

JOURNALISM STUDIES: AN OVERVIEW

Unit Structure :

- 1.0 Objectives
- 1.1 Overview of Journalism
- 1.2 History of Journalism Research
- 1.3 Journalists as Gatekeepers
- 1.4 The Gatekeeping Model
- 1.5 Criteria of Choosing a News Story
- 1.6 The Gatekeepers
- 1.7 Critical Issues (Summary)
- 1.8 Questions
- 1.9 References

1.0 OBJECTIVES:

- To trace the origin and development of journalism studies
- To examine the significance of journalism studies in contemporary society
- To understand the gatekeeping model of journalism
- To evaluate the criteria for choosing a news story

1.1 OVERVIEW OF JOURNALISM

Journalism has been around since the time people realised the need to share information about themselves and others.

Journalism is the gathering, organising and distribution of news –to include feature stories and commentary – though the wide variety of print and non – print media. The earliest reference to a journalist product comes from Rome circa 59 B.C.

The study of journalism is significant for the following reasons.

- 1- The news shapes our perceptions of the world. The stories of journalists keep us updated about the realities and happening.
- 2- We are able to understand various local, national and global contexts.
- 3- It plays a significant role in shaping our identities as citizens.
- 4- It is important for everyone to understand contemporary culture.

Today journalism is a fast growing field. Many scholars are identifying them as journalism researchers. The past few years have also seen the creation of journalism studies. It has also produced its own body of theories and literature. A large number of books to an audience of journalism researchers are available in the market.

Let us check your progress

Q. Give an elaboration on overview of journalism

1.2 HISTORY OF JOURNALISM RESEARCH

1. The Pre - history: Normative Theories: Journalism studies can be viewed as an emerging field and also as an existing area of scholarly research. Journalism as a profession emerged in the 20th century with the beginning of scholarly work in the field.

“Prehistory” of journalism research can be found in the work of German social theorists like Hanno Hardt, Robert Eduard Putz etc. Scholars then were more concerned with role of journalism in socio-political context

2. The Empirical Turn: In the United States journalism studies emerged from professional education. In countries like U.K Denmark etc. The journalism training was outside the academic discipline, within news organisations through skill based courses. Students were taking courses in short term and journalism law.

Most journalism training and scholarly research in journalism has come from social sciences and humanities. This is perhaps the main reason for the interdisciplinary nature of journalism studies.

In the U.S the empirical studies on journalism emerged in the 1950's with the combined work from the discipline of sociology, political science and psychology. It's origin within social science had a profound impact on production of knowledge about journalism.

3. The Sociologist Turn: The decade of 1970s and 80s saw a strong influence of sociology and anthropology and journalism research. This is described as a sociological engagement, professional ideologies and culture, storytelling and narrative and growing importance of news.

4. The Global-Comparative Turn: The global rise of international comparative research has been accelerated by political change and new communication technology; it is still an extremely diverse scholarly occupation and has unevenly borrowed from social sciences and humanities.

- US scholarships stand out due to its strong empirical quantitative focus and use of middle range theories.
- UK and Australian critical traditions are influenced by British cultural studies
- French journalism research draws heavily on semiology and structuralism.
- German scholarship is influenced by system theory.

Many journalism researchers in Asia have been educated in the US and have therefore internalized a strong American orientation. In the growing internalization of the field, however the key English language journals continue to be dominated by Anglo - American scholars. Most editors and Editorial members are US and UK based and scholars other than English world are still a minority.

Let us check our progress:

Q. Examine in detail the history of journalism research

1.3 JOURNALISTS AS GATEKEEPERS

Gatekeeping is the process through which information is filtered for dissemination, whether for publication, broadcasting, the Internet, or some other mode of communication. A news producer decides to cover one issue but not another or a magazine reporter selects a source to interview for an article. The gatekeeping function of journalism has shifted under the changes of the digital information age. While the Internet has forever altered the way we read the news -- increasingly on websites and mobile devices and less in the print publications of the past -- the principles of gate keeping still apply in many instances.

Gatekeeping theory is the nexus between two inarguable facts: events occur everywhere all of the time and the news media cannot cover all of them. And so, when an event occurs, someone has to decide whether

and how to pass the information to another person, such as a friend, an official, or even a journalist.

Journalists as Gatekeepers

Journalists are bombarded with information from the Internet, newspapers, television and radio news, news magazines, and their sources. Their job of selecting and shaping the small amount of information that becomes news would be impossible without gate keeping. It is the process of selecting, writing, editing, positioning, scheduling, repeating and otherwise massaging information to become news. Since gatekeepers provide a picture of the world for the rest of us, it is vital for scholars to understand the gatekeeping process and its impact on the reality presented to the public.

Gate keeping studies focuses on selection, rejection, shaping and scheduling of bits of information. Tracking the flow of items dates back to Kurt Lewin's (1947) social psychological theory of how people's eating habits could be changed. In his theory, items were food products.

1.4 THE GATEKEEPING MODEL

1. Information moves step by step through channels. The number of channels varies and the amount of time in each channel can vary.
2. Information must pass a "gate" to move from one channel to the next, such that...
3. Forces govern channels. There may be opposing psychological forces causing conflict which creates resistance to movement through the channel. Further...
4. There may be several channels that lead to the same end result.
5. Different actors may control the channels and act as gatekeepers at different times.

Let us check our progress:

Q. What is meant by gatekeeping model? Discuss.

Q. Write a detailed account on gatekeeping in journalism.

1.5 CRITERIA OF CHOOSING A NEWS STORY

Journalists rely on the five criteria when choosing a news story.

- strong impact
- Violence, conflict, disaster, or scandal
- Familiarity
- Proximity
- Timely and novel.

The following figure illustrates a world of items that may enter the gatekeeping process. Not all items are selected. Some make their way into channels, which are sometimes divided into sections, each of which can be entered only by passing through a gate. Forces facilitate or constrain the flow of items through gates, by varying in magnitude and valence direction and by working on either or both sides of the gate. Figure shows three channels and many information items, but only one item makes its way through a channel and is transmitted to one or more audiences. Negative or weak forces keep some items from progressing through the channels, and it is important to note that forces exist both before and after gates. For example, the expense of microwave remote equipment is a negative force in front of the gate, slowing a television station's ability to cover live events, but once the equipment is purchased and passes the gate, the purchase has a positive force, leading the news producer to use it often to justify the expense. The final element shown in Figure is the outcome of the gatekeeping process, not only the result of being selected, but also the outcome of many influences on the item as it passes through channels, sections, and gates.

The gate keeper controls the information passing through the channel and also the final outcome. Gatekeepers take many forms, for example: people, professional codes of conduct, company policies, and computer algorithms. All gatekeepers make decisions, but they have varying degrees of autonomy. The information management company Google uses algorithms—sets of formulas that translate the company's gatekeeping policies into computer instructions—to select news items for readers of the news Web page news.google.com. Google's selections are presented as current news to its many readers, and it might seem that the human gatekeepers have no autonomy; however, algorithms are the product of many decisions from the level of management to code writers. Google News is the outcome of this process, representing a seemingly objective picture of the day, but this objectivity is a characteristic of humans and their understanding of the world, not of computer programs.

In early gatekeeping studies about news events the gate was understood to be an in/out decision point. There was no concern for other aspects of the gatekeeper's job. Later studies however, emphasize that gatekeeping is a more complex process, it involves:-

- The amount of time and space allotted to the news event
- Where to publish and place the story
- The use of graphics
- Number of stories about an event in a day or across day
- Whether the story returns in a cyclical pattern

In other words, journalists can frame the story.

Let us check our progress:

Q. Briefly examine the various criteria for selection of the news.

1.6 THE GATEKEEPERS

The gate keeping tradition has, by its nature, focused research attention on the individuals controlling the gates: “Mr. Gates.” A major line of research has been devoted to describing the characteristics of these individuals, in an attempt to better understand what decisions they will be likely to make. Recent theorizing has had to struggle with the very definition of “who is a journalist,” but gate keeping perfectly locates that definition directly with the professionals working within news organizations: those who have editorial responsibility for the preparation or transmission of news stories or other information, including full-time reporters, writers, correspondents, columnists, news people, and editors.

The most recent national survey by Weaver et al. (2007) described the personal and professional traits of these journalists, comparing them to the public in general.

Weaver and his colleagues have tracked many of the changing demographics and practices of journalism. Bleske (1991), in keeping with the growing number of women in journalism, explored how gatekeeping changed, or did not change, when the gatekeeper was a woman instead of a man. Liebler and Smith (1997) found that the gender of the gatekeeper made little difference in news content. Others have explored the role of race in the selection and construction of news.

Weaver et al. (2007) have explored how the public or civic journalism movement of the 1990s has expanded journalistic role conceptions, influencing how gatekeepers understand their work. However, it has been the arrival of technological and accompanying

institutional changes that has spurred new waves of gatekeeping research. For example, while early studies examined gate keeping at newspapers, Berkowitz (1990) explored how the gatekeeping process worked in local television news.

Abbott and Brassfield (1989) compared gate keeping at print and electronic media and found some similarity in their decision making. Attention has more recently shifted to the online environment in which news is constructed. The common thread in this line of research is that technological changes will produce changes in what news organizations do and how they function. As Singer puts it, “Unlike the print newspaper, the Web is not a finite, concrete media form; instead, its form is simultaneously fluid and global and supremely individualistic”.

Let us check our progress:

Q. Critically examine the role of a journalist as gatekeeper.

1.7 SUMMARY

Lewin held that forces at the gate determine which items become news and which do not. These forces limit the autonomy of individual gatekeepers and shape the news in regular ways. Although some of Lewin’s gate keeping theory invoked metaphors, such as channels and gates, “force” apparently has some ontological substance. There are pressures on gatekeepers to select or not select information. But what are those forces? For the most part, gate keeping theorizing and research have raised that question. However, for a variety of reasons, it is a question worth asking and worth answering.

First, as the society is not satisfied with the news that journalistic gatekeepers produce, we should empower practitioners to alter institutional practices.

Second, the way that Lewin used “force” can obscure the nature and use of coercive “power” in the gatekeeping process. Hegemonic elites may exert power over the journalism field as compared to those with little power.

Thirdly, theorizing requires a usual set of propositions. But without articulating the nature of the force at the gate, we may hold contradictory

assumptions, for example, about the nature of human rationality. Or we may rely on functionalist assumptions that do not hold up to empirical scrutiny.

Little has been done in the way of systematically examining the nature of the “forces” at the gate. It appears that they vary depending on the level of analysis.

At the individual level for example, research has shown that not all decision making is driven by conscious reflection—it can just as easily result from subconscious factors, such as an availability or representativeness heuristic.

At the social system level, social institutions create “constraints and opportunities to which media organizations and actors respond”. These constraints and opportunities emerge on the basis of contemporary development of economic, political, and media institutions. News content is similar in a social system because actors respond rationally to the same constraints and opportunities. To the extent that the institutional environment may produce more than one rational path, we might expect variation even among rational actors.

1.8 QUESTIONS

1. Write a detailed note on Journalism studies.
2. Discuss the four phases in the history of Journalism Studies.
3. Elaborate with suitable examples on how “Journalism has become an upcoming field”.
4. Briefly discuss the role of the journalist as gatekeeper in the gatekeeping process.
5. Define Gatekeeping and explain its significance in Journalism.

1.9 REFERENCES

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ETHICS IN JOURNALISM, WOMEN JOURNALISTS

Unit Structure :

- 2.1 Ethics in Journalism
- 2.2 Duties and Responsibilities of Journalists
- 2.3 Women and Journalism
- 2.4 The future of journalism studies
- 2.5 Summary
- 2.6 Questions
- 2.7 References

2.0 OBJECTIVES

- To critically evaluate the ethics in Journalism
- To examine the duties and responsibilities of Journalism
- To understand the issues and challenges faced by women journalists
- To explore the future of journalism studies

2.1 ETHICS IN JOURNALISM

Five Core Principles of Journalism

1. Truth and Accuracy

Journalists cannot always guarantee ‘truth’, but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy, give all the relevant facts we have and ensure that they have been checked. When we cannot corroborate information we should say so.

2. Independence

Journalists must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. We should declare to our editors – or the audience – any of our political affiliations, financial arrangements or other personal information that might constitute a conflict of interest.

3. Fairness and Impartiality

Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence.

4. Humanity

Journalists should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others.

5. Accountability

A sure sign of professionalism and responsible journalism is the ability to hold ourselves accountable. When we commit errors we must correct them and our expressions of regret must be sincere not cynical. We listen to the concerns of our audience. We may not change what readers write or say but we will always provide remedies when we are unfair.

Let us check our progress:

Q. Discuss the important core principles of journalism.

2.2 DUTIES AND RESPONSIBILITIES OF JOURNALISTS

Working as a journalist is not a job to be taken lightly. Journalists have a duty to report the news thoroughly and without bias. If you aspire to be the mouthpiece for your audience, understand your role, your audience and the power of your words. Strive every day to uphold the journalistic integrity that comes with the power of the pen and work to achieve the goal of delivering the most complete and balanced story possible to your audience.

1. Upholding the Truth through Verification

A journalist is responsible for reporting the truth, not because he is inherently unbiased but because he upholds the importance of objective verification. This means that he should consistently test every fact used in his story, including researching all information shared with him by his sources, according to the Pew Research Journalism Project. A strict adherence to verification ensures that personal and cultural biases don't sneak in and take over reporting.

2. Unbiased Reporting

A journalist's report should be unbiased, according to Pew's Principles of Journalism. This means that if he has a financial interest in his subject, he should give the report to someone else. If the company that owns a news agency has a financial interest in a story, the agency should

take extra care to ensure its reporting is not affected. A journalist's report should present all sides and all viewpoints on a matter. He should seek more than one source for a story to ensure that multiple sides are represented. If someone comments on a person, he should seek to get the other person's response.

3. Serving the Public as a Watchdog

The journalist's duty is to the public, not the government. Journalists are sometimes referred to as the fourth branch of the U.S. government for this very reason. They should hold the government and others in power accountable to the citizens. By being independent from the government, they can monitor power and serve as an information source and not a propaganda mouth. Journalists serve as a watchdog to balance government power and hold it accountable to its citizens.

4. Forum for Public Comment

The journalist provides a forum for public comment, according to Pew. It allows an avenue for criticizing the government and corporations. Journalists help stir up discussions that might later lead to change and problem solving. But by serving as a point of public discussion, journalists must strive to represent all sides of the discussion, not only the richest or loudest voices.

5. Comprehensive Reporting

As Pew Research states, journalists create a type of map of events, making it easier for citizens to navigate through the important research. They must strive for proportion in reporting, not overly sensationalizing entertaining stories or neglecting important issues for the purpose of getting more viewers. A news agency that hires a diverse staff can more easily achieve such diverse reporting.

6. Making Important News Interesting

A news agency must engage its audience to get them to tune in. But it also must find ways to make significant stories interesting, so that readers and viewers don't miss out on what they need to know, the Pew Research project states. It should frame important world events in ways that will be relevant to its audience, while still getting the most important messages across.

7. Personal Conscience in Reporting

The overarching ethics of journalism should not override each individual journalist's personal ethics and conscience. A good news agency should allow reporters to have differences of opinion, as this can lead to more diverse reporting, according to Pew Research. Individuals should be able to voice their concerns in the newsroom and be governed by their personal conscience. Diversity should be sought in this way without simply trying to get higher ratings from day to day.

Let us check our progress:

Q. Elaborate on the significant role and responsibility of the journalist.

2.3 WOMEN AND JOURNALISM

More and more women are entering journalism, a profession long reserved for men. Some have chosen to focus on investigative reporting, covering human rights violations, corruption or other subjects that are off-limits in their society. Like their male colleagues, they are the targets of threats, intimidation, physical violence and even murder because of their reporting.

But because they are women, the harassment often takes specific, gender-based forms, including sexual smears, violence of a sexual nature and threats against their families. The very fact of being a woman journalist is regarded in some societies as a “violation of social norms” and may lead to reprisals.

In a profession that is still mainly masculine, many women prefer not to speak out about the specific difficulties and dangers to which they are exposed in connection with their work. But a worldwide study published last year by the International Women's Media Foundation (IWMF) spoke for itself.

Nearly two thirds of the 977 women journalists questioned in the IWMF survey said they had been the victims of intimidation, threats or abuse in connection with their work. In a third of the cases, the person responsible was their boss. Nearly half had been subjected to sexual harassment and more than a fifth to physical violence. Despite the psychological impact of this abuse, most of the victims say nothing.

Women journalists (WJ) throughout the world experience specific obstacles for the mere reason of their gender as well as a result of their work, including gender-specific threats and attacks that have gender specific consequences. On a daily basis, women journalists are subject to gender-based censorship, on and offline, on the ground and in the newsrooms, in the public space and in their homes.

In many countries societal norms and gender expectations continue to be a major challenge to the safety and professional development of WJ.

The social pressure, sometimes so severe that it becomes a form of violence itself, from relatives, colleagues, employers and audiences, on and offline, creates a chilling effect on their right to freedom of expression as many have to resort to self-censorship or quit their work. While the majority of journalists killed as a result of their work worldwide in recent years are men, the gender divide is either leveled or even reversed when reviewing statistics available for other types of aggressions against journalists. Sexual violence and online harassment are more frequently linked to WJ, for example.

According to the testimonies and evidence collected by ARTICLE 19 in countries where journalism is a particularly dangerous activity, such as Mexico, Bangladesh, Brazil, Honduras and Russia, direct threats are the most recurrent challenge for journalists. In the case of men, threats are usually directed to their physical and psychological integrity, while in the case of WJ, threats also include reputational smearing campaigns (often of a sexual nature) and potential physical attacks against members of their families. When these types of threats are delivered to WJ, the use of sexist and openly misogynist language is recurrent. According to our experience, unlike male journalists, WJ rarely share or publicize details of such incidents for fear of being treated differently by their colleagues or in the workplace.

Added to these challenges, female journalists are disproportionately subjected to sexual threats and harassment on the Internet. Certainly this is a threat faced by all women and girls in cyberspace; in the case of the WJ it also results in a lack of representation in both media content and opinions pieces, acting as a kind of de facto censorship.

Let us check our progress:

Q. Elucidate on the role of women as journalists.

2.4 THE FUTURE OF JOURNALISM STUDIES

We currently live in the era where both journalism and society are undergoing profound transformation. Anthropologists have been critical of field tendency to slow down and projection of powerless and culturally distant groups. In contrast one may argue the focus of journalism research has been on “studying up” or engaging in “elite research”. This practice

has profoundly influenced which news to be best documented or which are to be neglected. However it is suggested that the field of journalism studies must go ahead of this narrow framework. Scholars should work in the direction of broadening the scope of journalism research.

Journalism studies tend to ignore the work at less glamorous journalism workplace. It is a problematic area as the working conditions of journalists vary hugely depending upon social, economic, political and technological context. Researchers tend to get approval, money and grants for more elite and well known organizations than marginalized media practices.

Neglect of marginalized media practices: The neglect of marginalized media practices in the newsroom is alarming. It mostly caters to full time news reporters rather casualized, multi - skilled and free-lance journalists despite the fact that the journalistic workforce is mainly based on short term employment and is heavily dependent on freelancers.

Other journalistic productions which operate on the peripheries are also equally neglected by researchers in journalism studies.

Specialist journalists are kept away from the news gathering process and are considered low in the hierarchy. Even the work of art journalists, music journalists and features reporters also receive less attention.

Journalism studies also try to define the boundaries of journalism by examining talk shows, free sheets, blogs and online news and the impact of these on understanding journalism. The marginalized journalism is increasingly becoming visible in journalism research.

Journalism studies can benefit from understanding of the audiences. Researchers need to link the individual, organizational and social influence on news production to actual news content and relate this to the effect of news coverage. Rather than taking the western model for granted one needs to challenge it from a global perspective which doesn't favour any local point of view.

Journalism studies thus must truly become cosmopolitan by paying more attention to regions of the world which have remained unattended by journalism researchers. Like sub-saharan Africa, parts of the Middle East, Asia and South America. Research in less developed regions will provide an opportunity for academic interaction.

2.5 SUMMARY

Journalism studies have always been inter-disciplinary, deriving from sociology, history, linguistic, political science and cultural studies.

Journalism studies often find itself in a difficult position at the intersection of their different group with frequently clashing and journalism scholars.

Journalism studies need to pay more attention to transfer of knowledge, generated by scientific inquiry, to the field of journalism education and practice.

Journalism studies ought to analyze journalism in historical and cultural context. It should engage in explanatory studies that can go beyond mere description and can conduct more systematic and longitudinal studies. This can trace the changes in journalism over a period of time.

2.6 QUESTIONS

1. Write a detailed account on the ethics in journalism.
2. Define 'Journalism Ethics'. Bring out the various ethical issues and concerns in Journalism.
3. Write a detailed note on duties of a journalist.
4. Assess the role and contribution of women journalists in the newsroom.
5. Critically evaluate the challenges and problems faced by women journalists.
6. Write a note on the gender differences in value among male and female reporters.
7. Comment on the role and responsibility of future journalists with suitable examples.

2.7 REFERENCES

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MEANING OF ENTREPRENEURSHIP, ROLE AND ATTRIBUTES OF AN ENTREPRENEUR

Unit Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Meaning of Entrepreneur
- 3.3 Role of Entrepreneur
- 3.4 Attributes of an Entrepreneur
- 3.5 Summary
- 3.6 Questions
- 3.7 Reference

3.0 OBJECTIVES

- To introduce the learners to the concept of Entrepreneur
- To Understand the role of an Entrepreneur
- To analyse the role of an Entrepreneur in the economy

3.1 INTRODUCTION

In the growing and constantly changing economy, it has become imperative for each and everyone to secure their financial status and their source of earnings. Innovation, strategic planning, proper marketing techniques is the need of the hour which can lead to growth of new markets. The revolution in the economy can bring about drastic changes in the standard of living of the people. However, negligence and lack of capabilities on the part of industries can affect the lives of the entire population. Entrepreneurship, therefore, is of utmost importance when it comes to developing the nation.

3.2 MEANING OF ENTREPRENEUR

Entrepreneurship is defined as the act of starting and running your own business, or a tendency to be creative and wish to work for oneself in one's own ventures. An example of entrepreneurship is a person who is running his own business.

Entrepreneurship is **the process of identifying and developing economic and social opportunities through the efforts of individuals and organizations** which in turn result in starting and building new businesses which can be either an independent enterprise or within an incumbent organization. The most prominent example of Entrepreneurship is Starting one's own business.

Peter F. Drucker defines an Entrepreneur as one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs which refer to the means by which they exploit change as an opportunity for a different business or service. According to McClelland, entrepreneurs do things in a new and better way and make decisions under uncertainty. Entrepreneurs are characterized by a need for achievement or by an achievement orientation, which is a drive to excel, advance, and grow. Therefore, any person who starts his/her own business and is capable of taking risks to make profits is an Entrepreneur. Jehangir Ratanji Dadabhoy Tata, Dhirubhai Ambani, Dhirubhai Ambani, Nagavara Ramarao Narayana Murthy are examples of successful Indian Entrepreneurs to name a few.

Check Your Progress

1. Can you define an Entrepreneur ?
2. Can you give recent examples of entrepreneurs apart from ones mentioned above?

3.3 ROLE OF AN ENTREPRENEUR

An entrepreneur is someone who starts and runs a business. They combine several production components (such as land, labour, and capital) in an attempt to develop a new viable economic endeavour. Entrepreneurs are significant 'factors of production' and a necessary component of a healthy free market economy.

The evolution of the free market- In a free market, entrepreneurs are crucial because they assist the market in responding to changing pricing and consumer preferences. For example, with the increased usage of the internet, an entrepreneur may perceive the opportunity to launch a new home delivery service that allows customers to purchase using an app.

Product markets without entrepreneurs would become stagnant and slow to respond to new technologies and trends.

Improvements in efficiency. A successful entrepreneur may be able to profit from an existing business. This has the potential to lead to 'creative destruction.' A term used to characterise economic changes that may result in the closure of businesses and/or the loss of jobs in the short term. This risk of creative destruction, on the other hand, provides an incentive for established businesses to adapt and improve their own efficiency. In reaction to Ola/Meru/Uber cab services, for example, traditional taxi companies were encouraged to develop their own applications.

Dynamism - Entrepreneurs have the ability to make substantial improvements and introduce new technologies having a significant impact on an industry. Henry Ford's innovative use of assembly lines, for example, resulted in a significant reduction in the average cost of creating an automobile. Other carmakers were forced to follow suit as a result of his cost-cutting efforts.

Generating New values. An entrepreneur is not only related to price and profits. An entrepreneur may be motivated to enter an industry to offer a more ethical product or provide a service to a community. For example, Anita Roddick set up a Body Shop at a time when many cosmetics were tested on animals. Her new set up eschewed animal testing. It proved a successful business strategy.

Catalyst - Entrepreneurs serve as a catalyst in boosting the economy of a nation as well as that of the world. They set up innovative ideas to earn huge profits by using technology which results in boosting up the national as well as world economy.

Capital Formation - Entrepreneurs seek out and seize possibilities. They contribute to the increased Net national Product and per capita income in the country, both of which are essential indicators of progress.

Improvement in standard of living - New business ideas along with production of goods, especially at affordable prices results in services being accessible to common man. This results in improvement of the standard of living of the people.

Check Your Progress

1. What is meant by Capital Formation ?
2. Explain any 4 roles of entrepreneur

3.4 ATTRIBUTES OF AN ENTREPRENEUR

Innovation - If you want to be a successful entrepreneur, you must be able to set yourself apart from the competition in some way. This can be accomplished in a variety of ways. You could either enter new markets or a new variant on existing ones. You can create an iconic brand or provide a one-of-a-kind customer service experience. Whichever you choose to do, if you want to be successful, you must find a way to differentiate yourself and attract clients to your firm.

Passion - An important attribute of an entrepreneur is to be passionate towards his/her work. Driving your business through passion is of utmost importance to make profits and connect with the customers.

Hardwork - It is only through hard work which is the result of passion to achieve goal and success. Without hardwork, it is impossible to grow a business no matter how large investments are or how big the portfolio or a profile of a company is .

Risk Taking - Setting up a business is a high risk activity since and there's always the possibility that it will fail. Not only that, but expanding your business, expansion into new areas, investing funds, and adding new staff may require you to take numerous risks. You can never be able to expand your business or make it successful if you hesitate or are hesitant to go in with both feet.

Tenacity - Most entrepreneurs will suffer failures that will put their commitment to the test, with up to 80% of new enterprises failing within first five years. Developing a new concept entails a period of trial and error, with plans being redrafted in response to feedback from suppliers and customers.

As dreams are broken, time passes, and money disappears, it is just too easy to grow melancholy. Those that have the perseverance to stay the course, on the other hand, will learn from their mistakes and go on to become the next, erroneously called "overnight success."

Focus - It is a human tendency to try and complete as much as possible in a given time. What differentiates an Entrepreneur from a common man is his/ her focus in trying to differentiate what is needed and what is not. Often, the important skill is continuously redefining your priorities so that it reaches its zenith.

Check Your Progress

1. What are the attributes of an entrepreneur?
2. If you wish to become an entrepreneur, what attributes would you consider for yourself.

3.5 SUMMARY

Entrepreneurship is **the process of identifying and developing economic and social opportunities through the efforts of individuals and organizations** which in turn result in starting and building new businesses which can be either an independent enterprise or within an incumbent organization. The most prominent example of Entrepreneurship is Starting one's own business. An entrepreneur plays an important role in the progress of an economy. Vision, Passion, Innovation, Risk management and risk taking are few important attributes of an Entrepreneur. For an economy to grow it is important to boost the entrepreneurial skills of the youth .

3.6 QUESTIONS

1. What is Entrepreneurship ? Explain the role of an Entrepreneur
2. What are the attributes of an Entrepreneur? Discuss an Entrepreneurs role in the developing economy of a nation .

3.7 REFERENCES

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WOMEN ENTREPRENEUR'S

Unit Structure :

- 4.0 Objectives
- 4.1 Introduction
- 4.2 The rising need for Entrepreneurship
- 4.3 Women Entrepreneurs
- 4.4 Women Entrepreneurs in India
- 4.5 Challenges faced by Women Entrepreneurship
- 4.6 Contributions of Women Entrepreneurs
- 4.7 Suggestions to overcome the challenges
- 4.8 Conclusion
- 4.9 Summary
- 4.10 Questions
- 4.11 References

4.0 OBJECTIVES

- To understand the role of Women in Entrepreneurship
- To know the challenges faced by women in Entrepreneurship
- To suggest changes that can help women to overcome the challenges

4.1 INTRODUCTION

Needless to say, Entrepreneurship has always been a male - dominating field from ancient times. However, the situation has changed drastically making women innovative and inspirational entrepreneurs. The urge of women to be economically self dependent and The spread of education encouraged the entry of women in entrepreneurship. Earlier people looked strangely at the women who worked outside the realm of their houses. But today the scenario has changed and we see women entrepreneurs in almost every type of industry. One cannot overlook the role of women in economic development, rather their contributions are quite significant. Still there is a lot of scope in the development of women entrepreneurship. Women entrepreneurs need to be properly trained to acquire the entrepreneurial skills and traits so that they can face the challenges in the changing global scenario .

4.2 THE RISING NEED FOR ENTREPRENEURSHIP

Women entrepreneurship is a recent phenomenon which came into existence in 1970. But this concept became prominent in the year 1991, when the new industrial policy came into existence. This policy promoted

globalization, liberalization and privatization which created maximum self - employment opportunities to both men as well as women. The schemes and incentives offered by the government played a significant role in the development of women entrepreneurs, the list of which in India is extremely long.

The reasons these women entered into entrepreneurship may be different. Some might have entered to support their families or to develop the family business or to be financially independent. Irrespective of the problems, the women entrepreneurs are known to be efficient risk bearers innovators and organizers.

The fast moving global scenario has brought about major changes in our economy. The competition in the environment is going to limit the employment opportunities thus creating a necessity of self - employment. The self -employment and the entrepreneurship development opportunities will have to be extended to both the male and female entrepreneurs without any gender discrimination. Thus entrepreneurship development will be a powerful tool in fighting the problems of unemployment. Entrepreneurship is one of the major factors which contribute to the development of the nation. The enterprising spirit of the people boosts the economic development.

4.3 WOMEN ENTREPRENEURS

A woman entrepreneur is a woman or group of women who initiate, organize and operate business enterprise for personal gain. The concept of woman entrepreneur is related to the concepts like women empowerment and emancipation. Today we find women in different fields as compared to the earlier days where the activities of the women were limited only to domestic work. Today we find women in not only in papad, pickles and powder businesses but also in manufacturing, trading and service sectors. No doubt the speed is very low, but women are entering into the entrepreneurial field and certainly they are creating their impact.

Check your Progress

1. How does Entrepreneurship help to boost economic growth?
2. Can you explain the meaning of women entrepreneurs?

4.4 WOMEN ENTREPRENEURS IN INDIA

During the period between 70s & 90s, women were attracted towards various opportunities of employment in teaching jobs, banking sector, etc. There were also women who were found in low productive activities like agriculture. They were perceived as a homemaker and an idea that a woman can take up entrepreneurial activity was considered as a joke.

After the introduction of the new industrial policy, the women started responding to the changes and began entering the entrepreneurial markets. Women began with homemade products like papds, pickles, etc. But later the focus was shifted towards the entrepreneurial activities of medium enterprises related to the manufacturing, trading and service related sector.

The planning commission and also the Indian Government has recognized the need for the women to participate in the mainstream of economic growth. The Government of India through different policies and programmes is encouraging the Indian women to come forward.

For example Training of Rural Youth for Self Employment (TRYSEM), Prime Minister Rojgar Yojna (PMRY), Development of Women and Children in Rural Areas (DWRCA), The Integrated Rural Development Programme (IRDP). The Government has also extended subsidies, tax waiver schemes and concessions for the women entrepreneurs. Following are a few schemes offered by the Government.

1. Integrated Support Scheme provided by the National Small Industries Corporation (NSIC)
2. Prime Minister's Employment Generation Programme (KVIC) and Coir Board
3. Priyadarshini Yojana Scheme by Bank of India
4. Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for women, provided by the ministry of Micro, Small & Medium Enterprises.
5. Micro & Small Enterprises Cluster Development Programme (MSE - CDP)
6. Support to Training and Employment Programme for Women (STEP)
7. Assistance to Rural Women in Non - Farm Development (ARWIND) schemes
8. Swayam Siddha provided under Schemes of Ministry of Women and Child Development
9. Credit Guarantee Fund scheme
10. SIDBI Marketing Fund for Women
11. Management Development Programs

12. Mahila Samiti Yojna
13. Indira Mahila Yojna
14. National Banks for Agriculture and Rural Development Schemes
15. SBI's Stree Shakti Scheme
16. NGOs Credit Schemes
17. Micro Credit Schemes
18. Integrated Rural Development Programme (IRDP)
19. Women ' s Development Corporations (WDCs)
20. Marketing of Non - Farm Products of Rural Women (MAHIMA)

The efforts of the Government of India, Banks, NGOs and various other associations have encouraged women to startup their own enterprises. Though women have travelled a long journey in this field , the future is difficult and extremely demanding.

4.5 CHALLENGES FACED BY WOMEN ENTREPRENEURSHIP

Just as a woman faces challenges in her everyday life, the situation is not at all different for her when she enters the economic market. In Fact the challenges increase at every stage while entering into any entrepreneurial activity and also while they are continuing with their business. No doubt even men entrepreneurs also have to face challenges but simply being a woman ' or the womanhood has created a number of challenges which are limited to women.

Conflicts between domestic and entrepreneurial commitments:

The biggest challenge a woman faces is how to manage domestic work along with the entrepreneurial activities. A woman primarily has to look after domestic work. Her family obligations are obstacles for her most of the time for conducting her entrepreneurial Activities. Her responsibilities towards her children and the old members and family as a whole, results in very little time left for her to engage herself in any business activity. Majority of them cannot compromise with their domestic work so end up compromising with their economic activities.

Gender gaps in education : In many families in India girls / women are avoided to go to schools and colleges due to various reasons . The family members stop their education at different levels before graduation, thus the question of higher education doesn't come into picture. There is a lack of combination of education, vocational courses and other courses necessary for taking up any entrepreneurial activity.

Not Being Taken Seriously : Women who take up any business are not taken seriously . The People around her feel that it is her hobby or any side project to her family duties. Women's opinions and advice are not always viewed as — expert compared to a man's opinion. (Dr. Vijaykumar A. and Jaychitra S). Most of the time their ideas are even ridiculed, just because

she is born as a female. This leads to de- motivation .This gender bias becomes a major hindrance for a woman entrepreneur.

Wanting to please everyone: In a patriarchal society, Women are always socialised to fulfill the demands of everyone and keep them happy. They tend to compromise and adjust themselves to the demands of their society. Majority of them give up their talents, their dreams for their families.

Patriarchal Society : Even today, women fall victims to male ego. Most of the time they are deliberately kept inside their houses and are not allowed to take part in the business activities. It is extremely difficult for a woman to take up entrepreneurship in such societies. Patriarchal societies are responsible for destroying not only the dreams of a woman but also their talents.

4.6 CONTRIBUTIONS OF WOMEN ENTREPRENEURS

The role of women in the economic development of the nation cannot be neglected. In fact they have to be encouraged and motivated to take active part in any business activity. Women occupy a larger share of the informal economy and also in the micro and small enterprise sector in India.

The acceleration of economic growth requires an increased supply of women entrepreneurs (Shah, 2012). Women entrepreneurs play the role of change makers not only in the family but also in the society and inspire other members of the society to take up such activities. Women entrepreneurs are assets of the nation as they are engaged in certain productive activity and also create job opportunities for others. This leads to poverty reduction and minimising the problem of unemployment. Their contributions can be summarised as follows :

Capital Formation :

An economy grows rapidly if the idle savings are invested in some productive activities. The idle funds invested in the industry and thus optimum utilization of national resources are done. This phenomenon of capital formation accelerates economic growth.

Improvement in per capita income :

The exploitation of the opportunities to convert the idle resources like land, labour and capital into national income and wealth in the form of goods and services is the outcome of increasing entrepreneurial activities. The per capita income and the net national product will be increased.

Generation of employment :

Entrepreneurial activities give rise to employment opportunities. The women entrepreneurs become the job creators and not job seekers. The economic growth gets accelerated by generating employment.

Balanced regional development :

The regional development of the nation is balanced as the women mostly start their business activities in the rural and underdeveloped regions. Government also encourages the entrepreneurs to start businesses in these areas through different schemes and subsidies.

Improvement in standard of living :

Various products are produced by the women in their small scale businesses, which are offered to the people at reasonable rates. New products are introduced and the scarcity of essential commodities are removed. This facilitates the improvement in standard of living.

As we have seen above, the enterprise leads to acceleration of economic growth through different angles. Women entrepreneurs are transforming families and society, besides business development. Women are also more likely to save and reinvest their profits.

Despite of all these contributions the number of women entrepreneurs is very low. Although the women are entering into the field of enterprise at lower speed, we see a number of women successfully running their businesses both in domestic markets and also international markets. Kiran Mujumdaar Shaw, Shehnaaz Hussain, Ekta Kapoor, Jyoti Naik, Rajni Bector (Cremica) etc. This is a very long list.

Check Your Progress

1. Can you mention a few Government schemes offered to the woman for taking up entrepreneurship?
2. Mention a few challenges faced by women entrepreneurs ? Can you mention a few more apart from those mentioned above?

4.7 SUGGESTIONS TO OVERCOME THE CHALLENGES

We have already looked at the challenges. Does that mean women should not take up the activities? Let us look at a few measures that would help the woman to overcome the challenges.

Believing Them:

This is one of the biggest steps to help women enter into the business market. When she comes up with an idea, rather than ridiculing her, if society starts supporting her, the fate of the women would be different.

Finance cells :

Finance cells should be opened so that the women entrepreneurs will get finance and also appropriate guidance regarding the financial schemes available to them.

Education and awareness :

The negative social attitude of the society can be changed by conducting different awareness programs and educating the women and also the society regarding the fruits of women indulging in entrepreneurial activities. Women also should be made aware of the importance of education, different vocational courses, so that they can make up their mind for starting enterprise.

Training Facilities :

Women lack different skills like the managerial skills, communication skills, language problems, etc. Various training programs can be developed so that the women take full advantage and confidently engage themselves into any business activity.

Planning :

Women should never enter into any business without proper planning. They have to create appropriate strategies. A blueprint of the activities to be undertaken should be prepared which will specify the product / service, the target customers, the mode of financing and the way the business will be undertaken on a daily basis. This will give a proper idea to the woman entrepreneur of her responsibilities and her commitments.

Team Building :

The woman entrepreneur has to forget the fact that she is the only person who will do the particular task perfectly. She should have a team, the members of which have different skills and strengths and the women should be able to coordinate with the team and thus bring out all the strengths and skills in the members for the success of the business.

Avoiding to get too close with the employees :

Women, naturally, are family oriented. She gets too close to her employees which will make it difficult many times to maintain a professional relationship with them. Thus women should be able to be professional and practical always and be informal at some times.

4.8 CONCLUSION

There is direct relationship between the economic growth, poverty reduction and women entrepreneurship. It has been correctly stated by our

first Prime Minister Pandit Jawaharlal Nehru, that when women move forward, the family moves, the village moves and the nation moves. The above discussion reveals that though women entrepreneurs are gaining recognition recently, still there is a long way they have to go.

The transition from homemaker to woman entrepreneur is not so easy and in the same way it is also difficult for a woman to succeed and sustain in her business. She has to learn from her experiences, adapt herself and overcome the challenges in her field. She has to creatively utilize her strengths to overcome the threats and grab all the opportunities to minimize her weaknesses. And most importantly, she has to fight back with the society that ridicules her. This will certainly be a mantra for her to develop and grow her business successfully.

4.9 SUMMARY

With the advent of Liberalisation, Privatisation & Globalisation, women started entering the markets by developing their self employment skills. The Government of India has taken up many measures to facilitate and encourage women entrepreneurs. Women play a major role in the development of the economy of a nation. However, there are a number of challenges that a woman faces while taking up entrepreneurship. Most of the time, society itself becomes a hurdle for a woman. But a woman has to battle with all the odds and take up business activity, either as a job or as an entrepreneur, in order to be independent and earn for her family.

4.10 QUESTIONS

1. Explain the role of women in the development of Economy. Explain the initiatives taken by the Government in facilitating women for developing entrepreneurial activities.
2. Explain the contributions of the women Entrepreneurs and the initiatives taken by the Government in facilitating women for developing entrepreneurial activities.
3. What are the challenges faced by women entrepreneurs? Suggest measures to overcome the same.
4. Explain the role of women Entrepreneurs in developing the economy.

4.11 REFERENCES

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PLAN AND GROWTH OF SMART CITIES- CRITIQUE CASE STUDY (KOCHI) KERALA, (JAIPUR) RAJASTHAN

Unit Structure :

- 5.0 Objectives
- 5.1 Introduction
- 5.2 Smart City Plan adopted by cities in India
- 5.3 Smart City Concept
- 5.4 Features of Smart City
- 5.5 Need for smart cities
- 5.6 Pillars of smart cities
- 5.7 Challenges Ahead
- 5.8 Case study of Kochi and Jaipur
- 5.9 Summary
- 5.10 Questions
- 5.11 References

5.0 OBJECTIVES

- To understand the concept of smart city.
- To identify the need for a smart city.
- To critique the smart city of Kochi and Jaipur.

5.1 INTRODUCTION:

India's urban population has increased from 26 million in 1901 to 377 million in 2011 and would increase to 590 million by 2030. This massive shift in the growth of the urban population is less inclusive for marginalized groups. At present, the metropolitan cities in India are swelling with population resulting in the collapse of infrastructure and emergence of urban problems such as pollution, poverty, housing shortage, water problems, urban conflict the list is endless. These urban problems also pose a challenge to the city manager and the policy-makers.

To sustain rapid urbanization the Govt. of India launched a very ambitious project 'Smart Cities Mission' in 2015 with the objective to

improve the quality of life of the city dwellers through citizen centric, sustainable and inclusive growth and development of the cities.

Gupta and Hall (2017) explain three components of Smart Cities Missions as follows:

- Area-based development that is going to transform the existing region even slums into planned areas, by retrofitting and redevelopment so that the city becomes livable.
- Green field projects that aim to develop new areas within the city to accommodate ever increasing population of the city.
- Pan city development that foresees the application of the smart solutions to the already present city-wide infrastructural problems.

Through the Smart Cities Mission the Government of India aimed to provide better urban infrastructure and promote smart city models for other cities in the country. The government planned to develop 100 such cities over a five year period of time.

5.2 SMART CITY PLAN ADOPTED BY CITIES IN INDIA

Moses and Elango (2017) expound smart city plan adopted by Indian cities as follows:

1. **Redevelopment:** slum redevelopment, upgrading old city bus stands, development of light rail transit system.
2. **Retrofitting:** management of smart open spaces, restoration and development of water-front, development of CBD and markets, beautification of beaches, restoration of the shore, development of creeks, conservation and preservation of heritage area, improving the interconnectivity of the open spaces, upgrading of parks, waterways and public plazas, logistic hub, disaster management, expansion of intermodal hub etc.,
3. **Mega Projects:** construction of new international Convention Centre and stadium
4. **Unique projects:** building unique projects such as incubation centers, museums, rental housing and properties with GIS.

Under the Pan city plan, the projects that are undertaken includes Smart parking system, common card for payment and operations, mobile app for traffic information, area-based traffic control, leakage identification system, CCTV surveillance, internet connectivity, a mobile app for solid waste management, waste water management and monitoring of cleanliness, rainwater harvesting, GPS tracking, smart street lights, emergency response system, sewerage treatment plants, tourist app,

shopping app, smart e-rickshaw, using solar energy and sensor technology etc.,

5.3 SMART CITY CONCEPTS

Rathi et al (2015) state that the concept ‘smart growth’, emerged in 1992 to suggest an alternative paradigm to the urban sprawl, disconnected housing and reliance on automobiles. It was primarily propelled by planners, activists, architects and historic preservationists. The concept meant mixed land use and compacted growth of city, walkability, the participation of the community in decision making. At this point, the concept of urban planning design emerged and became very popular. However gradually the concept disappeared and a new concept evolved that is “intelligent cities”. Against this background, the concept of smart city transpired. The smart enterprises such as IBM and CISCO contributed to the smart cities discourse beside this technology titans such as Microsoft and Hitachi also came up with the concept of smart technology cities. Even MIT laboratories also contributed to this discourse. But the discourse on Smart cities gained momentum due to the economic crisis of 2008. In the view of Paroutis, Bennett and Heracleous (2014) this period experienced cuts in urban finances and social welfare and took the support of the private sector to provide public urban services. This led to the emergence of a Smart City Model. The smarter cities’ trademark was officially registered to IBM in 2011. According to Hollands (2008), Smart city is an emerging concept that means different to different people. Thus there is no universal definition of the term smart city.

Barrionuevo et al (2012) explain the smart city to be a city that utilizes all the available technology and resources in an intelligent and coordinated way to develop urban centres that are integrated, habitable and sustainable.

In 2014, the Government of India defined Smart City as those cities that are sustainable in terms of economic growth, employment generation to a wider section of its citizens, irrespective of their level of skills, education and income.

Marsal Llacuna et al (2014) asserts that smart cities initiatives attempt to improve urban performance by tapping data and information technology to deliver efficient services to its citizens, to enable optimal use of existing infrastructure, to encourage collaboration among different economic players and to promote innovative business models both the sectors i.e the private and the public.

Some of the essential elements of the smart city are adequate supply of water, guaranteed supply of electricity, proper sanitation that will include management of solid waste, well organized urban mobility and public transport, housing for all, strong IT connectivity and digitalization, e-governance and enhance participation of citizens,

emphasis on sustainable development and health and education, security and safety of citizens especially elderly, children and women.

5.4 FEATURES OF THE SMART CITY

- To promote mixed land use in area-based developments. It aims to plan for unplanned areas having a series of congruent activities and land uses that are adjacent to one another so that land use becomes more efficient. The States will facilitate flexibility in land use and developing laws that are adaptable to change.
- To make housing inclusive. The significant feature of smart city mission is to open housing opportunities for all.
- To decongest the city, boost the local economy, tackle air pollution, depletion of resources, stimulate interactions and ascertain security smart city mission aims to create walkable localities. The road networks would be developed which are pedestrians and cyclists friendly.
- To preserve and develop open spaces such as playgrounds, parks and recreational spaces to enhance the quality of life of citizens.
- To promote a range of transport options.
- To create cost effective and citizen friendly governance. Increasing the dependence on online service to bring in accountability and transparency such as e-groups to get feedback, use of mobile to reduce the cost of services, online monitoring of programmes etc.,
- To give a unique identity to the city based on its culture, education, sports etc.,
- To apply smart solutions to city problems like infrastructure and services in area-based development to make the city livable.

Check your progress:

1. What is a smart city?
2. Explain elements of Smart city.
3. What are important features of Smart City?

5.5 NEED FOR SMART CITIES

India has a long history of cities dating back to 3rd century AD. It has cities of varied nature like religious, trade and manufacturing centers. However, with the increasing population and also due to lack of any systematic planning and vision along with colonization urban development occurred in a scattered manner not aligned with the needs of the locals and concerns for the environment. With Smart City Mission the Government of India took a pan India scheme to tap the locally available resources effectively and integrate it with the requirement of the locals. The role of the state is that of facilitator to identify the short as well as long term projects to embark on and to select fitting technologies, with the participation of people. The state also aimed to achieve sustainable growth to be measured in terms of well-defined indicators of smartness. The smart cities are going to benefit its citizens due to better planning and development, E-governance, development of local economy, better productivity and waste management system based on the concept of reuse, recycle and reduction. It will also have a smart city water system such as smart meters, identification of leakages and its prevention. Green building, smart parking, intelligent management of traffic and integrated multi-modal transport.

The guiding force for building smart cities would be the wellbeing of all, well connectivity, equity, efficiency and foresight.

5.6 PILLARS OF SMART CITIES

- **Smart Governance:**

For smart governance the smart cities would require around \$ 1.2 trillion over a period of twenty years. For this purpose the government relaxed the FDI norms. The government allotted \$ 83 million for digitalization. The PPP model was developed to upgrade the infrastructure of 500 urban centers. The Ministry of Urban Development plans to build two smart cities each in twenty nine States.

MUD planned to develop two cities each in India's 29 states.

- **Smart Grid:**

The crucial aspect of smart energy systems is electricity to all, establishment of smart grid test bed and smart grid knowledge center, implementation of eight smart grid projects. Beside this addition of 88,000 MW of power generation for the period 2012-2017. Installation of around 130 smart meters by 2021.

- **Smart environment**

To ensure sustainable development the Ministry of New and Renewable Energy aims to add 30,000 MW in the twelfth five year plan. Similarly, the Indian Ministry of Water resources plans to invest in the

water sector for water and wastewater management. For sanitation, the Government of India along with the World Bank initiated rural water supply and sanitation projects in various States such as Assam, Uttar Pradesh, Jharkhand and Bihar.

- **Smart transportation:**

To support ever increasing urban population the Government of India aims to develop a smart transportation system. To achieve this the Government has approved a plan to accelerate electric and hybrid vehicle production by 2020 and charging stations for such vehicles in all state and national highways by 2027. The government also aims to invest in the construction of metro, mono rails and high-speed trains.

- **Smart ICT:**

The Union Ministry under the Safe City project aims to make seven cities of India such as Mumbai, Delhi, Chennai and Ahmedabad etc., to concentrate on technological advancement.

- **Smart Buildings:**

A smart building that would save nearly thirty percent of water usage, forty percent of energy and reduce the cost of building maintenance by ten to thirty percent.

- **Smart Health:**

The government increased the health budget by twenty seven percent in 2014-15 focussing on improving the affordable health care for all and also proposed to establish twelve government medical colleges in the country and six AIIMS like institutes. The government aims for an accessible, affordable and effective health care system for its citizens.

- **Smart Education:**

Foreign countries and organizations are collaborating with the government of India for smart cities programmes. In the education sector, the government of India has allowed 100 percent FDI. The MHRD aims to establish thousand private universities for training the manpower to meet industrial and service sector requirements.

5.7 CHALLENGES AHEAD

Urban sustainability is a big challenge for India's Smart City plan due to the number of factors such as overcrowdedness, congestion, inadequate and poor quality infrastructure, pollution and decaying living environment. This poses challenges to retrofitting and the development of new smart cities. Beside this, the urban local government in India enjoys restricted financial autonomy and the capacity to build resources. They are dependent on fiscal transfers. Thus fragmented institutional set up and overlapping judicial responsibilities hinder the smooth implementation of the programmes and delivery of services to the citizens. Along with this

the poor upkeep and functioning of the existing assets aggravate the problems faced by the urban areas.

To tackle these issues the government needs to restructure to begin its smart cities projects. The government needs to adopt a more inclusive approach to the growth and planning of smart cities. For this, the urban local bodies need to be empowered to be financially sustainable and find effective local solutions. Those in government should be trained and equipped for quick responses to the problems, flexibility and imaginativeness to deal with citizen's demand.

India's complex social structures is another challenge as it consists of people from various socio-religious and economic backgrounds. Also in India big cities house the majority of its citizens in the slum. Smart cities need to serve these diverse categories of people ensuring their privacy is safeguarded and security maintained. At the same time, the services and infrastructure provided by smart cities should be within the reach of all sections of the society.

Check your progress:

1. Why do we need Smart City?
2. Explain the pillars of Smart City.
3. What are the challenges to develop Smart Cities in India?

5.8 CASE STUDY OF KOCHI AND JAIPUR

The city of Kochi lies near the western coast of Indian State Kerala. It is a commercial, industrial, tourist and educational capital and one of the major port cities of Kerala. The city has transformed from a European colony to a regional urban center. The economy of Kochi is based on exports of coconut derived products, cashews, rubber and fish. It has the largest industrial concentration with fifty five agricultural and food producing, chemicals, textiles, latex products, electronic hardware and software, biotechnology and engineering industries. In recent times the major development activities in Kochi are Metro Rail, LNG, world class container trans-shipment hub etc,. But the city faced challenges such as transport and infrastructural facilities which resulted in wastage of resources, traffic congestion and pollution.

To tackle the problems, the Smart City Kochi PP initiative was undertaken by the Kerala Government and Dubai, TECOM. It is one of the 20 cities selected by the Government of India for the development of 100 smart cities under Smart City Mission. The project enjoys single SEZ's status and is sprawled on 246 acres of land, it is expected to create job opportunities for around 90,000 people. The project is developed in line with Dubai Internet City and Dubai Knowledge City. The smart city plan was launched in 2011 and was planned to complete in 2015. After the completion the city would provide modern commercial spaces and residential units to the people and strong support infrastructure in the form of the educational institutions and hospitality industries. The commercial sector would gain from SEZ incentives as the project is developed as SEZ.

The important elements of these projects are as follows:

1. Easy access to high bandwidth and secure remote connection
2. High speed internet for residential and commercial units.
3. Environment sustainability by preserving the flora and fauna, walk to work, construction of cycle track, installation of the bicycle docking station, modern footpath rain water harvesting system, digitized telecommunication networks etc.,
4. Saving energy by use of solar powered lights, natural ventilation and green building.

However, smart cities are not without challenges. Many of the projects undertaken by CSML are entangled in controversies. Even the locals are protesting against the project (Sushil Kumar, 2020).

Jaipur:

Jaipur, the capital city of Rajasthan is also known as the Pink city of India. Maharaja Swai Jai Singh II was the founder of the city. The city has a magnificent building and breathtaking architecture, for instance, Hawa Mahal, Ambar Kila and City Palace and also organizes festivals which are major tourist attractions such as Gangaur Festival. The city's population according to the 2011 census is 6,663,971 and is spread over 484.64 sq.km. The city is not only famous for its tourist spots but now growth in the IT sector is also gaining momentum. It ranks 6th in ease of doing business in India and therefore attracts investment, provides better job opportunities to people, boasts of prestigious educational and training institutes. It has textiles industries, gems and minerals industries and the largest IT SEZ. With an international airport, intercity buses and metro trains the city's better infrastructure will boost the real estate market such as Mansarovar, Vivek Vihar etc.

The Jaipur city was selected for Area Based Development underneath the Smart City Mission. It is an amalgamation of tradition and modernity as it aims to develop a world class smart heritage city along with a smart and sustainable infrastructure to elate tourist experience.

Besides this, it aims to be innovative by using ICT for providing better infrastructure and services, socially inclusive as it aims to cater to citizens, tourists and the underprivileged section of the society. Thus enrich the quality of life of people by promoting multimodal mobility to decongest the city and providing better hygiene and cleanliness in the city.

The important elements of this project are as follows:

1. Improvement and beautification of facades
2. Restoration of heritage buildings and conservation of Rajasthan School of Arts in Kishanpur Bazaar.
3. Smart and sustainable infrastructure such as Smart roads with the integrated traffic management system, CCTV, WIFI, safe pedestrian movement, charging points, intelligent lights and parking system, promoting walkability, public bike sharing etc.,
4. Smart solid waste management.

Jaipur which was chosen in the first list of twenty cities has failed to go beyond beautification and restoration of some places in the cities. With JSCL in financial crunch and no support from the successive government, the project undertaken is just a white wash. The life of city dwellers of Jaipur have not experienced any change in the quality of their life (TNN, 2019).

Check Your Progress:

1. Write a note on Smart City 'Kochi'.
2. 'Smart City Jaipur an amalgamation of tradition and modernity'. Comment.

5.9 SUMMARY

The cities in India are facing problems such as overcrowdedness, unemployment, pollution and crumbling infrastructure. The solution to these problems is people-centric urban planning and not technology centered. Technology, in fact, should bring about positive change for the marginalized urban population.

In the context of India's smart cities projects aimed at providing a comprehensive development through the process of augmenting physical,

social, economic and institutional infrastructure. It focused on urban retrofitting, improved infrastructure and service delivery. One of the aims of smart city plans was to improve the quality of life of the people and attract investment and generating employment opportunities thereby leading to growth and economic development. But the implementation of a smart city plan in its present form comes with a social cost.

Das (2019) argues that India's 100 smart cities mission reduces cities into a commodity, better standard of living and sustainability of cities are just an eye wash as it looks at growth from a narrow economic perspective, contributing to urban privatization. In the long run, this approach is going to weaken the democratically elected government leading to fragmented growth benefiting only the rich and marginalizing the urban poor.

There is a need to devise human rights indicators in a similar manner as the liveability indicator is developed for cities. The government should consult the experts, civil society organizations, citizens, NGOs and others to ensure that the holistic human rights index is developed. The smart city plan should focus on the needs of SC, ST, Women, Children, Senior citizens, street children, homeless, migrants, religious minorities and others.

5.10 QUESTIONS

1. What is a smart city? Discuss the features and needs of smart cities in India.
2. Write a short notes on Smart cities of Kochi and Jaipur
3. Critically analyse Smart Cities plan and growth in India.

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LACK OF AVAILABILITY OF OPEN SPACES, STREET VENDORS AND HAWKERS - THE STREET VENDORS ACT 2014

Unit Structure :

- 6.0 Objectives
- 6.1 Introduction
 - 14.1.1 Historical Background of Open Space
- 6.2 Classification of Open Space
- 6.3 Role of Open space in Cities
- 6.4 Lack of availability of Open Space
- 6.5 Street Vendors and Hawkers struggle for space
- 6.6 Street Vending in India
- 6.7 The Street Vendors Act, 2014
- 6.8 Review of the Act
- 6.9 Summary
- 6.10 Questions

6.0 OBJECTIVES

- To understand the concept of open space and street vending.
- To identify the problems of street vendors.
- To evaluate the Street Vending Act, 2014.

6.1 INTRODUCTION

Open spaces are an important part of urban settings with specific functions to perform. Open space in urban areas is essential for quality urban living. Open space satisfies the various needs of the city dwellers. It improves the quality of life of the urban dwellers (Burke and Ewan, 1999). It not only contributes ecologically but also gives social-psychological solace to the city dwellers and makes city life livable. Open spaces provide a place to celebrate the cultural diversity of the city and allow city dwellers to engage with natural processes and conserve their memories (Thompson, 2002). But open space is not easily available and its distribution and accessibility are also major issues for cities.

The term open space can be defined as a portion of land that is not developed. It does not have any built up structures and buildings. The meaning of the term open space is not limited to parks and natural areas but it extends to non-natural public spaces as out-door sports complexes, streets, schoolyards, cemeteries, playgrounds, vacant plots, public seating areas, and public squares. It also includes green space that is land covered with shrubs, trees, grass and other types of vegetation such as parks and community gardens. Open spaces are open for the members of the society and are based on sound planning and design that make it appealing. Some scholars think that open spaces are neglected as it caters to the natural, recreational and cultural needs of the city dwellers unlike the residential, commercial and transportation spaces (Hall,1998).

6.1.1 Historical Background of Open Space:

Balogh and Takacs (2011) present the historical evolution of open space. According to them the history of open space started from the ancient period, for instance, Greek holy Garden. Ancient cultures such as Egyptian, Rome, Greeks, and others have used it consciously. The significance of open space for the settlements has been evolving continuously as the civilization developed based on the needs of the people and social rules of that time. Even in India, the Vedic sources point to the existence of open spaces either private or a common courtyard. The Islamic cities also had the concept of open space meant for mosques and madrassas.

In modern times due to urban architecture attempts of beautifying and enhancing specific part of the cities through developing open space became a common feature of the urban regeneration program. It started with the building and regeneration of streets, green covers and parks. In recent times beside the government sector the private sector is also playing a significant role in the development and management of open space.

6.2 CLASSIFICATION OF OPEN SPACE

Open spaces can be classified into traditional and modern creative open space. Following are the types of traditional open space:

- **Residential Level:** Open spaces that are developed in residential areas. These open spaces are looked after by the local government as part of the zoned open space of cities such as a playground.
- **Neighbourhood Playground:** It is neighbourhood playground consisting of amenities for the kids and the adults such as exercise equipment, swings, see-saw and slides.
- **Public Space:** It is developed and managed by a local government located in the center of the city. Mostly this type of open spaces is large in size as compared to neighbourhood parks.

- **Pedestrian Malls:** These are street closed to auto traffic located on the main street in the downtown area. Generally it acts for social, recreational and civic purposes making it vibrant open space in the city.
- **Creative Open Space:** Today more and more city dwellers wish to have community connection and are coming up with innovative ideas for open space include:
- **Community open space:** These are spaces created, owned and managed by local residents for instance playground, community gardens. It is developed on private land and therefore not viewed as part of an open space system of cities.
- **Farmers Market:** Farmers markets reflect innovative open space systems. It is found in a variety of settings such as vacant lots, sidewalks, parks and streets. In farmer markets, farmers sell their agricultural produce. Sometimes it functions as restaurants and grocery shops.
- **Streets:** Streets are easily accessible open spaces of the cities. It is emerging as the core of economic activity, social space and place for civic engagement.
- **Transit Mall:** Transit Malls are different from the pedestrian mall. It refers to the place reserved for public transit such as light rails and buses. It aims at transportation management, city revitalization, better public transit, and enhanced pedestrian experience.
- **Water Front:** There is increased awareness to develop water bodies such rivers, ponds and lakes as the place for social gatherings, recreation and enjoyment. It enhances the life of city dwellers socially, economically and culturally.
- **Found Spaces:** Found space are informal open space in urban areas. It includes street corners, bus stops, sidewalks etc.,

Check your progress

1. What is Open Space?
2. Explain types of open space in cities.

6.3 ROLE OF OPEN SPACE IN CITIES

Sustainable development of cities is possible only through balancing social, cultural, ecological and economic functions of the cities. To achieve these open spaces play a crucial role.

- **Ecological:**

The cities have developed through exploitation of land. Due to rapid urbanization, natural landscape and ecosystems are changing (Barnosky, 2012). Therefore it affects the other elements of the ecosystem such as lakes, rivers, salt panes, forest, trees and animals. Due to the anthropocentric approach to development humans indiscriminately damage the environment leading to air pollution, water pollution, water scarcity, land-slide, loss of natural habitat, and extinction of species floods and so on. Pollution is one of the major challenges faced by cities today, for example Delhi and Mumbai. It is essential to reflect on how we manage land use and shape our cities (Steiner, 2014).

Open spaces, if managed properly can play a significant role in managing the environment aspect of the city. Open space with green covers benefit the city dwellers by making it sustainable and livable. It mitigates the threat of global warming, offers shading and cooling, improve the quality of air, reduces noise pollution etc.,

- **Social-Psychological:**

Rapid urbanization has reduced the access to and engagement of city dwellers to open space. Open space is crucial for making the city livable and for wellbeing of the city dwellers. City life is full of challenges as a result the city dwellers suffer from depression, mental distress and anxiety. Open spaces such as parks and playgrounds act as a buffer and provide recreation and relaxation to the people.

Open spaces are not only beneficial for physical and mental wellbeing but also are an important part of community and city development. It removes social barriers. People belonging to diverse socio-economic and religious groups interact with each other.

- **Cultural role:**

Open space as cultural space gives multicultural and multiethnic character to the city. It provides facilities to conduct various cultural events. Cities open space provide the opportunity to conduct events under open area such as food festivals, fun fair, cultural festivals etc., example Seafood festivals by the Koli community in Andheri and Kala Ghoda festival at Kala Ghoda.

6.4 LACK OF AVAILABILITY OF OPEN SPACE

Indian cities and urban agglomeration are attracting investment resulting in the development and growth of industries, service sectors, generation of employment and population growth due to migration. This burgeoning population in the cities and expansion of built up areas beyond the city boundaries is negatively affecting the open space available in the cities of India. Rivers, lakes, creeks, ponds, green covers, wetland, hills, mangroves, playground, coastal lines etc., Over the years the open spaces are shrinking in all the major cities of India for instance Mumbai. With over 25 million estimated population, Mumbai is one of the congested and overcrowded cities. Other densely populated cities of the world such as New York have large open spaces to balance for the lack of private space. According to the Mumbai Metropolitan Region Environment Improvement Society, Mumbai has just six percent open space and out of it only forty percent are developed and accessible. Mumbai offers mere 0.88 square meters per person open space while cities like Bangalore and Delhi have 6.4 and 15 square meters respectively.

Mr. Ajoy Mehta, Municipal Commissioner (BMC) said in a conference on 'Transforming Urban Livability' that one of the crucial challenges faced by the city of Mumbai is lack of open space (The Hindu, 2019). Most of the open spaces in Mumbai are either inaccessible or partially accessible and encroached. Realizing the significance of open space various citizen groups are voicing their concern about lack of open space for instance Save Open Space and Citi Space.

P.K Das an activist and architect conducted a massive mapping survey of Open Spaces in Mumbai to revamp the open space in Mumbai called the 'Open Mumbai'. His work ended in an exhibition at the National Gallery of Modern Art. This gained the attention of the heads of the state and city government. The 'Juhu Vision Plan' which was conceived in the 'Open Mumbai' project was later approved by Municipal Corporation. It included the development of public space in Juhu, conservation of the beach at Juhu and improving the social amenities and connectivity.

6.5 STREET VENDORS AND HAWKERS STRUGGLE FOR SPACE

Carr (1992) view street as most "public" as it is responsive, accessible, diverse, democratic and multipurpose. Street in the present scenario has become a contested space due to social and political movements that bring about undue pressure on urban infrastructure. Lefebvre (1991) stresses the way space is produced to marginalize urban poor. He argues that the state and capitalism play critical roles in the production of space. Deore and Lathia (2019) point out that the contested nature of streets criminalizes and excludes the urban poor such as traders,

porters, hawkers and street vendors. The process of exclusion is often approved and facilitated by the government.

Street vendors are the most ignored, socially and economically deprived section of the urban informal economy. The large number of women and children are street vendors. They face problems concerning the utilization of public open spaces. They are deprived of their basic human rights that are right to livelihood, right to utilize public places, right to live with dignity etc., They work in most difficult conditions due to which they are vulnerable to poor health and diseases. They work in a hostile, uncertain and insecure environment. Most of them do not have an identity card and license to conduct their business and are often harassed by local authorities and police. They face the threat of eviction, extortion, humiliation and confiscation of their goods.

6.6 STREET VENDING IN INDIA

Street vending is an urban phenomenon that is space bound and mobile in nature. The street vendors do their business mainly at sidewalks, pushcarts, footpaths, and bridges, outside railway stations, vacant open spaces and outside privately owned shops, malls and marts. They sell a variety of goods such as clothes, leather items, food, plastic items and other fancy items. Most of the items sold by the street vendor are made in small-scale industries or home based industries. Thus by selling the goods produced in these industries they provide employment opportunities to many. They cater to the lower income groups thereby decreasing food insecurity for the urban poor and provide goods and services for the middle income groups. Besides they make public space vibrant and secure. They are self-employed who don't depend on the government to create job opportunities for them, neither like other poors they engage in begging or rob and steal. They lead their life with self-respect and dignity. Generally working for 10 to 12 hours a day in very harsh conditions under constant fear of being evicted, troubled by local goons who extort money from them and municipal authorities.

Thus, street vending provides employment opportunities for many who are not absorbed in the formal sector and it is a source of revenue generation. They constitute approximately 6 percent of the population in cities of India. Access to public space, public procurement and public services are important for their livelihood. Though many recognise their contribution there are some businesses, residents and politicians who see them as a threat, encroachers and nuisance at urban public space. In the city public space is a scarce resource which is further reduced due to mounting pressure of privatization, commercialization and securitization. For almost six decades street vending was considered to be illegal activity in India. It was legalised by the implementation of the Street Vendors Act in 2014.

6.7 THE STREET VENDORS (PROTECTION OF LIVELIHOOD AND REGULATION OF STREET VENDING) ACT, 2014

Street vendors are those individuals who offer their services and goods for sale to the public from a temporary structure or a mobile stall. The street vending comes under the jurisdiction of traffic police or the BMC which regulates the pavement. The Supreme Court verdict of 1989 held that the street vendors have the right to do their trade and business on street under Article 19 (1) (g) and they were subjected to a reasonable restriction only. In 2004, the National Policy on Urban Street Vendors was adopted but it was ignored by municipal corporations as it was not legally binding. Following this, the model law for street vending was prepared in 2009, which was to be adopted by States based on their geographical and local conditions. Only a few States like Rajasthan, MP, Andhra Pradesh and Orissa enacted street vending laws and policies based on the model law 2009.

As the model law of 2009 was not binding. Many activist groups such as NASVI- National Association of Street Vendors in India demanded a central law which would be applicable to all the states and would also give pan India recognition to the economic activities conducted by the street vendors. This led to the drafting of the bill by the Ministry of Housing and Urban Poverty Alleviation. The Street Vendors Act, 2014 gives security to the street vendors and also regulates street vending by demarcating the street vending zones.

Salient features of the act:

- **Defining Street Vendors:** Any person engaged in selling goods and services or offering services to the general public on streets, sidewalk, footpaths, pavement, public parks, or any other public space or private space including the peddlers, hawkers and squatters.
- **Age:** Any person above the age of fourteen years, who is a street vendor has to register himself or herself with the TVC- Town Vending Committee.
- **Representation:** The TVC will be represented by forty percent of the street vendors, ten percent from the civil society and rest from the local authorities and residential associations etc.,
- **Certificate for vending:** All the street vendors need to obtain a certificate from the TVC to carry their businesses. TVC would issue an identity card to carry their businesses.
- **Street vending plan:** The street vending plan would be framed by the local authorities. The plan would be revised every five years. The plan

would contain free vending zones, no vending zones and restricted vending zones.

- Relocation: Street vendors will not be relocated from natural markets where they have been doing business for the last 50 years.
- Nuisance: In case the street vendors create a public nuisance, the local authorities can relocate the street vendors and have the power to confiscate the goods of the vendors as per the street vending schemes.
- Monitoring and Supervising: The role of the local authority is to supervise the street vendor scheme and monitor the effectiveness of TVC and take decisions over appeals.
- Credit insurance and welfare schemes: Provision is made to provide credit insurance and welfare schemes for the street vendors by the state.
- Grievance Redressal: Provision is made for independent grievance redressal mechanism. The retired judicial officer is appointed to redress the grievances. Provisions are made for the timely return of the seized good of the street vendors, the perishable goods to be returned on the same day.
- Protection: The act also makes provision to protect the street vendor from harassment by the police and other authorities.
- Duty: Under the act, the duty of the street vendor is to maintain cleanliness and public hygiene, take care of civic amenities in vending zones and pay for the civic amenities provided in the vending zones.
- Penalty: The act provides for the penalty of Rs.2000 on the street vendors for non-compliance to the regulating provisions.

6.8 REVIEW OF THE ACT

- Legalise street vending: The act attempts to fill the regulatory lacuna, recognise and regularise street vendors and open doors for negotiation for all the stakeholders.
- Representation: The act provides for representation of street vendors in TVC. It allows them to participate in decision making to facilitate street vending and form a strong chain of supply in the urban informal economy.
- Planned pavements: The act provides for zoning of the locality in terms of planned pavements where the street vendors can do their business without creating overcrowding and congestion in the city.

- Mainstreaming street vending: Under the act, the street vendors are provided with certificates and identity cards. This has mainstreamed street vending, they are free to trade without any fear of eviction by the local authorities and the police.
- Grievance redressal: Provisions for timely redressal on matters related to forced eviction and confiscation of vendors' products.
- Social Security: Provision for social security through welfare schemes.
- Cleanliness and hygiene: Mandatory on the part of the vendors' to maintain cleanliness and public hygiene. If they do not follow it then they would be penalised.

Problem with the Act:

- The act has not laid down the principle to be followed to develop street vending plans, demarcation of vending zones, and numbers of vendors to be allotted per zone.
- Many of the states have not adopted the act in its true spirit.
- The act is silent over the railway owned and controlled area under the Railway Act, 1989.
- The term public nuisance is not defined in the act, as a result, the police evicts the street vendors by charging them as a public nuisance.
- No proper channel to approach for grievance redressal.

Solutions:

- Provision of time limit for issuance of a vending certificate to the vendor so that they are not harassed by the authorities.
- Prior notice of at least one month to be given to the street vendors for eviction and confiscation of their goods. The decision to evict should be taken in consultation with TVC.
- The tenure of the TVC should be fixed to 5 years.
- The States should conduct a survey to get the exact figures of the street vendors so that it can provide a certificate.

Check your progress:

Q.1. Write a note on the significance of open space in the cities.

Q.2. Discuss the status of open space in the cities.

6.9 SUMMARY

Open space plays a significant role in making cities sustainable. It has both natural and non-natural elements. It makes the city liveable and reduces the negative effect of isolation in the urban surroundings. It reflects the diversity and vibrant culture of cities that create beautiful memories for the city dwellers. Streets are emerging as public open spaces, engines of economic growth, social and cultural centres and stage for civic participation. They bring people from a different socio-economic and ethnic backgrounds on one platform and build a cohesive society.

Street vending not only in India but throughout the globe provides employment opportunities to millions of people who do not get opportunities in the formal sector. In 2014, the government of India passed the law protecting the rights of the street vendors. Thus the town planners should recognise the contribution of street vending to the informal economy, realize the potential and understand the urban poor struggle for spatial justice.

6.10 QUESTIONS

1. Discuss the impact of lack of availability of open space in cities with example.
2. Examine the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014.
3. Write a note on types of open space.
4. Briefly discuss the problem of open space in Mumbai.

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GERIATRIC CARE: PHENOMENON OF AGEING OLD AGE HOME, SENIOR CITIZENS ASSOCIATIONS, DAY CARE CENTRE

Unit Structure :

- 7.0 Objectives
- 7.1 Introduction
- 7.2 Geriatrics and Gerontology
- 7.3 The phenomenon of ageing
 - 7.3.1 Definition and dimensions of ageing
 - 7.3.2 Socio-demographic profile of the elderly
 - 7.3.3 Issues related to the aged
- 7.4 Suggestions and recommendations
- 7.5 Support services for the elderly
 - 7.5.1 Old age homes
 - 7.5.2 Senior citizens associations
 - 7.5.3 Day care centre
- 7.6 Conclusion
- 7.7 Summary
- 7.8 Questions
- 7.9 References

7.0 OBJECTIVES

- To introduce the learner to the concept of Gerontology and Geriatrics
- To understand the issues faced by the elderly population

7.1 INTRODUCTION

Ageing is a universal phenomenon. The ageing of the global population is one of the biggest challenges facing the world in the 21st century. In all societies with varying degrees of probability, individuals survive childhood, grow to maturity and become old. India is also experiencing its demographic transition.

An ageing population puts an increased burden on the resources of a country, which is of concern to the government of India. The ageing

population is a medical as well as a sociological problem. The elderly population in India suffers high rates of morbidity and mortality due to communicable and infectious diseases. Research shows that there is unevenness and complexity within different states. This could be because of the varying levels of socio-economic development, cultural norms, and political situations. Policy makers will have to keep in mind all the above determinants when addressing geriatric care.

7.2 GERIATRICS AND GERONTOLOGY

Gerontology is a field of science that seeks to understand the process of ageing and the challenges encountered as seniors grow old. Gerontologists investigate age, ageing, and the aged. The science of gerontology has evolved over time as there has been an improvement in longevity. The scope of this field is diverse as it involves physiology, social science, psychology, public health, and policy. Gerontology is multidisciplinary and is concerned with physical, mental and social aspects and implications of ageing. Geriatrics is a medical specialty focused on care and treatment of older persons. The field of geriatrics has evolved with the evolution of the society. A number of sub-disciplines or sub-specialties have emerged within the domain of geriatrics, such as medical, surgical, etc. Although gerontology and geriatrics have varying emphases, they are both committed to the understanding of ageing so that people can maximize their functioning and achieve a high quality of life.

Geriatrics or geriatric medicine is a speciality that focuses on health care of elderly people. It aims to promote health by preventing and treating diseases and disabilities in older adults. Geriatrician or geriatric physician is a person who specializes in care of elderly people. The term 'geriatrics' was first proposed in 1909 by Dr. Ignatz Leo Nascher, former Chief of Clinic in the Mount Sinai Hospital Outpatient Department, New York City. He is rightly called as the 'father' of geriatrics in United States.

Geriatrics is not a modern concept. Its reference can be found in the Ayurveda as well. The history of geriatrics can be traced right back from the discovery of Ayurveda. Among the eight branches of Ayurveda, geriatrics holds its place as 'Jara / Rasayana (Geriatrics)'. The 'Canon of Medicine' was written by Avicenna in 1025, and is considered as the first book to offer instructions in the care of the aged.

Elderly people have needs that are different from other groups. Geriatrics is a domain that focuses on the unique requirements of elderly people. The aged people are subjected to poly pharmacy, which means they are prescribed multiple medicines at a time. This is because they suffer from multiple medical problems. Old people often tend to take self-prescription or non-prescribed medicines which lead to adverse long term drug reactions. Geriatric care comes to the rescue of elderly people in areas of medical needs and challenges.

Geriatrics also needs to be understood in terms of ethical and medico-legal implications. Old age brings with itself multiple medical disorders such as, immobility, instability, incontinence and impaired intellect or memory. As a result the elderly are rendered dependent and helpless. To avoid such scenario, elderly people have to prepare the power of attorney or advance directives in relation to their care and wellbeing, handling of financial and property matters. Geriatricians must see to it that they respect their privacy and provide whatever services are required. They must consider whether the patient has the legal responsibility and competence to understand the facts and make decisions.

The elderly people often become victims of elder abuse in many forms. At such point of time, adequate training, support and service can reduce the likelihood of elderly abuse and proper attention can often identify it. It is also the responsibility of the geriatricians to recommend legal guardianship or conservatorship for the elderly people who cannot take care of themselves.

Check your progress :

Define –

1. Aging
2. Gerontology

7.3 PHENOMENON OF AGEING

Ageing can generally be described as the process of growing old and is an intricate part of the life cycle. It is a multi-dimensional process and impacts almost every aspect of human life. 'Ageing of population' is a trend which has characterized industrial societies throughout the twentieth century but in recent decades, has become a worldwide phenomenon.

Population ageing is the most significant result of the process called as demographic transition. Demographic transition has two important dimensions:

- a) Reduction of fertility that leads to a decline in the proportion of the young in the total population.

- b) Reduction of mortality which means longer life span.

Though the phenomenon of demographic transition is universal, it occurs in various countries in different points of time.

7.3.1 Definition and Dimensions of Ageing

Becker (1959) defines ageing 'as those changes occurring in an individual, which are the result of the passage of time'. These may be, according to him, anatomical, physiological, psychological and even social and economic.

There are four dimensions of ageing, viz: Chronological, biological, psychological and social ageing.

- i) **Chronological ageing:** refers to the number of years since someone was born. This determines the roles and relationships, behavior and expectations from an individual.
- ii) **Biological ageing:** also known as senescence (decline of a cell or organism due to ageing) and sometimes call functional ageing. It refers to biological events which impair the physiological system making it susceptible to death.
- iii) **Psychological ageing:** deals with changes that occur during adulthood to an individual's personality, mental functioning (memory, learning and intelligence) and sensory and perceptual processes.
- iv) **Social ageing:** refers to the changing experiences that individuals encounter as members of society.

Age is not merely a biological function of number of years one has lived, or of the physiological changes the body goes through during the life course. It is also a product of the social norms and expectations that apply to each stage of life. Age represents the wealth of life experiences that shape whom we become. With medical advancements that help humans live longer, old age has taken on a completely new meaning in societies. However, many aspects of ageing experience will differ on the basis of social class, race, ethnicity, gender and other social factors.

There are different connotations and understanding of the term 'ageing'. In the West, all people over the age 18 are considered adults. More specific breakdowns and groupings are helpful in understanding the elderly. The older adult population can be divided into three life-stage subgroups:

- i) the young-old (approximately 60-69)
- ii) the middle-old (ages 70-75),
- iii) the old-old (over age 75)
- iv) the very-old (over age 80)

Each person experiences age-related changes based on many factors. Biological factors such as molecular and cellular changes are called primary ageing, while ageing that occurs due to controllable factors such as lack of physical activity and poor diet or neglect of health is called secondary ageing.

One of the obstacles to society's fuller understanding of ageing is that people rarely understand it until they reach old age themselves. This gives rise to myths and assumptions about the elderly. Many stereotypes relating to race, gender, and class are accepted without question. Each culture has a certain set of expectations and assumptions about ageing, all of which are a part of our socialization.

Many media portrayals of the aged people reflect negative cultural attitudes towards ageing. In Western society, youth is glorified and associated with beauty and sexuality. The elderly are often associated with grumpiness or hostility. In contrast, the eastern world reveres old age. Old people are valued for their wealth of knowledge and wisdom. This reflects varying value systems in both societies.

7.3.2 Socio-demographic profile of the elderly

India has an elderly population of over 80 million. Statistics show that there has been an increase in aged population from 12 million in 1901 and 77 million as per the 2001 census. It is further estimated to rise to 137 million by 2021. It stands second next to China. It has also been projected that the sex ratio for the elderly which was 1,029 in 2001 would increase to 1,031 by 2016. The proportion of elderly widows stands at 51% in comparison with males (15%). Rural areas have greater proportion of the elderly with three-fourths living there compared to urban areas. Future projections show that the proportion of Indians aged 60 and older will rise from 7.5% (seven point five) in 2010 to 11.1% in 2025. In 2010, India had more than 91.6 million elderly and the number of elderly in India is projected to reach 158.8 million in 2025. It is estimated that by 2050, the population of children will be overtaken by this group.

7.3.3 Issues related to the aged

a) Medical Problems: There is a connection between health and adjustment. A number of factors such as, family, social, financial and emotional, determine how much an aged person will adjust post retirement. Involvement in leisure pursuits, health and social support are considered as strong indicators of adjustment.

It is necessary to provide health care amenities like safe drinking water and sanitation to the elderly. The health status of the aged will improve with positive changes in terms of treatment in hospitals, provision of transportation, mobile geriatric units, enhanced family support, better nutrition, aids like spectacles, walking sticks, etc. Medical camps in rural areas, recreational outlets, geriatric courses in medical and nursing schools will help to address the problem.

The society generally views the elderly as unproductive and useless which may lead to issues of low self esteem and stress. Various factors could lead to stress among elderly men and women. Occupations, physical and psychological factors and family relationships can be major sources. Individuals who have good social support appear to suffer from less anxiety and hence less stress.

b) Socio-economic factors : The aged face problems of adjustment in economic, social and personal areas. Rigidity/flexibility, marital satisfaction, retirement issues, health family structures and relationships are some of the factors influencing adjustment. The decline of the joint family system due to education, urbanization and industrialization aggravates the problems of the aged. The forces of globalization and liberalization have led to an erosion of traditional welfare institutions and values. This has lead to negative consequences in terms of relationships between the young and the old.

Youth tend to become more individualistic and materialistic and this impacts their attitude towards the aged in their families. The role and needs of the elderly are in sharp contrast with the youth. The elderly find it difficult to accept new ideas. One of the main reasons for physical and psychological disturbance stems from the fear of loss of personal authority. All this may contribute to structural imbalances within the family. Verbal abuse by the youth can lead to feelings of dissatisfaction and despair among the old.

Family situation also impacts the overall health of the aged. The old people are prone to abuse in their families or in institutional settings. This includes physical abuse (inflicting pain or injury), psychological or emotional abuse (inflicting mental torture and exploitation), and sexual abuse. Chronic verbal abuse was the most common followed by financial abuse, physical abuse and neglect. A significantly large number of women faced abuse as compared to men. Common perpetrators of violence against the aged were identified as adult children, daughters-in-law, spouses and sons-in-law.

c) Psychological Problems: The onset of ageing is marked by psychological issues. After 50 years, generally there is a decline in reasoning; impaired memory, waning enthusiasm and disturbed sleep patterns begin to surface in the early phase and become severe in the later phases. The extent of happiness depends on several factors such as, the extent of involvement in activities, health status, financial status and social support. Participating in religious activities, catching up with friends of same age helps in better adjustment of the aged. This is in sharp contrast to mental health of an individual within institutionalized care systems. The aged may suffer from varied psychological problems, but research has indicated that financial paucity and perception of crises within the family has a direct bearing on depression. In other words, the elderly with good financial support are less likely to be stress or depressed.

d) Changing Family Structure: The traditional joint family system has been instrumental in safeguarding the social and economic wellbeing of the elderly. The traditional normative and value system emphasized on showing respect and providing care to the aged. However, with the disintegration of the joint family system, the elderly are more likely to be exposed to emotional, physical and financial abuse in the years to come.

e) Lack of Infrastructure: With increasing lifeline and debilitating illnesses, many elderly people need better access to physical infrastructure in the coming years. Lack of aged-friendly infrastructure is a major hurdle in providing comfort to the elderly. Many elderly people need better access to physical infrastructure in their own homes as well as in public spaces. There are limited affordable health care institutions entirely dedicated to the concerns of the elderly. Additionally, the public health system suffers from limited manpower, poor quality of care and overcrowding of facilities.

f) Problem of availability, accessibility and affordability of health care: As families become nuclear, care of elderly is becoming more difficult. Managing home care for the aged is a massive challenge as multiple service providers such as; nursing agencies, physiotherapists and medical suppliers are small, unorganized players who only extend the basic level of care. The concept of geriatrics has remained a neglected area of medicine in the country. This is evident from the fact that there are very few takers for the geriatrics courses. Most of the government facilities such as; day care centres, old age residential homes, counseling and recreational facilities are urban based.

g) Lack of Social Support: The situation for the elderly in India is grim because the government spends a negligible amount on social security system. The elderly in urban areas rely on hired domestic help to fulfill their basic needs and complete daily chores in an increasingly chaotic and crowded city. In India, medical insurance is essentially limited to hospitalization facility. Insurance cover that is elderly sensitive is virtually non-existent in India. In addition, preexisting illnesses are usually not covered which makes insurance policies unviable for the elders. Pension and social security is also restricted to those who have worked in the public sector or the organized sector of industry.

Check your progress :

1) Mention any 2 issues faced by elderly.

7.4 SUGGESTIONS AND RECOMMENDATIONS

- a. Health security should be extended by the government to the elderly.
- b. Provision of aged friendly infrastructure should be installed.
- c. Accessible, available and affordable geriatric health facilities to all aged people.
- d. Special attention should be given to rural areas, women, destitute and disabled persons.
- e. Every medical college should have a dedicated ward for chronic/terminal care of aged patients.
- f. Professional training in geriatric and gerontology needs to be promoted.

7.5 SUPPORT SERVICES FOR THE ELDERLY

7.5.1 Old Age Homes :

Old age homes are proposed as a solution to the problems of the aged such as poverty, lack of housing and generation gap. A study conducted on inmates in nineteen institutions within Maharashtra reveals that the economic status of the inmates had a long lasting influence on their satisfaction levels. As the elderly from the higher income groups could afford better services, they demanded a greater personalized attention.

The beginnings and development of organized institutions that cared for the elderly people can be traced back to 1901. Approximately there are 1018 old age homes in India. Among these, 427 are available for free, 153 demand payment and 146 have both sets of facilities. In other words, these are paid as well as free. However, the status of 292 homes cannot be known as there is dearth of detailed information. For the sick, there are 371 homes and 118 are reserved only for women. States like Kerala, Delhi, Maharashtra and West Bengal have taken the responsibility to provide good quality homes to its aged population.

There are a number of reasons why the elderly move into old age homes. One of the reasons is lack of care by the family, inadequate housing, economic difficulties and structural break-up of the joint family. Many elderly complain about mistreatment by children. Some others have mentioned about adjustment problems and loneliness as contributing factors. Some well-to-do aged people would like to lead an independent life and therefore move into old age homes.

Old age homes provide shelter to the needy irrespective of any group and hence may be secular. However, certain communities may confine these facilities to their members only. For example, F.S. Parekh Dharam Shala in Maharashtra is reserved for Parsis, Ashinivas in MP for

tribes, and Vridhashram of the Voluntary Health Education and Rural Development Society of Tamil Nadu for Brahmins. Old age homes are equipped with boarding, lodging, recreational and medical facilities.

However, there could be major problems that the elderly face at old age homes. Although old age homes are called as 'home away from home', the elders may experience significant adjustment problems with other inmates. The elderly are also susceptible to a variety of physical and mental disorders at old age homes. These homes can never be a replacement for the love and warmth of a family. Sometimes the elderly show resentment towards strict regulations of institutional homes.

7.5.2 Senior Citizens Associations :

A number of Senior Citizens Associations have been established in India and in other countries to address the challenges of the elderly.

A) Pune is the nerve center of senior citizen's activities in Maharashtra. Pune has as many as 52 senior citizen's clubs, and they are organized into the Association of Senior Citizen's Organizations of Pune (ASCOP). This association was formed in 1991 is part of FESCOM (Federation of Senior Citizens' Organizations, Maharashtra). Among its objectives is the creation of unity among various senior citizens. ASCOP has established a wing called Academy of Senior Citizens to undertake activities and programs in education, training and research. The motto of ASCOP is "Empowerment of the elderly for healthier, serene and independent living".

Objectives of ASCOP are a) to create awareness amongst the elderly population in all the rungs of the society and help them empower themselves to be able to lead an honourable, healthy and satisfying life.

B) Recognizing the need to mobilize the elderly of cultural differences and demands, Indian Senior Citizens Association (ISCA) of Canberra (Australia) aims to cater for the social, welfare and cultural needs of aged persons of Indian cultural background. It was established in 1995.

Objectives of the associations are as follows:

- To facilitate the provision of welfare and social services for aged persons
- To act as spokespersons on behalf of aged person
- To organize cultural and recreational activities for seniors

The ISCA members meet on a regular basis with fortnightly walks and debates. Talks supervised by specialists in health education and ageing, provide advice on how to combat social isolation.

7.5.3 Day Care Centres :

Day care centres are a boon to the elderly people and their families especially in urban areas. If finance is not an issue, it is the more preferable choice to old age homes. Once the children start working or are

studying in different cities, parents are left to fend for themselves. Staying alone in a house which is meant for a family has its own disadvantages. Research shows that chronic loneliness can impact older adults' memory, physical well-being, mental health and life expectancy.

With the rise of day care centres for the elderly, caregivers and family members can breathe a sigh of relief, while their elderly loved one is being looked after by a volunteer either at home or at the day care centre. The elderly gain a chance to get out of the home, socialize and participate in different activities.

A draft BMC policy in 2013 envisioned one day-centre for seniors in every municipal ward in Mumbai – which would mean a total of 227 centres across the length and breadth of the city and suburbs. But there has been no move regarding the implementation of this policy. The biggest challenges, say the centres in Mumbai, are finding trained social workers that can handle senior citizens sensitively. The other challenge is finding space for the centres' day to day activities in a city which is known for its spiraling real estate price.

7.6 CONCLUSION

With an increase in the population of the aged, India faces the challenges of dealing with issues related to the elderly. As changes are impacting the structure of the traditional Indian family, it becomes the responsibility of the government through its social security schemes to alleviate the problems of the aged. The government and voluntary agencies should endeavour to extend support services for the elderly so that they can live their lives with dignity.

7.7 SUMMARY

Ageing is a universal phenomenon. An ageing population is a medical as well as a sociological problem.

Gerontologists investigate age, ageing, and the aged. Geriatrics is a medical specialty focused on care and treatment of older persons.

Ageing is the process of growing old. There are four dimensions of ageing: chronological, biological, psychological and social.

The elderly population is faced by many challenges such as, medical, financial, social, psychological and economic. Their problems are aggravated due to lack of social security measures, lack of infrastructure and changing dynamics within the families.

A number of support services for the elderly are available in the form of old age homes, day care centres and senior citizens association which aim to restore dignity and independence among the aged.

7.8 QUESTIONS

- 1) Discuss the need for geriatrics and gerontology in contemporary societies?
- 2) Examine the phenomenon of ageing in relation to the definition and dimensions of ageing.
- 3) Discuss the extent of the problem of ageing.
- 4) Evaluate the challenges faced by the elderly population.
- 5) Discuss the suggestion and recommendations for addressing the problems of the aged.
- 6) Discuss the support systems available for the elderly in rural and urban areas.

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GERIATRIC CARE: GOVERNMENT AND NON-GOVERNMENTAL INITIATIVES IN INDIA

Unit Structure :

- 8.0 Objectives
- 8.1 Introduction
- 8.2 Initiatives by the Government of India
- 8.3 Welfare programmes for the Elderly
- 8.4 Initiatives by Non-Governmental Organizations
- 8.5 Conclusion
- 8.6 Summary
- 8.7 Questions
- 8.8 References

8.0 OBJECTIVES:

- To introduce the learner to several policies and programmes initiated by the government of India for the elderly people
 - To understand the role of non-governmental organizations in addressing the problems of the aged.
-

8.1 INTRODUCTION

Population ageing is an important emerging phenomenon in India. It requires a strong multi-sectoral policy and programme response so that future generations benefit and live longer with happiness and security. While improvements in health care and medical facilities, decline in fertility will lead to an increase in longevity, it raises other concerns. The projected increase of the elderly population over the next few decades is a development issue that warrants immediate attention so that economic and social policies become senior citizen-friendly. In order to promote the health, well-being, and independence of the elderly people in India, the government has launched various schemes and policies for the aged.

8.2 INITIATIVES BY THE GOVERNMENT OF INDIA

I Central Sector Scheme of Integrated Programme for Older Persons (IPOP), 1992: An Integrated Programme for Older Persons

(IPOP) is in action since 1992. The objective of the scheme is to improve the quality of life of senior citizens by providing basic amenities like; shelter, food, medical care and entertainment opportunities. It also aims to encourage productive and active ageing through providing support for capacity building of Government or Non-governmental Organizations, Panchayati Raj Institutions, local bodies and the community at large.

II National Policy on older persons (NPOP), 1999: This policy was announced in January, 1999 is comprehensive. It includes a number of areas such as financial security, healthcare and nutrition, shelter, protection of life and property, among others. It also emphasizes equitable share in development, protection against abuse of the aged and exploitation and availability of services to improve the quality of their lives.

In continuation of the NPOP, a **National Council for Older Persons (NCOP)** was constituted in 1999 under the Chairpersonship of the Minister for Social Justice and Empowerment to oversee the implementation of the policy. The NCOP is the highest body to advise the government in all issues relating to the formulation and implementation of policies and programmes for the aged.

The Council was reconstituted in 2005 with members comprising of representatives of Central and State governments, representatives of NGOs, citizens's groups, retired persons associations, and experts in the field of law, medicine and social welfare.

III National Policy on Senior Citizens, 2011: This policy specifically addresses issues related to senior citizens living in rural and urban areas. The key thrust of this policy is preventive rather than curative. Therefore the policy aims to support promotion and establishment of Senior Citizen's Associations especially among women. It also promotes the concept of 'Ageing in Place' or 'Ageing in your own home". Thus this policy covers themes on housing, insurance, security and home care services, old age pensions, etc. The aim is to facilitate and sustain the dignity of senior citizens in old age. As a member of the Madrid Plan this policy works towards making a more inclusive, barrier free and age friendly society.

IV National Social Assistance Programme (NSAP): This a Centrally Sponsored Scheme of the Government of India. Its objective is to provide financial assistance to the elderly, widows and persons with disabilities in the form of social pensions.

This scheme has five components:-

- a. **Indira Gandhi National Old Age Pension Scheme (IGNOAPS):**
This scheme is applicable to citizens above 60 year and also living under the poverty line.

- b. **Indira Gandhi National Widow Pension Scheme (IGNWPS):** This scheme covers widows above the age of 40 and also living under the poverty line.
- c. **Indira Gandhi National Disability Pension Scheme (IGNDPS):** This scheme covers individuals aged 18 years and above with more than 80% disability and living below the poverty line.
- d. **National Family Benefit Scheme (NFBS):** Mainly applicable for non elderly population.
- e. **Annapurna Scheme:** The objective of this scheme is to provide food security to meet the requirement of those senior citizens who may be eligible, but have not been covered under the IGNOAPS. Under the Annapurna Scheme, each beneficiary is provided with 10 kgs. of free rice.

V National Programme for Health Care of Elderly (NPHCE): This programme is an initiative of the Ministry of Health and Family Welfare. Its aim is to establish a comprehensive health care set-up which is wholly dedicated to the needs of the elderly. The NPHCE is a result of the International and National commitments of the Government. This programme is envisaged under the UN Convention of India in 1999 and Section 20 of “The Maintenance and Welfare of Parents and Senior Citizens Act, 2007”. This Act specifies the provisions and medical care of senior citizens.

The NPHCE has four objectives: a) To provide easily available, affordable, high quality, long-term, comprehensive and dedicated care services to senior citizens; b) To create a new ‘architecture’ for ageing; c) To create a policy framework which will nurture an enabling environment for a ‘Society for all Ages’; d) To promote the idea of active and healthy ageing.

VI Assistance for Construction of Old Aged Homes: A non-plan Scheme of Assistance to Panchayati Raj Institutions/Voluntary Organizations/Self-help groups for construction of Old Age Homes was started in 1996-97. Grant-in-aid to the extent of 50% of the cost of construction upto a maximum of Rs. 15 lakhs was given under the scheme. However, the scheme was found to be non-feasible by the implementing agencies and was discontinued at the end of the Xth Plan (2006-07).

VII International Day of Older Persons: The International Day of Older Persons is celebrated on 1st October. On 1st October, 2009, the Hon’ble Minister of Social Justice and Empowerment flagged off “Walkathon” at Rajpath, India Gate, to promote inter-generational bonding. More than 3000 senior citizens from across Delhi, NGOs working in the field of elderly issues, and school children participated in the event. Help age India, New Delhi collaborated with the Ministry in organizing the event.

Some more schemes launched by the government of India are as follows:

- Integrated Programme for Older Persons
- Scheme of Assistance to Panchayati Raj Institutions
- Central Government Health Scheme
- National Mental Health Programme

8.3 WELFARE PROGRAMS FOR THE ELDERLY

According to the Ministry of Welfare (1987), an increase in the number of aged persons along with their specific needs have resulted in a variety of welfare measures for the elderly. The Volunteer Inter-faith Care-givers Programme was especially launched to address the needs of the old people who were living in their own homes and to assist those who cared for them within their homes.

Panchayati Raj institutions have also been assisted to provide institutional as well as non-institutional services. The Old Age Social and Income Security Scheme (OASIS) attempts to ensure a safety net especially for workers in the unorganized sector. The World Health Organization has stated that pension schemes have provided some relief formerly provided by the family.

8.4 NON-GOVERNMENTAL INITIATIVES IN INDIA

There has been a gradual increase in the aged population, a developing country like India has found it difficult to cope with the needs and problems of its elderly people. In the past few decades, the government has introduced programmes and policies for welfare and assistance of the aged. At the same time, many nongovernmental organizations (NGOs) for the elderly have played a pivotal role in voicing out the issues concerning the problems of older people to the mainstream. With constant effort, these NGOs have helped to refocus attention to the several socio-economic and health issues of the elderly.

A) What is a Non-governmental Organization (NGO)

The role of NGOs in India has become very prominent over the past few years. Despite governmental schemes, a considerable portion of the population does not have access to the provisions and fall off the safety net. This gap in services is fulfilled by the NGOs. In simple terms, NGO is any non-profit organization that operates independently of the government. Its core objective is to address any social, economic, environmental or political issue that threatens the society.

B) Objectives of the NGOs for the elderly

- Overall upliftment of senior citizens.
- To spread social awareness and create a society which is hospitable and obliging to older persons.
- To transform societal attitudes of generations and create a safe, respectable and honorable environment for senior citizens.
- It aims to assist and provide a dignified and fulfilling life to the underprivileged and disadvantaged aged persons.

C) Significance of NGOs for Elder Care

NGOs play an important role in providing adequate support and essential facilities to the aged. They offer various types of services, proper care, economic provisions, medical treatment, legal assistance for property disputes, and more. Most people working in the NGOs are volunteers and have a great understanding of the issues of this challenged segment of the society. They are trained well to take care of the elderly people and provide them with what is missing in their life. They also offer services that include health care, opportunities to generate income and subsistence training.

In addition, NGOs working for the aged population actively participate in activities that are exclusively for the welfare and enrichment of the weak segments of the society. Since the government has limited resources and funding, the non-governmental organizations take initiatives, sometimes individually or sometimes in association with the governmental agency to develop programmes that address these issues.

D) Non-governmental Organizations for the Aged in India Help Age India: This is one of the most prominent NGOs for elderly people. Registered under the Societies Registration Act, 1960, Help Age India was formed in 1978. It is a leading charity platform in India working with and for disadvantaged elderly for more than 4 decades. It is the country's largest voluntary organization with 23 regional offices. The objectives of this NGO are: fighting isolation, poverty and neglect of the elderly. Their programmes are carried out in large scale in alliance with partner agencies. The major programmes undertaken by it are as follows: i) Ophthalmic Care; ii) Mobile Medicare; iii) Income Generation; iv) Day care centres; v) Adopt – A- Gran and homes for the aged. For its excellent work, the organization has received praise from the United Nations.

Dignity Foundation: This is an NGO whose mission is to create an enlightened society in which senior citizens feel secure, confident, and valued and can live with dignity. One of the goals of the Foundation is to rid the minds of the senior citizens of negative feelings such as ageing as associated with loneliness, isolation, and decline. Dignity Foundations considers equality, positive thinking, perseverance, self-belief, and simplicity as the pillars of a healthy society.

The International Longevity Centre-India: This is a non-profit organization that has dedicated its efforts in the areas of education and training of the weaker section and ageing population. Its main role is to research, advocate and understand population ageing at all levels.

Age Care India: In 1980, Age-Care India was formed to promote the welfare of the aged people of India. It is a non-political, non-profit, secular, charitable, educational, cultural, and social welfare organization under the Societies Registration Act XXI of 1860. Irrespective of caste, colour, and creed, this organization advocates the rights of elderly to live a happy and dignified life. They often set up free health check-up camps and clinics. They also have a daycare centre and arrange spare-time employment opportunities for healthy retired people. The membership to this voluntary body is open to all physically fit persons 21 years of age and above, irrespective of caste, creed or sex. With current membership of 1500 volunteers it enjoys patronage from the government, receiving grants for a number of its programmes and projects.

All India Senior Citizens' Confederation – AISC CON

It is the largest national network for senior citizens. It is committed to research, inform and advocate issues concerning senior citizens and the development of this section of the society.

Apart from the abovementioned NGOs, there is Anugraha India, Age well Foundation, Silver Innings Foundations, Harmony, Action for Social Help Assistance (ASHA), Family Welfare Agency, Development - Welfare and Research Foundation (DWARF), Meals on Wheels operating in different parts of the country. These NGOs have done commendable work in the field of geriatric care. They have identified several socio-economic issues and with their initiatives provided viable solutions to the issues that threaten the senior population.

8.5 CONCLUSION

Apart from the interventions by the government and non-governmental organizations, steps need to be taken to create mechanisms for the proper and adequate delivery of services to the elderly. There is an urgent need to expand provisions, strengthen capabilities and balance geographical distribution. Change in the societal attitudes and sensitization of the population to the issues of ageing needs to be undertaken on a war footing basis. General population must learn to consider elder care as a key elemental role of the society and contribute to the cause. The NGOs provide amazing opportunities to everyone to work for the society or a social cause.

8.6 SUMMARY

The problem of population ageing requires a strong multi-sectoral policy and programme response so that future generations benefit and live longer with happiness and security.

In order to promote the health, well-being, and independence of the elderly people in India, the government has launched various schemes and policies for the aged.

Several schemes and policies have been initiated by the Government of India to address the issues which threaten the elderly.

Since the government has limited resources and funding, the non-governmental organizations take initiatives, sometimes individually or sometimes in association with the governmental agency to develop programmes that address these issues.

Change in the societal attitudes and sensitization of the population to the issues of ageing needs to be undertaken on a war footing basis.

8.7 QUESTIONS

1. Discuss the nature and significance of NGOs in India.
2. Examine the contribution of NGOs in addressing the challenges of the aged population.
3. Examine the governmental initiatives for the welfare of the aged in India.

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Question Paper Pattern

1. All Questions are Compulsory (100 Marks)
2. All Questions Carry Equal Marks
3. Figures to the right indicates marks to a sub-question

Q1. Attempt Any 2 of the following Questions (Module I) 20 Marks

- a.
- b.
- c.

Q2. Attempt Any 2 of the following Questions (Module II) 20 Marks

- a.
- b.
- c.

Q3. Attempt Any 2 of the following Questions (Module III) 20 Marks

- a.
- b.
- c.

Q4. Attempt Any 2 of the following Questions (Module IV) 20 Marks

- a.
- b.
- c.

Q5. Write Short Notes on Any 2 20 Marks

- a.
- b.
- c.
- d.

