small businesses have no links with the

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[3] https://www.firstpost.com/india/one-fifth-of-india-is-undernourished-report-475113.html

[4] https://www.ceicdata.com/en/indicator/india/gdp-per-capita

formal financial sector.

What accounts for this sluggishness? For one, rigid labour laws prevent large firms from hiring workers. The Economist in its May 23rd, 2015 issue extolled: "India should ease the world's worst labour laws." For another, there is an apparent policy bias against large firms. Bureaucratic red tape too makes it hard to do business. In 2019 India was 77th in the World Bank's ease of doing business ranking. In contrast Malaysia ranked 14th. It is for these reasons that economic growth in the post-reform era has not made a serious dent on poverty (Mohanti, 2019).

India's economic transformation needs to be more inclusive

Acceptable standards for all

India's Gini coefficient in 2019 was at a severely unequal rate of 0.46 and the richest 1% owned more than two-thirds of the national wealth. Further, the richest 10 % owned four-fifths of the wealth.   The annual trend is discouraging as it shows that the rich are getting richer while the poor are getting poorer. And it lends credence to Thomas Piketty's assertion in his magnum opus "Capital in the 21st Century" (2013) that capital growth of roughly 7% will always exceed wage growth of 3% unless the government introduces a global wealth tax and jump-starts economic growth (Piketty, 2013).

It is notable that the poverty rate in India has fallen from 45% in 1994. However, two-thirds of people of the people live in poverty: 68.8% of the Indian population lives on less than $2 a day. Over 30% even have less than $1.25 per day available - they are considered extremely poor constitutes one-fifth of the world's poorest.   (Malaysia's poverty rate is 0.4%).   In contrast, China has made commendable progress in bringing down its poverty rate from 88% in 1991 to 1.7 % in 2019.[5]

There is also a massive need for basic services - water and sanitation, energy, and healthcare. Policy makers will need to promote job creation, growth-oriented investment, farm-sector productivity, and innovative social programmes.   Government partnership with the private sector will ensure a more effective provision of basic services, given the private sector's track record in efficient delivery.

For a nation to progress as many of its people should be able to partake in the fruits of development. However, this is not the case of India and Malaysia where only 3% of the population pay income taxes. Contrast this figure with 45% of Americans who pay income taxes.

Sustainable urbanisation

By 2025 India will have 69 cities with more than 1 million people. In 2030, Mumbai's economy, with $245 billion in consumption, will be bigger than Malaysia's today. These cities will require clean air and water, reliable utilities, and extensive green

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[5]https://www.google.com/search?q=poverty+rate+china+2019&oq=poverty+rate+in+china+&aqs=chrome.6.69i57j0l7.8236j1j8&sourceid=chrome&ie=UTF-8

spaces to be liveable.

There has been some encouraging development in the promotion of sustainable urbanisation. For example:

- The **Nagpur Municipal Corporation has** replaced inefficient water pumps to cut energy costs. That has raised pumping efficiency from 40% to 75%. This strategy has led to a 106.96 Kwh/MLD reduction in energy consumption.

- The city of **Pimpri, Chinchwad** has automated its water management which enables engineers to have real-time insight into water flow, level, and pressure. It has enhanced efficiency in water management. The city uses historical data for devising corrective strategies to achieve water quality.

- On waste management, the **Greater Hyderabad Municipal Corporation** is one of India's cleanest cities. The corporation has spearheaded public-private partnership for integrated waste management. And it monitors remotely thousands of bins and waste collection processes.

- India adopted the **Air Quality Index** in 2014. It periodically reports on the health impact of air pollution with the help of monitoring stations in 60 cities. Air data helps residents reduce their exposure to pollution, and allow policymakers to implement corrective strategies.

- **Ahmedabad**'s Bus Rapid Transport System (BRTS) connects 12 routes and 126 stops in India's 6th largest city. Smart solutions cover vehicle tracking, automatic fare collection, passenger information, and vehicle scheduling.

- **Madhya Pradesh** has created a portal for citizens to access some 275 services covering education, employment, and government information. The portal is available at over 12,000 kiosks and help centers in areas of low IT literacy and poor government services (McKinsey, 2010).

Manufacturing

India's manufacturing sector has lagged behind China's. But India has substantial opportunities to tap into the large and growing local market to create jobs. Public-sector reforms and public infrastructure investments are required to achieve scale and efficiency in manufacturing. To further catalyse infrastructure development a better law on acquiring land is required.

Ageing population

Every country in the world faces the problem of an ageing population. India is no exception. The percentage of 60+ population is expected to triple from 100 million today or 8% of the population to 300 million or 21% of the population by 2050. Two-thirds of them will suffer from chronic diseases which will impose an additional strain on health services. In the same period the percentage of 80+ population will increase seven-fold – from 0.06% (or 6 million) to 3% (or 48 million) of the population. This veritable

explosion of the elderly will have a greater impact on elderly women who will outnumber men (Mane, 2016).

This shifting demographic profile will require policy refocus. Current policies on high economic growth are attuned to meeting the employment and training needs of the country's rapidly growing youth population. To finance such growth, the government's reforms have aimed at increasing foreign investment and rapidly developing its transport, health and education provision, including new towns in meeting the requirements of an exploding youth population (McKinsey, 2020). Resources will have to be increasingly focused on the provision of health and welfare services to cater for the increasing geriatric population, if economic growth is to be more inclusive.

Unlocking the potential of Indian women

Women contribute 17% of India's GDP. They comprise 24% of the workforce. However, their representation in the workforce is small compared with 40% globally. Economic growth and inclusiveness can be further enhanced if more women are empowered to participate in the workforce through greater skills development and opening up of entrepreneurial opportunities. It is estimated that gender parity in the workforce could add $700 billion to India's GDP in 2025.

Riding the digital wave to help millions enjoy a decent standard of living

In his 2017 book "*Hit Refresh*", Satya Nadella, the CEO of Microsoft says: "Artificial intelligence, mixed reality and quantum computing are going to be game changers…[They] will be more profound in [their] impact on the economy than those revolutions that came before." That is both scary and (Nadella, 2017)..

It is scary because computers, driven by artificial intelligence or AI, can think better and quicker. They can do tasks many times faster than a human. Then the world's chess champion, Garry Kasparov's loss of a game to IBM's Deep Blue computer in 1997 was merely a foretaste of the 2017 loss to Google's Deep Mind by Lee Se-dol, a South Korean and one of the world's best players of the ancient Chinese board game – Go. AlfaGo, the AI- powered programme, went on to beat many others at the game, culminating in soundly beating this year Ke Ji, the world champion. Mr. Ke subsequently wrote on Weibo, a Chinese social media platform: *"I would go as far as to say not a single human has touched the edge of the truth of Go."*

With trillions of possible moves, Go is much more complex than chess. So it might not have come as a surprise that man lost roundly to a machine. But what is notable is that AlfaGo, as with other AI programmes, has a deep capacity to learn by playing endlessly with itself. Such deep machine-learning enables an AI-driven computer to teach itself complicated tasks performed by humans – be they menial or complicated ones such a face and speech recognition and big-data analytics.

The salutary aspect is that AI, that learns unsupervised, can be unleashed on unsolved problems. Indeed, AI has made tremendous contributions in the field of health care, energy conservation, climate change and networks - both human and machine. It has boosted productivity and taken the drudgery from 3D jobs - those that are dirty, dangerous and demeaning. And it has contributed to enriching people's lives.

Take Shaqib Shaik, a Microsoft software engineer, who has been blind from young. Satya Nadella mentions in his book about Shaqib using a tech-enabled sunglasses. The glasses convert visual data into audio that he can then hear, thereby allowing him to experience life in real time (Nadella, 2017).

Admittedly, industrial technologies trigger worries that machines will replace humans. Indeed, in Malaysia alone four out of five semi-skilled and unskilled jobs are at risk of obsolescence. In the US 50% of the jobs are at risk of being taken over by machines. However, such concerns are misplaced. We will still need human intelligence to make and control machines. Further, the way machines solve problems can inspire innovation among humans. And that is precisely what he did. As its games are novel and, at times unhuman, Ke studied AlfaGo's moves to discern its winning patterns. And he then went on to win 22 games in a row against his human rivals.

The fourth industrial revolution or 4IR will boost global economic output by 14% by 2020 or USD 16 trillion. India's digital economy could add $550 billion to $1 trillion a year to its GDP by 2025. It will enable India to leapfrog into a developed nation. The UK, US, Singapore and Nordic countries are all well advanced in digital economy.

Robert Gordon, in his 2016 book "*The Rise and Fall of American Growth*", argues that every source of growth can be distilled to innovation and technological change. As such, the 4IR that comprises AI, mixed reality and quantum computing, can be accelerated if we can foster a conducive innovation ecosystem (Gordon, 2016). Here are five suggestions for India to develop such an ecosystem.

First**,** India needs to reskill those who are at risk of job displacement. It needs to invest in human capital, especially through technical and vocational training, to cultivate digital literacy for the workplace. Further, the education curriculum in schools and higher institutions of education should be redesigned to expose students to creative and design thinking. The integrated teaching of science, technology, engineering and mathematics, or STEM, should be pursued with even greater vigour to equip graduates with useful skills to fuel the innovation race. To promote digital literacy and grow a future digital-ready workforce, schools should have inexpensive access to technology and learning tools.

Second, to enjoy the benefits of 4IR, every segment of society should have access to the internet and cloud computing, and at faster speeds. India boasts many of the world's top IT companies, tech entrepreneurs and digital startups. It also boasts of the world's third- largest internet user base of close to 200 million. Yet, close to 900 million people do not have access to the internet. In 2017, only 34% of adults in India had access to the Internet. In Malaysia 80% of the population is connected to the internet as against 94% in South Korea.

The veritable explosion of smartphone usage has narrowed the digital divide in Malaysia and elsewhere. In 2020, 32% of Indians have smart phones as against 55% in China and 77% in the US. That has enabled 40% of all e-commerce transacted in India via a smart phone. By 2050 one in two Indians will have a smart phone. This should give Indians access to online payments. India will then be on the road to a cashless society.[6]

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[6] https://en.wikipedia.org/wiki/List_of_countries_by_smartphone_penetration

In 2018, two-thirds of Malaysians have smart phones as against three-quarters of Singaporeans. While the digital divide is shrinking, failure to bridge it quickly may make India and Malaysia fall behind in a fast-paced global economy. As such, greater investments are warranted to upgrade the telecommunications and broadband infrastructure.

Spending on technology R&D should be boosted. For example, current spending by India is a paltry 0.8% of GDP compared to 2.1% by China, EU 2.08% and the OECD, 2.4%

Third, building access to communications technology alone is not enough. People, especially the rural folks, must be enabled to exploit the technology to the maximum if they are to benefit from the digital revolution. Here, citizens should invest in lifelong learning in internet and cloud computing.

Fourth, for the 4IR to have maximum impact on the citizenry, the internet speed must be boosted. Globally, India ranked 89th out of 149 countries/regions by average internet connection speed and 97th by average peak connection speed. 42% of internet users in India have an average internet connection speed of above 4 Mbit/s, 19% have a speed of over 10 Mbit/s, and 10% enjoy speeds over 15 Mbit/s. Of the 189 countries surveyed by UK's Cable Co. over the year ending May this year, Malaysia came out 63rd. Singapore topped the scale. So Malaysia too has some way to go.

Fifth, we need to engender trust in machines and their capabilities. To do that, we need to protect these technologies and their data against cyber-crime, including protecting data privacy and security.

India needs to move ahead with the inexorable march of 4IR. As Jawaharlal Nehru said long ago: *"It is science alone that can solve the problems of hunger and poverty, of insanitation and illiteracy, of superstition and deadening of custom and tradition, of vast resources running to waste, of a rich country inhabited by starving…At every turn we have to seek its aid. The future belongs to science and those who make friends with science."*

India's Aadhaar project – the world's largest social identification programme - offers a single random identification number with biometric information. It has contributed greatly to the cause of inclusive growth. With this identification number an Indian who had previously no conclusive means to determine his identity without the requisite papers can now easily access much cheaply banking services, pension payments and entitlements to subsidies. Six hundred million Indian villages or 60% of Indians (urban and rural) have no banking facilities. Out of India's 90 million farmer households, over 51% have no access to any form of credit while 73% have no access to a formal credit line. The Aadhaar programme enables financial inclusion. Those without identity papers can also benefit from government services and participate in India's development.

Previously, these services would have taken a great deal of time, cost and effort to secure. For example, withdrawing money from the bank used to take as long as ten minutes to an hour costing Rs. 50 per transaction. With the help of the Aadhaar identification that same transaction can be completed within five minutes at a cost of only Rs 15.

Nandan Nilekani and Viral Shah in the 2015 book "Rebooting India" believe that such technology has the potential to redefine the relationship between citizen and state (p. x). They claim that Aadhaar will cover the whole country by 2025.

Economic Transform in Other Selected Countries

This section surveys some of the economic transformation efforts of selected countries: Singapore, Germany, Africa, China and Malaysia. Based on the survey we could glean some lessons that can be applicable for economic transformation of India and beyond.

Singapore's economic transformation is primarily through the development of the manufacturing and services sector. Manufacturing is pursued in the context of 18 clusters– the grouping of competitors and suppliers together in a particular geographic location. The industries that are promoted are based on needs.

Accordingly, Singapore attracts industries that are relevant and those that are willing to provide stable jobs. Before these industries locate in Singapore, the authorities ensure that the universities train the skills required by these industries. Singapore hosts a number of innovation hubs to promote innovation to help manufacturing move up the value chain. Singapore is also going big on its digital economy using the technologies under 4IR.[7]

Germany's economic growth is anchored in specialized small and medium-size enterprises or Mittlestand. The world-acclaimed vocational training provides the requisite skilled labour while innovation is fostered through the R&D efforts of 69 Fraunhofer institutes and research establishments. These institutes pursue specialized research in their respective areas of competence for the promotion of national competitiveness.

As noted earlier, there is a marked shift to manufacturing in **African** economies, aided in part by foreign direct investments and a business-friendly climate. Thanks to the structural shift from agriculture to manufacturing this century, Africa posted a 5% growth rate in 2015, making it the fastest growing region. The shift has been good as productivity in manufacturing is five times that of agriculture. Combined, manufacturing and services accounted for almost half of productivity growth. Productivity growth has been especially strong in places with a lot of farmers, such as Ethiopia, Malawi and Tanzania. Accordingly, the proportion of Africans employed in agriculture fell by 11%.

However, Africa has still a long way to go in terms of inclusive growth. There are huge pockets of poverty. The continent is still dependent on commodity exports and so is subjected to the vagaries of commodity prices. Africa has a third of the planet's mineral reserves, a tenth of the oil and it produces two-thirds of the diamonds. For example, Nigeria has the 2nd largest oil reserve in Africa. It constitutes 95% of its exports. With increased diversification of the economy, services now constitutes 60% of GDP.[8]

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[7] https://www.straitstimes.com/singapore/taking-singapore-forward-in-a-fast-changing-world

[8] https://www.odi.org/blogs/10719-economic-transformation-africa-key-trends-2019

Economic transformation in **China** has come about as a result of infrastructure spending to prop up its booming manufacturing. There has also been a focus on rural areas to stimulate demand such as housing. China is also speeding up economic growth in new regions to generate consumption-led growth.[9]

Similarly, **South Korea** has put its faith in huge conglomerates, or chaebols, to shift to manufacturing and to speed up economic transformation. Although the **US** and the **UK** are downsizing their manufacturing base, their past economic growth owes much to manufacturing. In a similar pattern, manufacturing is the springboard for economic transformation in emerging countries.

Malaysia has transformed from an agricultural economy in the 1960s to a diversified economic structure. Since Independence, Malaysia has shifted its focus away from agriculture to manufacturing. Such a restructuring has caused a four-fold shrinking of agriculture's contribution to GDP even as the share of manufacturing has doubled.

In the 1960s Malaysia experimented with import substitution as part of our industrialization strategy. Export orientation and labour-intensive manufacturing replaced import substitution in the 1970s. In the 1980s and 1990s Malaysia went into heavy industries by emulating the success of Japan and South Korea. At the turn of the century Malaysia focused on economic corridors and the services sector. 2010 saw a concentrated focus on innovation and efforts to move the economy up the value chain through high-end and technologically sophisticated manufacturing.

2010 saw the Economic Transformation Programme consolidating Malaysia's shift to manufacturing. It focuses on 13 national key economic areas or NKEAs. Manufacturing and services figure largely in them. And manufacturing remains at the heart of Malaysia's development planning (Economic Planning Unit, 2016, 2017).

Why did Malaysia need the ETP that was launched in 2010?

In 2010, Malaysia was at a critical period in its history. Its forecast GDP growth of 6% per annum was a real challenge. It needed to grow consistently at that rate to hit the target of USD 15,000 per capita to qualify for the rich-nation status. There was a widening rift between Malaysia and other countries especially after the 1997/8 Asian Financial Crisis. Growth was trailing at 4.9% since 1997 compared to the sterling rate of 7.3% between 1960 and 1997. Previous studies of growth slowdowns in fast-growing middle-income countries identify two modes of slowdowns: one in the $10,000-$11,000 range and another at $15,000 - $16,000. A growth slowdown is less likely to occur in countries with more diversified economic production accompanied by a skilled population set and high-technology production. Such a state will also avoid the middle-income trap that Malaysia was in.

Malaysia was in a middle-income trap for the following reasons:

- It had little success in internalising technology despite strong FDI-led growth.
- To avoid painful restructuring there was resistance to economic restructuring for

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[9] https://doc-research.org/2018/01/chinas-economic-transformation/

faster economic growth.

- There was a continued reliance on cheap foreign labour.
- The high revenue from oil resources blunted the pressure for reform (the Dutch disease).

Malaysia then could no longer rely on its low-cost advantage to compete with high value- added economies. Other emerging countries such as China, Indonesia, India and Vietnam were becoming more cost advantageous given lower labour costs. They were able to scale up operations given this competitive advantage. And Malaysia was concerted in its drive to high-income status to stem any relative decline (PEMANDU, 2010)..

For the above reasons we needed a new economic model to enable higher productivity in the economy and to prod the private sector to invest in niche areas. Accordingly the government came up with the new economic model or NEM that would make the country rich for every one for a long time. It was three pronged in its objective:

1. To grow the economy to become high-income by targeting a per capita income level of USD 15,000. To attain such a growth, the NEM will seek to enhance the investment/business climate. The private sector will lead in investments and productivity enhancement will be the focus. The NEM will also seek to leverage on well-placed sectors where the country has competitive advantage or where it can develop one. It will harness natural endowments, and specialize in areas where Malaysia has first-mover advantages or inherent comparative advantages.

2. To ensure inclusive growth so that everyone and every segment of the population enjoyed the benefits of an increasing economic pie.

3. To ensure sustainable growth without impoverishing posterity.

The table below summarises the key distinguishing features of the NEM.

Old Approach	New Approach
Growth through capital accumulation	Growth through productivity
State participation in the economy	Private sector-led growth
Centralised strategic planning	Localised autonomy in decision-making
Balanced regional growth	Cluster and corridor-based economic activities
Favour specific firms and industries	Favour technologically-capable industries
Export dependence on G-3 (US, EU and Japan)	Asian and Middle-East orientation
Restriction on foreign skilled labour	Retain and attract skilled professionals

Source: Economic Planning Unit, 2016)

The new approach is designed to promote competitiveness and focus. The

competitiveness is ensured by the application of 51 strategic reform initiatives. These initiatives include the following:

- Reenergizing the private sector
- Developing quality workforce
- Developing a competitive domestic economy
- Strengthening the public sector
- Promoting market-friendly affirmative action
- Building a knowledge-based infrastructure
- Enhancing sources of growth
- Ensuring sustainable growth.

The focus under the new approach was offered by the ETP which was born of the new approach. The ETP identified 12 key economic areas (NKEAs) that had potential to drive growth, revenue and higher income. These included: oil, gas and energy, agriculture, tourism, education, wholesale and retail, electronics and electrical, healthcare, palm oil, communications, business services and Greater Kuala Lumpur.

The ETP aimed at raising the per capital gross national income US 15,000 at create at 3.3 million To achieve these goals, the ETP required a total investment of USD 448 million over the 10 years ending 2020. Of this only 8% will comprise government investment.

It has been ten years since Malaysia launched the ETP. Where is Malaysia now on its road to being a high-income nation? When the NEM was launched and with it the ETP, per capita income was USD 8,370. The economy was then growing at 7.2%. Today the economy is growing at 5% and the per capita income is USD 12,000. Malaysia has some way to go to bridge the high-income point of USD 15,000. It will also require the economy to keep faith to the required growth rate of 6.5% (Economic Planning Unit, 2017; PEMANDU, 2011).

Lessons from Malaysia and India

What can be learned of Malaysia's and India's transformation effort? As with the case of India and China, transformation is endogenous. There must be a concerted effort to promote economic growth through domestic policies. To drive this transformation, there is a need for an overarching national vision and an urgency to achieve it. There must be a singular focus in achieving the vision and there must be engagement with society and business – collaborative governance – to ensure that the nation is on the right track in delivering results.

To ensure that there is effective execution of strategies for the achievement of the vision, there needs a dedicated delivery unit to drive the transformation process. In Malaysia this unit was the Performance and Management Delivery Unit or PEMANDU in the Prime Minister's Department. PEMANDU helped develop minister scorecards jointly with the ministers to push the ministers into achieving them.

Lastly, the progress of the transformation exercise should be communicated to the public through periodic reporting of ministerial performance against their KPIs.This is to ensure that the pressure to keep faith with the execution remains alive.

India too has demonstrated its desire for transformation through the setting of a similar 2020 vision of transforming the country into a developed nation. India's experience teaches us that a nation can eradicate poverty by growing the pie with increasing liberalisation of the economy. Further, India demonstrates that labour and land reforms are essential to making growth more inclusive. And growth must precede spending on healthcare and education for the poor. This is because it is economic growth that will generate the revenues for such spending.

To accelerate inclusive growth and efficacy of spending on the poor, private-sector participation is essential. The private sector as a proven record that it can deliver services more efficiently. For the private sector to thrive, the government will have to provide a business-friendly climate to promote the ease of doing business.

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Education of the Media: Media Ethics within the frame of Social Media

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Abstract

With outstanding advantages, social media has been changing the habit of searching, sharing and using of the public media. The problem is that, in an "open" society, social media is often associated with informal communication activities, because it allows users to easily join a certain group on social networks to chat and make your own point of view on an issue they are concerned about. Of course, to be able to use and not to be abused by social media, we need a media literate, open-minded people who are critically involved in this kind of the creation and exchange of media content. From the technical art of media perspective, social media is operated based on online services, news can be shared and spread quickly and interactively among people. join. The top issue is to attach importance to media ethics in social media.

Keyword: education, media, ethics, social media, media literacy

I. Introduction - Social media and education

Communication is a process of continuously exchanging information, ideas, feelings and sharing skills and experiences between two people and many people (*one to many or many to many*) to increase mutual understanding and understanding of the surrounding environment in order to change. To change awareness, proceed to adjust behaviors and attitudes and to meet the development needs of individuals or the general social community to ensure sustainable development.

One of the main goals of any society is (or at least should be) to provide a systematic education that includes a set of tools that can be used to improve problems encountered in the world. social and economic circles. The educational process and corresponding educational program are often aimed at targeting the knowledge and skills necessary to handle issues throughout the world.

The evolution of the digital age has opened great opportunities for people around the world to connect with each other and access a range of information. The Internet provides ample information resources that are useful for various purposes in education, work and business as well as keeping up with world trends. The growing number of social media has

the potential to improve the quality of teaching in education. Some basic features of social media can have a big impact on the development of the teaching-learning process. It sought to explore the use of social media in teaching by investigating teachers' profiles, the role of social media in education in different schools, activities and acceptance. role and use of social media in education. Very often shows that social media contributes to learning but there are some disadvantages that users need to keep in mind.

A special phenomenon in the social media worldwide village is the "launch" of Facebook in 2004, marking the spectacular development of social media. It can be seen that social media really developed strongly, having in mind strong technology development which did not follow adequate, critical media literacy of the users, in a short period of time, so far it has become one of the mainstream trends in the global media village.

Social media is a *"flow of information", and* very often tsunami kind of, on technology platforms and services that allow users to create, share, exchange, discuss and change content, set up as affiliate networks, and social interaction within the social Media. This kind of communication within Social media refers to how the media use the platform of online services (web sites on the Internet), possibly in the form of social network communication save and share personal information (Facebook, Twitter, LinkedIn, MySpace, Instagram) or networks that share specific resources (documents - Scribd, photos - Flickr, videos - YouTube ...).

According to research documents, social media is the term used in the late twentieth century with the strong development of Internet technology. Internet-based applications for creating social media are diverse, including forums (forums), blogs (personal diary pages), vlogs (video blogging), micro-blogs (microblogging), websites belonging to the Wikis system, social networking sites assembly, etc.

In fact, on the Internet, users can share, exchange and seek information to change their perceptions, attitudes and behaviors and those of others in society. Thus, social media is the key concept to refer to interpersonal communication activities that take place in a social network on the Internet environment. However, in fact, social media was born many years ago, especially with the invention of the word www (world wide web) by Tim Berners Lee - English professor.

Therefore, the development of social media depends greatly on the development of online media environment, especially the Internet. Although, it is two-sided sward, where everybody can become an Internet troll or when AI can become a "real" person through bot

connection or a social bot agent, within social media. In fact, the strong development of social media has greatly affected the activities of the press agencies, even upsetting and changing the current media environment. Typically, nowadays traditional media such as radio, television, print newspapers, magazines all have their "extended arms", having even editors for social media, on the Internet - where the public can easily find information, manage information management and sharing.

Social media can be a major source of annoyance for students whose attention is difficult to maintain continuity in academic work. Most of these students end up using the Internet, e-learning platforms and social media to connect with people for the sole purpose of socialization.

Post-industrial society has become a service society rather than a productive society. It creates new ways of human interaction with society, where the interface separates individuals from the real-world social environment. The newly formed educational process requires changing the role of teachers for learners. Therefore, the teacher is not a single content provider anymore. Learners are becoming more and more free to gather knowledge as needed and to make decisions.

Previously, in the classic media environment, standards of most strategic value content tubers a information is the value of news. That is, a piece of news that are valuable, is more interested by traditional press agencies, if it is topical news, with great impact on the socio-economic life.

In the world, social media has become an effective tool, playing an important role in providing information, promoting and building brand value for individuals, agencies and organizations. Social media, especially social networks, are constantly being supported and supported by new and increasingly useful technologies, becoming an important channel, promoting the process of communication and social connection. Algorithms that allow social media platforms to set up communities that operate in various forms (forums, groups, public societies) can attract thousands of people, up to millions of members, not limited to geography or social and/or gender composition.[6] Access to individual users at a fast pace creates many opportunities and benefits in terms of transmission, reception, sharing, information and knowledge; serving the diverse needs of the community such as making friends, entertainment, business, expressing opinions, social criticism, spreading good things. At the same time, also from social media platforms. reveal negative impacts, hidden risks that

are complex, unpredictable, even capable of causing deep divisions, provoking hatred in social communities, especially in multi-ethnic countries, religion.

Understanding media education and education in general, in the twenty-first century, is closely connected with a new technology and the advantages and disadvantages that it brings. Sometimes we have a serious feeling that the pace of technological innovation is much faster than adjusting the media education for it. Many of the reasons are connected to that: how to communicate (the way of communicating the educational media with new technology) with students; literate media; lack of understanding from educational institutions (or their lack of education about it) about the importance of linking media education and new technologies in postmodernity; lack of teachers' creativity in relation to the full presentation of the importance of communication and interaction of media education with new technologies; lack of innovation regarding how to link media education with new technologies - social media as a model of intentional democracy in media education and a lack of knowledge about advertising that connects media education and new technology - the art of persuasion.

II. Communication education in media ethics

Ethics is a system of common socially accepted standards to harmonize relationships between people and people, between people and society, between people and nature in order to achieve good social values.

Professional ethics is a system of rules, norms and ethics that regulate human behavior in professional relationships, they are governed by professional characteristics and in the development of professional ethics are always linked. bundle unified in a whole of morality in general.

In order to limit the downsides and promote the advantages of social media, we need specific solutions within Media ethics:

a) Legal documents: The State should promptly supplement and complete necessary documents in accordance with reality to ensure a clear, transparent and fair legal environment among organizations, when participating in social media. Individuals and organizations need to be legally responsible for information posted on social networks or websites.

b) Strengthening confidentiality and struggling with information technology crimes: Warn individuals and organizations with minimum security principles when participating in forums and social networks. For units building websites, social

networks, and products on the internet, right from the time of building products, technology measures for information system security and information must be implemented, of the product and its user information. Specialized units in charge of network security should promptly assist organizations and individuals when detecting signs of "gaps" of security and even when cybercriminals attack. Members on social networks also promptly warn each other when they discover malicious links or risk of personal account hijacking.

c) Encourage positive social networks and the like in membership factor: On how gender virtual as well as real life there are always good and evil mixed together appear gray, or even black. If the good things are big enough, they will gradually reduce the bad ones. The fiercer the fight with the bad is, the more encouragement the good must reinforce. If there are many good pages that attract users, it is also a way to restrict users to pages with malicious purposes.

Every day there is a bigger risk that the citizens will, within the time of effusive offer of media contents, be lost in the "information blizzard". Paradoxically this is, but true, that the possibilities of the manipulation and allurement have increased parallel with the number of media and strengthening of their mutual competitions. Being thought with a few bad (main manipulation within the preparation of war interventions) examples, the public reacts in decreasing the general trust in the media. Those are, for the science, known reasons with which has been explained the support of the citizens, and which they gave for the establishment either regulations or self-regulation which has, for the goal, the increase of the media's responsibility and journalists – for the public word.

Within the field of public politics, the described mood of the citizens did not stay without an echo. Many European states have destined to provide their own contribution to the strengthening of the Bodies that will create codex's of professional ethics (Belgium, Denmark, Portugal, Cyprus). They have initiated the creation of the Press Council (or Media Council) ensuring for them the premises and funding is for the beginning of the work.

d) Verification and timely review with false information: Sometimes due to qualifications or hurry, or even planned activity, some members have posted false information on social networks. The individual members or the concerned organizations and individuals should promptly verify and respond in order to correct the information. If there was a rumor in the past that the speed of transmission was slow, now the speed of propagation through websites and social

networks has increased. For the false information that has a great influence on society, in addition to the community fighting for the truth, the authorities should promptly stop such information, including the technology and executive.

After that, they leave for those bodies to take care of the responsibility for the public word of the media and journalists (after all, in social media everybody, at least, thinks that he/she is the journalist) without interfering with their work. In other examples, and especially when in question are codex's and editorial guidelines of RTV companies like Public broadcasting service – the representative of the state has their word within the bodies which adopts and bring their own documents. Mainly, indirect presence of the representative of the state ensures through the way of choosing/electing of the members of the independent regulatory agencies which monitor the work of electronic media (the right of the State to, within national borders, issue the license for work up to now nobody denies). Finally, aside of strengthening the self-regulations, the state, in case of the need, allowed in the democratic society, intervene also by its legislative activity. At the same time, the state creates legal norms through which "covers" appearances which have been overlooked by codex's of professional ethics, or which one has not been overlooked, or which one is not approbating.

Media literacy, if it is, in an appropriate way entered the society, through suitable and adequate educational processes, can be a help in the defining of the possibility of the development of a society of immediate democratic consciousness.

However, there is one more thing which we cannot avoid at all, when we are talking about the truth within one society, regardless of which ideological array it is about. Namely, Martin Luther (15th century) sealed off the end of visual culture of the metaphysical era, in which the people have not been reminded on divine order through the listening of Latin articles but through the watching of the painted biblical messages with the saying: "Christ's kingdom is the kingdom of listening and not the kingdom of watching." But, the speculator of today, who, under the impression of slashing universalism of its culture, proclaimed and founded revisualization of the communication culture as the promise of the future, was the Hungarian artist Bela Balasz (during the 1920s).

He underlined the visual as the new truth, and it is visible that we have anesthesia of the social order as the domination of visualizing comparison with what is in written and/or spoken word. Today, 90 % of information that goes towards our brain is visual and we are getting to the social media that encircles visualization with written and spoken word within

virtual reality. Sometimes we really do need to ask ourselves the question: Is our real-world really the real world or is it within a virtual online world?

This study, within the scientific sense, continues and widens possible debate about the role and importance of media literacy within the society, as a basic presumption exactly of the development of the society, and not the creation of the obedient followers who will carry out simple wishes of the principals. Simply, to avoid arbiters/intermediates with the possibility of executing conclusions, on time and based on arguments, for the benefit of the society as the whole within critical observations, thinking and also, by all means, through the adequate actions.

Enhancing propaganda and education to raise public awareness: The websites themselves or social networks are only tools for users to use. The dark side of social media exists only when the sense of community is not fully educated. The principles should be raised and educated to the community when participating in social media.

At a time when anyone with an internet connection can be a publisher and anyone with a Twitter account can report from the event scene, which is different from professional media to amateurs. It is the discipline, values and morality that guide their work. Whether you're a reporter, editor, photographer / cinematographer, a graphic designer or an public relation expert, virtually every choice you make will examine media ethics and values friend. Every story, image, video or advertising effort has consequences. On a good day, the consequences are consistent with the values of your career: telling the story fully and fairly; witness to the world around you; to speak for the voiceless; hold the power to calculate and give people the information they need to make enlightened decisions about their lives.

On other days, you may have a conflict between your professional duties and your basic human impulses. You can fight to maintain your sense of fairness, balance and objectivity. You may be asked to lie. Your actions can cause real harm to your subject, your community, your publication,; Your career identity. These are all moral dilemmas. They are not easily solved in absolute right / wrong, black / white format. Ethical landscapes, in the mass media and in life, are often painted gray. They are not easily solved in absolute right / wrong, black / white format. Ethical landscapes, in the mass media and in life, are often painted gray. They are not easily solved in absolute right / wrong, black / white format. Ethical landscapes, in the mass media and in life, are often painted gray.

III. Ethical communication in social media

Today, in any field, people often question ethics and professional conscience. Because, if there is no morality at work, the distance between practicing properly and taking advantage of the profession to profit is just as thin as a hair. In the field of communication, the moral story is more focused than ever. Indeed, for communication to really achieve results requires a lot from the media and the recipient.

a) On the media side

The media must write in such a way that it is simple, honest, objective, and deep and humane. It can be said that honesty is the first chapter of a human book. Therefore, the ultimate criterion of a media person is to write real, true but not rough, elaborate words but not clichés. A false or distorted information, the consequences are immeasurable. On the contrary, a timely, accurate and truthful information will have a pervasive and positive impact on human life and society. The language must be refined in a way that is suitable for all classes of the public, so that the intellectuals can understand it, but the common people are also good.

We need to learn the most neutral way of writing so that PhDs and professors do not feel insipid and uninteresting, but the common people can understand and understand them. The pen of the media must be like the light source leading the way, so that everyone can look to the pinnacle of Truthfulness-Compassion-Forbearance. Therefore, those engaged in this work must always cultivate themselves with the skills and knowledge necessary to benefit readers. It's not easy to write and write well, but we can do it.

b) Media ethics

Create media ethics is not only to go to the end that injustice makes, that finding justice for the disadvantaged, but they must use their own pen, with honesty and sense of responsibility. When writing about human sufferings, it means that we bring the sufferings of earthly people into our bodies, to understand, sympathize and share with them. That's how the media lives the newsletter they wrote and makes it live forever with time. Therefore, the ethical issue of the media people is always a respected story, especially in the information explosion today.

The morality of the media is not just about being brave, daring to rush into the most dangerous places to uncover the negative sides of society, but once they write something, they dare to take responsibility for what I wrote. Commenting, criticizing, agreeing or protesting is the common sense that the media people need to receive.

We need to identify the strong ideology so that everyone who compliments and does not rush to be proud and proud, but consider it a motivation to continue to strive and improve ourselves; anyone who criticizes is not in a hurry to be discouraged and frowned upon, but is an opportunity to look back at himself, to re-write his writing, to comment, how to evaluate the issue in an objective and honest way. Because only when we look back at ourselves can we know that we are still a person full of imperfection, a limited knowledge, and we must strive to improve ourselves every day. The courage to confront the public to improve themselves is the necessary quality of the media. That quality represents a person who is trained in an adult way.

We must know how to write (*It is not difficult to write. It is difficult to know how to write, S.H., 2013*) short but not missing, written long but not redundant. Media people need to choose a unique writing style so that readers feel understandable and charismatic. We must write how to praise but not to praise or praise that is not flattering, flattering; criticism but not criticism, criticism that is not deposed, insulting or teaching face to life.

We write how the compliment is not complacent, the critic is not guilty, self-deprecating. We must write so that when someone reads your article, people seem to be enriched with life, increased joy and rejoicing in hope, not boredom, despair. We write articles, make reports not to expect people to appreciate them, nor to affirm our names, and not to have someone idolize us, but to write with all the responsibility, equal to both heart and heart mass. Only when you can do that, you will be successful.

In the current age of information explosion, those who work in the field of communication outside of society have found it difficult, much less so for those who are carrying out the Gospel communication mission. They face the opportunities and challenges of the times. Therefore, articles, news items, reports or videos of ethical events and activities must convey the message of the Gospel, helping readers to recognize the presence of God among heart of the world. We must write how to bring God to everyone in every way. Writing on how not to fragment a whole paragraph of the Word of God, but even one sentence makes one experience God's love, it is also a success.

c) *On the readers side*

If the writer needs to be ethical then the reader should also have this quality. Because writing a profound and valuable article is a great work, it is still difficult to know how to read, think and feel from what you have read. What information must we choose to read? How do we read that information? And digesting them is a problem. Today, "reading

culture" is getting more and more attention, especially on the internet today there are millions of things to read. This forces the reader to be alert, to think clearly before and after. Reading is not just reading for fun, for sorrow or killing time, but after reading what lessons we have learned, what message does the author want to convey to us? That is art. Of media literacy.

Ethical behavior and social responsibility are treated to the growing importance and prominence of the corporate world, the government, the public and other stakeholders around the globe. The reputation and success of the organizations (and the individuals involved with them) are increasingly closely tied to the level of ethical conduct, social responsibility and accountability to a range of stakeholders. Society and government also want the business world and nonprofits to behave ethically and responsibly to society.

Ethics and social responsibility issues arise in professional journalism, a little in all industries, in government and in the context of personal decision-making. Failure to identify and effectively address these issues may be, and all too often already had, serious impact on individuals, companies, governments, stakeholders and society. A major challenge is to identify ethical issues as they arise. Another is to realize why they arise. A third challenge is figuring out how to deal with them.

In our post-industrial society, the social component plays a key role in knowledge acquisition - and this is due to several reasons:

1. A society of socially oriented services. (Industrial society has turned towards science and technology).

2. The success of communication technology. A certain devaluation of the value of knowledge supports communication. For the first time in the history of modern civilization, humans were able to intelligently communicate, regardless of distance and, in some sense, even regardless of time. (Hadžialić S., 2018)

3. Forms of changing social consciousness, as well as ways of forming them. The modern means of communication raises the social component of reality to an unprecedented level.

4. Personality and identity are being shaped in a new way. Personality increasingly manifests itself in cyberspace, which is a new international social reality. (Hadžialić S., 2016)

One of the main characteristics characteristic of industrial social education is its social orientation towards formalization / standardization. The meaning and terminology of a formal curriculum, a formal classroom, and a formal lesson is established in the age of enlightenment. The classroom learning environment unifies and standardizes the relationship

between teachers and students, thus determining the social role of teachers in the community. In contrast to prehistoric social education, which is personalized education, industrial society can be characterized as having social education. In contrast, post-industrial societies are more regarded as service societies than productive societies.

Developing a modern society is associated with the rapid development of communication and, consequently, the unprecedented socialization of society. In these cases, it can be seen in the form of various social networks, blogs, Web, meaning 2.0 and Web 3.0, etc., which have changed the way of life to no longer millions, but billions of people and becoming more and more common in our daily lives. Our personal and social relationships are changing rapidly. This, in turn, has affected both education at the level of the educational process and at the level of the learning environment.

As is well known, the task of forming learners' personalities is one of the main pedagogical methods tasked with educators today. In previous societies, this task was done by the education system. Recent learning environments are not just customized micro worlds, but instead are individual micro worlds built into cyberspace and connected to each other. Although, the disadvantages of cyberspace such as lack of privacy; excessive exposure of contact information; lack of media knowledge as a tool for critical and observational thinking can be avoided only with appropriate media education, above all.

IV. **Responsibilities of teachers and journalists in social media environment**
On the teacher side:

Teacher's awareness is one of the most important personal variables influencing their participation in a modern educational environment, including sophisticated search, processing of information collected in an online environment, forums. discussion, etc. Activities such as planning how to approach a given task, monitoring understanding, assessing the progress of completing a task, and knowledge of these activities are perceptive in nature.

Therefore, an important step in improving the outcome of the educational environment is to gain clarity regarding the impact of awareness on the extent and frequency of teachers and learners putting themselves in the learning process. in online forum discussions. This correlates with the content of students and teachers participating in online discussions and thus, facilitates the building of collective knowledge. It is important to design an online interactive context to support an identity presence in ways that foster awareness and develop students' soft skills to build a community of collective knowledge rather than just sharing. Personal experiences and insights in presentation related to media education.

In the post-industrial classroom, the process can be much shorter: from learning materials, surfing the web and searching, the process can include content analysis and preservation and, eventually, lead to curating. . It is important to emphasize that the apparent superficiality of the modern educational process, compared to the traditional process, may be just a perception. Perhaps we are simply not familiar with the new reality of the information which in turn (and of course) needs to be investigated.

Personalization is presented as a new phenomenon. Online personal identity characterized by the recent popular activity of people - their lives in cyberspace. Socialization is expressed as a phenomenon of Social Media, characterized by new forms of social relations and public awareness of a post-virtualization society. Personalization, expressed as a new form of online personalization and socialization, expressed in various forms of social media, is an accurate and useful concept to research and better understand the industrial social education environment.

On the journalist side:

In parallel, with a shift regarding new media issues among professional journalists in journalism faces a number of ethical questions.

The development of digital publishing technology easily brings new ethical issues to journalists. Even when the media write scary stories that Facebook can cause cancer, sexual diseases and be a danger to your children, the newspapers use it as a valuable research tool.

Whenever a young person has news, Facebook or other similar social networks is often a ready source of images. No more news or waiting for a family to choose a cherished photo to hand over. A journalist can now take pictures directly from social media, and often, in the most tragic cases, the newspaper republishes the praises for the lost friends. network.

According to the Press Law, anyone who violates professional ethics will have their journalist's card deprived of their right to practice. Among 10 articles on professional ethics of Vietnamese journalists, there is a very important content, that when participating in social networks, journalists must uphold the sense of responsibility and standards. The standard here is to see what is right, what is good to protect, to see what is wrong must fight, criticize and eliminate. There has been a phenomenon in the official newspaper that expresses a viewpoint, but on social media, the journalist expresses a different point of view, even contrary to the official position expressed in the newspaper. Those are "two-sided" journalists.

Professional journalists, with personal responsibility:

- Towards his / her public in a particularly prosperous manner and to the general public, generally
- Go to his / her source of information and reach people about his / her story
- Towards professional rules and towards the organization, those who are interested in respecting it
- Towards his / her personal confidence stemming from his / her conscience
- However, for employers, who are responsible for the work of each journalist before the publisher or before the owner of the media and the advertiser whose advertisement is published

From the other side, professional journalists assume the responsibilities that are carried out by their media:

- Towards public opinion
- Target sources of information and target those who are the subject of the information
- Towards different corridors, who are strong and create the social and economic environment of the media
- Towards the state and its agencies define the common mission of the media and, with the help of certain laws, determine their operating framework.

The responsibilities mentioned are mentioned in ethical rules, but very often are not collected in one place. In some analyzes based on descriptive ethics (research and implicit description of the ethics, culture and society of the people and guaranteeing the basis for ethical ethics), it is considered respect for standards. Professionalism does not represent something that has a strong decisive effect on journalism practice.

It is essential to consider the responsibilities the journalist undertakes to his public, to his employer and to his media as well.

Clearly defining criteria for each type of electronic information, especially electronic newspapers, electronic magazines, general electronic information sites and social networks; There are regulations to regulate the activities of technology companies specializing in providing press information. Strengthening the responsibility of the governing body and the press in implementing the guidelines, objectives and content of information, in cooperation in press activities, in investing digital technology platforms for the development reach of the press.

Immediately implement the approved press plan in 2020, review the re-licensing or revocation of operation licenses for organizations and agencies that have loosened

management in the past time, and many violations in press activity. Enhancing the training and fostering of journalists about politics, professional competence, technology, technology, cultivating morality, awareness of career mission, good implementation of regulations on responsibilities and standards when participating in social networks.

V. Conclusion

Because social media is a tool for communication, social media still maintains its role as a social means of communication. Not only providing information, but also providing forums for individuals to interact with each other - social media opens a new world of communication in which people are at the center. Mistakes in the course of a profession can exist in three ways: legal, literate and ethical.

Professional ethics is the core foundation of journalism. And the core of professional ethics is objectivity (although, the method is objective, not he journalist himself) and honesty (within the accepted morality within the society itself). The media must cultivate and strengthen his strong faith, so that he can never be enslaved to abundance. Honesty is the most important, most vital factor for journalists. If you are not an honest person, you are not eligible to be a journalist. You are journalist *de iure* but not *de facto*. Only the righteous writers contribute to building the moral and spiritual foundation of society. Journalists must both raise the spirit of fighting to protect the truth, protect justice, protect the righteousness, and raise the humanity for the people and respect the people. For the benefit of all.

Post-industrial society is a service society rather than a manufacturing society with a future in media education as a postmodern interaction tool of different types of tools - knowledge and technology are evolving. growing rapidly. Social media, above all, is an appropriate tool for the institution not only to exchange information but to exchange educational interactions that will lead to better communication between students and teachers and towards development. general knowledge.

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Impact of E- WOM on Hotel Booking - A Conceptual Frame Work

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Abstract

The purpose of this study is to understand the impact of E - Word Of Mouth on Consumer hotel booking intention and to find the various determinants of E - Word of Mouth Shared on Social media or Social networking sites that influence Consumer hotel booking Intention. The determinants of E - Word Of Mouth influencing booking Intention are E-WOM Quality, E - WOM Quantity, Source credibility, E-WOM valence. The paper provides knowledge about determinants of E-WOM and its influence on purchase intention / hotel booking intention which helps the marketers to frame the promotional strategies for capturing and withstanding the competitive market by acquiring more customers.

Key Words : E-WOM , Social networking sites, hotel booking intention.

I. Introduction

In the Modern Era , It is found that 97 %of consumer read online review for local business in 2017.85% of consumers trust online reviews. Positive reviews make 73% of consumers trust a local business more. Yelp and facebook are more trusted review sites, followed by Google & B.B org –(" bright local – Local Consumer review survey 2017")

AYTM Market research found that online reviews are a big part of consumer purchasing decisions. Some 20.1% of US internet users said they always check online reviews before making a purchase. And more than a quarter (29.5 %) of respondents said they check online review most of the time. Even 24.6% of respondent said they read reviews half the time .Just 9.9% of respondents said that they won't check online reviews.

Searching for facts relevant to their plans, from flights to hotel booking, has become a necessary step in travelers' decision-making process[13].The principal acceptance is that consumers have a habit of relying on information about hotel products and services delivered by corresponding customers [25]indicating the power and persuasiveness of online product reviews [16] Kardon (2007) has shown that consumers rely on peer review since it is more independent and trustworthy than information provided by business entities .

Studies have shown that 72% to upto 90% of consumers trust online reviews as such as personnel recommendations .With the capability of integrating the social media sites with travel review sites ,you can get the online review aspect and the personnel recommendation aspects. The customer are interested to recommend the accommodation they stayed to friends and family online through Face Book ,E – mail etc., e – marketer JULY,2013.

Now days every one before travelling ,search for information through social media and social networking sites which is shared by other customers especially as our friends and relatives before deciding to opt for a hotel product or services . On the other part every one interested to share the Knowledge or opinion towards product or service used or launched which creates the purchase intention. The E – WOM   helps the marketers to understand the customers expectation & opinions on information's shared . E- WOM is used as a viral marketing tool for Communicating to customers about the product and services offered. The EWOM is one which strongly influence the customer to purchase or regret a product and service offered.

II .Objective of the Study

- To understand the determinants of E-WOM and its impact on hotel booking intention/Purchase Intention.
- To frame the research model for future research

III. Problem Statement

In recent years, social media such as Facebook, Twitter, and MySpace has become an important channel for people to share and transfer news and information. The environment of social media differs from other types of EWOM that information providers and receivers may have some link to each other. So, the consumers' behaviour toward EWOM information from social media may differ from other review sites. There for the study should be conducted to discover the determinants that impacts EWOM influence on social media and how hoteliers can use it as a channel to efficiently communicate with their potential customers [21]

IV. Theoretical Frame Work /Review of Literature

a)WOM – E - WOM :

WOM is a face to face interaction. Word of mouth stated on products and brands have a positive impact and strong influence on the consumer buying behaviour. The customer find it highly credible since it comes from the similar customer ,therefore it is

recommended that reliable marketers should make use of word of mouth, because on an average consumer share the knowledge on products two hundred and twelve times in a year [14]

The WOM Communication through online is known as electronic word-of-mouth or E - WOM [33] Nowadays the world became digitalised ,where every one share their views & knowledge about services & products they come across . "people are discovering and inventing new ways to share relevant knowledge with blinding speed" [26]

b)Social Media & Social Networking Site:

Social networking websites or social media such as Wikipedia, Facebook and Twitter, Google + etc. turn out to be a part of our day to day life which provides a platform for the marketers or business makers to understand the expectation of the customers & get connected with them. SNS allows brand related consumer-to-consumer conversations [7] .Every one share considerable amount of information to each other daily via exchanging email, through phone calls ,texting message ,chatting in SNS , Whats app etc. A large part of conversations are respect to the products and brands, with individual brand names stated around 60 times during a Week [9]   .

In this study it is stated that, many consumers search in web to read online comments and reviews about products or services they are attracted & willing to purchase. The comments and reviews are significant features that influence purchasing decisions. In this it has been found more than 80% of participants read online reviews before making an online purchase. [2]

This study is conducted to find the relationship between e-WOM and customer purchasing intention and investigate the impact of relationship on customer purchasing intention. It is stated that the elements of e-WOM namely relevance of e-WOM, Accuracy of e-WOM, timeliness of e-WOM, comprehensiveness of e-WOM have positive relationships with customer purchase intention.[22]

C) Determinants of E - WOM

E – WOM Quality

The quality of E‑WOM refers to online review characteristics. The elements of e-WOM namely relevance of e-WOM, Accuracy of e-WOM, timeliness of e-WOM, comprehensiveness of e-WOM have positive relationships with customer purchase intention [22] Relevance means , the relevant information searched for is arrived. It is stated that the relevance plays an important role in decision-making; the decision-making is made based upon the relevance of the information screened. [10]It is stated that the accuracy of message concerns their reliability, and it also represents the user's perception of the information is correct. [30] The timeliness of the message concerns whether the messages are current, timely, and up-to-date. It is stated if the review is not consistently up to date it will not provide value to the use who are in need of information and the desired result won't be arrived.,. The messages that are not up to date, will confuse the customers , either the message shared is still valid to be referred or not [18] Comprehensiveness refers to the completeness of the message delivered. It is stated that, the more comprehensive information brings extensive user categories and user positioning of the online customer review, resulting the greater likelihood of user acquirement and user retention. More lengthy the messages; the more information can be acquired by the customers about the product or services. The incomplete message always brings a wrong interpretation to a customers. [27] The study has also shown that higher ratings and characteristics of reviews are effective factors for making purchasing decisions. In particular, consistency, number of online reviews, and, frequency of reviews are important factors on a purchasing decisions.[2]

E – WOM Valence:

It is found that that positive rating valence increased and negative rating valence decreased book sales at Amazon.com, thus both positive and negative valences being perceived as more helpful than neutral valence in consumer decision-making.. [6] The customer hotel booking intention depends upon the valence of the review posted on non – transactional travel websites. where the positive review increases the booking intention and negative review reduces the booking intention. [32] The Positive E – WOM positively impact(increases) the consumer purchase decision, Where the negative E – WOM negatively influence (reduces) the consumer purchase decision[19]

E – WOM Quantity:

Volume is associated with number of posted opinions .As consumer cannot read all the opinions that individuals have written on the internet about a specific product, the prefer the volume as number of posted messages that the consumer declare to have found about a product. The large volume of E-WOM signal Product awareness & popularity. In this study it is stated that an increase in volume of online reviews alone has no significant impact on book sales in e-commerce multiproduct sales. [8] ,[12].The volume of E – WOM have positive impact on purchase decision [22],[32]. The more reviews the consumer has surfed about a product or service, the more influence e-WOM has on Consumer decision-making [19]

Source Credibility:

Consumer will be more certain in accepting the E-WOM reviews or commentary when the believe the Source is reliable & Trust Worthy . The trust Worthiness & Source expertise are considered for analysing the Source Credibility. In this study it is stated that when the perceived source credibility is high, EWOM is more influential on purchasing decision. this study found that the expertise of the reviewer - as the first dimension of credibility- has a significant influence on person's purchasing decision. About source trustworthiness -as the second dimension of credibility-, we found that source trustworthiness has a significant ant impact on purchasing decision. **[21]** Literatures stated that source credibility is the most frequently investigated determinant associated with the information source [5], Some literatures also have shown that source credibility determines communication effectiveness [1] On one hand, tourists may believe EWOM to be credible because it originates from other tourists who are considered as having no commercial interest [28] On the other hand, and in contrast of traditional WOM, EWOM is not obtained from strong tie groups as family or friends [4] From the dimensions used, to describe source credibility, two major dimensions (source expertise and source trustworthiness) are usually used as critical components of credibility[1],[4][31],[17] The study states that, the source credibility affects e-WOM influence as traditional WOM.E- WOM is more influential when the source credibility is high and less influential when the source credibility is low.[19] **Source expertise** - Expertise refers to "the perceived ability of the source to make valid assertion"[17].Which is mean, the extent to which a reader perceives the communicator to

provide valid information about a certain topic .**Source trustworthiness** - Trustworthiness is the second accepted dimension for credibility, which is defined as "message source's perceived motivation to provide accurate and truthful information (Cheung and Thadani, 2012)[5]. Also trust determine what people expect from situation. Because trust reduces uncertainty in both social and business interactions [11],[2]].So consumers must depend upon their own expertise and involvement to determine EWOM credibility.

D) Proposed Research Model:
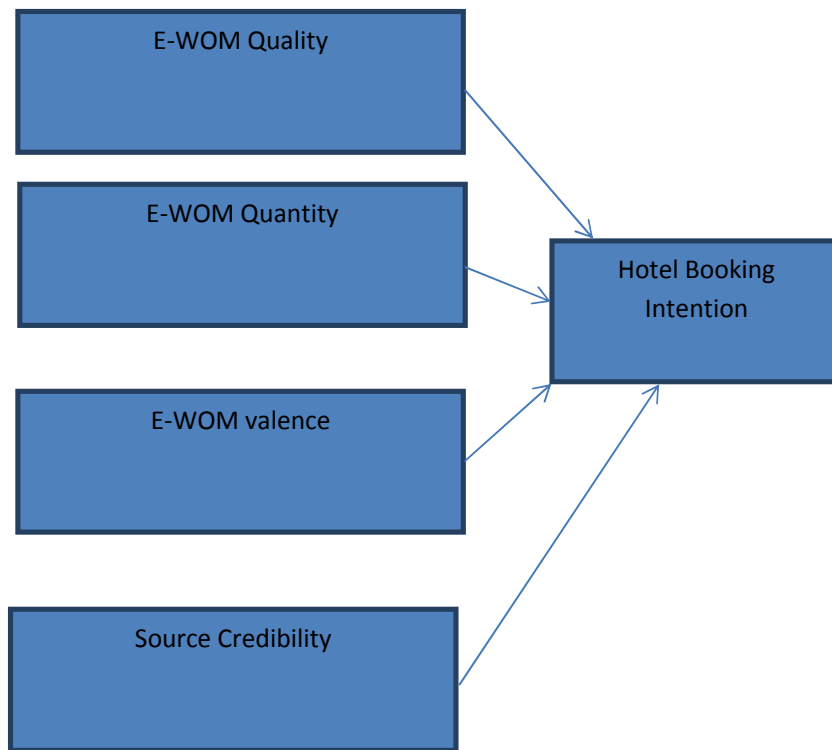
V.Conclusion

This study depends mainly on previous researches (review of literature). The paper put forth a new research area to study the impact of E - WOM on consumer hotel booking intention/Purchase intention with respect to Social Networking sites. The impact of determinants of E-WOM on Consumer hotel booking intention is understood by reviewing the various review of literature & proposed research model is framed. This study gave an insight to reveal the problem statement & propose the opportunity for future research. This research will also help the marketers to attract more customers by making changes on the promotional strategies.

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A Study on Effectiveness of Induction program with special reference to IT Sector

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Abstract

Induction is the first important step in the process of human resource management. It involves familiarization of the newly appointed employees to the work environment of the organization as well as to the fellow employees. The main objective of this research is to study about the effectiveness of the induction program at IT sector of Chennai. This research is descriptive by nature. The convenience sampling technique was adopted as the population is infinite and the data got collected from 100 Human resource managers of ten different companies of IT sector at Chennai. The primary data got collected by using the research instrument Questionnaire. The collected data were edited and tabulated and simple percentage analysis and correction analysis were utilized to draw the conclusions.

Key words: Induction, IT, Human resource management, Chennai

I. Introduction

The first impression about an organization among the newly joined employee is very important as this impression stays with them ever. The new employees of an organization would like to know if they fit into an organization as whole and who are the other team members will work with him in near future. It is important for any organization to create a strong positive first impression in the mind of these new employees. Through this Induction program they learn about the information on terms and conditions of their employment and work environment. An effective Induction program will definitely reduce the labor turnover in future. In Induction the employees are shared with job information, organizational information, procedural information and team information.

II. Review of literature

Kevin(2004) conducted his study about the purpose of induction program and found that is used even for retaining employees in any organization. He could able to identify the wide range of factors in interpreting the need of an induction program in any organization. Locke, (1976)says that an effective induction program can denote a pleasurable and positive emotional state among the employees working in any organization.

Wong(2002) asserts that new employee induction programs should include mentors that are able to work with new employees and help them assimilate into the larger culture of the organization. However, Wong asserts that new employee induction programs need to be more than just mentoring

relationships. According to this author, new employee induction programs need to include on-going support from the organization.

Dyke TV, Strick S (1990) expresses his views as, while mentoring it is clearly viewed as a salient means for facilitating better outcomes for educators. Experts contend that there are other issues that need to be taken into consideration when developing new employee induction programs. Specifically, Clement reports that new employee induction programs must include rigorous methods of assessment that allows administrators to monitor and shape the development of the new employee of the organization.

Wong, Britton and Gasnor(2005) support this view noting that, "Induction is a highly organized and comprehensive form of staff development, involving many people and components that typically continue as a sustained process for the first two to five years". Thus it is essential to ensure that the new recruit develops all of the skills necessary to provide comprehensive development to all employees.

Magner(1996) says that Employees have a strong need to be informed about the organization. Employees with continue to stay in some level of the decision-making process which was influenced by the effectiveness of the induction training that was given to the employees of the organization. That is employees should fully understand about the organizational culture and climate and act according to the issues that affect their working atmosphere.

III. Research Methodology

The main objective of this research is to study about the effectiveness of the induction program at IT sector of Chennai. The need of the study can be expressed as; Induction is the first important step in the process of human resource management. It involves familiarization of the newly appointed employees to the work environment of the organization as well as to the fellow employees.

This research is descriptive by nature. The convenience sampling technique was adopted as the population is infinite and the data got collected from 100 Human resource managers of ten different companies of IT sector at Chennai. The primary data got collected by using the research instrument Questionnaire. The collected data were edited and tabulated and simple percentage analysis and correction analysis were utilized to draw the conclusions.

IV. Analysis and Interpretation

The questionnaire was designed with 20 statements about the induction program and the five point Liker's scale was constructed and the options given were strongly disagree, disagree, Neutral,

Agree and strongly agree. The questionnaire was modified with the Pilot study's results. The wordings were reframed in questionnaire and the negative statements were changed as positive statements.

Table no 1- Respondents opinions about the statement "Induction program enables a range of communication techniques like group discussion and presentations as part of the training process.

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	5	5
2	Agree	65	65
3	Neutral	20	20
4	Disagree	10	10
5	Strongly disagree	0	0
	TOTAL	100	100

(Source:Primary data)

The values in above data indicates that around 70 percentage of the respondents agree that Induction program enables a range of communication techniques like group discussion and presentations as part of the training process

Table no 2 - Respondents opinions about the statement "Induction program Enables with job-specific training opportunities provided by the Learning and Development Organization".

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	0	0
2	Agree	57	57
3	Neutral	32	32
4	Disagree	11	11
5	Strongly disagree	0	0
	TOTAL	100	100

(Source:Primary data)

The values in above data indicates that around 57 percentage of the respondents agree that Induction program Enables with job-specific training opportunities provided by the Learning and Development Organization".

Karl Pearson's correlation analysis

The above respondent's opinions were further analyzed with using Karl Pearson's correlation method. The correlation measures the closeness of the relationship between the variables. Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other.

Null hypothesis (H0):

There is a negative relationship between the respondent's opinions on Induction program which enable a range of their communication and their opinion on induction program supports for their learning and development.

Alternate hypothesis (H1):

There is a positive relationship between the respondent's opinions on Induction program which enable a range of their communication and their opinion on induction program supports for their learning and development.

Correlations

		TRAININGPROCESS	LEARNINGANDDEVELOPMENT ORGANIZATION
TRAININGPROCESS	Pearson Correlation	1	.847**
	Sig. (2-tailed)		.000
	N	100	100

			1
LEARNINGANDDEVELOPMENT ORGANIZATION	Pearson Correlation	.847**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}} = .847$$

From the above calculation and results we can found that, since r is positive, there is a positive relationship is seen between the respondent's opinions on Induction program enable a range of their communication and their opinion on induction program supports for their learning and development.

The above data analysis helped the research to found that the 70 percentage of the respondents agree that Induction program enables them with a range of communication techniques like group discussion and presentations as part of the training process and 57 percentages of the respondents agree that Induction program Enables them with job-specific training opportunities provided by the Learning and Development Organization. The correlation analysis indicates the positive relationship is existing between the respondent's opinions on Induction program enable a range of their communication and their opinion on induction program supports for their learning and development.

V. Conclusion

The induction training program should act as an introduction for the organization's values to the newly joined employees. The employee's smart working should be appreciated and recognized for their contribution and efforts taken by them. Some of the employees of this Industry felt that the current duration of induction training program is not sufficient, which can be given some special attention and the duration can get extended.

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Visuality and Education against the Violence within Social Media

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Abstract

A numerous number of Study researches around the Globe shows, since the 1970s that television violence can affect children and encourage the development of aggressive behaviors and attitudes. Recently, since the beginning of XXI century, social media – being visual on everything today, increased the violence which affect children again. Although, not just children - personal violence is there as well - stalkers and their victims and violence connected with sex (gender) having in mind that in this case the most victims are woman. Does the social and political environment made it possible? Does the lack of media literacy made it possible? Does a need for acceptance within the certain group made it possible? In this paper we will show that every third child has been under the some kind of violence online in Bosnia and Herzegovina. Results of the reasearch are devastating for the future of joint living in the country including major ignorance of „other and different" ones, regarddless if they are Bosniaks (Muslims), Croats and/or Serbs. Lack of education and/or communication through mutual understanding, respect and knowledge exists above all. Ignorance: about manipulation made by politicians and religious leaders; connected with gradual strategy and strategy of differing, preparing them for the „inevitable" in the future of his/her social and political life; about what „mediocrity" means through glorifying exactly mediocrity as the corner stone of their future life; about the fact that only interaction with other cultures will improve his/her own culture and being closed within my own cacoon will only get me back in centuries; that the game of „self-blame" will strengthen only the power of manipulation than the power of self developed consciounce.

Key Words: Visuality, Hatred, Society, Children, Violence, Ignorance, Social media, Ethnicity, Media illiteracy, Cyberstalking

I.   Introduction

Through the Research conducted on Social network by the side of Sabahudin Hadžialić – Facebook in Bosnia and Herzegovina through the period of 31.9. – 31.12. 2019, it has been shown that every third (20 %) out of 90 children has been under the some kind of violence (verbal, written, physical and/or pshychological) during the mentioned period.

The Study group on Facebook was composed out of a total o randomly selected 90 children (previously given approval from their parents) at the age between 13 and 17 years old from all three ethnic groups from Bosnia and Herzegovina (equally divided: 30 Muslim-Bosniaks, 30 Croats and 30 Serbs – equal number of male and females).

Results were devastating for the future of joint living in Bosnia and Herzegovina:

a) *Ignorance about other and different regardless from which nation is he and/or she.*

b) *Ignorance about basic tools in regards proper communication having in mind that we have never had more means for communication as we have now, but nowadays we less communicate than ever. „Communication" is here as communication through mutual understanding, respect and knowledge.*

c) *Ignorance about manipulation which happens through distraction by the side of opinion makers (politicians, religious and social leaders)*

Research data have been analyzed as per the descriptive method which is one of the analysis techniques used in qualitative research methods. Following the research, it has been found out that discourses containing physical violence, threat and insult that can be considered as an indicator of tendency to violence are used in most families. Although, not just children - personal violence is there as well - stalkers and their victims and violence connected with sex (gender) having in mind that in this case the most victims are woman.

Dorota Siemieniecka and Małgorzata Skibińska in the text *Stalking and cyberstalking as a form of violence (2019)* pay attention on the problem of stalking as a category of crime. The scope of the problem includes cyberstalking.

1. Schooling system in Bosnia and Herzegovina

- *Ignorance about other and different regardless from which nation is he and/or she.*

Since the dissolution of Socialist Federal Republic of Yugoslavia in 1991 (Yugoslavia 1929-2003) all the national states came out from the previous country have focused on „their" language, „their" history and „their" people. Although, Bosnia and Herzegovina, which was called „Yugoslavia in small„ has everything tripled as mentioned above. So, children within the primary school and secondary schools (depending which part of the country it is and it still goes like this) have been taught that Croats should speak only Croatian language, Serbs only Serbian language and Bosniaks (Muslims) only Bosnian language, although it is the same language (BalkanInsight, 2017), having in mind that the difference between languages are just 15 % and if languages are similar up to 60% that is one language and here we are talking about 85% of similarity. South Slavs, now divided in different ethnic groups are "reach people": They speak, without going to school to learn it, at least 3 languages (including their own) without accepting that as the fact (Annalisa Merelli, 2017).

Through the language, it encircled history, geography and all subjects, including chemistry and physic, although any serious researchers would have asked themselves how chemistry and physic can be connected and with any kind of the language being universal for all of the people in the World. Social media presence, within this issue have shown, that, when the children were talking about history, language and geography, disputes were devastating for the future of the joint life in Bosnia and Herzegovina. Bosniaks (Muslims) knew more about the Turks (Maat, 2019). Visuality, as "educational" tool, was presented

through the different visual presentation of the map of Bosnia and Herzegovina from three different ethnic groups (Facebook, 2019):

- Photo from the Facebook (1, 2016)

- Photo on the Facebook (2,2016)
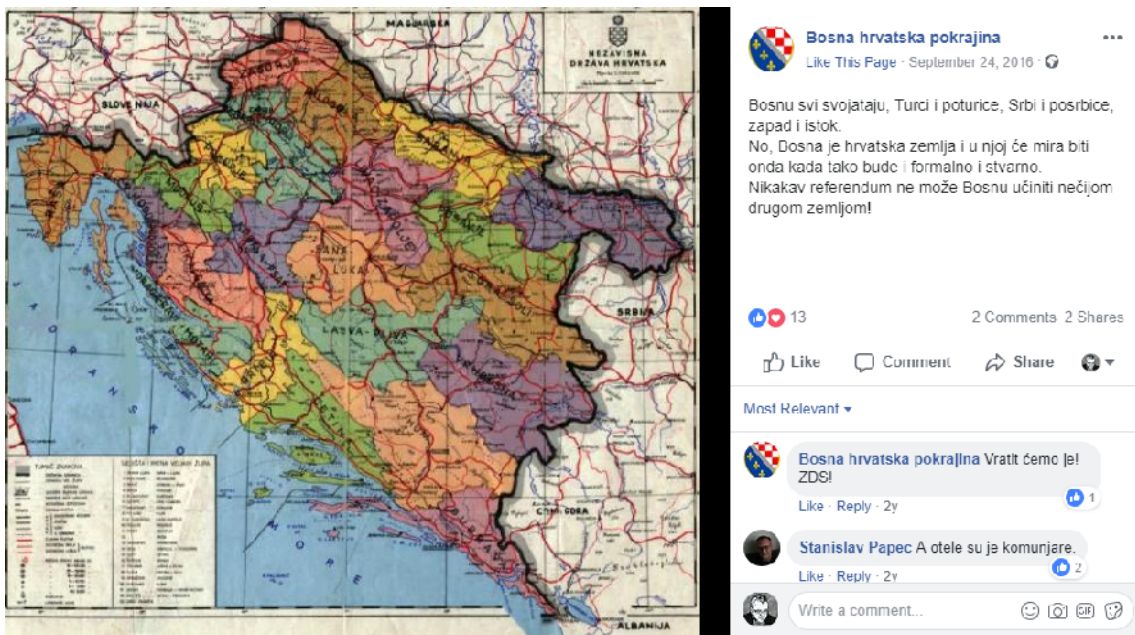
- Photo from the Facebook (3, 2018) –
-

- Photo from the Facebook (4, 2018)

2. More communication, less conflict

- *Ignorance about basic tools in regards proper communication having in mind that we have never had more means for communication as we have now, but nowadays we less communicate than ever. „Communication" is here as communication through mutual understanding, respect and knowledge.*

On social media, you're doing all the talking. You're publishing content-images, videos, eBooks, infographics, white papers, and more-and trying to generate engagement with your fans and followers, and ultimately hoping that they interact with your brand or take an action. With social networking, there needs be a mix of both talking and listening. If you're joining

groups and networks on social media and doing all of the talking-posting about your brand and tooting your own horn-you're not going to get the type of respect that you probably deserve, and you're likely going to miss out on some great opportunities because you're not listening. To be great at social networking, you must take the time to listen and engage with others.

Yes, although what has been presented to the children in Bosnia and Herzegovina within different classrooms (Hadžialić, S. 2017) stops children communicating in proper way, having different views on same historical and geographical issues. More then 75% of children (67 out of 90) regardless of their national and ethnic background has shown ignorance about "others and different ones". To be able to use social media as the part of educational tool, we have to engage media literacy (development of critical thinking) in regards understanding and solving different kind of issues related to the ignorance about Croats and/or Bosniaks and/or Serbs within Bosnia and Herzegovina (Hadžialić, S, 2018).

Visuality education through social media is indirectly connected with possible violence and bulling based on ignorance about other and different ones Through our research we found that 50 % of involved children (45 out 90) regardless of their national and/or ethnic background were ready to arrange a fight in the real word for their stands expressed online, on the Facebook. Twenty five (25) out of the mentioned 45 (50%) were also presenting a date and time for the arranging of the possible conflict outside of the virtual world after watching "provocative" photos (as the ones above) on other children Facebook statuses. This shows even worse pedagogical approach by the side of their teachers, although what children brings from their homes as well. It is not only school that raise our children. Family does it as well.

Communication should be based not in confronting the firm stands, but also listening and understandings of the stands of others and different ones trying to find consensual solution based on mutual interest. It is the goal of the future education in Bosna and Herzegovina regardless of nationality or ethnicity: We all are South Slavs with different religion backgrounds. If we start from that point of view to present it to other and different ones, we will start finding a similar cultural and historical remembrance which will lead us to the point of mutual understandings. Visuality is the key within the education, although visuality with positive stand which will include interests of all involved sides, based on more communication, educated (literate) communication, above all.

3. Politicians as the problem, not solution

Ignorance about manipulation which happens through distraction by the side of opinion makers (politicians, religious and social leaders). Ignorance reflected through the lack of knowledge that memory can not be short, but long term fact. In Bosnia and Herzegovina memory is the shortest as the time pass by. They have been manipulated by the same people who makes problems, than offers a solutions. Ignorance connected with gradual strategy and strategy of deffering, preparing them for the „inevitable" in the future of his/her social and political life. Ignorance about what „mediocrity" means through glorifying exactly

mediocrity as the corner stone of their future life. Ignorance about the fact that only interaction with other cultures will improve his/her own culture and being closed within my own cacoon will only get me back in centuries. Ignorance that the game of „self-blame" will strengthen only the power of manipulation than the power of self developed consciounce.

The research has shown (80 out of 90 children – 88 % of them) that all three different ethnic groups has their political, religious and social leaders as deacons for the future, although they (mentioned ones) are the most guilty for the poverty in BiH within last 24 years, since the war ended (The Borgen Project, 2018). Why is that? Simple, because of the lack of ethics among the leaders (Hadžialić, S. 2019) of all three sides as well as media literacy among the educators as well as among the ones to be educated for (Hadžialić, S. 2014). Also, social media is an answer for the raised problems of online violence because social innovation might be incorporated as a tool within it. How? *As the persons (*Hadžialić, S. 1997*) who participate within the process of communication, become active subject and creator of the final information (read: innovation), which is, at its end, not that any more but final product of interaction of equal subjects. To stop being objects there is a need for more than just will itself. And that "something" is not just "the knowledge" about the subject of interaction – that "something" is interaction of equal subjects. To stop being objects we need more than just the will itself. That "more" is not just „knowledge" about the subject of interaction that "more" is equality of interaction within the creation of the vision of "Global village". Where that "village" will be suitable place for the match (or game) of ideas and where the game of ideas will be presumption of the creation of another, one more, quality. Because, of the communication itself (Hadžialić, S. 2017).*

Violence within Social media as so call "cyberbullying" is extended form of violence from the real world based on frustrations of any kind. Sending visual dirty messages and sending of dirty words to another and different one (in this case different ethnic group) is the extension of some psychological or sociological issues raised within the social environment of the focused children. Research has shown that on question "Do you react on posts of Facebook which shows in negative way your ethnic background and if so, how?" 35 kids (12 Serbs, 11 Croats and 12 Bosniaks) out of 90 (38,8%) reacted pretty nervous such as: "I will do the same."; "They are evil". "We should finally separate from them." and "I hate them," and "They are all the same: war criminals and our enemies." and "I told them already several times that I will kick their ass and that they are enemies of our own."

Their social environment reflect their behavior on the social media and very often this hate language becomes more visible in real life when it becomes a real bullying against the other and different one, based on, mostly, of the hate language given by the side of their politician, religious and/or social leaders (BalkanInsight, 2017).

4. Cyberbullying as an indispensable condition for the haters

Social media can be used for producing opportunities for creative construction of a new model of citizen participation within social innovation process. Before we had World wide

Web as distribution channel for so call of *pushing out of the information* where the Internet pages were static E-bulletins and WWW was utilitarian and people were pretty neutral in regards the Internet. Today, however, if we consider WWW as community through social media networks, where people, depending of the age, race, gender and/or level of the education spent the most of the time on the interactive social networks, we come to different conclusion: In front of us is, instead of "pushing" the "pulling out of the information" based on interaction, communication, comment, wishes, remarks…Social WWW is informal, virtually inspirational and emotional (Hadžialić, S., 2017).

Media literacy in itself carries two meanings: as the term is defined as the ability to access, analyze, evaluate and transmit messages through the media while the essential focus of media literacy is in acquiring complete knowledge of critical and creative skills, knowledge that helps to connect complex ideas, constantly questioning the appearances, trying to identify responses that will satisfy the congenital curiosity of each of us, but it also identifies the individual, and also wider, social misconceptions and delusions. Of course, in the aforementioned case, we focus on the media literacy concept that starts as a positive source of information – the one we are getting from the teachers at schools – directed towards positive manipulation of the formation, maintenance and development of a society of good intentions and interests intertwined for all purposes, not the negative manipulation of the formation, maintenance and development of society (we mainly get from the media channels of all kinds, and especially through social media) the intended orientation of satisfying individual and / or particular minor group and/or party intentions and interests all for one and / or one for all (Hadžialić, S., 2018).

Our research has shown that cyberbullying became a normal thing within children lives such as everyday "teasing" process in the real schooling process. Also, on the question, do you talk about cyberbullying as a problem such as "dirty photos, provocative and dirty languages and threats online" in the school, 85 out of 90 children (94%) said – NO! This is an alarm for the educational system in Bosnia and Herzegovina because now it is doubled – from the school goes online and nobody cares.

5. *Social media and violence*

Dorota Siemieniecka and Małgorzata Skibińska in the text *Stalking and cyberstalking as a form of violence* (SOCIETY. INTEGRATION. EDUCATION 2019) pay attention on the problem of stalking as a category of crime. The scope of the problem includes cyberstalking.

Their findings show that "The majority of victims of stalking are women (72% -95%), the majority of perpetrators (79% - 87%) are men (PE Mullen, M. Pathe, R. Purcell, G.W. Stuart, 1999; J. Groth, 2010, p. 91). Studies show that 49% of victims were in a relationship with the stalker. Jarosław Groth (2010, p. 91) writes that "almost 60% of women and 30% of men who are subject to harassment are the former stalker partners, and the majority of victims (77% of women, 64% of men) previously knew their persecutors" (p. 91). The results of research commissioned by the European Union Agency for Fundamental Rights and published in the Report on *Violence against Women. An EU-level study* of 42,000 women from 28 EU countries (2012) (Report *Violence ...,* 2014) show that "one in five women experienced harassment after the age of 15, with 5% of those women has experienced such harassment during the 12 months preceding the survey" (p. 12).

In EU-28, 18% of women after the age of 15 experienced harassment (stalking) (p. 28). As you can read in the Report: "about 14% of women have repeatedly received offensive messages, messages or calls with threats from the same person, and 8% were followed or someone circled around their home or workplace. Of all the women surveyed, 3% suffered harassment, which was associated with repeated destruction of their property by the same person. One in 10 women (9%) experienced harassment by their previous partner "(p. 28). 4% of women in the EU were harassed by e-mails, text messages or the Internet. 4% of the surveyed women aged 18-29 (1.5 million) experienced harassment using new technologies during the 12 months preceding the survey. Out of all women who were victims of harassment, one in five (21%) had been harassed for more than two years, and one in five (23%) had to change their phone number or e-mail address due to harassment. 74% of harassed women did not report this to the police (p. 28)."

In 2019, Siemieniecka and Skibinska carried out research, which included a group of students from the Nicolaus Copernicus University Torun. Preliminary results of the study confirmed the scale of the phenomenon presented in EU reports. Stalkers spread out compromising materials, shared private content, stole passwords and access to e-mail accounts and computers. Students have experienced intimidation, the use of hate speech. Most of the students participating in the study observed these phenomena and tried to take actions against the actions (Glos Uczelni, no 5-6, 2019, p.31).

Siemieniecka and Skibinska say that "The transfer of persecutory activities to the virtual space has been described as cyberstalking. Analogously to the adopted definitions of stalking, cyberstalking "is understood as persistent and unprovoked by the victim's behaviour, includes multiple threats and behaviours that plague the victim, despite her or his suffering and requests to stop, using communication and information tools, which results in the victim being worried about his/ her safety (Groth, 2010, p. 87)."

Research conducted on stalkers embedded in jails shows that many of them threatened their victims with death. Some of them tried to deprive the victim of life. Emotional blackmail can also lead to victim's threatening with suicide or self-mutilation of stalker (self-aggression). Most victims know their perpetrator and were in a personal relationship with him/her before. The stalker subjectivized object of love, he/she considered himself/herself as sacrifice (victim). Stalker behaviour characterize impulsive reactions and problems with feelings controlling. Victim's reactions can provoke an escalation of violence.

Siemieniecka and Skibińska write that "The media can be a blessing as well as a curse. The popular social networking site Facebook has over 2.2 billion users. It is a huge database of people containing photos, film materials, animated gifs, text messages. Users themselves decide what content is posted on the portal and what access they assign to it. It is noted that 5 - 15 percent of Facebook accounts (accounting for 100 to 300 million accounts) are false (I draw Facebooks, https://rysujefejsbuki.pl/rysunek/2-mld-uzytkownikow-facebooka/). They are often used by criminals creating fake identities or impersonating real people. To groups of friends, Internet users accept people with fake accounts as well as strangers (friends of their friends). Studies by Malcolm Parks and Kary Floyd from 1996 showed that 2/3 of Internet users were able to establish a relationship with a person on the Internet, nearly 8% of them described this relationship as affective) (Whitty & Carr, 2009). Sometimes tools such as Facebook, messengers or tools to determine whereabouts can allow

you to control and observe the activity of others (login time, activity, reception of messages sent).

Victims do not want to report this crime because of the fear of escalating the stalker's actions. They hope that they will solve the problem themselves and over time, the stalker will stop hacking them. Unfortunately, this phenomenon, as shown by the studies, can last up to 1.5 years and longer. In addition, this problem can be marinalized by the environment, which in the stalker's behavior can see romantic love without noticing its toxic nature (impact of stereotypes).2

In the text *Stalking and cyberstalking as a form of violence* we can find information that "The number of convictions for a crime of persistent harassment in Poland exceeded the number of 1000 in 2015 and is steadily increasing from year to year (from 2011 to 2014 it increased twenty-one times (Szopa, 2015). Therefore, every effort should be made to reduce the likelihood of experiencing persistent harassment. More and more electronic media are serving the stalker as a source of information about the victim and the tool of persecution. Therefore, it is necessary to ensure security in the media space."

It is therefore important to protect the privacy and content published in the internet space. Publication should be accompanied by the awareness that information on the web remains forever. It is worth to say that the criminals not only use the data published by the victims (on their profiles); it happens that they are in possession of materials about which the victim does not know that they exist (e.g. recordings of telephone conversations, video calls, intimate photos, films).

Stalkers are people with a high IQ - they are also manipulators. Most of them are antisocial. Therefore, reporting an offense may result in temporary cessation of actions, which may lead to the victim's withdrawal of evidence in the case. Withdrawal of the victim from legal actions at the stage of the court case results in the fact that the collected evidence can not be re-used in the situation of further his/her activity. Stalker can take more thoughtful forms of action (e.g. create new accounts that can be difficult to determine, use more sophisticated forms of acting). The stalker's activity can last for at least half a year. Stalking victims may be anyone, but the literature show that people empoyed at social trust sector (doctors, teachers, lawyers) and public figures are particularly at risk.

In the text *Stalking and cyberstalking as a form of violence* Siemieniecka and Skibinska suggest that "Adults may seek help in various facilities, e.g. Crisis Intervention Centres and counselling centres specializing in therapeutic help. When the victim of stalking becomes a child, it is important to include, for example, a school and a psychological and pedagogical counselling centre. It is also necessary to contact a psychologist who will assess the degree of influence of what has happened on the child's emotions and functioning in life". Interestingly, there are not many mentally ill people in the stalker group. Most of them experienced forms of violence in childhood. Research shows that the motivation of the stalker is to be loved.

For victims support of the family and friends is important. Therefore, the victim should inform the nearest people about the crime. Friends and family members can perform in the court as witnesses, which increases the chances of the victim to prove the crime

activity of the stalker. If you use Facebook or other social media, the closest people can post to the administrator, they can also help the victim to collect evidence by making screenshots. Unfortunately, blocking the stalker does not solve the problem of his further activity and the victim cannot see the further published posts. Therefore, it is important that relatives and friends help collect evidence. The stalker's actions on the Internet may, unfortunately, lead to the disclosure of personal data and the place of residence of the victim, which may pose a threat to her. It is important that the victim, while waiting for the court case, should limit the publication of information about his subject (photos, posts, information about places in which is staying, people meets with). Collecting evidence for the case requires making screenshots from conversations, telephone connections, post requests, unsolicited e-mails sent. It is worth the victim to go to the computer engineer or IT specialist to check the computer system, install anti-virus software and the victim should also change the password to his mailbox, bank accounts, social services, install the software which blocks the connections and contact with IP addresses.

The victim is in a very difficult emotional situation. Obtaining personal information, photos and videos by cyberstalker lowers her /his sense of value and self-confidence. Manipulations of the stalker / cyberstalker may take on the character of emotional blackmail. The stalker can manipulate by sending information aimed at meeting (or returning to a previous relationship) and setting conditions (e.g. if the victim does what he asks to stop his /her actions). The victim has the conviction that if the chain breaks, the cyberstalker will stop bothering. Unfortunately, this situation only leads to greater control over the victim and increases her feelings of helplessness towards the stalker's actions. The only way to take control of the victim is to stop contact.

The person being stalked should collect evidence and with this material go to the Police, who preliminarily qualifies the deed. The Police, after getting acquainted with the evidence and hearing the witnesses, refer the case to the prosecutor's office, who again qualifies the act. If the stalker poses a real threat of violence, the victim may ask for a ban on getting closer. Then, if the act is classified as stalking, the matter is directed to the court. It can be noted that, on the one hand, the media becomes a source of violence against the victims of cyberstalking, but also through their mediation, you can gather evidence.

Siemieniecka and Skibińska in their text summarize that "In the case of the experience of violence, despite fear and unhappy emotions, one should also remember about *collecting evidence* (e.g., e-mail, sms, chat entry or comment on social media); e*xpressing objection* (if you can document it); c*ontrolling emotions* (do not go into discussions and quarrels, do not assert the reasons for the stalker's action or ask for anything, etc.); c*hecking your devices and your environment* (check spyware on your digital devices, change login details using other, trusted devices); *taking care of your company* (isolating and hiding the problem will not help you); *notifying law enforcement* - for this you will need evidence and a notification of persistent harassment".

Education in this area should require following: elements of law and proper institutions f.ex police (actions aimed at gathering evidence), criminology, internet psychology (stalker behaviour, the ability to recognize toxic behaviours), aspects related to education in interpersonal communication (setting boundaries, assertiveness), social communication (transparency and informing society about being a victim), media education (f.ex in the scope of managing private information, securing networks, blocking programs,

reacting to pathological phenomena and manifestations of aggression on the Internet), preventing. It is worth paying attention to the lack of specific recommendations regarding the behaviour of the stalker and cyberstalker. In the Internet, we find many WWW pages, the content of which refers to the definition and description of the stalking phenomenon. There is a need for specific recommendations regarding the behavior of the victim in the situation of violence by the stalker / cyberstalker.

6. Conclusion

Unifying schooling system in Bosnia and Herzegovina having in mind education of educators about social media influence on children – cyberbulling factor. Media literacy is the key factor for all involved sides within the social media while the Visuality is the key within the education, although visuality with positive stand which will include interests of all involved sides, based on more communication, educated (literate) communication, above all.

Adults may seek help in various facilities, example such as *Crisis Intervention Centres* and counselling centres for adults specializing in therapeutic help. When the victim of stalking becomes a child, it is important to include, for example, a school and a psychological and pedagogical counselling centre. It is also necessary to contact a psychologist who will assess the degree of influence of what has happened on the child's emotions and functioning in life".

It is necessary to educate the society, which concerns the interdisciplinary approach to issues related to stalking and cyberstalking and forms of its prevention.

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Plastic Waste Management for Economic Growth – A Study on Emerging Opportunities for Ecopreneurs

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Abstract

Plastic pollution has become one of the most urgent social and environmental problems of our generation. Approximately 8 million tons of plastic are dumped in our oceans every year and it is expected that in the year 2050 there will be more plastic than fish in the sea. A systemic change is needed in which we have to redefine our use of plastics so that they don't become waste in the first place and to keep materials as long as possible in the economic cycle. To achieve this goal, the Indian government and the ecopreneurs are taking various initiatives. This paper analyses the Government initiatives and the ecopreneurial initiatives for plastic waste management.

Keywords : Plastic, Eco-preneur, Economic Growth, Waste Management

I. Introduction

Plastic bags have been introduced in 1970's and gained an increasing popularity amongst consumers and corporates. They are available in huge numbers and varieties across the world. It is estimated that around 500 billion plastic bags are used every year worldwide .This utilization is attributed to their cheapness and convenience to use. The vast majority of these bags are discarded as wastes usually after a single use. It is also believed that after their entry into environment, plastic bags can persist up to 1000 years to degrade and hence pose a disposal challenge without being decomposed by sun light and/or microorganisms. Accumulation of plastic bag wastes causes environmental pollution that can be manifested in number of ways. The problems associated with plastics are deterioration of natural beauty of an environment, death of domestic and wild animals, blockage of sewerage etc.

Different environmental reports by the government show that plastic bags are causing severe environmental pollutions and also human and animal health damages in urban and rural areas of the country. The basic reasons for the same are poor waste management and perhaps lack of awareness about the negative impacts of plastic bags. As an initiative to

reduce the use of plastic, the government of Tamilnadu has taken different measures which have got a positive response from the consumers also. This study analyses the government initiatives to reduce the use of plastics and the emerging opportunities for entrepreneurs in this arena.

II.   Review of literature

Riyad. Moharam (2014) in his article has identified that majority of the city residents widely used plastic bags in their daily life activities. Some of the main reasons attributed to the widespread usage were low price, easy availability and light weig

Diana Starovoytova Madara et all (2016) in their study have identified that cheapness or free-distribution of these-bags, by retailers or supermarket towners, are believed to be the main-reasons for the widespread-usage of polyethylene bags

Legesse Adane et all (2011) in his study have indicated that it is important to educate the people regarding the use of ecofriendly alternatives to manage plastic waste effectively.

Nurul Zarirah Nizam (2016) in their study have identified that if the person takes plastic bags he should pay the levy of 75% or more so that plastics usage can be reduced.

Joseph N (2016) in his article has identified that there is a need for spreading the awareness of using alternative strategies instead of plastics and effective implementation of legislation in order to minimize the usage of plastics in the community.

Methodology:

The study is based on secondary data collected various sources such as newspapers, magazines, research articles, journals and the internet.

Objectives:
- To study the harmful effects of plastics
- To study the government initiatives for plastic waste management
- To study successful domestic and international ecopreneurs involved in a innovating ecofriendly alternatives

Analysis

Harmful effects of plastics

Plastic never goes away.

Plastic is a material made to last forever, yet 33 percent of all plastic - water bottles, bags and straws - are used just once and thrown away. Disposed plastic materials can remain in the environment for up to 2,000 years and longer.

Plastic affects human health.

Toxic chemicals leach out of plastic and are found in the blood and tissue of nearly all of us. Exposure to them is linked to cancers, birth defects, impaired immunity, endocrine disruption and other ailments.

Plastic spoils our groundwater.

There are thousands of landfills in the United States. Buried beneath each one of them, toxic chemicals from plastics drain out and seep into groundwater, flowing downstream into lakes and rivers.

Plastic attracts other pollutants.

Chemicals in plastic which give them their rigidity or flexibility (flame retardants, bisphenols, phthalates and other harmful chemicals) are oily poisons that repel water and stick to petroleum-based objects like plastic debris. So, the toxic chemicals that leach out of plastics can accumulate on other plastics. This is a serious concern with increasing amounts of plastic debris accumulating in the world's oceans.

Plastic threatens wildlife.

Wildlife become entangled in plastic, they eat it or mistake it for food and feed it to their young, and it is found littered in even extremely remote areas of the Earth. In our oceans alone, plastic debris outweighs zooplankton by a ratio of 36-to-1.

Plastic costs billions to abate.

Everything suffers: tourism, recreation, and business, the health of humans, animals, fish and birds — because of plastic pollution. The financial damage continuously being inflicted is inestimable.

Government initiatives to reduce plastics:

For a country that produces over 25,000 tonnes of plastic waste annually, reduction in the use of plastic from all corners, no matter how insignificant an amount can add up to impact the overall generation of plastic waste. On multiple occasions, both Prime Minister

Narendra Modi and Environment Minister Dr Harsh Vardhan have said that India will abolish all single-use plastic by 2022.

Echoing the much popular saying that charity begins at home, the Union government is planning to make all government offices plastic free. The Ministry of Environment has already taken the lead, banning all single-use plastic items at its head office in Paryavaran Bhavan, Delhi. No plastic bags or plastic water bottles are used inside the office premises. Ministry of Environment and Forests.

Following suit, the Revenue department under the Ministry of Finance has issued an official memorandum, requesting officials to stop using single-use plastic products in office premises. The use of plastic water bottles, cutlery and even bags are common across offices of ministries and this is the practice which the Union government is looking to end. The Environment Ministry is hopeful that an example set by the government itself will have a big impact on people who will find it easier to reduce usage of plastic if the government does so. To prepare citizens of Tamil Nadu for a life without 'use and throwaway' plastic from January 1, 2019, the government announced the ban on June 5, 2018 which is observed as World Environment Day. A preparatory period of six months has been given to come up with viable alternatives for commonly used plastic products. To make people aware about the ban and series of initiatives are taken by the government of Tamilnadu which include

1)	Launch of a website – plasticpollutionfreetn.org and a mobile application 'Plastic Pollution Free Tamil Nadu'. From what is included in the ban and what is not, suggesting alternatives to single use plastic products, to government announcements and initiatives, both online portal and mobile application are one stop destination for citizens wishing to know about the plastic ban. Both the portals also provide an option to citizens to provide their feedback for effective implementation to ban single use plastics.

2)	The restriction on the plastic used in food chains.

3)	Plastic products that cannot be recycled or upcycled have found a new home—cement factories! By 'co-processing' the non-recyclable plastic, it is used by the factories as fuel. A few cement companies in Tamil Nadu have tied up with municipal corporations to collect plastic waste and reuse them as fuels by burning them at a high temperature. This process also doesn't release any toxins. According to The Hindu,

about 10,000 tonnes of plastic has been used in the last four months, reducing the factories' reliance on coal for fuel.

4)   Salem Corporation has been promoting tapioca starch bags—eco-friendly bags that disintegrate within 90 days.

5)   Kancheepuram does not want to wait for 6 months to curb its plastic ban. Starting August 16, if you happen to dispose of non-recyclable plastic in the district, you are likely to attract a hefty fine for it.

6)   The Salem Corporation instructed Central and State government officials, government hospitals, urban primary health centres and educational institutions in the city to stop using unnecessary plastic products like plastic bags from July 1, 2018.

List of banned and alternate items of plastics by Tamilnadu Government

What is banned	Alternatives for banned plastics
Plastic sheets/film used for food wrapping	Plantain leaves, areca nut leaves
Plastic sheets used as dining table covers	Alumimium foils
Thermocol plates	Paper rolls
Plastic-coated paper plates	Lotus leaves
Plastic-coated paper cups	Glass/metal tumblers
Plastic teacups	Bamboo, wooden products
Plastic Tumblers	Paper straw
Thermocol cups	Cloth/paper/jute bags
Water pouches/packets	Paper/cloth flags.
Plastic Straws	Ceramic wares
Carry bags of all thickness	Earthen cutleries

Plastic-coated carry bags	Earthen pots
Plastic flags	
Non-woven polypropylene bags	

Emerging Entrepreneurs in support of a plastic free environment:

1. **EnviGreen bags by Ashwath Hegde**

Designed by Qatar-based NRI entrepreneur Ashwath Hegde, it is a revolutionizing product that has provided an organic and biodegradable alternative to plastic bags. The company headquartered in Bengaluru took shape in the year 2012, their products contain natural starch, potato, tapioca, corn, vegetable oil, banana, and flower oil, the bags are not only eco-friendly but they are edible as well. EnviGreen bags are currently available in Qatar and Abu Dhabi, however, in India, they are only available in Bengaluru's big retails chains like Metro and Reliance.

2. **Bakeys/ edible cutlery by Narayana Peesapathy**

Established in 2010 in Andhra Pradesh by the founder Narayana Paseepathy a Haryana resident. His product design was in turning the idea of edible cutlery into a reality. Started by a Haryana resident Narayana Peesapathy, Bakeys are edible spoons, made of millet, rice and wheat. Plastic cutlery has contributed to significant land pollution, disposal of plastic spoons have resulted in clogging of drains and even hazardous health issues for stray animals

that consume these. However this innovative product is an edible and biodegradable spoon that is sturdy to be used for consuming hot foods and has a shelf life of three years. However the apprehension of people in using this product is its cost, but the founder Mr. Narayana claims that in the long run if there is an increase in the customer base these products can be sold at the same prices of plastic spoons. According to Bakey's website, one-and-a-half million people have already made the switch.

3. SuckIn straws by Rhea Chhabria

With the infamous plastic ban imposed by the Maharashtra government SuckIn straw was one eco venture started in 2018 by Mumbai based environmentalist Rhea Chabria, SuckIn straw has made plastic straws a history with its innovative biodegradable bamboo straws. Headquartered in Mumbai it sells its products to a number of hotels and restaurants.

4. Saathi: Eco-friendly menstrual products

Ahmedabad-based Saathi Pads is one such startup. Founded in 2014 by four engineers from MIT, Harvard, and Nirma University, the startup is working to make environment-friendly 100% bio-degradable sanitary pads available to a larger number of women, both in rural and urban India. These products are aimed at those looking to make greener choices in opting for skin-friendly and eco friendly alternatives to conventional sanitary pads. Saathi team has therefore innovated sanitary pads

| | made out of banana fibre, up cycling agricultural waste. They have been actively involved in reaching out to buyers seeking them to compost these sanitary napkins. |

5. Prakritii – Cultivating Green:

| | Started by Amardeep Bardhan, who knew the importance of protecting the environment and the fragile eco-system, he launched Prakritii – Cultivating Green. Prakritii manufactures eco-friendly and biodegradable disposable dinnerware, an alternative to plastic and thermocol dinnerware. |

Successful Ecopreneurial ventures outside India

1. Paper Water Bottle:

| | Headquartered in Kentucky, USA, Paper Water Bottle is the 1st of its kind in the world – represents a new, innovative, and truly ecofriendly design of a water bottle which is completely made of ecofriendly materials replacing plastic water bottles. Globally, 80 billion plastic bottles are produced annually and 80 percent of those end up in the oceans and landfills that then take 800 years to biodegrade. The company provides with the most eco-friendly packaging and products possible. |

2) WASARA

A Japanese company headquartered in Tokyo, Japan and founded in 2008 by KeichiroIto, the company is involved in designing and producing elegant and earth friendly tableware. Use of 100% tree-free, renewable materials, specifically, bamboo and bagasse to make these products. They provide a wide range of products from tumblers, plates, compotes, trays, utensils and wine cups. These products are fully biodegradable and compostable WASARA products reduce environmental burden and can be produced without fear of exhausting our natural resources.The products are for onetime use and they are hundred percent compostable replacing plastic tableware.

3) Biopac:

Biopac,set up in the year 2002 the company has quickly grown to become the UK's leading developer, manufacturer and supplier of eco-friendly food packaging and catering products. They offer products such as beverage cups, food containers, soup containers, food trays, ice cream containers. These products can be composted alongside the food waste and are completely ecofriendly. The packaging materials they use are corn starch, potato starch, sugarcane or bagasse and palm.

4) Leaf Republic:

This German company is involved in sourcing leaves from Asia and Africa to make tableware. Leveraging Indian wisdom of making leafs plates this company makes its tableware out of leafs. The company received great funding due to it's innovative idea. After three years of research and development and making prototypes, Leaf Republic is now out with its entire set of leaf tableware. In order to reduce plastic waste, Leaf Republic will start shipping products around the world. Each plate costs around £8.50 each, which is (INR 711.2).

5) Avani Eco :

Avani Eco from Indonesia produces goods including cassava carrier bags, takeaway food containers made from sugar cane and straws fashioned from corn starch, which its founder Kevin Kumala says can biodegrade relatively quickly.

IV. Opportunities for Emerging Ecopreneurs:

Since the ban on plastic products have become universal, it has opened avenues for entrepreneurs to produce innovative alternate products like

- Bamboo toothbrushes
- Clay refrigerator

- Earthern cookware

- Eco friendly wooden toys

- Clothes made from recycled fabric

- Biodegradable Garden pots

- Wooden watches/Sunglasses

- Ecofriendly phone cases

- Pens made of Wood

- Eco friendly clothings etc

V.Conclusion

The menace of plastics has been realized by the developing countries around the world. Therefore many constructive measures have been taken by different governments to find alternatives for plastics. This has opened doors for entrepreneurs nationally and internationally to come up with innovative products and ideas which can be tapped as a useful opportunity for all the prospective entrepreneurs.

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