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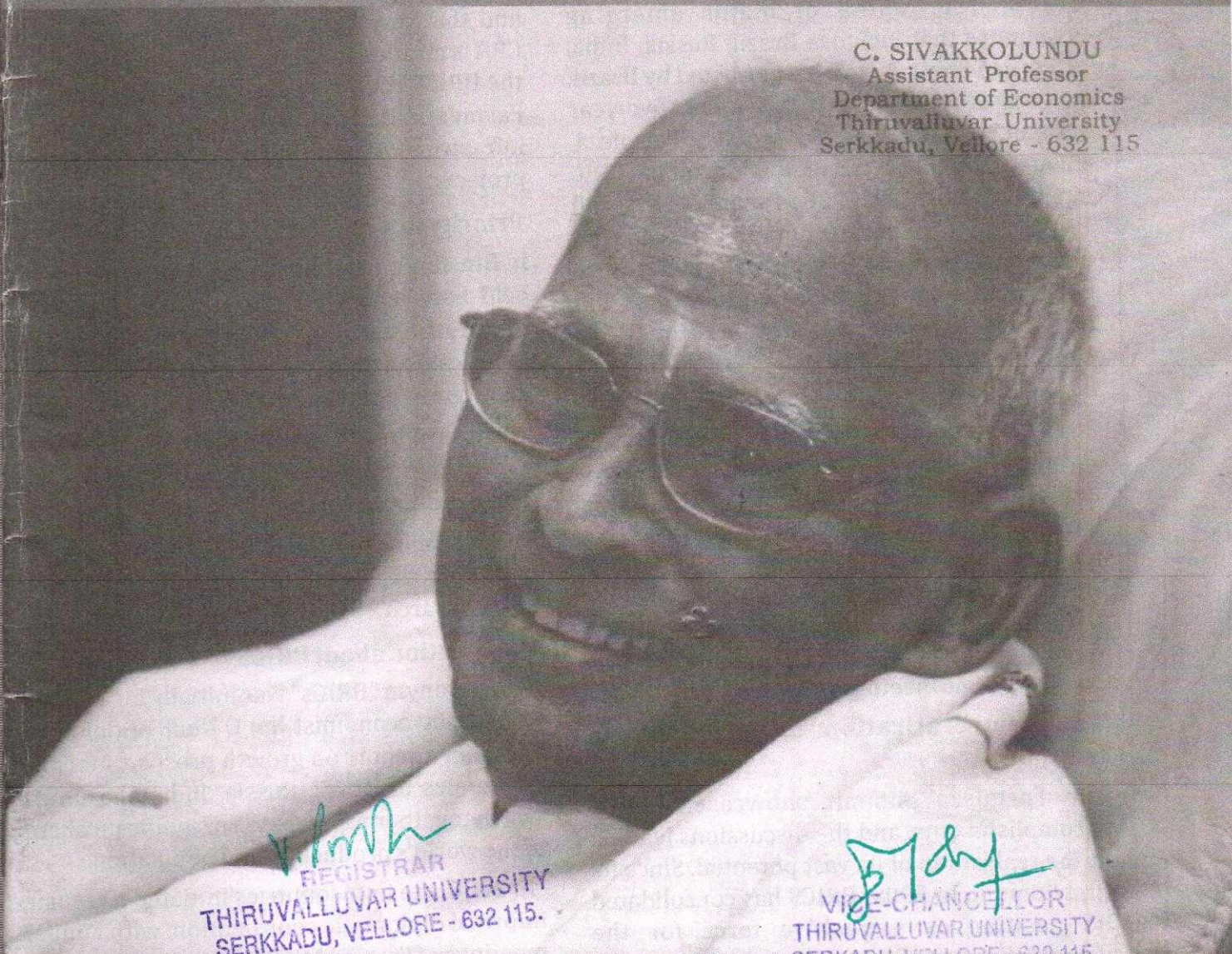
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A TRIBUTE TO DR. N. MAHALINGAM



SOCIAL AND SUSTAINABLE DEVELOPMENT OF SIXTH BRICS SUMMIT

Prof. C. Sivakkolundu

Introduction

The Sixth BRICS summit was recently held in the sixth annual diplomatic meeting of the BRICS, a grouping of major emerging economies that includes Brazil, Russia, India, China and South Africa. It was hosted by Brazil, as the first host country of the current five-year summit cycle; the host city would be Fortaleza. Though Brazil hosted a four-member BRIC summit in April 2010, 2014 mark its first full BRICS summit, the 2010 summit in Brasilia did not officially include South Africa, who were only invited as guests in a prelude to full membership, which they achieved in December 2010.

Brazil hosted, on the 14th, 15th, and 16th July 2014, the 6th Summit of Heads of State and of Government of BRICS, to be held in Fortaleza and Brasilia. At its 6th Summit, the BRICS emphasized social inclusion and sustainable development. The debate informed by the theme "**Inclusive growth: sustainable solutions**". The Summit inaugurated the second cycle of BRICS. Each member country has hosted one meeting of the Leaders.

The democratization of international relations:

The Fortaleza Summit showcased BRICS accomplishments, and the discussions leading to the realization of its vast potential. Since its first Summit, in 2009, BRICS has consolidated its position as a positive force for the democratization of international relations and for the enhancement of existing institutions of international governance. It has also forged an impressive partnership carrying out cooperation initiatives in more than 30 areas between its members.

Additional line of defense

Among other topics, the Leaders will discuss the Contingent Reserve Arrangement (CRA) and the New Development Bank (NBD). The CRA is an additional line of defense available to the BRICS countries in scenarios of Balance of Payments' difficulties. The NBD will finance infrastructure and sustainable development projects.

Priority to developing countries

In Brasilia, on the 16th, a working session was held between the Leaders of BRICS and the Heads of State and or Government of South America. The dialogue between BRICS Leaders and their South American counterparts reflects the priority accorded to developing countries in the BRICS outreach strategy.

The Academic Forum

The Academic Forum and the Council meeting of BRICS was held in Rio de Janeiro, on the 18th to 19th March 2014.

Information about BRICS

"The acronym "BRICs" was initially formulated in 2001 by economist Jim O'Neill, of Goldman Sachs, in a report on growth prospects for the economies of Brazil, Russia, India and China which together represented a significant share of the world's production and population.

"In 2006, the four countries initiated a regular informal diplomatic coordination, with annual meetings of Foreign Ministers at the margins of the General Debate of the UN General Assembly (UNGA). This successful interaction led to the decision that the dialogue was to be carried out at the level of Heads of State and Government in annual Summits.



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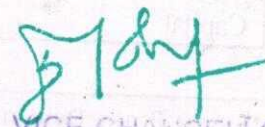
An International Journal of Ideas

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India-Brazil Relations

Prof. C. Sivakkolundu*

[India-Brazil cooperation is extensive and comprehensive covering every important segments of interaction. The bilateral relationship can be seen at the level of plurilateral in forums such as IBSA, BRICS, G-20 and in the larger multilateral arena such as the UN, WTO, WIPO, etc. Bilateral relations between India and Brazil have acquired the dimension of a strategic partnership in the last decade.]

Content to India-Brazil relations came to be added to the hitherto cordiality under President Luiz Inacio Lula da Silva. His successor President Dilma Rousseff's first ever visit to India in March 2012 has provided greater commitment and content to this relationship. During the visit, she interacted with Prime Minister Manmohan Singh and held detailed discussions on bilateral, regional and multilateral issues including inter alia trade and commerce, science and technology, cultural exchange, UNSC reforms, terrorism, WTO and climate change.

The two leaders renewed their commitment to strengthen the India-Brazil Strategic Partnership. The Joint Statement issued during President Rousseff's visit on 30 March 2012 summarized concisely the wide spectrum of areas of cooperation of strategic partnership. President Dilma Rousseff also met Prime Minister Manmohan Singh during the BRICS Summit in Durban in March 2013, Rio+20 Sustainable Development Summit in June 2012, BRICS Summit in China in April 2011, IBSA

Summit in South Africa and during the G-20 Summit in Cannes in November 2011.

Historical Background

Deep-rooted historical ties between India and Brazil can possibly be traced back to the Asian migration to South America, which contributed to the evolution of the indigenous people of Americas. Between the 16th and 18th centuries, Brazil and Goa, both outposts of the Portuguese imperialist outreach, had bilateral exchanges, which found reflection in the flora and fauna, food and dress as well as folk traditions of Brazil.

The interesting similarities between folk traditions of Boi Bumba in the north of Brazil and the Poikam Kudharai of South India, for instance, draw attention to the strong undercurrents of cultural and popular exchanges that have taken place in the centuries by-gone. The telecasting of tele-novella called 'Caminho das Indias' made a great impact in enhancing the consciousness of India in the Brazilian public mind.

Country comparison

	Brazil	India
Population	190,732,694	1,210,193,422
Area	8,514,877 km ² (3,287,597 sq. mi)	3,287,240 km ² (1,269,210 sq. mi)
Population Density	22/km ² (57/sq. mi)	364/km ² (943/sq. mi)
Capital	Brasilia	New Delhi

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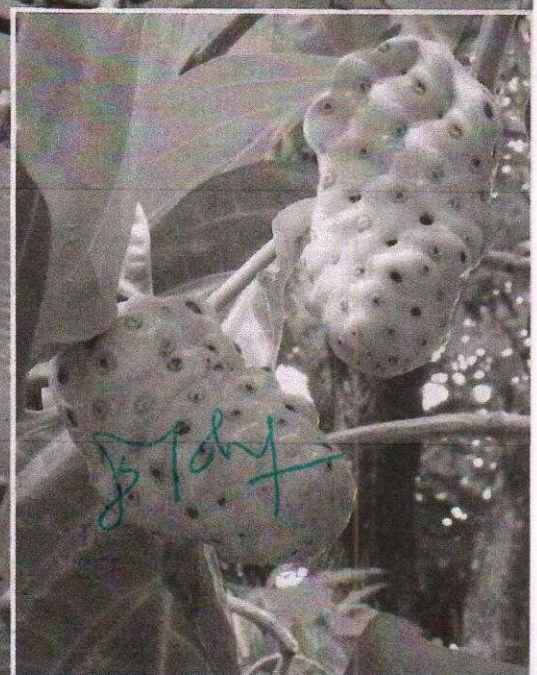
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FROM ITI TO IIT.
WONDERS OF AMLA FRUIT
NONI A NEW AVENUE IN AGRICULTURE

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MANGALYAN

- Mars Near to our hand and All Mars Missions

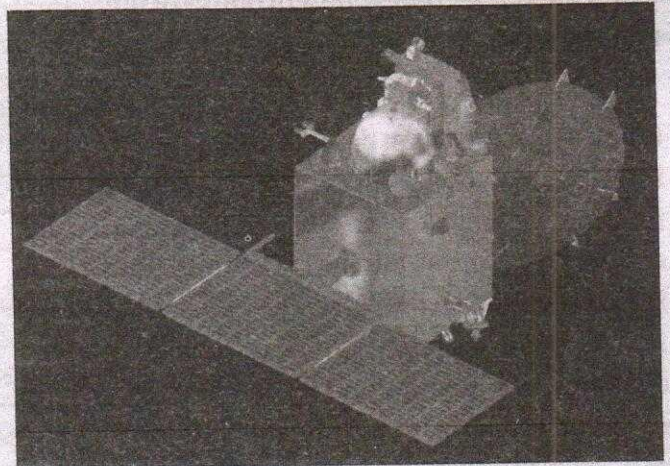
C. Sivakkolundu* and P. Loganathan**

Introduction

The Indian Space Research Organization (ISRO) had been planning to send a mission to planet Mars for long. May be not quite as long as the American space agency NASA had been mulling but surely even before they had successfully launched Chandrayan or the moon mission. Chandrayan had been hugely successful in that it had been able to identify traces of water on the surface of the moon. Later there was a dispute to such claims but NASA scientists were rather surprised that this small spacecraft could map the surface of the moon so closely. Chandrayan however, could not sustain for long and crashed on the surface of the moon after sending some wonderful pictures and data to monitors in ISRO, Bangalore and NASA space centers. We earthlings believe that anything above and beyond our space must be weird and different. Slowly man is beginning to realize that celestial bodies may not be as different from us as we think. That is a huge step forward in understanding the Solar System and the larger Universe.

Progress of the Nation

It is fashionable to run down any scientific pursuit and more particularly those related to space as an extravagance. Critics point out that such expenses running in billions of dollars do not make sense when the world is in a recession. In India we are told that there are millions who are living in utter poverty and such expense could well be used for the benefit of the poor.




A nation moves forward on all fronts simultaneously. One cannot say that a single issue can dwarf all others, howsoever important that might be. India's poverty statistics are exaggerated by those who stand to benefit from them. Which is not to deny that there is poverty but it is also true that 'fighting poverty' is an industry in itself.

Nation's Space Exploration

Remarkably, in India's case as sure in the case of other nations' space exploration and related scientific pursuits have helped fight poverty. We can forecast weather like never before, communication has become inexpensive and that has been such a huge leap forward with millions having access to phones. Satellite mapping has helped in mineral and metal exploration. Advances in space technology has made India secure.

Mars largest than Earth

Mars is a planet bigger than Earth. Could the Rover explore the whole of Mars - certainly not. Besides Mangalyan slated sometime in 2013, may have different type of sensors, cameras and


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**நேரடி அன்னிய முதலீடும்,
சர்வதேச வணிகமும்!**

இந்திய நிறுவனங்கள் வெளிநாடுகளில் முதலிடுவது ஏன்?

- வி.என். பாலசுப்பிரமணியம்

இந்தியாவில் நேரடி அன்னிய முதலீடு:
கொள்கை மாற்றம் மற்றும் மாநிலங்களுக்கு இடையே உள்ள வேறுபாடுகள்

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அன்னிய நேரடி முதலீடு

அன்னிய நேரடி முதலீடு (Foreign direct investment, FDI) ஒரு நாட்டில் மற்றொரு நாட்டு நபரோ நிறுவனமோ தயாரிப்பு அல்லது வணிகத் துறையில் நேரடியாக முதலீடு செய்வதாகும். இத்தகைய முதலீடு அந்நாட்டில் உள்ளதோர் நிறுவனத்தை வாங்குவதன் மூலமோ அல்லது தனது நிறுவனத்தினை விரிவுபடுத்துவதாலோ இருக்கலாம். இது அந்த நாட்டு நிறுவனங்களின் பங்குகளிலோ அல்லது பிணைப்பத்திரங்களிலோ முனைப்பற்ற முதலீடு செய்வதல்ல.

வரையறைகள்

பொதுவாக, அன்னிய நேரடி முதலீட்டில் "இணைப்புகளும் கையகப்படுத்தல்களும், புதிய வணிக வாய்ப்புகளுக்கான கட்டமைப்பை உருவாக்குதல், வெளிநாட்டில் கிடைத்த இலாபங்களை முதலீடு செய்தல், நிறுவனங்களுக்கிடையேயான கடன் வழங்குதல்" போன்றவை அடங்கும். குறுகிய வரையறுப்பில், அன்னிய நேரடி முதலீடு புதிய கட்டமைப்பை (தொழிற்சாலைகள், ஆய்வகங்கள், அலுவலகங்கள்) உருவாக்குவதை மட்டுமே குறிக்கும்.

எனவே வெவ்வேறு வரையறுப்புகளின் கீழுள்ள அன்னிய முதலீட்டு மதிப்பீடுகளை ஒப்பு நோக்குதல் கடினமே.

ஒரு நாட்டின் தேசியக் கணக்குப் புத்தகங்களிலும் மொத்த உள்நாட்டு உற்பத்தி சமன்பாட்டிலும் $Y=C+I+G+(X-M)$ நுகர்வு+ மொத்த (மொத்த உள்நாட்டு+மொத்த வெளிநாட்டு) முதலீடு+ அரசு செலவினம் +(ஏற்றுமதி இறக்குமதி), அன்னிய நேரடி முதலீடு என்பது நிகர உள்வரும் முதலீடாக (உள்வரவிலிருந்து வெளியேறும் செலவைக் கழித்து)



வரையறுக்கப்படுகிறது; இத்தகைய நிகர உள்ளீடு முதலீட்டாளரின் நாட்டில்லாத வேறொரு பொருளாதாரத்தில் உள்ள நிறுவனத்தில் நிரந்த மேலாண்மை ஆர்வத்தை (10 விழுக்காடு அல்லது அதற்கு மேலான வாக்குரிமைப் பங்குகளை) பெறுவதற்காக இருத்தல் வேண்டும். அன்னிய நேரடி முதலீடு என்பது பங்கு முதலீடு, மற்ற நீண்டகால முதலீடு, குறுங்கால முதலீடு ஆகியவற்றின் மொத்தமாகும்; இது வரவுச் செலவு சமநிலையில் காட்டப்படும். அன்னிய நேரடி முதலீடு மூலமாக மேலாண்மையில் பங்கேற்றல், கூட்டு நிறுவனங்கள், தொழில்நுட்ப பரிமாற்றம் மற்றும் நுண்திறமை கூடுகிறது. அன்னிய நேரடி முதலீட்டின் மூலதனப் பங்கு ஓர் குறிப்பிட்ட காலத்தில் நிகர (i.e. உள்வரவு - வெளிப்போக்கு) திரள் அன்னிய நேரடி முதலீடாகும். வெளிநாட்டுப் பங்குகளில் முதலீடு செய்வது அன்னிய நேரடி முதலீடு ஆகாது. உற்பத்திக் காரணிகளில் பன்னாட்டளவில் பரிமாற்றம் கொள்வதற்கான ஓர் எடுத்துக்காட்டு அன்னிய நேரடி முதலீடாகும்.

வகைகள்

- கிடைநிலை அன்னிய நேரடி முதலீடு ஓர் நிறுவனம் தனது நாட்டில் செய்துவந்த

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Issues and Policies of Women's Entrepreneurship

Prof C Sivakkolundu*

Introduction

Women's entrepreneurship needs to be studied separately for two main reasons. The first reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs.

The second reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only have women lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do.

Attention of policy makers

This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized. While without a doubt the economic impact of women is substantial, we still lack a reliable picture describing in detail that specific impact. Recent efforts initiated by the OECD (1997, 2000) are responses to this lack of knowledge and have focused the

attention of policy makers and researchers on this important topic.

The industries (primarily retail, education and other service industries) chosen by women are often perceived as being less important to economic development and growth than high-technology and manufacturing. Furthermore, mainstream research, policies and programmes tend to be "menstreamed" and too often do not take into account the specific needs of women entrepreneurs and would-be women entrepreneurs. As a consequence, equal opportunity between men and women from the perspective of entrepreneurship is still not a reality. In order for policy makers to address the situation the report makes a number of recommendations.

Co-operation with international countries

In order to realize the benefits of policy changes it is important to incorporate a women entrepreneurial dimension in considering all SMEs and growth policies (e.g. meeting women's financing needs at all stages of the business continuum; take-up of business development and support services; access to corporate, government and international markets; technology access and utilisation; R&D and innovation; etc.). Moreover this means periodically evaluating the impact of these measures on the success of women-owned business and exchanging good models and best practices, through cooperation with leading international organisations such as the OECD,

European Union, APEC, UNCTAD and the ILO, in order to continually improve policies and programmes.

Promoting awareness

Better qualitative information and quantitative data and statistics are required to profile women entrepreneurs (demographic information, barriers to start-up and growth). Using a frame of reference such as that developed in the report could be valuable for the analysis of this information.

Sources of knowledge

It is observed that women entrepreneur networks are major sources of knowledge about women's entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion. Policy makers must foster the networking of associations and encourage co-operation and partnerships among national and international networks and facilitate entrepreneurial endeavours by women in the economy.

Position in society

Women's entrepreneurship is both about women's position in society and the role of entrepreneurship in the same society. Women are faced with specific obstacles (such as family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Also, in some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women.

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இந்தியாவில் சுகாதாரமும் சமுதாய மாற்றமும்
விஜயன் கே.பிள்ளை - ரூபல் பரேக்

முழுமையான துப்புரவுக்கு முட்டுக்கட்டைகள்
கிரேகரி பியர்ஸ்

இந்தியாவில் நகர்ப்புற துப்புரவு - ஒரு வளர்ச்சித் திட்டம் சிதைந்த கதை
திரிஷா அகர்வாலா

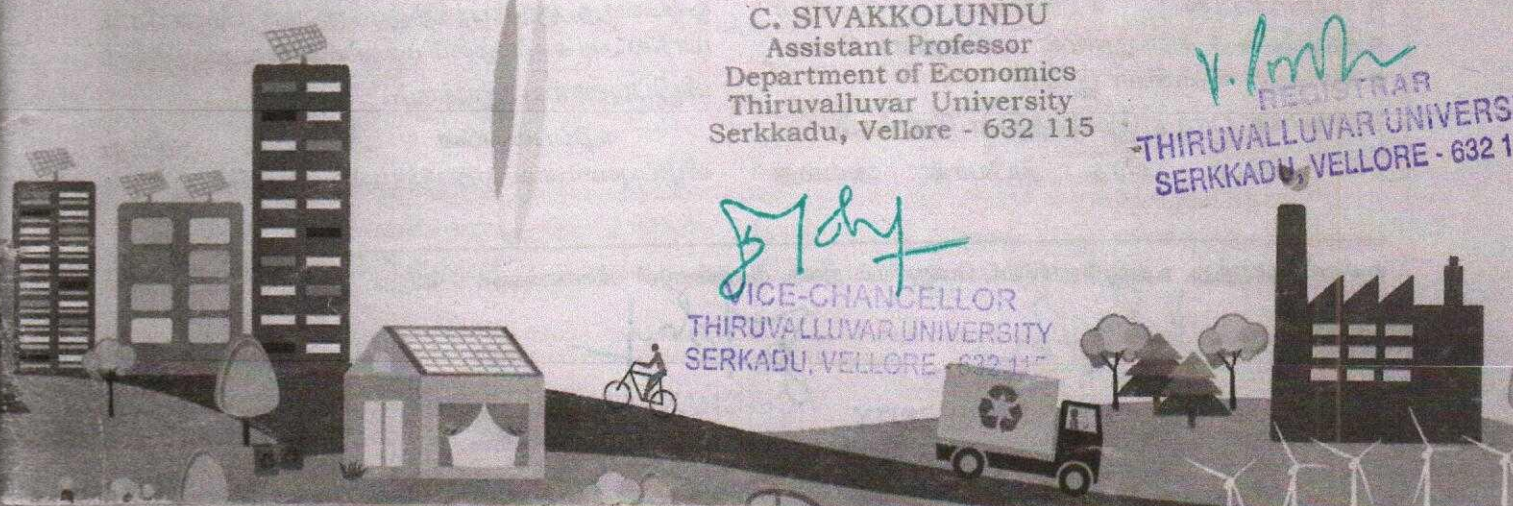
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இந்தியாவில் வருவாய் சமத்துவமின்மைக்கான காரணங்கள்
துள்சி ஜெயக்குமார்

சிறப்புக் கவனக் கட்டுரை
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டி.என். சீனிவாசன் - பவன் கட்கர்

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கிராம சுகாதாரம்: விழிப்புணர்வு மற்றும் சவால்கள்

- சி.சிவக்கொழுந்து

முன்னுரை

சுகாதாரம் (Hygiene) அல்லது சுத்தம் என்பது நலம் மற்றும் நலமான வாழ்வு கருதி ஒரு சமூகத்தால் பேணப்படும் பழக்க வழக்கங்களாகும். இந்திய நடுவணரசால் அரசு வழங்கும் தேசிய ஊரக சுகாதார நலச்சேவைகள் மக்களுக்கு குறிப்பாக ஊரகப்புறத்தினர், வறியோர், பெண்டிர் மற்றும் குழந்தைகளுக்கு எளிதில் கிட்டும் வகை செய்யும் இலக்கைக் கொண்டு ஆரம்பிக்கப்பட்டது ஆகும். இத்திட்டம் 05.04.2005 இல் துவங்கப்பட்டது. தூய்மை இந்தியா இயக்கம்

தூய்மை இந்தியா இயக்கம் (அலுவல் முறையாக சுவச்ச பாரத் அபியான், Swachh Bharat அல்லது Swachh Bharat Abhiyan) நாட்டின் 4041 நகரங்களில் உள்ள சாலைகள், கட்டமைப்புக்களை தூய்மைப்படுத்துவதற்காக இந்திய அரசு துவக்கியுள்ள இயக்கமாகும்.

இந்த இயக்கத்தை அக்டோபர் 2, 2014 அன்று புது தில்லியில் ராஜ்காட்டில் இந்தியப் பிரதமர் நரேந்திர மோதி துவக்கி வைத்தார். காந்தி தங்கியிருந்த இல்லத்திற்கு வெளியே சாலையை சுத்தப்படுத்தி திட்டம் தொடங்கி வைக்கப் பட்டது. 3 மில்லியன் அரசுப் பணியாளர்களும் பள்ளி, கல்லூரி மாணவர்களும் பங்கேற்கும் இத்திட்டமே இந்தியாவின் மிகப் பெரும் தூய்மை இயக்கமாகும்.

பங்கேற்ற நபர்கள்

மத்திய அரசு பொதுவெளியில் நன்கறியப்பட்ட குறிப்பிடத்தக்க நபர்களை தேர்ந்தெடுத்து இயக்கத்திற்கான பரப்புரை ஆற்ற வேண்டுகோள் விடுத்துள்ளது. இவர்கள் -

- அனில் அம்பானி • சச்சின் டெண்டுல்கர்
- சல்மான்கான் • பிரியங்கா சோப்ரா
- ராம்தேவ் • கமல்ஹாசன் • மிருதுளா சின்கா
- சசி தநூர் • சாசியா இல்மி

சுத்தமான பாரத இயக்கத்தின் நோக்கம்

நிர்மல் பாரத் அபியான் அல்லது

சுத்தமான பாரத இயக்கம் (Nirmal Bharat Abhiyan (NBA) திறந்த வெளியில் மக்கள் மல ஜலம் கழிப்பதை ஒழித்து, அனைத்து வீடுகளிலும், பொது இடங்களிலும் சுகாதாரமான நவீன கழிப்பறைகளை அமைப்பது.

கழிவறையின் தேவை

கழிவுளை அவதானமாக அகற்றவேண்டிய தேவை 1850 பின்னர் தெளிவாக உணரப்பட்டது. கழிவுகள் நீர்நிலைகளை களங்கப்படுத்தினால், அவற்றின் மூலம் நோய்கிருமிகள் பரவுவது ஏதுவாகிற்று. கழிவுகளில் நோய்க்கிருமிகள் தங்கி மனிதருக்கு பரப்புவதை மருத்துவர்கள் எடுத்து கூறினர்.

முழுமையான சுகாதாரம்

இப்புதிய திட்டம், 1999ஆம் ஆண்டு முதல் நடைமுறையில் இருந்து "முழுமையான சுகாதார இயக்கத்திற்கு" (Total Sanitation Campaign (TSC) மாற்றாக, பொதுமக்கள் ஆதரவுடன் 01.07.2014 முதல் இந்திய நடுவண் அரசு, மாநில அரசுகளின் உதவியுடன் இந்தியா முழுவதிலும், குறிப்பாக ஊரகப்பகுதி வீடுகளில் நவீன கழிப்பறைகள் கட்ட ஊக்குவிக்கிறது.

ஊரக பகுதிகளில், வீடுகள், பள்ளிகள், அங்கன்வாடிகள், மக்கள் கூடும் பொது இடங்களில், கழிப்பறை வசதி நிர்மல் பாரத் அபியான் திட்டத்தின் கீழ் ஏற்படுத்தப்பட்டு வருகிறது. ஊரக பகுதிகளில் ஒருங்கிணைந்த ஆண்கள் சுகாதார வளாகம் மற்றும் ஒருங்கிணைந்த பெண்கள் சுகாதார வளாகம் கட்டுதல் ஆகிய பணிகளும் மேற்கொள்ளப்பட்டு வருகிறது.

நிதி உதவி

இந்திய அரசு நவீன கழிப்பிடம் கட்ட ஒவ்வொரு குடும்பத்திற்கும் ரூபாய் பத்தாயிரம், மாநில அரசுகள் மூலம் மானியமாக வழங்குகிறது.

விழிப்புணர்வு இயக்கம்

கழிப்பறையின் அவசியம் குறித்து விழிப்புணர்வை ஏற்படுத்தும் வகையில், இந்திய

சி.சிவக்கொழுந்து, உதவி, பேராசிரியர், பொருளியல் துறை, திருவள்ளூர் பல்கலைக்கழகம், வேலூர் 632115.

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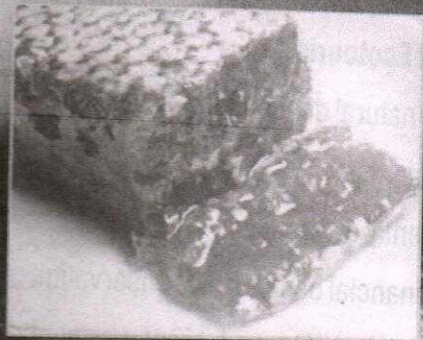
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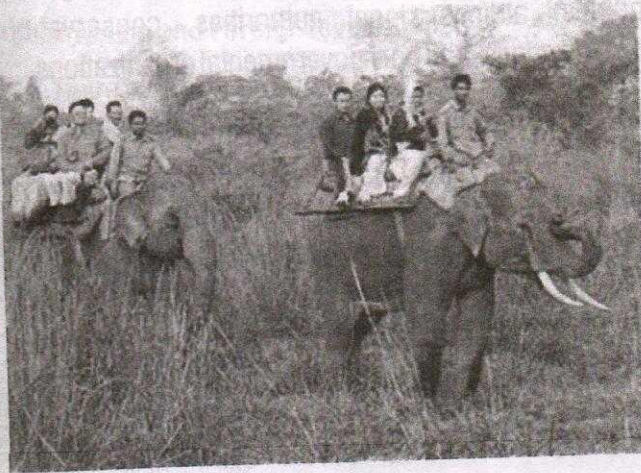
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- Sustainable Dairying



ECO-TOURISM AND ECONOMIC DEVELOPMENT

Prof. C. Sivakkolundu



Introduction

Ecotourism, responsible tourism, jungle tourism, and sustainable development have become prevalent concepts since the mid 1980s, and ecotourism has experienced arguably the fastest growth of all sub-sectors in the tourism industry. The popularity represents a change in tourist perceptions, increased environmental awareness, and a desire to explore natural environments.

Environmental organizations have generally insisted that ecotourism is nature-based, sustainably managed, conservation supporting, and environmentally educated. The tourist industry and governments, however, focus more on the product aspect, treating ecotourism as equivalent to any sort of tourism based in nature.

Definition of Ecotourism

Ecotourism is a form of tourism that involves visiting natural areas in the remote wilderness or urban environments. According to the definition and principles of ecotourism established by The

International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people."

Characteristics of Ecotourism

- Involves travel to natural destinations
- Minimizes impact
- Builds environmental awareness
- Provides direct financial benefits for conservation
- Provides financial benefits and empowerment for local people
- Respects local culture
- Supports human rights and democratic movements

Eco-tourism and Population

- Conservation of biological diversity and cultural diversity through ecosystem protection
- Promotion of sustainable use of biodiversity, by providing jobs to local populations.
- Sharing of socio-economic benefits with local communities and indigenous peoples.
- Tourism to unspoiled natural resources, with minimal impact on the environment.
- Minimization of tourism's own environmental impact.
- Affordability and lack of waste in the form of luxury.
- Local culture, flora and fauna being the main attractions.

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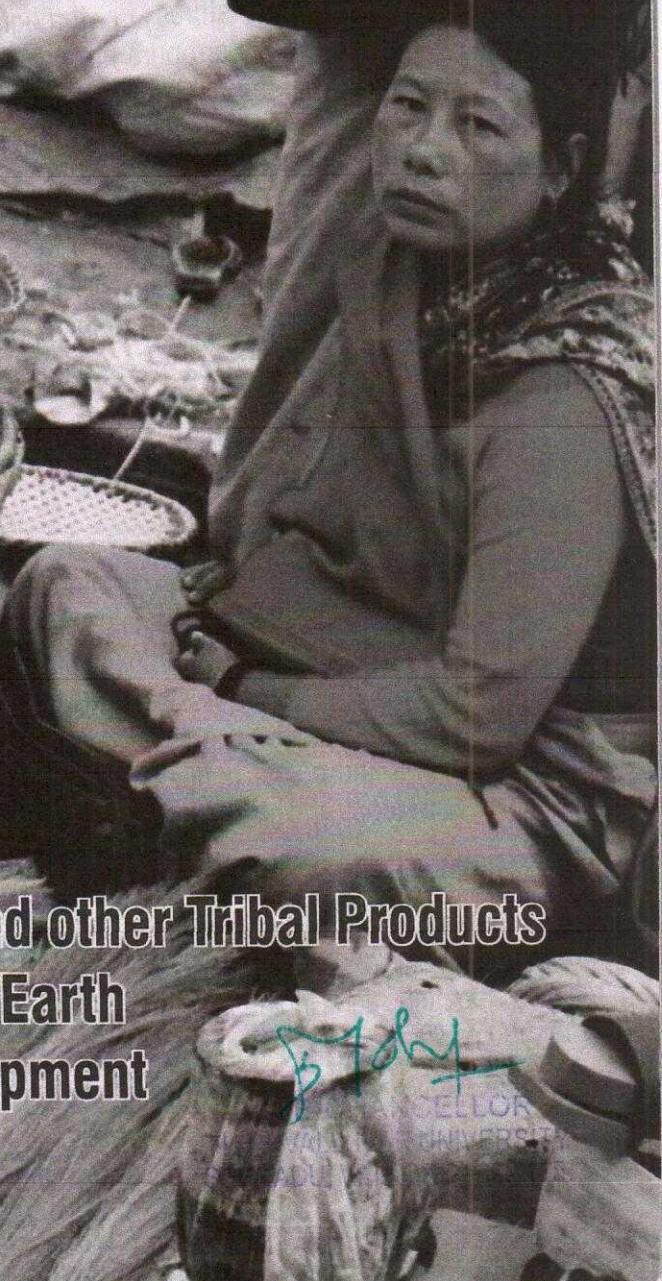
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MEDICINAL USES OF TEA

C. Sivakkolundu* and P. Loganathan**

Introduction

Herbs have been used for centuries to treat a variety of illnesses. Many of the uses have come from folklore or cultural traditions. Scientific evaluation of herbals has only recently begun. Here we shall see some common herbal tea preparations and their effectiveness to treat certain ailments.

Tea Preparation

Teas can be prepared from either fresh or dried herbs. Bulk dried herbs or dried whole tea leaves can be found at specialty tea stores or through online distributors. Whole leaves are pure herb and are less processed than herbal tea bags, so the plant oils are better preserved. Therefore, you obtain a more concentrated tea with no filler.

Common way to prepare teas

Pour 1 cup boiling water over the tea bag or dried herbs. Steep (let herbs remain immersed in hot water) for designated time. Remove tea bag or strain off dried herbs. Drink full cup of tea.

Major varieties

Nettle

Nettle is made with the leaves of stinging nettle, named for the tiny hairs on the fresh leaves which can sting the skin. Despite its rough exterior, nettle is one of nature's best remedies for an assortment of ailments including anemia, high blood pressure, rheumatism, arthritis, coughs and colds, congestion, urinary tract infections, and kidney and bladder problems.

Chamomile Tea

Chamomile is a popular herb that's used in teas worldwide. Chamomile soothes the stomach and relieves bloating and indigestion. Chamomile also calms the mind and helps people relax and deal better

with their stresses. People who find it hard to go to sleep should drink a cup of chamomile tea before going to bed. Chamomile is known to fight insomnia by relaxing the body and the mind, enabling the person to fall asleep naturally.

Ginger Tea

Ginger is an energizer and a stimulator. Drinking ginger tea both stimulates and soothes the digestive system. Ginger has been known to aid people experiencing nausea. Arthritic people have found ginger tea helpful since it has anti-inflammatory properties.

Peppermint Tea

Peppermint is a fragrant herb that makes for a soothing drink. Peppermint helps you digest foods better and also reduces flatulence and digestive issues. Peppermint is prescribed to people with IBS (irritable bowel syndrome) and gallstones in capsules. The natural mint flavor of the herb helps to freshen your breath.

Lavender Tea

Lavender tea is made out of the dried purple, pink and white colored flowers that grow on lavender shrubs. A cup of lavender tea can soothe your mind and body, inducing sleep. If you are feeling down and depressed, a cup of lavender tea can help uplift your spirit. For both children and adults, lavender is used to reduce body temperature during fever.

Lemon Balm Tea

Lemon balm tea is fragrant to drink and is a very effective tonic to calm nerves and anxiety. Cold lemon balm teas bag help relieve cold sores, or genital sores caused by the herpes simplex virus. Drink lemon balm tea if you suffer from nerve pain. Drinking lemon balm tea also helps strengthen memory and brain functions and also uplifts one's mood.

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Impact of Tourism on Environment

C Sivakkolundu



Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of India's natural and cultural environments.

Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment

THE QUALITY of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. The negative impact of tourism development can gradually destroy the environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

Impact of Tourism

Negative impact tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, and increased pressure on endangered species.

Positive Impact

Direct Revenue to the Government

- Tourism can contribute directly to the conservation of sensitive areas

and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

- The Indian government through the tourism department also collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

Improvement of Environmental Management

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

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Coffee Production in Brazil

Prof C Sivakkolundu*

Introduction

Coffee production in Brazil is responsible for about a third of all coffee, making Brazil by far the world's largest producer, a position the country has held for the last 150 years. Coffee plantations, covering some 27,000 km² (10,000 sq mi), are mainly located in the southeastern states of Minas Gerais, Sao Paulo and Parana where the environment and climate provide ideal growing conditions.

The crop first arrived in Brazil in the 18th century and the country had become the dominant producer by the 1840s. Production as a share of world production peaked in the 1920s, with the country supplying 80% of the world's coffee, but has declined since the 1950s due to increased global production.

History of coffee production

Coffee is not native to the Americas and had to be planted in the country. The first coffee bush in Brazil was planted by Francisco de Melo Palheta in 1727. According to the legend, the Portuguese was looking for a cut of the coffee market, but could not obtain seeds from bordering French Guiana due to the governor's unwillingness to export the seeds. Palheta was sent to French Guiana on a diplomatic mission to resolve a border dispute. On his way back home, he managed to smuggle the seeds into

Brazil by seducing the governor's wife who secretly gave him a bouquet spiked with seeds. (see table).

The first of coffee booms

Coffee spread from Para and reached Rio de Janeiro in 1770, but was only produced for domestic consumption until the early 19th century when American and European demand increased, creating the first of two coffee booms. The cycle ran from the 1830s to 1850s, contributing to the decline of slavery and increased industrialization. In the 1840s, both the share of total exports and world production reached 40%, making Brazil the largest coffee producer. The early coffee industry was dependent on slaves; in the first half of the 19th century 1.5 million slaves were imported to work on the plantations. However, internal slave trade with the north continued until slavery was finally abolished in Brazil in 1888.

The second of Coffee boom

The second boom ran from the 1880s to the 1930s, corresponding to a period in Brazilian politics called *cafe com leite* ("coffee with milk"). The name refers to the largest states dominating industries. Over production had decreased the price of coffee and to protect the coffee industry. The government was to control the price by buying abundant harvests

and sell it at the international market at a better opportunity. The scheme sparked a temporary rise in the price and promoted the continued expansion of the coffee production. The global oversupply and increased the damages from the crash during the Great Depression in the 1930s.

In the 1920s, Brazil was a nearly monopolist of the international coffee market and supplied 80% of the world's coffee. Since the 1950s, the country's market share steadily declined due to increased global production. Despite a falling share and attempts by the government to decrease the export sector's dependency on a single crop, coffee still accounted for 60% of Brazil's total exports as late as 1960.

Coffee production in Brazil	
Coffee production in Brazil-2013	
Total production	2,609,040 tonnes
Types produced	Arabica and robusta
Total area planted	2,339,630 ha
Harvesting year	April-March
Processing method	Dry and wet

Source: "Statistics on coffee: Brazil (2011)". International Coffee Organization. Retrieved 29 April 2013.

A coffee plantation in Minas Gerais Brazil has been the world's largest producer of coffee for the last 150 years, currently producing about a third of all coffee. In 2011 Brazil was the world leader in production of green coffee, followed by Vietnam, Indonesia and Colombia. In 2011, total production was 2.7 million tonnes, more than twice the amount of Vietnam, the second largest producer. Some 3.5 million people are involved in the industry, mostly in rural areas.

Cultivation of Coffee

There are about 220,000 coffee farms involved in the industry, with plan-

* Assistant Professor, Department of Economics, Thiruvalluvar University, Serkkadu, Vellore, Tamil Nadu-632115.

Share of major Brazilian exports of total exports 1821-1850 (%)				
Years	Sugar	Cotton	Coffee	Others
1821-1830	30.1	20.6	18.4	30.9
1831-1840	24.0	10.8	43.8	21.4
1841-1850	26.7	7.5	41.4	24.4

Source: Bethell 1985, p.86

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- Lives of Indians @ 2015
- Remembering Two Celebrities
- Coffee and its Nutritional Value
- Mighty Moringa and Diabetes

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COFFEE AND ITS NUTRITIONAL VALUE

C. Sivakkolundu* & P. Loganathan**

Introduction

Coffee is a beverage crop. Indian coffee is known for its quality. It has more demand in the international market. **UK is the major importer of Indian coffee.** Making a cup of coffee might seem like the easiest thing in the world. But have you thought of all the people who help make that coffee? About million people are involved in the coffee industry. **Read on and see how much work care has gone into your cup.**

Coffee Plants

It all starts on the plantations, where farmers tend to the coffee plants and harvest the coffee cherries, usually by hand. The next thing they have to do is separate the bean from the outer shell of the cherry. This is done either by drying the beans in the sun or by washing them in a pulping machine.

Preparation of Coffee

The dry beans have a greenish tinge and are therefore known as 'green beans'. They are usually exported for blending and roasting. By combining different types of beans you can give the resulting coffee a more rounded taste. Once you have the right blend of beans, the most important phase of coffee production begins the roasting.

Processing of Coffee

- It is not until the green beans are roasted that they release the coffee aroma and flavor. Depending on the roasting equipment and the desired flavor of the coffee, green beans are roasted at between 180°C and 240°C for between here and 12 minutes.
- Before it can be brewed, the roasted coffee must be ground. Grinding increases the surface area of the coffee, allowing the flavor to be extracted more easily.
- To make soluble coffee, the ground coffee is brewed and then dried. The drying can either be hot, in a spray drier, or cold, in a freeze drier.

Varieties of Coffee

Arabica and Robusta are the two varieties of coffee grown in India. Arabica is the better variety grown in both of the coffee cultivation area.

Coffee Growing Regions

- **Coffee cultivation is mainly confined to Karnataka, Tamil Nadu and Kerala. Chickmagalur district and Kodagu hills**

(Coorg) of Karnataka and Nilgiri hills of Tamil Nadu are the major areas of coffee cultivation. Wynad of North Malabar in Kerala also has many coffee estates. A coffee research centre is located at "Yercaud".

- Coffee is grown in Africa, Asia and Latin America, in a so-called 'coffee belt' that encompasses the tropics. Brazil is the biggest producer, followed by Vietnam and Colombia.
- Some countries specialize in one type of coffee bean. Robusta coffee is grown from sea level to about 800 meters, mainly in Vietnam, Brazil and Indonesia.
- Arabica coffee grows at a higher altitude, usually above 800 meters and up to 2,500 meters. Brazil, Colombia, Ethiopia, Central America, Mexico, India and Eastern Africa are among the best-known Arabica producing regions.
- Coffees have typical regional tastes which are influenced by soil and weather conditions. Costa Rica produces a milk coffee with nutty flavor while Indonesian coffee has a thick, mellow character. Ethiopian coffee is prized for its smooth strong flavor.

Nescafe Production

- The unique NESCAFE process starts with selecting green coffee. Each step of the production is carefully controlled and monitored to ensure the best quality.
- After blending the green coffee, the beans are roasted at the right time and temperature to achieve the desired taste and aroma profile. Next, the beans are ground and brewed. The coffee extract then goes through an evaporation and drying process that turns it into granules or power, that's the coffee you use to make a satisfying cup of NESCAFE.
- But for us, production is more than just providing the best quality in a cup. We place value on coffee that's made with respect to the environment and to people.
- Our attitude is embodied in the NESCAFE Plan, a global initiative started in 2010 that supports the responsible farming, production and consumption of coffee.
- As part of the plan, we are improving our production processes by reducing water and energy consumption and lowering emissions of greenhouse gases from our factories and transport operations.

SEPTEMBER 2015

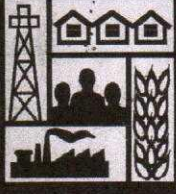


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செப்டம்பர் 2015

வளர்ச்சிக்கான மாத இதழ்

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ஸ்மார்ட் நகரங்கள் : நகர்ப்புற நிலப்பகுதியை மேம்படுத்துதல்

ஸ்மார்ட் நகரங்களில் டிஜிட்டல் நிர்வாகம்

-ஆர். சந்திரசேகர்

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ராஷ்டிரபதி பவன் : சீர்மிகு பாரம்பரிய நகரியம்

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நவீன நகரங்கள்: எதிர்கொண்டுள்ள சவால்கள்

- சிவக்கொழுந்து,

மத்திய அரசு நாடு முழுவதும் சர்வதேச நகரங்களுக்கு இணையாக 'ஸ்மார்ட் சிட்டி' எனப்படும் 100 நவீன நகரங்கள் உருவாக்கல் திட்டம் 'அம்ருத்' எனப்படும் 'அடல்' நகர்ப்புற உருமாற்றம் மற்றும் புத்துயிர் அளித்தல் திட்டம் அனைவருக்கும் வீடு வழங்கும் பிரதமர் 'அவாஸ்' திட்டம் (பி.எம்.ஏ.ஓய்.) ஆகிய மூன்றுக்கும் முக்கியத்துவம் தந்து அதிரடி ஏற்பாடுகளை செய்து வருகிறது.

நவீன நகரங்கள்

• ஸ்மார்ட் சிட்டிகளில் உலகத்தரம் வாய்ந்த சாலை வசதி, 24 மணிநேர மின்வசதி, குடிநீர், சுகாதாரம் போன்ற அடிப்படை கட்டமைப்பு வசதிகள், தகவல் தொழில்நுட்பத்தை பெருமளவில் பயன்படுத்தி, இந்தநகரங்களில் தொழில் வாய்ப்புகளும் அதிகரிக்கப்பட உள்ளது.

• ஒரு லட்சம் மக்கள் தொகைக்கு மேல் இருக்கும் நகராட்சிகளில், அனைத்து உட்கட்டமைப்பு வசதிகளையும் மேம்படுத்த, 'அம்ருத்' திட்டம் அறிவிக்கப்பட்டுள்ளது.

நகரங்கள் எதிர்கொண்டுள்ள சவால்கள்

• பி.எம்.ஏ.ஓய்., திட்டம், நகர்ப்புற ஏழை மக்களுக்கு, சிறப்பான, வசிக்கத்தக்க வீடுகள் கிடைக்க உதவி செய்யும்.

• 'அம்ருத்,' 'பி.எம்.ஏ.ஓய்., திட்டங்கள், தற்போதுள்ள நகரங்கள், நவீன நகரங்களாக உருவெடுக்க வகை செய்யும்.

நவீன நகரங்கள் திட்டப்படி, பல்வேறு மாநிலங்களில் தெரிவு செய்யப்பட்ட 100 நகரங்களில், வாழ்க்கைத் தரம் உயர்த்தல்,

தரமான உட்கட்டமைப்பு வசதிகள் ஏற்படுத்தப்படும்.

• நவீன தகவல் தொடர்பு சாதனங்கள் மற்றும் மென்பொருட்களைக் கொண்டு, நிர்வாகம் மற்றும் தீர்வுகாணுதல், நீடிக்கத்தக்க, சுத்தமான சுற்றுச்சூழல் உருவாக்குதல் போன்றவை சாத்தியமாக்கப்படும்.

• எம்.ஏ.ஓய்., திட்டத்தின் கீழ், பொருளாதார ரீதியில் பின்தங்கியோர் மற்றும் குறைந்த வருவாய் பிரிவினருக்கு, வீடுகள் கட்டித் தரப்படும்.

பொருளாதார வளர்ச்சி எதிர்பார்ப்பு

• இதன் மூலம் இந்தியப் பொருளாதாரம் மேலும் வளர்ச்சி அடையும்.

• தமிழ்நாட்டில் சென்னைக்கு அருகில் உள்ள பொன்னேரி மற்றும் அதன் சுற்று வட்டாரப் பகுதிகள் ஸ்மார்ட் சிட்டி அமைய உள்ள பகுதிகளாக தேர்வு செய்யப்பட்டு அதற்கான வேலைகளும் நடந்து வருகின்றன.

• ஸ்மார்ட் சிட்டியாக தேர்வு செய்யப்படும் நகரத்தில் கல்வி, வேலைவாய்ப்பு, தண்ணீர், மின்சாரம், கழிவுநீர் மேலாண்மை, ஆரோக்கியமான கல்வி, இயற்கை வளங்களை பொறுப்பாக பயன்படுத்துவது, மின்சாரத்தை சிக்கனமாக பயன்படுத்துவது, நிதிசேவை மையங்கள், வர்த்தக மற்றும் பொருளாதார வளர்ச்சியை உறுதிப்படுத்துவது, முதலீடுகளை ஈர்ப்பது போன்ற திட்டங்கள் மேற்கொள்ளப்படும்.

• ஸ்மார்ட் சிட்டி அமைப்பதற்காக தேர்வு செய்யப்பட்டுள்ள பகுதியின் வருவாய், சுகாதார நிலை, இயற்கை வளம்,

சிவக்கொழுந்து, பொருளாதார பேராசிரியர், திருவள்ளூர் பல்கலைக்கழகம், வேலூர்

திட்டம், செப்டம்பர் - 2015


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ALOE VERA: USES AND HEALTH BENEFITS

C. Sivakkolundu* Dr. P. Loganathan** 



"You ask me what were the secret forces which sustained me during my long fasts. Well, it was my unshakeable faith in God, my simple and frugal lifestyle, and the Aloe whose benefits I discovered upon my arrival in South Africa at the end of the nineteenth century"

-Mahatma Gandhi

Introduction

Common Names: Aloe Vera, Aloe, Lily of the desert, Burn plant, Elephant's gall Latin Names: Aloe Vera, Aloe barbadensis

Aloe Vera's use can be traced back 6,000 years to early Egypt, where the plant was depicted on stone carvings. Known as the "plant of immortality," aloe was presented as a burial gift to deceased Pharaohs. Native to Northern Africa, Aloe Vera is a stemless or very short-stemmed succulent plant growing to 80-100 cm tall, spreading by offsets and

root sprouts. The leaves are Lancelot, thick and fleshy, green to grey-green, with a serrated margin. The flowers are produced on a spike up to 90 cm tall, each flower pendulous, with a yellow tubular corolla 2-3 cm long. Clinical evaluations have revealed that the pharmacological active ingredients are concentrated in both the gel and rind of the aloe Vera leaves. These active ingredients have been shown to have analgesic and anti-inflammatory effects.

Various Uses of Aloe Vera

Heal Wounds

Aloe Vera is being used to heal wounds and for various skin conditions, and orally as a laxative, since centuries. Today, apart from the traditional uses, people also take Aloe Vera orally to treat a variety of conditions, including diabetes, asthma, epilepsy, and osteoarthritis. People use aloe topically for osteoarthritis, burns, and

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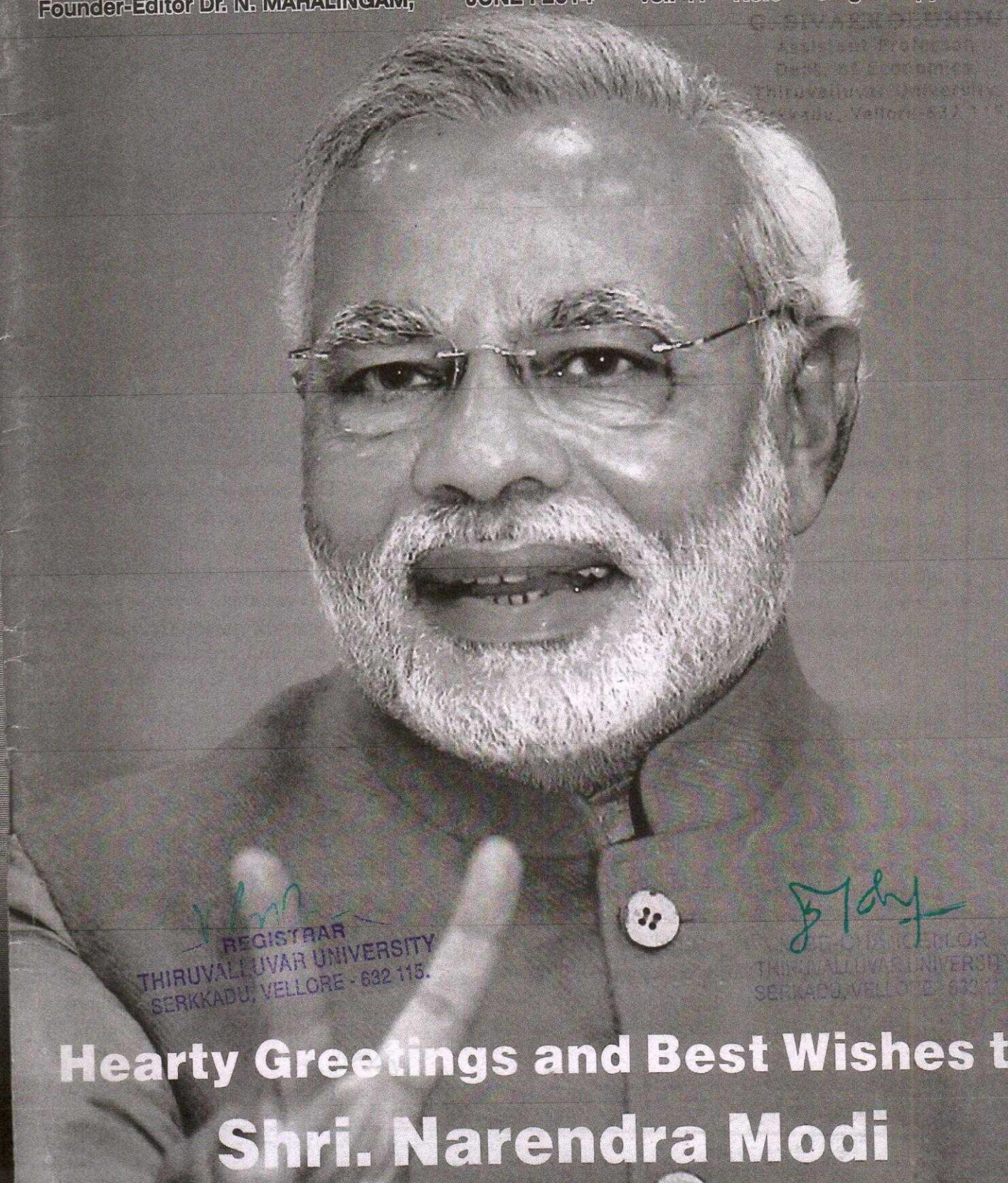
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**Hearty Greetings and Best Wishes to
Shri. Narendra Modi**

Financial Growth in India- Issues and Challenges

C Sivakkolundu* Dr P Loganathan**

Introduction

The large numbers of poor are required to be provided with much needed financial assistance in order to sail them out of their conditions of poverty. Accordingly, there is felt a need for policy support in channeling the financial resources towards the economic upliftment of resource poor in any developing economy. This paper is an attempt to comprehend and distinguish the significance of Financial Inclusion in the context of a developing country like India wherein a large population is deprived of the financial services which are very much essential for overall economic growth of a country.

Ensuring that the financial system plays its due role in promoting inclusive growth is one of the biggest challenges facing the emerging economies. We therefore advocate that financial development creates enabling conditions growth when access to safe, easy and affordable credit and other financial services by the poor and vulnerable groups, disadvantaged areas and lagging sectors is recognized as a pre-condition for accelerating growth and reducing income disparities and poverty.

Importance of Financial Inclusion

Importance of financial inclusion arises from the problem of financial exclusion of nearly 3 billion people from the formal financial services across the world. The review of literature suggests that the most operational definitions are context-specific, originating from country-

specific problems of financial exclusion and socio-economic conditions. Thus, the context-specific dimensions of financial exclusion assume importance from the public policy perspective. The financial services include the entire gamut-savings, land, insurance, credit, payments etc. by providing these services, the aim is to help them come out of poverty.

Global Financial Services

While in developed countries, the formal financial sector comprising mainly the banking system services most of the population, in developing countries, a large segment of the society, mainly the low-income group, has little access to financial services, either formal or semi formal. As a result, many people have to necessarily depend either on their own sources or informal sources of finance, which are generally at high cost. Most of the population in development countries (99 per cent in Denmark 96 per cent in Germany, 91 per cent in the USA and 96 per cent in France) has bank accounts. However, formal financial sectors in most developing countries serve relatively a small segment, often no more than 20-30 per cent of the population, the vast majority of whom are low income households in rural areas.

The formal financial system also shows higher poverty ratios and higher inequality. Typically, countries with low levels of income inequality tend to have lower levels of financial exclusion, while high levels of exclusion are associated with the least equal ones. In Sweden, for example, lower than two

Table-1: Extent of financial growth- some select countries

Country	Percent of population with an account
USA	91
Denmark	99
Europe	89
Botswana	42
Brazil	43
South Africa	31
Namibia	28
Mexico	21

Source: Rakesh Mohan (2010), *Economic Growth, Financial Deepening and Financial Inclusion*

per cent of adults did not have an account in 2000 and in Germany, the figure was around three per cent. In comparison, less than four per cent of adults in Canada and five per cent in Belgium lacked a bank account.

Elements of financial strategy

The broad strategy for financial inclusion in India in recent years comprises the following elements: (i) encouraging penetration into unbanked and backward areas and encouraging agents and intermediaries such as NGOs, MFIs, CSOs and business correspondents (BCs); (ii) focusing on a decentralized strategy by using existing arrangements such as Stage Level Bankers' Committee (SLBC) and district consultative committee (DCC) and strengthening local institutions such as co-operatives and RRBs; (iii) using technology for furthering financial inclusion; (iv) advising banks to open a basic banking 'no frills' account; (vi) emphasis on financial literacy and credit coun-

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IMPACT OF ECO-TOURISM AND ENVIRONMENT

Introduction

Ecotourism, responsible tourism, jungle tourism, and sustainable development have become prevalent concepts since the mid 1980s, and ecotourism has experienced arguably the fastest growth of all sub-sectors in the tourism industry. The popularity represents a change in tourist perceptions, increased environmental awareness, and a desire to explore natural environments. At times, such changes become as much a statement affirming one's social identity, educational sophistication, and disposable income as it has about preserving the Amazon rainforest or the Caribbean reef for posterity.

However, in the continuum of tourism activities that stretch from conventional tourism to ecotourism proper, there has been a lot of contention to the limit at which biodiversity preservation, local social-economic benefits, and environmental impact can be considered "ecotourism". For this reason, environmentalists, special interest groups, and governments define ecotourism differently. Environmental organizations have generally insisted that ecotourism is nature-based, sustainably managed, conservation supporting, and environmentally educated. The tourist industry and governments, however, focus more on the product aspect, treating ecotourism as equivalent to any sort of tourism based in nature. As a further complication, many terms are used under the rubric of ecotourism. Nature tourism, low impact tourism, green tourism, bio-tourism, ecologically responsible tourism, and others have been used in

C.Sivakkolundu ✍

literature and marketing, although they are not necessary synonymous with ecotourism.

Definition of Ecotourism

Ecotourism is a form of tourism that involves visiting natural areas – in the remote wilderness or urban environments. According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well – being of local people." (TIES,1990). **seven characteristics of ecotourism,**

- ❖ Involves travel to natural destinations.
- ❖ Minimizes impact.
- ❖ Builds environmental awareness.
- ❖ Provides direct financial benefits for conservation.
- ❖ Provides financial benefits and empowerment for local people.
- ❖ Respects local culture.
- ❖ Supports human rights and democratic movements.

Some human rights and democratic role

- Conservation of biological diversity and cultural diversity through ecosystem protection
- Promotion of sustainable use of biodiversity, by providing jobs to local populations.
- Sharing of socio-economic benefits with local communities and indigenous peoples by having their informed consent and participation in the management of ecotourism

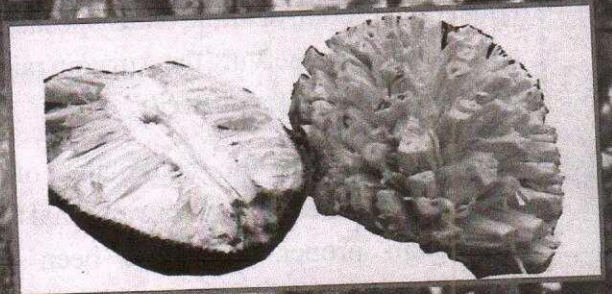
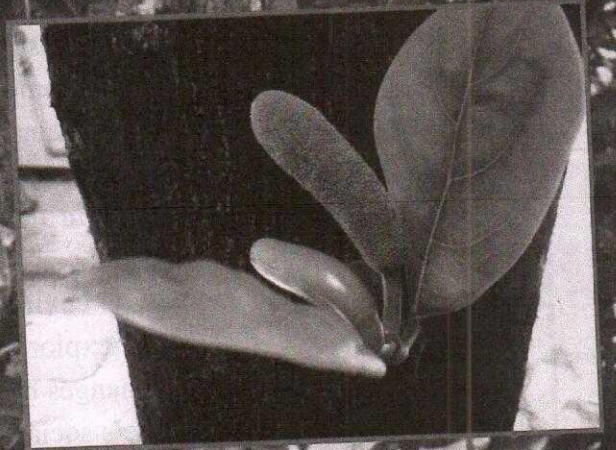
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