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Mental Health & Todays Challenges

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Mental Health & Todays Challenges

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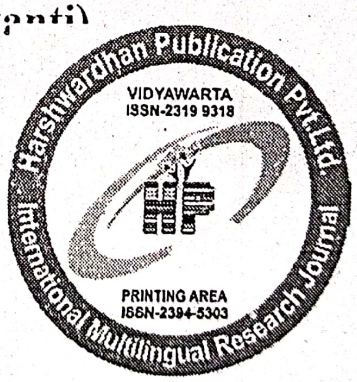

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CHANGE MANAGEMENT: NEED OF THE HOUR

Authored By

Dr. Neenu Sharma

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Education for Sustainable Development

Neenu Sharma
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I. INTRODUCTION

"Sustainable development is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs."

Sustainable development has been defined in many ways, but the most frequently quoted definition is from the Brundtland Report:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

- the concept of **needs**, in particular the essential needs of the world's poor, to which overriding priority should be given; and
- the idea of **limitations** imposed by the state of technology and social organization on the environment's ability to meet present and future needs."

Sustainable development is the organizing principle for meeting human development goals while at the same time sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depends. The desirable end result is a state of society where living conditions and resource use continue to meet human needs without undermining the integrity and stability of the natural systems.

Living within our environmental limits is one of the central principles of sustainable development. One implication of not doing so is climate change. But the focus of sustainable development is far broader than just the environment. It's also about ensuring a strong, healthy and just society. This means meeting the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion and inclusion, and creating equal opportunity. Not necessarily, Sustainable development is about finding better ways of doing things, both for the future and the present. We might need to change the way we work and live now, but this doesn't mean our quality of life will be reduced.

History

The concept of sustainable development, although had appeared in the 1970s, was widely disseminated in the early 1980s by the 'World Conservation Strategy' (IUCN, UNE'P and WWF, 1980), which called for the maintenance of essential ecological processes; the preservation of biodiversity; and sustainable use of species and ecosystems.

The Brundtland Report, Our Common Future (World Commission on Environment and Development, 1987), placed it on the world's political agenda and helped re-kindle public interest in the environment. It also spread the message that global environmental management was needed; and that without a reduction of poverty, ecosystem damage would be difficult to counter. Twenty years after the 'World Conservation Strategy' the same three bodies published 'Caring for the Earth' (IUCN, UNEP and WWF, 1991), which proposed principles intended to help move from theory to practice. The concept of sustainable development was introduced in early 1980's (in particular through the publication of the World Conservation Strategy by IUCN, UNEP and WWF, 1980), in order to reconcile conservation and development objectives. Since then, it has evoked much discussion.

The aim of sustainable development is to balance our economic, environmental and social needs, allowing prosperity for now and future generations. Sustainable development consists of a long-term, integrated approach to developing and achieving a healthy community by jointly addressing economic, environmental, and social issues, whilst avoiding the over consumption of key natural resources. Sustainable development cannot be achieved by technological solutions, political regulation or financial instruments alone. We need to change the way we think and act. This requires quality education and learning for sustainable development at all levels and in all social contexts.

Role of Education in Sustainable Development

"Education is a fundamental right and the basis for progress in every country. Parents need information about health and nutrition if they are to give their children the start in life they deserve. Prosperous countries depend on skilled and educated workers. The challenges of conquering poverty, combating climate change and achieving truly sustainable development in the coming decades compel us to work together. With partnership, leadership and wise investments in education, we can transform individual lives, national economies and our world."

— Ban Ki-Moon, United Nations Secretary-General

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Organization Behaviour: Challenges and Opportunities

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Abstract: *Business in today's world is a hectic and dynamic undertaking. The environment in which organizations operate is ever changing, thereby changing the needs of the organization and internal operations. The concept of organization behaviour is important as it provides insights into organizations' challenges and opportunities. Although organization behaviour varies from one organization to another, its usefulness is universal. By studying these behaviours organizations become more aware of their business ethics and are able to positively find ways to transfer their employee's attitudes and behaviours into more positive experiences personally and for the company. Most organizations realize that being ethical is good business practice and pays in the long run.*

Key Words: *Organization Behaviour, Technology, People.*

Date of Submission: 15-01-2018 Date of acceptance: 03-02-2018

I. Introduction

Organisations are social systems. Organisations are combination of science and people-technology and humanity. Business in today's world is a hectic and dynamic undertaking. The environment in which organizations operate is ever changing, thereby changing the needs of the organization and internal operations. As needs change, the leadership and internal dynamics must be reviewed. The concept of organization behaviour is important as it provides insights into organizations' challenges and opportunities. Although organization behaviour varies from one organization to another, its usefulness is universal. organizational Behaviour is the study and application of knowledge about how people, individuals, and groups act in organizations. it interprets people-organization relationships in terms of the whole person, whole group, whole organization, and whole social system.

II. Meaning

OB is a field of study that investigates the impact that individuals, group and structure have on behaviour within the organisation. Organizational behaviour is the analysis of human dynamics in an organization. It helps human resources professionals and business leaders understand the relationships between themselves and their employees. Additionally, it reveals a great deal about how employees on the same level interact with each other. Organizational behaviour is about people at work in all kinds of organizations and how they may be motivated to work together in more effective ways. By studying these behaviours organizations become more aware of their business ethics and are able to positively find ways to transfer their employee's attitudes and behaviours into more positive experiences personally and for the company. Most organizations realize that being ethical is good business practice and pays in the long run.

According to Callahan, Fleenor and Kudson "Organizational Behaviour is a subset of management activities concerned with understanding, predicting and influencing individual behaviour in organisational setting."
Thus organizational Behaviour is the study and application of knowledge about how people, individuals, and groups act in organizations. It does this by taking a system approach. That is, it interprets people-organization relationships in terms of the whole person, whole group, whole organization, and whole social system.

History

While Organizational Behaviour as a field of academic study wasn't fully recognized by the American Psychological Association until the 1970's, it's roots go back to the late 1920's when the Hawthorne Electric Company set up a series of experiments designed to discern how changes in environment and design changed the productivity of their employees. Their various studies, conducted between the years of 1924 and 1933, were broad and meticulously measured over large periods of time. Organizational behaviour has focused on various different topics of study. Since the 1970's, a good deal of the work being done in the field of organizational behaviour has been on cultural components of organizations, including topics such as race, class, gender roles, and cultural relativism and their roles on group building and productivity. These studies, a part of a shift in focus

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Consumer Behavior towards Green Products

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"Consumers are faced with less choice in their ambition to 'go green'". This article basically deals with how people define green products in their own perceptions and what have contributed to the appearance of Green Market.

Key Words: Green Purchase Behavior, Environmentally Conscious Consumers, Environmental Concern, Environmental Knowledge

Introduction

Consumer behavior means to know the "what-where-why-when and how" of the purchase intention of the consumers. Understanding the consumer behaviour has never ever been a simple task. Many a times consumers 'say'something else but 'do'something else. They are not very much touched with their inner motivations. Many a times they respond to influences that change their minds at the last minute.

According to Walter and Paul, "Consumer behaviour is the process whereby individuals decide whether, what, when, where and how and from whom to purchase goods and services." Marketing research is primarily concerned with behaviour of the consumers. If the behaviour of the consumer towards a particular company or its product is unfavourable, the Company will not be able to sustain itself for too long. It is therefore in the interest of the company to ensure that people have a favourable inclination towards its products.

Environment Concern

The concern for climate change and global warming is increasing. Environmental pollution is one of the most challenging problems facing humanity and other forms of life. Today, environmental concern and knowledge is on the rising scale. Many laws have been formed. Even then our land and forest cover is decreasing, fresh water resources are being polluted, watertable is declining and air pollution is increasing. Consumer's concern about the environment has been on the rise all over the world. However, the understanding of the term 'Greenness' varies widely among the consumers. Manufacturers make various claims about greenness of their product but there is little the consumer can do to authenticate such claims.

Objectives

The present study was undertaken with the following objectives:

- To understand the concept of green product.
- To know consumers' buying intentions regarding green products.

Green Consumers:

The green consumer is defined as one who adopts environment friendly behaviours and who purchases green products over the standard alternatives. Green consumers are more internally-controlled. They strongly believe that an individual consumer can be effective in protecting the environment and they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a significant role in protecting the environment.

Green Product

Green products as such have no established definition till date In simple words these are the products that are manufactured to give due consideration to the life cycle. The life cycle analysis of a product provides estimates of the positive and negative environmental impacts of the product from cradle to grave i.e. from the extraction of raw materials, processing, packaging, transportation, use and disposal or end of life.

Consumer Preference for Green Product

The dependent variable in this study is the factor affecting consumer preferences for green products. Everyone on this Earth, plays a vital role as a consumer. Consumers are the main factors that boost a country's economy. Each consumer has his very own perspective and preferences towards his consumption. Consumer from demographic factors such as background and society may influence the behaviour in making decisions while

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Covid 19 and Online Education
"Teaching is a human endeavor"

Neenu Sharma
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ABSTRACT
COVID-19 is a disease caused by a new strain of Coronavirus. Symptoms can include fever, cough and shortness of breath. In more severe cases, infection can cause pneumonia or breathing difficulties. More rarely, the disease may be fatal. The virus is transmitted through direct contact with respiratory droplets of an infected person. Individuals may also be infected from and touching surfaces contaminated with the virusand touching their face.

We are learning more about how COVID-19 affects people each day. Older people, and other people with chronic medical conditions, such as diabetes and cardiopathy, appear to be in more danger of developing severe symptoms. Today, children and youngsters are global citizens, powerful agents of change and therefore the next generation of caregivers, scientists, and doctors. The worldwide impact of Coronavirus is immense as educational institutes everywhere the globe – from Harvard to the IITs – are closed. Covid-19 has thrown education all over the world in a loop. A big challenge is that COVID-19 is highly contagious, so teachers cannot meet with students, and parents are caring for children at home. This paper is an endeavour to put forward the constraints of E-learning in Children.

Schools across the globe have already been closed in the wake of the coronavirus pandemic. As a result, teachers are suddenly faced with the challenge of how to continue their students' education. It's important to notice that there is no one size fits all when it comes to learning. Different groups have different priorities and therefore the resources that ought to be used are context-dependent. One amongst the most important concerns for teachers is how they are going to still engage students and keep an eye on their progress from afar. However, screen time for the entire length of the school day is neither stimulating nor healthy. In the case of younger children, World Health Organization guidance says those aged 3-4 should only spend a maximum of an hour at a time in front of a screen. With this increased focus on digital learning, more young people will be accessing content online. Therefore, the biggest priority for both teachers and parents is keeping students safe. Online platforms should include multiple options for meeting practical teaching needs, such as synchronized video and voice for group learning and classroom interactions. However, in poorer or more rural areas, this has been limited by the technological facilities or even the cost of electricity. it is the time to rethink how education can be effective for students' overall cognitive and non cognitive development with e-learning. There are challenges in teachers interacting with students through online education, as only a few teachers take students' feelings and interests into consideration.

Date of Submission: 06-07-2020 Date of Acceptance: 20-07-2020

I. INTRODUCTION

COVID-19 is a pandemic disease which is caused by a new strain of Coronavirus. Symptoms of the disease are fever, cough and shortness of breath. Severe infection can cause pneumonia or breathing difficulties. More rarely, the disease may be fatal. The virus is transmitted through direct contact with respiratory droplets of an infected person. Individuals can also get infection by touching surfaces contaminated with the virus and then touching the face with hands.

COVID-19 pandemic is the worldwide health crisis of our time and the greatest challenge we have faced since World War Two. The virus has spread to many continents. Cases are rising daily in Asia, Africa, America and Europe. Because this disease is mostly spreading from people who don't appear to be ill, the virus may be harder to control than influenza, the cause of most pandemics in recent history, according to the report from the Center for Infectious Disease Research and Policy at the University of Minnesota.

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Consumer Trust: A Mediating Variable In Making Consumer Attitude Towards Green Products

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Abstract

High pollution levels and climate deterioration is affecting our planet badly. Scientists and environment activists are calling for a need to maintain a clean and **Green environment** to preserve our planet Earth. Green means to improve upon the manner that resources are utilized that results in reduced ill-impacts to human health and the environment and is done without sacrificing the current and future needs of our world. Green products are designed to protect or improve the environment by saving energy or resources and reducing or eliminating toxic waste, pollution, and the use of toxic substances (Ottman et al., 2006). Consumer Trust is an integral element in making consumer attitude towards green products. This research paper proposes a conceptual framework to investigate the antecedents of consumer trust and its effect on consumer attitude towards green product. To test our conceptual framework, Structural Equation Modelling is employed to analyse the data collected from 398 respondents The antecedents addressed in this research are Interpersonal influence and Collectivism. The results indicate that Interpersonal influence and collectivism have significant and positive effect on consumer trust and then on consumer attitude towards green product

Keywords: consumer attitude, Consumer trust, interpersonal influence , Collectivism, green products.

1. INTRODUCTION

The words like green marketing and green products are being repeatedly used in the past few years. Changing Environmental conditions, and global warming have forced business houses and other stakeholders to make diligent decisions regarding the use of the natural resources for their business and producing environmental-friendly product. Legal requirements of the governments and corporate social responsibility of business houses have encouraged companies to produce green products which have least adverse environmental impact. All this has resulted in the formation of new pattern of consumer group that are called green consumers. The positive impact of green consumer movement is not only in the day-to-day consumption patterns, but also become the significant factor in decision making of product manager, government's policies, and green consumers boycott movement for non-environmentally friendly product (Chan, 2000). Ryan (2006) defines green product consumers as those who have following characteristics: having strong commitment to green products, critical and concerned about the environment, searching for companies that produce green products, reflecting wise behaviour in daily life, always eager to environmental issues.

2. Theoretical Background

2.1 Consumer Attitude

Consumer attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object. As we, all know that an individual with a positive attitude is more likely to buy a product and this results in the possibility of liking or disliking a product. Consumer attitude basically comprises of beliefs towards, feelings towards and behavioral intentions towards some objects.

2.2 Green products

Green products are usually identified by having two basic goals – reducing waste and maximizing resource efficiency. They are

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IMPACT OF ENVIRONMENTAL CONCERN AND INTERPERSONAL INFLUENCE ON CONSUMER ATTITUDE TOWARDS GREEN PRODUCTS

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Abstaret

At present, the whole world is facing an environmental crisis, which influences our behavior to protect our planet Earth. Excessive human intervention in the ecosystem has also led to increased chances of natural disasters across the world. Now man has started realising the adverse impact of environmental degradation and is making efforts to shift towards pro-environmental products. As a result, it is important to know how consumers view the environmental issues, and how they behave, especially in their attitudes towards green products or environmental friendly products. This paper is essentially exploratory in nature and the objective of this paper is identify the factors which are associated with consumers' attitude towards green products. For the purpose of this study Environment Concern and Interpersonal Influence has been taken as major factors that have deep impact on consumers attitude towards green Products among customers in Amritsar district of Punjab State. The results of the descriptive analysis of the study of **Environmental Concern** indicated that the customers are in strong agreement with the environment concerns. The customers believes that the human beings must live in the harmony with nature for survival (mean score = 5.12). The results of the descriptive analysis of **Interpersonal Influence** indicated that the customers are strongly influenced by their friends and other peer groups. The customers strongly agree that they buy those products and brands that are liked by their friends (mean = 4.75). . An interesting insight from the research is the impact of interpersonal influence on general environmentally responsible behavior. The human beings are very much interested in protecting the environment for the present and future generations and that's why they have inclination towards green products.. The study also throws light on the fact that people are very much influenced by their friends and collegues and buy the green products only if those brands and products are being used by them.

Keywords : Environmental attitude; green products; consumer behaviour; India;Punjab

Introduction

At present, the whole world is facing an environmental crisis, which influences our behavior to protect our planet Earth. The consumption behavior of the human beings is a major factor responsible for environmental degradation.(Islam & Zabin,2003). The environmental problems are air pollution, mixing of toxic water in the groundwater table , ozone depletion and climate change. Excessive human intervention in the ecosystem has also led to increased chances of natural disasters across the world. Now man has started realising the adverse impact of environmental degradation and is making efforts to shift towards pro-environmental products. This major shift is encouraging companies to produce green products. Since 1990, myriad of research has been done to analyse the consumer attitude towards green products at academics as well as industrial level. Most of the studies have been done in developed countries where the demographics of population, standard of living, taste and preference are totally different from us. large amount of literature on green consumer behaviour emerges from European and American markets. However, with India as the developing economy, this green trend is observed to move in the Asian region. With the increase in the level of awareness and education among masses in India, India has come out as one of the potential markets for green products. . Many companies are becoming socially responsive in addressing the problems of pollution and waste disposal by producing

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Role of Collectivism and Consumer Trust in Making Consumer Attitude Towards Green Products.

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[2]Assistant Professor, Desh Bhagat University, Mandi Gobindgarh

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1. INTRODUCTION

Rapid economic development and technological innovations on one hand bring more convenience to people's lives but at the same time also pose many challenges to the Planet earth where we live. The problems like air pollution, water pollution are directly affecting the sustainability of economic development, the environment, and society. Now human beings are realising the significance of clean and green environment and are contributing significantly in environmental protection activities. Consumers began to change their lifestyles and business activities, and gradually tended to increase consumption of green products (Kong et al., 2014). Green products are designed to protect or improve the environment by saving energy or resources and reducing or eliminating toxic waste, pollution, and the use of toxic substances (Ottman et al., 2006). Compared with traditional products, they may be decomposable, renewable, reusable, and/or recyclable, and have little impact on the environment (Dangelico and Pontrandolfo, 2010). With an increase in the awareness of the consumers and various constructs influencing the green purchase behaviour, it is important to study its managerial and theoretical implications. Research cites that academicians as well as practitioners have delve deep to analyse the antecedents for attitude towards green products. Based on the consumer behaviour theories and models, research suggests that various environmental facets of green consumption patterns explains the need for *eco-friendly* products and inspires firms to take up activities which are *ecologically* conscious(Lin and Niu 2018).

Green Product Decisions

Green consumers can be defined as the individuals who "take into consideration the environmental consequences of their consumption patterns and intend to modify their purchase and consumption behaviour for reducing the environmental impact"(Diamantopoulos, Schlegelmilch et al. 2003)..

Green purchasing can be defined as the purchase of environmentally friendly products and minimise buying the products which hurt the environment (Chan, 2001). It is sometimes also termed as green purchase intention which highlights the consumers' willingness to purchase green products. Consumers' demand for green products is prompting the companies to pay more attention to the market for green products. For sustainable development companies are now aware of the fact that the development of green business helps reduce the cost of excessive useless waste, provide employees with a safe and healthy working environment, and ensure the sustainable and efficient operation of the enterprise. In order to gain a larger market for green products, companies have developed various green products to meet the needs of consumers (Dangelico and Pujari, 2010). The changes in consumers' preferences for green products and the urgent actions needed to solve

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Consumer Trust: A Mediating Variable In Making Consumer Attitude Towards Green Products

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CHANGE MANAGEMENT: NEED OF THE HOUR

[1]Dr. Neenu Sharma

Abstract

World around us is changing Fast and the speed at which these changes occur is very fast. Especially if we are running a business. Change is inevitable so it is important to be preparedfor the change Now is the time for businessorganizations tobe proactive and understand the necessity and opportunity of change, before their results or performance deteriorate. Almost everybodyis speaking about change, this concept still raises many questions and problems, and the managers face difficulties on identifying what changes should be made in their business organizations, in developing an action plan to achieve change and to manage the entire process of change. We know that people working in the business houses are always reluctant to adapt changes but now is the time to make them realize that without changing and without always adapting to new market requirements, organizations will not survive and will not be effective and efficient in order to achieve excellent results.That is where the need of change management is felt. Change management is a systematic approach to dealing with the transition or transformation of an organization's goals, processes or technologies. The purpose of change management is to implement strategies for effecting change, controlling change and helping people to adapt to change.The purpose of this paper is to signify the importance of change Management so that the people working in the organisations abecome aware of the benefit they will have by adapting to the new changes in near future.

Keywords: organizational change, opportunity of the need of change, change process, internal factors, external factors

Introduction

World around us is changing Fast and the speed at which these changes occur is very fast. Especially if we are running a business. Change is inevitable so it is important to be prepared for the change Now is the time for business organizations to be proactive and understand the necessity and opportunity of change, before their results or performance deteriorate. Almost everybody is speaking about change, this concept still raises many questions and problems, and the managers face difficulties on identifying what changes should be made in their business organizations, in developing an action plan to achieve change and to manage the entire process of change. We know that people working in the business houses are always reluctant to adapt changes but now is the time to make them realize that Without changing and without always adapting to new market requirements, organizations will not survive and will not be effective and efficient in order to achieve excellent results. That is where the need of change management is felt.

Meaning and Definition

Change management is a systematic approach to dealing with the transition or transformation of an organization's goals, processes or technologies. The purpose of change management is to implement strategies for effecting change, controlling change and helping people to adapt to change.

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