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Editorial: Survival of the Fittest

GO CORONA GO... We gustily spoke throughout the year 2020. Many made music and songs on it. The Covid-19 pandemic has reached almost every country in the world.

The Coronavirus Covid-19 spread has left the national economies and business near to its costs and it is on danger line. Many Government is struggling with new lockdown measures to tackle the spread of the virus as well as to maintain the economy with GDP. Unemployment rates have increased across all economies. Many people have lost their jobs or seen their incomes cut.

Covid-19 pandemic spread has left national economies and businesses counting the costs, as governments struggle with new lockdown measures to tackle the spread of the virus. Despite the development of new vaccines in many countries, they are still wondering how to recover from coronavirus as the virus is changing its characteristics time to time. New variants and surges in cases have made problems worse.

The travel industry has been badly damaged, with airlines cutting flights and customers cancelling business trips and holidays the overall economy is freezes. New variants of the virus discovered which have forced many countries to introduce tighter travel restrictions. If the economy is growing, that generally means more wealth and more new jobs. It's measured by the percentage change in gross domestic product or the value of goods and services produced in a year. The International Monetary Fund estimates that the global economy shrunk by 4.4% in 2020. The organisation described the decline as the worst since the Great Depression of the 1930s. The hospitality sector has been hit hard, with millions of jobs and many companies bankrupt.

Prevention is better than cure is a most popular and old proverb related to our health and healthy life. We can earn lots of money, make houses, achieve luxurious things, etc in life however we cannot buy good health once it got declined by diseases like Covid-19. The meaning of each and every luxurious thing will be zero. So

Most of the people suffer from various fatal diseases which have almost no cure or impossible to cure. Some of the diseases have very expensive treatment. People suffering from such diseases are cured by using very hard medicines having lots of side effects in present or in near future. In order to remain away from such diseases, prevention is a great key we can be safe from deadly diseases. Prevention is very cheap and save lots of money, time and effort of us.

If prevention methods are followed by the people, they remain safe and happy forever. Poor people cannot afford costly medical treatments. So, we should take care of us all through proper prevention methods so that we can be away from cure. We have only one life which is very important to all of us. We should live it, not destroy by inviting various problems and difficulties. Life can be happier and more peaceful if we become disciplined and follow principles of this proverb.

The global spread of coronavirus means that many people will now need to take certain action steps to help reduce its transmission. We should not stop wearing the proper masks, cleaning of hand or sanitize and keep distance with others. Although vaccine is there but still, we need to prevent ourself from coronavirus. These preventive measures are for achieving of the Survival the Fittest proverb.

Anup Kumar, Editor in Chief

Study on Solar Cooling System

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Abstract

The systems for the distributed applications of solar energy for rural area have been designed and installed at the site in the village Chudiyala, District Haridwar, India. The installed equipment is being used for the demonstration of technology as well. The adsorption chiller is tested to cool one big room i.e., staff room of the school. The chiller is running by gasifier attached to it and energy to run the chiller is currently coming from the wood. The performance of chiller is significantly good but the only drawback is that it is running by firing the wood. The climate of the India comprises wide range of the weather across a vast geographic scale which can affect the coefficient performance of the solar adsorption cooling system. This topic focuses on the performance, storage system, analysis and all area which is related to solar adsorption cooling system for the particular zone of india. The objective of this review is to understand the different parameters. Which may affect the solar adsorption cooling system, for that we have to consider certain factors which are relevant to the intensity of solar radiation, types of chiller we uses, solar collectors, weather conditions etc. the system proposed solid type (activated carbon based) adsorbent and R-717 (ammonia) refrigerant. The working pair of fluid used is Ammonia- water. For the successful operation of this system the factors such as adsorbent – adsorbate pair, system design & arrangement of the subsystems have been chosen with great care.

Keywords: Chiller, Gasifier, R-717(ammonia), Ammonia-Water

Introduction

The set-up consists of solar collectors where the solar thermal radiations are absorbed and the heat is transmitted to the circulating water through the collectors. The solar collectors have dual axis tracking system of sun resulting in very high absorption efficiency (0.8). The circulating hot water in the close loop is stored in a thermal storage tank at 250 kPa pressure. The demineralized water is being used in the loop after mixing with the ethylene glycol 0.5% v/v to prevent any formation of steam. Though this mixture of water and ethylene glycol shall circulate in a close loop provision of makeup water is provided to take care of any leakage of water in circulation. The water will be constantly circulated in the close loop with solar collector till the water temperature of 120 °C is attained at 250 kPa pressure. A standalone R-717 (ammonia) based Adsorption chiller is being used for the cooling purpose. The adsorption chiller has uses activated carbon as adsorbent and R-717 as refrigerant. A gasifier is connected with the plant to heat the water. This hot water is circulated inside the chiller to facilitate the initiation of adsorption process and to get the low temperature ammonia at -5 °C temperature after the expansion valve. This low temperature ammonia chills the water to 7-10 °C in a heat exchanger for the purpose of air conditioning. The chilled water is circulated in the fan coil unit and produce cooling effect in the room. The gasifier uses fuel wood, bio waste and cow dung cake for the generation of heat. When there is sunshine

the heating process shall be shifted to the hot water coming from the solar panels through the storage tank.

In previous study many Researchers got the maximum temperature of the fluid was noted to be 95^oc (Ankush Kumar Jaiswal et al) but in our set up we get maximum temperature of the fluid is 120^oc.

Materials and Methods

System Layout

After finalization of project implementation site the proposed set-up was designed and fabricated. The schematic diagram of set-up is shown in Figure 1 & 2. The set-up consists of solar collectors where the solar thermal radiations are absorbed and the heat is transmitted to the circulating water through the collectors. The solar collectors have dual axis tracking system of sun resulting in very high absorption efficiency (0.8). The circulating hot water in the close loop is stored in a thermal storage tank at 250 kPa pressure. The demineralized water is being used in the loop after mixing with the ethylene glycol 0.5% v/v to prevent any formation of steam. Though this mixture of water and ethylene glycol shall circulate in a close loop provision of makeup water is provided to take care of any leakage of water in circulation. The water will be constantly circulated in the close loop with solar collector till the water temperature of 120^oc is attained at 250 kPa pressure.

For the purpose of cooking and sterilization this water at 120^oc shall be passed through a plate heat exchanger (PHE) for the transmission of heat to the downside available tap water. In the PHE the downside water shall be converted into steam at approx. 100^oc. This steam shall be used for the cooking and sterilization purpose. In order to remove condensate in the steam supply line a steam trap is provided in the supply line.

A standalone R-717 (ammonia) based adsorption chiller is being used for the cooling purpose. The adsorption chiller has uses activated carbon as adsorbent and R-717 as refrigerant. A gasifier is connected with the plant to heat the water. This hot water is circulated inside the chiller to facilitate the initiation of adsorption process and to get the low temperature ammonia at -5^oc temperature after the expansion valve. This low temperature ammonia chills the water to 7-10^oc in a heat exchanger for the purpose of air conditioning. The chilled water is circulated in the fan coil unit and produce cooling effect in the room. The gasifier uses fuel wood, bio waste and cow dung cake for the generation of heat. When there is sunshine the heating process shall be shifted to the hot water coming from the solar panels through the storage tank.

There are 15 dishes and each dish can produce 3.4 kW of heating at 1000 W/m² DNI. At site, in Chudiyala village, normally DNI is in the range of 600-700 W/m². Therefore, 15 dishes are enough to provide 30 kW of heating. The calculations for energy distribution in different components of set-up are shown in Figure 3.

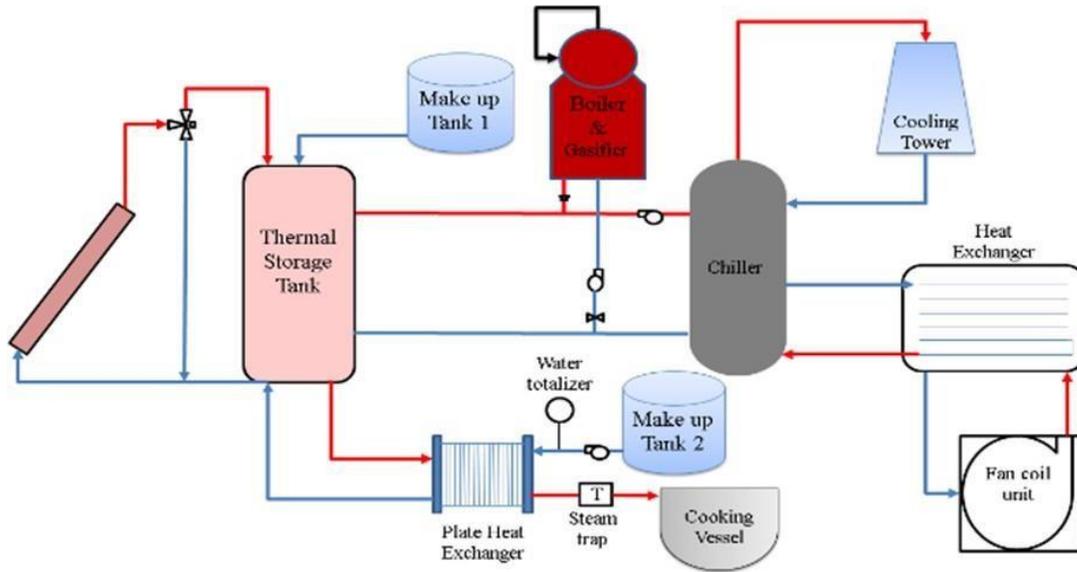


Figure 1

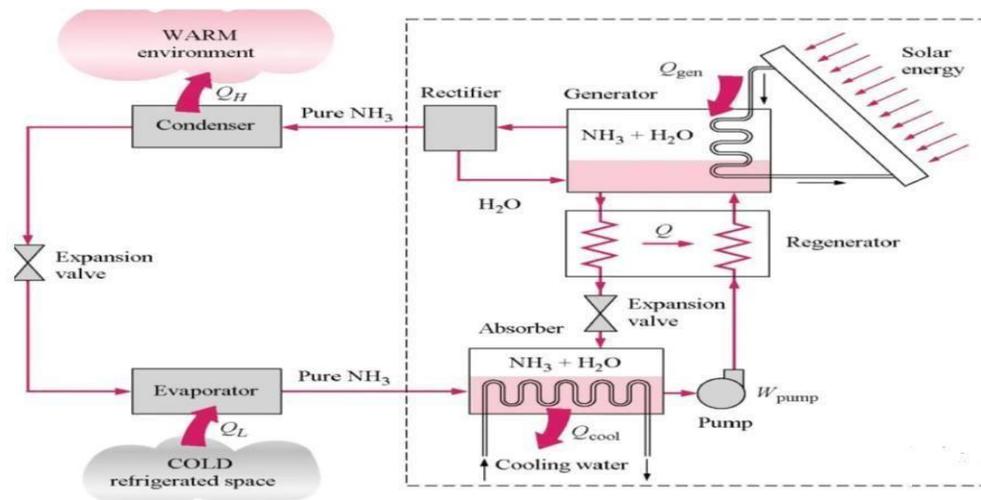


Figure 2

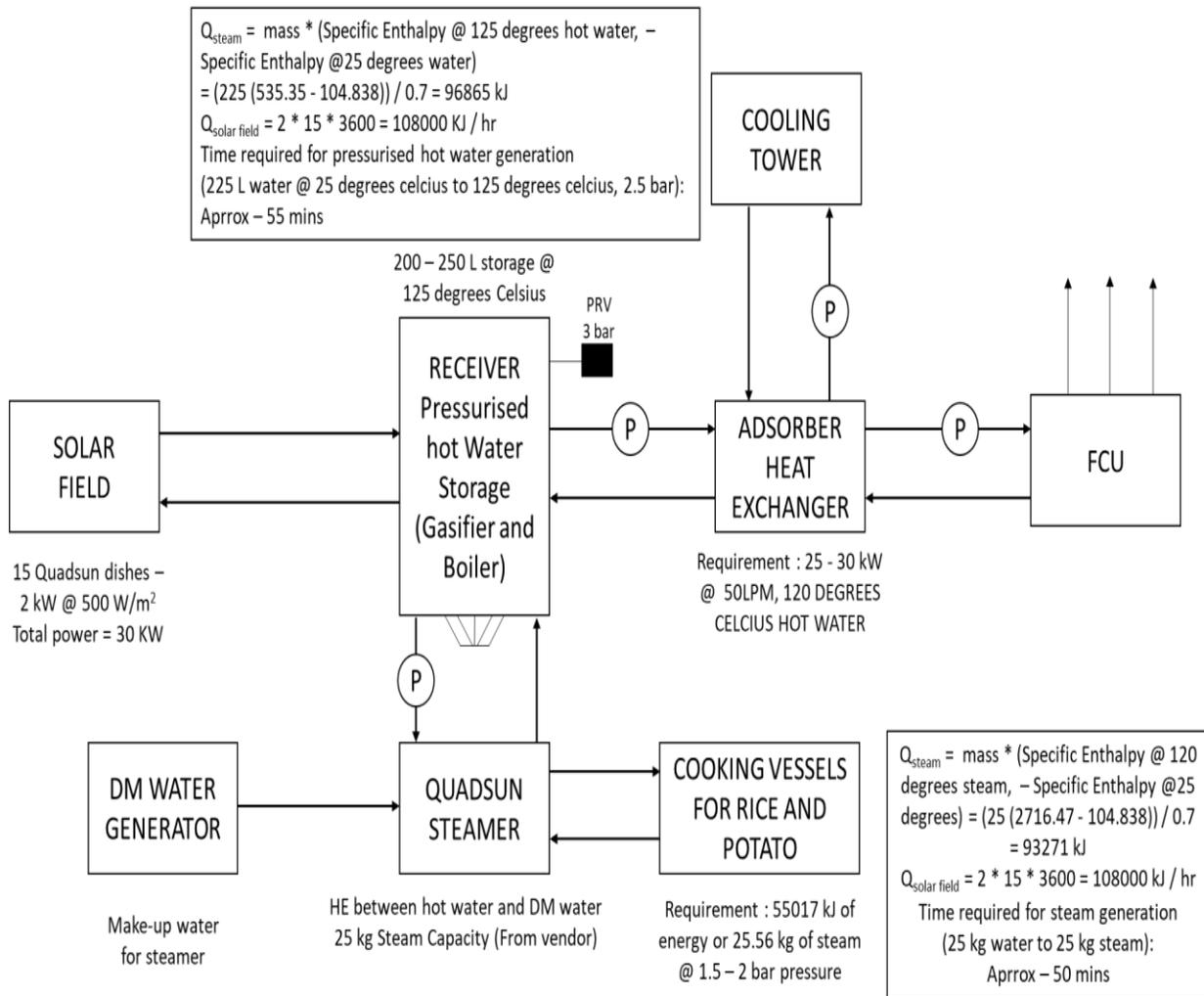


Figure 3 Energy calculations in different component of set-up

While in operation the receiver (thermal storage tank) shall provide hot water to the chiller. When there is sunshine deficit the heating energy shall be taken from gasifier for the cooling purpose. However, for the cooking process the hot water in the tank shall be used for steam generation. The chiller has two tanks filled with adsorbent (activated carbon) which work in cyclic order i.e. one tank operating at a time. Meanwhile another tank gets cooled by water, which subsequently discharges heat in the cooling tower.

The details of the solar disc layout on the roof top are shown in Figure 4. The discs are an array of two columns having eight and seven discs and a pitch of 4.5 meter is maintained between the solar discs.

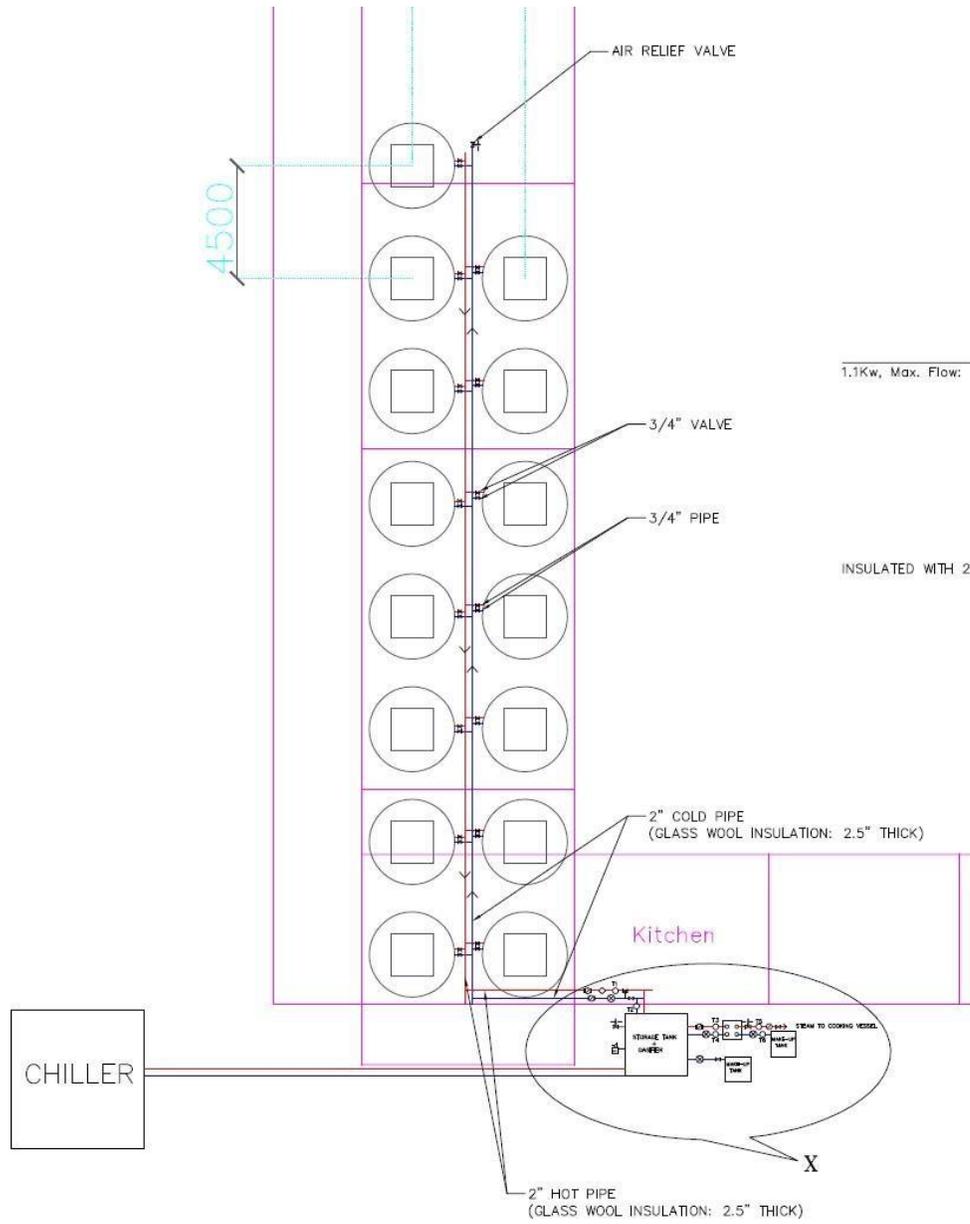


Figure 4

Theoretically COP calculation

Assuming Maximum Temperature at generator $T_g = 90^\circ\text{C}$

Solar Constant $I_{sc} = 1367 \text{ W/m}^2$, Extraterrestrial radiation = 1449.87 W/m^2

Geographical location of the place where the solar collector was placed: Amaravati

Latitude Angle $\phi = 20.93^\circ$, Longitude Angle $\gamma = 77.77^\circ$

Number of days for month 18may

$n = 138 \text{ days}$

Declination angle

$$\begin{aligned} \delta &= 23.45 \sin \left[\frac{360}{365} (284 + n) \right] \\ &= 23.45 \sin \left[\frac{360}{365} (284 + 138) \right] \\ &= 19.49^\circ \end{aligned}$$

Zenith angle Z;

$$\begin{aligned} \cos Z &= \sin \phi \sin \delta + \cos \phi \cos \delta \cos \omega \\ \cos Z &= \sin (20.93^\circ) \sin (19.49^\circ) + \cos (20.93^\circ) \cos (19.49^\circ) \cos (0) \\ \cos Z &= 0.99 \\ Z &= 8.10^\circ \end{aligned}$$

Available radiation intensity

$$\begin{aligned} I_z &= I_{sc} e^{-c(\sec Z)s} \\ C &= 0.357, s = 0.678 \\ I_z &= 1367 e^{-0.357 (\sec 8.10) 0.678} \\ I_z &= 1070.53 \text{ W/m}^2 \end{aligned}$$

The value of radiation on a horizontal surface I_h is;

$$\begin{aligned} I_h &= I_z \cos Z \\ I_h &= 1070.53 \cos (8.10^\circ) \\ I_h &= 1059.85 \text{ W/m}^2 \end{aligned}$$

total solar radiation intensity = 529.92 W/m^2

Reflected intensity $R_i = \text{Reflectivity of material} \times \text{solar radiation intensity}$

Reflectivity of aluminium sheet = 0.9

Thus; $R_i = 0.9 \times 530 = 477 \text{ W/m}^2$

Therefore; Heat required at collector

$$\begin{aligned} Q_i &= m \times C_p \times \Delta T \\ Q_i &= \frac{3 \times 4.187 \times (90^\circ\text{C} - 40^\circ\text{C})}{3600} \\ Q_i &= 0.174 \text{ KW} \end{aligned}$$

Area of parabolic trough collector

$$A_d = \frac{Q_i}{R_i} = \frac{\text{Heat required at collector}}{\text{Reflected intensity}}$$

$$A_d = \frac{174}{477}$$

$$A_d = 0.364 \text{ m}^2$$

Depth of parabolic collector

$$h = 0.25\text{m}$$

Surface area of collector

$$A_s = \frac{\pi}{6} \times \frac{r}{h^2} \times \left[\frac{r^2}{4h^2} \right]$$

$$0.364 = \frac{\pi}{6} \times \frac{r}{(0.25)^2} \times \left[\frac{\left(\frac{r^2}{4 \times (0.25)^2} \right)}{2 - (r)^2} \right]$$

$$r = 0.39\text{m}$$

$$\text{Focal length} = \frac{r^2}{4h}$$

$$F = \frac{(0.39)^2}{4 \times 0.25}$$

$$F = 0.152\text{m}$$

Flow rate of refrigerant;

$$Q = \frac{\text{capacity}}{\text{time}}$$

$$Q = \frac{3\text{liter}}{3600}$$

$$Q = \frac{3 \times 10^{-3}}{3600}$$

$$Q = 8.34 \times 10^{-7} \text{ m}^3/\text{sec}$$

Heat transfer rate at generator;

Length of coil attach on outer side of generator,

$$L = 0.41\text{m}$$

Inner diameter of coil

$$D_i = 0.015\text{m},$$

Outer diameter of coil

$$D_o = 0.019\text{m}$$

Therefore;

$$D_m = D_o - D_i$$

$$D_m = 0.019 - 0.015$$

$$D_m = 0.004\text{m}$$

Assume;

$$\text{Ambient temperature } T_a = 30^\circ\text{C}$$

$$\text{Collector fluid temperature } T_s = 90^\circ\text{C}$$

Taking properties at $T_f = 60^\circ\text{C}$

$$\mu = 0.4708 \text{ Nsec/m}, \nu = 0.478 \times 10^{-6} \text{ m}^2/\text{sec}, Pr = 3.020, K = 0.6513 \text{ W/mK}$$

$$\rho = 985 \text{ Kg/m}^3$$

Thus,

Reynolds number;

$$R_e = \frac{\mu \times D_m}{\nu}$$

$$= \frac{0.470 \times 0.004}{0.478 \times 10^{-6}}$$

$$= 3933.05$$

Since the flow is forced convection, therefore using monrad and pelton equation;

$$Nu = 0.02 (R_e)^{0.8} \times (Pr)^{0.33} \times \left[\frac{D_2}{D_1}\right]^{0.53}$$

$$= 0.02 (3933.05)^{0.8} \times (3.020)^{0.33} \times \left[\frac{0.019}{0.015}\right]^{0.53}$$

$$= 24.52$$

Thus, heat transfer coefficient;

$$h = \frac{Nu \times k}{D_m}$$

$$= \frac{24.52 \times 0.6513}{0.004}$$

$$= 3992.47 \text{ W/m}^2\text{K}$$

Thus, Heat load at generator

$$Q_g = h A (T_g - T_s)$$

Where,

T_s = surface temperature

$$Q_g = 3992.47 \times \pi \times 0.004 \times 0.41 \times (90^\circ\text{C} - 85^\circ\text{C})$$

$$= 102.85 \text{ Watt.}$$

Mass flow rate of refrigerant from condenser = 0.01051 Kg/min
 $= 1.75 \times 10^{-4} \text{ Kg/Sec}$

Ambient temperature $T_a = 40^\circ\text{C}$,

Cooling unit temperature $T_e = 10^\circ\text{C}$

Heat load at Evaporator $Q_e = m_R(h_a - h_e)$

As aqua- ammonia flow throughout system, take enthalpies at above temperature
 From refrigeration table

At 40°C , $h_a = 390.587 \text{ KJ/Kg}$

At 10°C , $h_e = 246.531 \text{ KJ/Kg}$

Hence, by putting above value, we get heat load on evaporator

$$Q_e = 1.75 \times 10^{-4} (390.587 - 246.53) \times 10^3$$

$$Q_e = 25.21 \text{ Watt.}$$

Coefficient of performance of the system;

$$\text{COP} = \frac{Q_e}{Q_g}$$

COP = 0.957

Experimental calculation of COP of the system

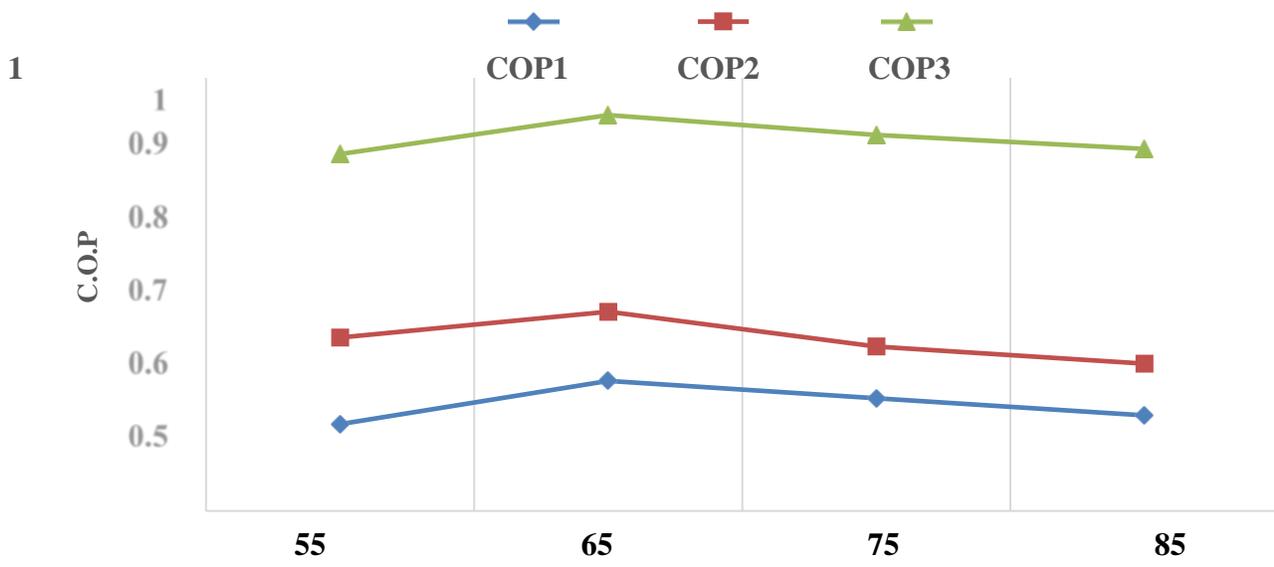


Figure 5

Driving Temperature (°C) Riving Temperature (Inlet Temperature into the Chiller)

Following are the rated performance parameters for Amonia Absorption System

Rated Capacity	10 kW
Chilled water inlet temperature	18 ⁰ C
Chilled water outlet temperature	15 ⁰ C
Chilled water flow rate	2900 lpm
Cooling water inlet temperature	27 ⁰ C
Cooling water outlet temperature	31 ⁰ C

COP1 = When no external heat source is applied except solar energy
 COP2 = when external heat is supplied by burning of coal
 COP 3 = Theoretically COP

Operational Details

- The flow of ammonia into the evaporator is cut off for 90 seconds after every cycle switch over (after a duration of 20 minutes).
- After every cycle switch over the cold-water outlet temperature from the adsorbent bed is quite high for the cooling tower. Hence until the cooling water outlet stays above 40⁰C, it is diverted into a separate storage tank of 2000L capacity. This hot water is allowed to cool over the night and is diverted to the cooling tower the next day.
- A continuous surveillance of the liquid NH3 level and adjustment of the expansion valve was necessary to control the flow rate of ammonia vapour into the evaporator.
- An operation of around 4 hours of the chiller is necessary to bring down the temperature of the cold room to 4⁰C when running on no load conditions.
- When the vegetables are kept in the cold store, the temperature reaches around 120⁰C after an operation of around 4 hours when the ambient temperatures are about 28⁰C-30⁰C
- Generally, chiller is operated for 6-7 hours every day i.e., from 9am to 1pm and 2.30pm to 5 pm.

Test results of New Leaf Chiller

Parameter	Reading
Hot water inlet temperature	115 ⁰ C
Hot water outlet temperature	107 ⁰ C
Cooling water inlet temperature	23 ⁰ C
Cooling water outlet temperature	26 ⁰ C
Chilled water temperature (close to evaporator coil)	-3 ⁰ C
FCU inlet temperature	20 ⁰ C
FCU outlet temperature	10 ⁰ C
FCU flow rate	1200cfm
Sensible cooling power	7 kW

Technical Conclusion

The chiller is running by gasifier attached to it and energy to run the chiller is currently coming from the wood. The performance of chiller is significantly good but the only drawback is that it is running by firing the wood. So, the future plan is to integrate the chiller with solar thermal installed at the rooftop to avoid the air pollution created by wood firing.

Future Plan

We want to eliminate the use of coal and make the system completely renewable and self sustainable

- For that we have to either improve the efficiency of heat collection or increase the number of solar panels to collect heat.
- We choose to improve the efficiency of usage of the cooling that we have attained by implementing the results of this project.
- To integrate the chiller with solar thermal installed at the rooftop to avoid the air pollution created by wood firing.

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Green HR Practices for Sustained Green Economy

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Abstract

With society becoming more environmentally conscious, businesses are starting to incorporate green initiatives into their everyday work environment. Human Resource teams are among the groups beginning to incorporate these concepts within their respective HR functions. We are entering a green economy – employees and customers expect us to make a difference. ‘Green HR’ can make a significant contribution to the green agenda of organizations. Practical ideas that can be readily applied without much expense and points out the opportunity we have to effect change on a deeper level. When the economy turns tough, many companies sideline their green business initiatives. That is a big mistake In Green Recovery. This paper brings the concept of Green HR and its implications work environment and the preservation of knowledge capital.

Keywords: *Green HR, Green Recovery, Green economy, HR Practitioners, Human Resource Teams, Knowledge Capital.*

Introduction

With society becoming more environmentally conscious, businesses are starting to incorporate green initiatives into their everyday work environment. Human Resource teams are among the groups beginning to incorporate these concepts within their respective HR functions. Green HR is one which involves two essential elements: environmentally friendly HR practices and the preservation of knowledge capital. Green HR involves reducing your carbon footprint via less printing of paper, video conferencing and interviews, etc. Companies are quick to layoff when times are tough before realizing the future implications of losing that knowledge capital. Green HR initiatives help companies find alternative ways to cut cost without losing their top talent, furloughs, part time work, etc.

Green HR pointing towards environmentally friendly initiatives that reduce an employee's carbon footprint. The results included: electronic filing, ride sharing, job sharing, teleconferencing and virtual interviews, recycling, telecommuting, online training, and developing more energy efficient office spaces. Green HR efforts have primarily focused on increasing efficiency within processes, reducing and eliminating environmental waste, and revamping HR products, tools, and procedures resulting in greater efficiency and lower costs.

Green HR is about retaining, recalling, preserving, and growing talent, therefore reducing and/or eliminating workplace inefficiency. Along with creating a more efficient workplace, retaining knowledge capital forces employers to properly evaluate their staff and look for the best options available. With unemployment rates hitting 9.4% in May not only are people struggling to find employment, but companies are finding their top talent absent during the most crucial times of production. Some examples of Green HR implementation include, but not limited to, reduced work schedules, furloughs, and phased retirement programs. In the current economy this means saving your top talent while still meeting cost cutting needs. When the economy begins to recover Green HR initiatives continue to preserve knowledge capital while giving employees more options and a better work-life balance.

By continuing to be environmentally friendly while recognizing the importance of human capital, not only will our environment benefit but our jobs will remain globally and nationally competitive.

Why Green HR Practices

Implementing environmental HR policy can increase attraction, improve health and well-being, decrease attrition and save money for organization.

Green Is Not a Destination, It's a Journey

As green is the world's most fashionable color these days. There are a few businesses that are unaware of the requirement to incorporate environmental considerations into the way they do business; many others fail to recognize that effective greening of any business cannot be achieved by means of a metaphorical coat of paint.

It's an important issue for HR because it is clearly an important issue for all employees, as well as customers and other stakeholders. It's also one in which HR can have a big impact without causing much expenditure – good environmental management can improve sales and reduce costs, providing funding for green benefits to keep staff engaged. Examples of these include IKEA giving all their employees a bike at Christmas (also these are apparently easily available on ebay) and Anglian Water offering employee's £1/day if they agree to walk to work.

But the most powerful example of green HR came in a presentation of 'The Bigger Picture' given by Dev Raval, Group Head of Reward and Strategy at B Sky B. The Bigger Picture' refers to Sky's objective to engage its customers in practical and inspiring ways to use energy efficiently. They aim to raise people's awareness and they do this through tools such as their carbon calculator pictured here.

To engage customers, the company helps Sky people inspire others by becoming more progressive and efficient in their energy use. Sky's key principles governing the employee aspects of its 'The Bigger Picture' programme include:

Resonance

- Making environmental management an integral part of their way of doing business
- Providing a mix of high and low impact changes
- Providing a constant calendar of activities
- Not an initiative or programme in isolation.

Inviting

- Incentivizing and encouraging - no compulsion
- Practical and inspiring
- Easy to adopt
- Diverse solutions.

Specific actions within the programme have included offering staff incentives for buying a hybrid car, savings on carbon offsetting, on public transport and bikes. Sky have also made additions to their holiday discount scheme to feature holiday companies operating in an environmentally friendly way, and to their volunteering programme, for example to volunteering in schools, to help pupils undertake environmental projects. Some of the company's actions have been really simple, but still very effective (at least for raising awareness), for example allowing employees to buy a coffee mug at their coffee bar rather than using disposable cups, and then receiving 10p off a cup of coffee.

Sky has also launched a carbon credit card - employees receive points for taking public transport or walking to work, or video conferencing rather than taking a flight. Prizes are given to people with the most points 'The Bigger Picture' illustrates how HR can work with the rest of the organization to develop a clear and differentiated story of what an organization is about, in much more than just financial terms, and which can act as a hook to truly engage employees.

True green runs far deeper than that. It requires strategic commitment, a holistic approach and in many cases, a 180^o turnaround in corporate mindset and culture. When businesses acknowledge this fact, and begin to realize that the environmental aspects of long-term business sustainability rely on a comprehensive paradigm shift in their organizations, it becomes clear to them that green is not a destination, it's a journey. If it is to be successful, the responsibility for undertaking it cannot simply be assigned to a sustainability or corporate governance department. This is a journey that has to be completed by all the people in a company, with the company's executive management firmly in the driving seat.

The Important Role of HR Practitioners

Of course, if we accept that green is a people issue, the implication is that achieving a green culture requires complete buy-in from an organization's Human Resources department, since this is primarily the area from which the blueprint for any company's culture is developed and rolled out. As such, HR practitioners have a significant part to play

in the environmental awareness of the entire organization, determining to a large extent how deep the organization's green commitment ultimately becomes.

However, incentivizing employees and managers to think green is only one small piece of the puzzle. As an employer, in many cases of thousands of people, an organization's range and extent of influence should never be underestimated. Most organizations, particularly large corporations, are in the enviable position of being able to create and maintain a level of environmental awareness among their staff members that could never be achieved via traditional media channels. If HR departments are committed to harnessing that influence among staff, thereby encouraging positive and pro-active action, 'green' becomes far more than an effect, it becomes a cause – and the influence of a company in promoting that green cause can ultimately extend way beyond the walls of the organization, as environmentally committed employees internalize their green values and spread their green message via their friends and family members.

How green are your HR practices?

A "Green" HR practice that adds value and is sustainable into the future provides us with a set of performance-based questions to consider whether we are indeed green in our HR practices. Dave Ulrich *et al* wrote in 1997 about the changing role of HR practitioners in, *Tomorrow's HR Management*. He indicated a set of new actions for the profession to survive in the future.

AS we are entering a green economy – employees and customers expect the company to make a difference. 'Green HR' can make a significant contribution to the green agenda of organizations. Practical ideas that can be readily applied without much expense and points out the opportunity we have to effect change on a deeper level.

The Greening of HR Survey," conducted by Buck Consultants, an ACS company and one of the world's leading human resource and benefits consulting firms, finds that 54 percent of respondents incorporate environmental management into their business operations.

The survey analyzed responses from 93 organizations in the United States, representing a wide range of industries. The research was conducted during the fourth quarter of 2008, and examines the types of "green" initiatives employers are using in workforce management and human resources practices.

Whether they are part of a strategic business plan or a one-off practice, some common green human resource initiatives include:

- Using Web or teleconferencing to reduce travel (78 percent),
- Promoting the reduction of paper use (76 percent),
- Implementing wellness programs to foster employees' proper nutrition, fitness, and healthy living (68 percent).

According to Don Sanford, managing director of Buck's Communication practice who directed the survey "Many employers now recognize that green programs in the workplace can promote social responsibility among workers and help retain top talent, more than 60 percent of survey respondents have made environmental responsibility part of their organization's mission statement."

The survey found employee involvement in green programs dramatically increases when organizations appoint an individual to lead the efforts. For companies with at least three-quarters of their employees actively involved in green programs, 71 percent have appointed individual leaders whereas only 29 percent do not have such a leader. Among companies that provide rewards to encourage green behaviors, 77 percent provide special employee recognition, 36 percent give prize incentives, and 14 percent provide a monetary reward.

Steps to implement Green Practices

1. Be bright about light

Artificial lighting accounts for 44 percent of the electricity use in office building. Make it a habit to turn off the lights when you're leaving any room for 15 minutes or more and utilize natural light when you can.

Make it a policy to buy Energy Star-rated light bulbs and fixtures, which use at least two-thirds less energy than regular lighting, and install timers or motion sensors that automatically shut off lights when they're not needed.

2. Maximize computer efficiency

Computers in the business sector unnecessarily waste worth of electricity a year. Make it a habit to turn off your computer—and the power strip it's plugged into—when you leave for the day, automatically during short breaks can cut energy use by 70 percent. Remember, screen savers don't save energy.

Make it a policy to invest in energy-saving computers, monitors, and printers and make sure that old equipment is properly recycled. Old computers that still work, and are less than five years old, can be donated to organizations that will refurbish them and find them new homes. (You may even get a tax deduction.)

3. Print Smarter

The average office worker goes through 10,000 sheets of copy paper a year. Make it a habit to print on both sides and use the back side of old documents for faxes, scrap paper, or drafts. Avoid color printing and print in draft mode whenever feasible.

4. Go paperless when possible

Make it a habit to think before you print, could this be read or stored online instead

5. Ramp up your recycling

Make it a habit to recycle everything your company collects. Just about any kind of paper you would encounter in an office, including fax paper, envelopes, and junk mail, can be recycled. So can your old cell phone, PDA, or pager. Make it a policy to place recycling bins in accessible, high-traffic areas and provide clear information about what can and cannot be recycled.

6. Close the loop

Make it a policy to purchase office supplies and furniture made from recycled materials.

7. Watch what (and how) you eat

Make it a habit to bring your own mug and dishware for those meals you eat at the office. Make it a policy to provide reusable dishes, silverware, and glasses. Switch to Fair Trade and organic coffee and tea, and buy as much organic and local food as possible for parties and other events. Provide filtered drinking water to reduce bottled-water waste.

8. Rethink your travel

Make it a habit to take the train, bus, or subway when feasible instead of a rental car when traveling on business. If you have to rent a car, some rental agencies now offer hybrids and other high-mileage vehicles. Make it a policy to invest in videoconferencing and other technological solutions that can reduce the amount of employee travel.

9. Reconsider your commute

Make it a habit to carpool, bike, or take transit to work, and/or telecommute when possible. If you need to drive occasionally, consider joining a car-sharing service instead of owning your own wheels.

Make it a policy to encourage telecommuting (a nice perk that's also good for the planet!) and make it easy for employees to take alternative modes of transportation by subsidizing commuter checks, offering bike parking, or organizing a carpool board.

10. Create a healthy office environment

Make it a habit to use nontoxic cleaning products. Brighten up your cubicle with

plants, which absorb indoor pollution. Make it a policy to buy furniture, carpeting, and paint that are free of volatile organic compounds (VOCs) and won't off-gas toxic chemicals.

Green initiatives - Why you cannot afford not to go green

When the economy turns tough, many companies sideline their green business initiatives. That is a big mistake In Green Recovery. In Green Recovery, why no company can afford to wait for the downturn to ease before going green. Green initiatives ratchet up your company's resource efficiency, creativity and employee motivation.

Green initiatives also save energy and waste, preserving precious capital, and give precise focus to your innovation efforts and strategic priorities. Green initiatives help in deliver short-term gains, and position the company for long-term strategic growth. Green Recovery serves a guide to establish the competitive position in difficult times and emerging even stronger in a vastly changed economy.

What are the hurdles that businesses face in going green?

One of the major hurdles that we face is that the ordinary business person (and this is a global issue) thinks that green equals expense. To break down this notion, showing people that green actually lowers costs in the short and long run, and often much more than people realize.

The core principle of going green is “doing more with less”. It is called different things, such as eco-efficiency, six sigmas, lean, etc., but all these terms mean using less stuff, less energy.

Resources will remain tight in the foreseeable future and energy will get more expensive over time. It therefore makes sound business sense to focus on trying to reduce energy costs. This is one of the biggest elements of going green.

Conclusion:

Green means satisfying your stakeholders. This drives innovation and presents a new way of looking at your business, your products, and your services. It creates an amazing amount of creativity in an organization, because there are leapfrogs in a lot of different industries, products and sectors.

Leapfrogs in the reduction of energy, in toxicity, in water usage, etc. green initiatives help in deliver short-term gains, and position the company for long-term strategic growth. Therefore, we expect to see future growth in green training programs, environmentally responsible investment options, and recruiting employees with green skills.”

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The Impact of Covid-19 on Tourism and Hotel Management

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Abstract

The present research has as main objective to identify the impact of COVID-19 in the management of tourism and hospitality in Portugal. In this sense, the study presents itself as a documentary research, based on materials and consolidated studies. With the development of the study, the results pointed to a negative impact of the pandemic on the tourism and hospitality trade, since it was on the rise in previous years. The closure of the social sectors made direct access to tourist regions unfeasible, reducing the number of reservations in lodging services. The surveys indicated two types of impacts caused by the pandemic: a negative one, with a high rate of closed hotels and branches of tourism; the rising unemployment rate and the fall in the economy and income of hotels and tourist attractions. As a positive impact, it was observed that companies needed to seek innovation, reinventing their practices and strategies, in order to bring a new model of tourism, capable of attracting guests to their regions. This research aims to further develop the understanding of the marketing involvement for tourism business in a (post) pandemic world. Implications for future research are also presented.

Keywords: Covid-19; Tourism, Trends, Hospitality, Management.

Introduction

Tourism has been on the rise since the last few decades and, in addition, it presents positive perspectives for future times, taking into account the search for refuge and tranquility on the part of society, abstaining from the tumultuous reality of everyday life, in favor of safer and quieter conditions to spend time (Castañeda, 2010). The growing demand on the part of people interested in travel, leaving their places of origin, in search of different destinations, constitutes a direct impact on tourism in different regions. This rising flow requires that spaces be prepared for this reception, offering innovative leisure options, recreational activities are established, aiming at an attractive and appealing scenario for tourists seeking for diversification (Sánchez & Sousa, 2020). In the year 2020, an event marked the world through the proliferation of a lethal virus called COVID-19, which is easily transmitted. The dispersion occurred worldwide, requiring severe restrictive measures in order to contain the contagion. Among the strategies adopted, many countries closed their borders and limited access to the regions, thus causing contention in terms of travel and agglomerations in social spaces and, consequently, having a direct impact on tourism and especially on accommodation / hotels in various regions (Fotiadis et al., 2021). The present study highlights as a general objective to identify the impact of COVID-19 in the management of tourism and hospitality in Portugal. In this line, the specific objectives

are to understand, through studies, the historical concepts of tourism; identify aspects related to the growth of the hospitality industry; develop a bibliographic study, highlighting the impacts of COVID-19 on tourism and hospitality; organize research that presents data on this theme and list these data in order to achieve the central objective of this study.

The processes surrounding tourism and hotels show increasing data over the years, with promising expectations in view of the demand for differentiated activities and the expansion of travel.

However, the year 2020 brought a clash to this era, with the closure of airports, preventing access to tourist areas. Given this factor, the research became relevant, since it seeks to understand the development of possible scenarios, focusing on Portugal, in order to highlight the future of post-covid tourism and hospitality. One of the biggest impacts fell on the country's economy, since the concepts of tourism and travel are directly linked to its economic movement, and with financial support it is possible to expand the margin for tourist conditions (Sousa et al., 2021).

The study methodology was based on documentary research, taking into account the various theoretical contributions in order to consolidate the data necessary to respond to the objective of the study. In this way, communication channels such as magazines, newspapers and articles that had a similar content to the theme of this study were analyzed and taking as a criterion, research that was established in 2020 and 2021, referring to the theme of tourism and hospitality in Portugal.

Theoretical Background

Tourism, as an area of study, has expanded its scope, reflecting an increasing recognition in the academic community paralleled by the application of interdisciplinary concepts and methods (Jafari & Aaser, 1988). Indeed, research in tourism has been studying its various implications from a multitude of perspectives and with interdisciplinary insights (Kucukusta *et al.*, 2013). In this context, niche tourism can be considered to be an alternative, almost antithesis to modern mass tourism (e.g., agritourism). Ruschmann (2016) declares that the purpose of tourism consists of social changes in favor of the participation of individuals interested in leisure moments different from their routine actions. According to the author, the purpose of tourism planning is to organize the actions of man over the territory and is concerned with directing the construction of equipment and facilities in an appropriate way, thus avoiding the negative effects on resources, which destroy or reduce their attractiveness. (Ruschmann, 2016). Consequently, under these conditions, tourism proposals consist on absorbing the natural conditions of tourist regions and reserving structures and changes, in order to meet the needs of the demand (Serra et al., 2020).

These actions became the first motivations for the initiation of the search for differentiated tourism, based on these conditions, and seeing this branch as a market to be explored, the needs to invest income in this environment were expanded, aiming at improvement and attraction for their peers (Sánchez & Sousa, 2020).

One of the processes of propagating tourism and serving the public was established through their needs. The individual, when proposing to join a trip, needs some facilities to establish himself, which are: food, leisure and accommodation. In this sense, with regard to accommodation, it is directly related to the tourist frequency, that is, based on the interest in travel, it is possible to delimit a certain public for the area of hospitality.

Tourism has had a marked growth impact. However, this process has consequently occurred in the hotel and restaurant sectors, which have presented their investments, provoking an interest on the part of the population in revisiting them, so that the beauty of a place and its service are factors that contribute to the proliferation of tourist activities in the regions. In the year 2020, the world was faced with the news of the emergence of a pandemic of rapid contagion, which tends to limit the airways, causing large-scale deaths. Quickly and understanding the risk of imminent spread, countries with the aim of limiting contagion within their regions, decreed the closure of their borders.

This impact brought conflicts to the different regions between the health area and the economy area, so that, without the movement of people, the trades stopped, and with that, the currency of each region stopped being circular (Qiu et al., 2020). Several professional areas found themselves in conflicts due to the durability of the pandemic decree and social restrictions, of which, the branch of tourism, and consequently of the hotel industry, was no exception, since its financial capital fell mercilessly. In addition to these historical approaches, the present study aims to report in a more descriptive way, the impacts caused by the pandemic decreed in 2020, in the hotel and tourism industry. The focus was restricted to Portugal, in order to signal beyond the impacts, the measures for a new scenario of social bond. Therefore, the orientation is for respondents to stay at home, regardless of age group and, in this period, try to think a little outside the box, looking for innovative ideas to offer to the post-COVID-19 market. In this sense, and specifically, tourism has been one of the main sectors of the economy that has suffered the most from the effects of the pandemic, leading to the closure of establishments and the cancellation of travel by (potential) visitors (Gössling et al., 2020).

Figure 1: Seal Clean & Safe”



Source: Turismo de Portugal (2020)

According to Zhu and Deng (2020), during 2020, the global outbreak of COVID-19 has made an enormous impact on a wide variety of different industries. The slump in outbound expenditure has caused a severe damage to such services as transport, tourism, catering, retail and entertainment.

It is estimated by the World Tourism and Travel Council (WTTC) that COVID-19 will cause the global tourism industry a huge loss that amounts to a minimum of 22 billion dollars. However, Zhu and Deng (2020) concluded that the influence relationship showed different results depending on the exact scenario. In order for rural tourism managers to work out appropriate solutions, it is necessary to understand the relationship between current risk knowledge and the behavioural intention towards rural tourism. Tourist Enterprises, Tourist Animation Companies and Travel and Tourism Agencies wishing to obtain the “Clean & Safe Establishment” seal must comply with the set of provisions contained in the «Declaration of Commitment» that will be available on the digital platforms of Turismo de Portugal concerning the registration of tourist companies: National Register of Tourist Enterprises (RNET), National Register of Tourist Entertainment (RNAT) or National Register of Travel and Tourism Agencies (RNAVT).

Methodology

The study methodology includes the documentary study (based on data from contributions already prepared). The choice for this methodological approach is based on the precepts of Gil (2002), with regard to the expansion of studies proposed through this methodology, according to such data: The development of documentary research follows the same steps as bibliographic research. It is only worth considering that, while in bibliographic research the sources are made up mainly of printed material located in libraries, in documentary research, the sources are much more diversified and dispersed. (Gil, 2002, p. 46). The choice of a research approach, whether by qualitative, quantitative or mixed methods, is not only a question of ontological and epistemological orientation, it is also a question of specific research objectives as well as research questions. This research does not seek to test a specific theory, but to find causal explanations, thus not following a deductive path, which usually requires the adoption of a quantitative approach. This study seeks to explore a phenomenon more broadly, so as to be able to provide a broader understanding by describing participants' experiences (Creswell and Creswell, 2017). Bearing in mind the central theme of this study, which aims to analyze the impacts of the pandemic in the hotel and tourism sectors, the contributions that were taken into account were newspaper and magazine reports, and articles published with updated studies on the current theme. Considering that the pandemic caused by COVID-19 was established worldwide in the year 2020.

Discussion

Tourism is not only presented as a process of interaction and social leisure, on the contrary, its worldwide spread has brought several opportunities for job expansion, presenting a promising scenario in terms of hiring people. In addition, this movement also promotes the country's economic flow, through the purchase and sale processes. The

movement in favor of tourism involves since the increase of restaurants, opening of hotels, new places of accommodation (creation of digital platforms with reservations for seasons), maintenance of tourist attractions, among other opportunities that required the hiring of teams, in order to promote the structuring of these tourist service posts. With the growing development of tourism, obtaining two means of source of wealth / income ended up mixing in the direction of consolidation. Those who sought new experiences and places that would satisfy their leisure, revealed investment for this, and accordingly, those who presented an income invested in tourism attractions, consolidated the obtaining of their gains in the act of consuming those.

In addition to this, the government considers this branch to be essential for the movement of money to the region, to which is added a significant amount of demand for this type of spending. The concepts that involve and relate the tourism process and the segmentation of travel are also sustained through the economic growth, so that the financial movement establishes a margin for society to be able to take advantage of the means to feed the tourism sector through the contribution in trips.

The year 2020 presented a deviation in the direction that tourism and hospitality were taking, since through the spread of the COVID-19 virus, a pandemic was decreed, requiring the restriction of accommodation to individuals as a containment process, and activities such as travel, tours and interaction have been temporarily restricted. In this context, the impact on tourism and, more precisely, in the area of hotels that sustain the population and its regions, was seen in a decadent context, being limited and, at times, completely stagnant.

Bearing in mind the objective of this study, which aims to understand the impacts of the pandemic in the hotel and tourism sectors, we present below the data referring to our documentary study, based on materials and research that established discussions related to the theme. With regard to classification, we found in the plot of the analyzes that the research was divided into two categories, the positive and the negative impacts. As a negative impact, the surveys were alarming regarding the business income of hotels and tourist attractions, which had been on the rise in previous years. In addition, the high rate of companies in these sectors, which, being closed, caused a growing unemployment rate in the country, as confirmed by the highlighted surveys. Right at the beginning of the pandemic decree, Portugal already felt the impacts of COVID-19, especially in the area under study: facts such as the reduced number of reservations, the low number of tourists visiting the regions, the closing of borders between countries, were some immediate reflexes that directly affected the economy of this sector.

With regard to the historicity of tourism in Portugal, its financial situation / gains in the years prior to COVID-19 showed an increase, being considered part of the country's GDP movement. When considering the year 2019, it is possible to see a high rate of gains on the part of tourism and hotels, with its growth reaching around 18.1 million euros, well above the margin of previous years. Its expansion, however, was blocked in the face of isolation and prohibition processes due to the pandemic (Lusa, 2020).

The data exposed by *Jornal Económico* estimates that the impact of COVID-19 alone on hotel practices in Portugal will reach 30% below the estimated revenue. According to what is said, currently, tourism promoted in Portugal corresponds to 8.2% of the contribution of Portuguese GDP, a fact that presents a decrease, due to the impacts of the pandemic. (Miguel, 2020). This scenario of decreased income / earnings is one of the first impacts due to the restriction process.

On the other hand, the research points to a new emergency condition to be explained, with regard to the closure of companies and hotels. The newspaper *Mundo Lusíada* presented on November 10, 2020 the following headline "Lack of tourists closes 20 hotels in the city of Porto in 10 days". These data justify the drastic impacts due to the pandemic.

It is estimated that with this closure, dozens of workers will present themselves without working conditions. It is expected, however, that despite this very troubled period, some companies intend to increase their number of employees, assigning these current unemployed people to future hires.

In addition to the effective closures, there were also temporary closures, such as the Hotel Infante Sagres, located at Praça Filipa de Lencastre, and the same occurred with the Hotel Dom Henrique in downtown Porto, all due to the containment measures that impede its operation.

Another alarming impact taking into account the pandemic decree introduced in March 2020, focused on aspects of the growing margin of unemployment in various sectors of activity, specifically in the case of the focus of this study, in the areas of hospitality and tourism. According to Carmo (2020), it is estimated that the working class in the tourism sector is 7% of the population of Portugal, given that this is a concern in the unemployment rate that is about to materialize.

According to data issued by the National Council for Travel and Tourism, it is estimated that there will be a decrease of around 50 million jobs due to the impacts of COVID-19, among which are traders, employees of tourist attractions, hotels and restaurants, among other environments that present their sustainability from tourism movements (Miguel, 2020).

For instance, and according to Sousa, Magalhães and Soares (2021), Torre de Gomariz Wine and SPA Hotel is located in Portugal, in the Minho region. Considered one of the most luxurious countryside hotels in the world, Torre de Gomariz won the Condé Nast Johansens Award for Excellence 2020 in the category "Best Countryside or Lodge Hotel", for Europe and the Mediterranean. Torre de Gomariz is set in a verdant landscape, defined by the vineyards and a leafy secular forest. The hotel consists of an emblematic historic building – Torre e Casa de Gomariz – and other newer buildings. The hotel combines history, nature and design in a romantic, sophisticated and elegant setting. In the most classic building, the hotel is made up of the Torre Medieval, which houses the Tower suites, the Solar de Gomariz, the Tower Bar, the Gomariz Restaurant and a vast duster. In the modern wing we find the Camellia Suites (consisting of 10 suites), the SPA, the pool and

the Wine Bar. The hotel also has a multipurpose room and an auditorium for events. Torre de Gomariz Wine and SPA Hotel is the ideal place to drink wine, dine and relax, while enjoying the surrounding Minho landscapes. The hotel to promote the services and products that it offers, prices, conditions of access, as well as disseminate photos and videos of the experiences of that guests can enjoy, built a website and make a presence on social networks Facebook and Instagram. This makes it easier to create a close relationship with customers and/or potential customers. Posts made on social networks are characterized by colourful images and/or videos with simple customer-driven messages (Sousa et al., 2021).

The communication on Facebook is marked by the publication of images that promote the best of the hotel (such as the food) (figure 2), the dissemination of photographs taken by the guests themselves and the diffusion of specific campaigns are held to promote the hotel's leisure and wellness programs (figure 3).

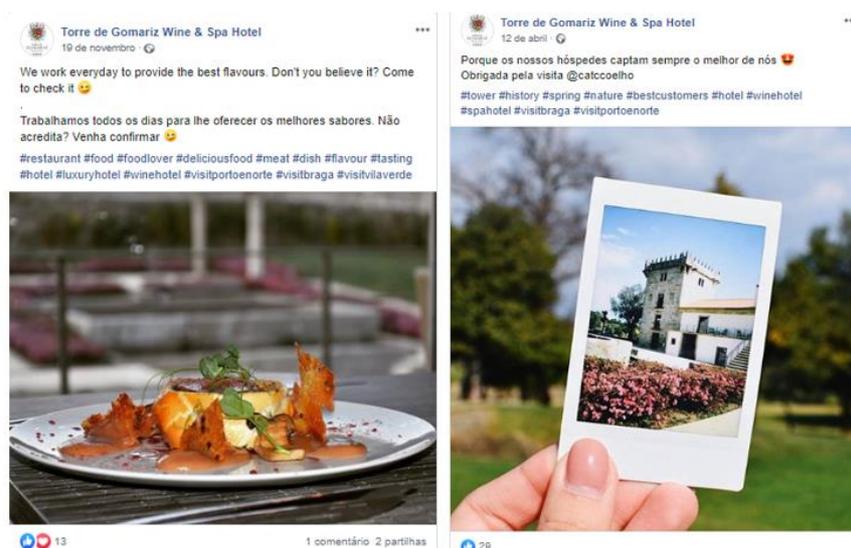


Figure 2 and 3: Torre de Gomariz Wine & Spa Hotel Social Media

AQUI

In terms of positive impacts related to the pandemic in Portugal, the aspects associated to innovation and changes generated stand out. One of the innovation proposals for the tourism industry, especially for the hotel industry, is the interaction of this market with the processes of Information and Communication Technologies (ICT).

Innovation through Digital Marketing considered the ability to reach a wider range of tourist hotels, leading to a broader scope with regard to direct communication with new customers. In addition, ICTs enable faster and more effective interaction, ensuring customer convenience (Serra et al., 2020). According to a case study referencing a particular hotel in Portugal, Serra et al., (2020) establish the benefits from access to Digital Marketing in interaction with the hotel's proposals in this pandemic period.

The reinvention process is the key so that the economy does not completely cease worldwide, and Portugal was no exception. Hotels had to adapt and reinvent themselves according to the new requirements. In view of these impacts, we can conclude that, considering that the first shutdown / confinement decree, which started in March in Portugal with the registration of its first contagion case by COVID-19, was due to this restrictive model of social interaction that countries have closed their borders, causing a break in reducing the number of airline customers. In this sense, without the flow of companies, the interaction between cities was interrupted, which in turn caused the closure or reduction of activities that included hotels and accommodation, food and tourist activities. The opening of hotels and tourist accommodations should take place as mentioned, in a slow and challenging way, since the containment practices of COVID-19 will still be in force. To this end, enterprises / companies will have to look for strategies in order to meet the demand from tourists, trying to limit the risk of contagion and putting costumers' health as a general priority.

Final Considerations

The present research intends to identify the impact of COVID-19 in the management of tourism and hospitality in Portugal. In this sense, the study presents itself as a documentary research, based on materials and consolidated studies. With the development of the study, the results pointed to a negative impact of the pandemic on the tourism and hospitality trade, since it was on the rise in previous years. Our research focused, also, on understanding the importance of relational marketing, specifically reflecting on constructs such as brand attachment, in the influence of tourists (as consumers), taking the hospitality management as a context in a pandemic scenario. Thus, it aimed to create a summary of good relational marketing practices in terms of social networks communication strategies observed in the hotel segment in Portugal, in order to contribute to the scientific area under analysis. In general, considering an indepth review of documents and social media analysis by describing participants' experiences, results showed that social networks can, in fact, represent an important role on intensifying the connection and attachment between the hotels and its customer or potential customers, since it is easier to communicate directly and closely to followers on those platforms. This study stands on a preliminary and exploratory research having a qualitative approach method on which conclusions derive from the researchers' perspective. For future research, it would be interesting to work with the insights of this study and to direct some attention to the limitation identified above trying to overcome it. Therefore, it is suggested a broader application of this study to the reality of hospitality management in Portugal (post pandemic scenario). In fact, it would be appropriate to consider conducting a research that would have into consideration more examples of good relational marketing practices in hotels in order to complement the findings and conclusions of this research. To get different perspectives of the subject, there is also, for example, the possibility of conducting this study through other qualitative and detailed methodologies like the development of focus groups or in-depth interviews. From an interdisciplinary perspective, this manuscript presents inputs in the area of tourism (special forms of tourism), marketing and management (segmentation perspective) in a pandemic crisis and (post) pandemic world.

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Rural Tourism in Lambasingi – The Kashmir of Andhra Pradesh

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Abstract

Lambasingi or Lammasingi is a small village in the Eastern Ghats of Chintapalli Mandal of Visakhapatnam district in the Indian state of Andhra Pradesh. With an altitude that of 1000 m above sea level, the area is cooler than the surrounding plains and is covered in moist deciduous forest cover. There are several coffee, pine, and eucalyptus plantations around the area and some small attempts to grow apple and strawberry.

I visited Lambasingi last month of October 2019. My experiences and observations on Geography, climate, culture, social life, tribal races, economic conditions, developments of the area and revenue from the tourism sector of Andhra Pradesh Government. I explained some recommendations or suggestions in this paper. Andhra Pradesh Government has co-ordinates with department of agriculture, department of forests, department of Tourism research on Apple crop gardens in Lambasingi from fast few years ago.

Keywords: *Lambasingi, Geography, Andhra Pradesh, Tourism sector, climate.*

Introduction

The Lambasingi or Lammasingi is wonderful and beautiful tourist destination in the Chintapalli region of Andhra Pradesh. It makes for a perfect weekend getaway from Visakhapatnam for every tourist and traveller. Hence, over a period of time, it has become immensely popular amongst locals and non-locals for its untouched and stainless beauty. Due to the presence of lush greenery, beautiful hills and relaxing streams, this mesmerising hill station is also known as the Kashmir of Andhra Pradesh. Such is the natural setting of Lambasingi that it looks like a slice of paradise on earth. Lambasingi is also one of the coldest places in South India.

Objectives

1. To different climate conditions in Lambasingi for new crops Apples, Strawberry in Andhra Pradesh.
2. To generate revenue for the local communities and the government of Andhra Pradesh through tourism destinations and new crops of Apples, Strawberry.
3. To promote Lambasingi the best Tourist destination in Andhra Pradesh.
4. To improve CCMB Research and development on Apple crop in Lambasingi.

Review of Literature

The source of literature gathered from department of tourism, Tourism Development Corporation of Andhra Pradesh. The secondary data gathered magazines, articles on lambasingi from Andhra Pradesh Tourism Development Corporation and Tourism stake holders.

Methodology

The present study has been conducted in Lambasingi, Chintapalli mandal of Visakhapatnam district of Andhra Pradesh. The sample data respondents are comprised both tourists from different socio-economic category of society. The empirical data had been collected to understand the Impact assessment of community based sustainable tourism on the society and to evaluate and analyze its positive and negative implications on the society. The survey was conducted using the convenient sampling method. Primary data was collected from 150 respondents by administering them a detailed questionnaire. The secondary data was collected from different sources. Simple statistical tools are used to analyze the collected data.

Research Design

Two basic techniques are used for research, i.e., observation method and survey method. The data collection instruments were developed to systematize the collection of data and to ensure that all the respondents are asked the same questions and in the same order. A sample of 150 respondents was contacted in Lambasingi, chintapalli mandal in Visakhapatnam district. The questionnaires were developed with open-ended and close-ended questions. The questionnaire was personally administered with the respondents.

How to reach Lambasingi

Visakhapatnam by Air: The nearest airport from Lambasingi is located in Visakhapatnam and hence, there is no way to reach Lambasingi by air if you are starting your journey at Visakhapatnam. By Rail: The nearest railway station from Lambasingi is located in Chintapalle at a distance of about 20 km. Once you have reached the station, you can hire a direct cab to Lambasingi. It will take you a maximum time of 1 h to reach your destination from the station. By Road: Lambasingi has well-maintained road connectivity and hence, you can easily reach it by taking a direct bus or hiring a cab. Route 1: Visakhapatnam - Anakapalle - Lambasingi Route 2: Visakhapatnam - Sabbavaram - Lambasingi as route 1 is the fastest and will take an approximate time of 2 hours 30 minutes only.

Communities in Visakhapatnam Forest Region

The Visakhapatnam Forest region is in Visakhapatnam District, which form one of the less disturbed forest tracts of Eastern Ghats, are endowed with rich biodiversity of flora and fauna and are home to important wildlife like the tiger, bison, panther, varieties of deer,

birds and butterflies. This forest forms catchments for River "Shabari." It is also home to a number of primitive tribes like Konda Reddy, Konda Koyas, Valmikies, Gonds, Nayaka Podus, etc.



Image – 1 Apple Crop in Lambasingi



Image -2 Strawberry Crop in Lambasingi

Revenue Sharing

The Forest Department under the Community Forest Management Program has arrived at a revenue-sharing mechanism with the local tribal community. Guide service, food and beverage, housekeeping and security are undertaken by the community members. The above activities are packaged in such a way that the total revenue derived is apportioned between the maintenance of infrastructure and services rendered by the community. The amount for the services rendered is shared equally between the 90 tribal families of Lambasingi village of Chintapalli mandal. The members from the 90 families divide the various activities by turns and manage the center, thereby providing a wholesome experience of living with nature to the tourist. The highlight of this rural tourism center, located in the heart of Eastern Ghat forests, is the incident-free operations within the last four and a half years in the extremist-infested forest tracts of Andhra Pradesh. The convergence of the activities by different departments and total involvement of community has paved the way for successful operation of the rural eco-tourism center.

Economic Benefits

The local tribal communities derive many economic and social benefits from this innovative project both directly and indirectly. These benefits can be listed as:

- Revenue to the 90 local families involved in the tourism project that is additional to their routine earnings.
- Direct employment for 90 families, including women, in one way or the other through the project.
- Sale of tribal handicrafts made of bamboo.
- Income from sales of forest products such as Honey, Gooseberry, Strawberry, Jackfruits and Toddy.
- Tips from visitors while performing tribal folk dances.

Apple Crop in Visakhapatnam Forest Region

The Lambasingi and Araku Valley Situated at about 3,600 feet above the sea level, area records temperatures of 1-5 degrees centigrade during winters. "Since apples are grown at high altitude areas with low temperatures in winters, we hope the locations in the Lambasingi and Araku valley area that we chose for the experiment will yield positive results over the next four-five years," said Ramesh Aggarwal, who heads a team of CCMB scientists working on the project.

The changing climatic conditions in the Himalayan region have been hurting apple production forcing scientists to look for alternatives the Kashmir of Andhra Pradesh. The Lambasingi and Araku is blessed with a temperate climate and low temperatures that is suited for growing apples.

In India apple crop farming has so far been limited mostly to the Himalayan region - Kashmir, Himachal Pradesh and Uttarakhand as well as pockets of the North East. But scientists at Hyderabad's Centre for Cellular and Molecular Biology (CCMB) could soon be grown in Lambasingi and Araku Valley of Andhra Pradesh. The CCMB scientists are exploring the prospects of growing the fruit - which originated in the Central Asian region, most likely Kazakhstan - in the Lambasingi and Chintapally regions of Araku in Andhra Pradesh's Visakhapatnam district.

The scientists began work a few years ago to develop new breeds that are resistant to changing climatic conditions while ensuring high yields as part of a genomics sequencing project sponsored by the Department of Biotechnology. They hope to identify genes that give the plant characteristics such as disease and drought resistance. Today there are more than 7,500 varieties of apples grown worldwide, of which at least 300 are cultivated in India commercially. The Lambasingi and Araku experiment succeeds the scientists plan to replicate it in other hilly regions of the South, including the Nilgiris in Tamil Nadu and Coorg in Karnataka.

Recommendations

Government of Andhra Pradesh to take initiative planning and implementation on Apple and Strawberry crops in Lambasingi and Araku valley forest region. Department of Tourism also to take part awareness of Apple and Strawberry crops in Lambasingi and Araku valley regions for tribal communities. Government of India to give more funds for R & D for the Apple crop in the region of Visakhapatnam. The Centre for Cellular and Molecular Biology (CCMB) is also fast and better researches on apple crop in the region. State and Central Governments are to identified more locations in the Visakhapatnam region for Apple crop.

Conclusion

I explained in this paper main structure of the research article in Lambasingi tribals and their races, revenue sharing, Economic benefits and so on. The mainly Apple

and Strawberry crops are developed in coming decades in Lambasingi and Araku forest region. The State and Central Governments to take plans speed and to spent more funds on Apple crop in Visakhapatnam region of Andhra Pradesh. In coming years Andhra Pradesh state is a south Indian Kashmir of India.

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Local Resident's Perception towards Rural Tourism Development: A Study of Rural North Central India

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Abstract

Resident's support is the backbone of the tourism industry. Rural tourism is purely dependent on the host community who is solely responsible for providing services and maintaining the destination. Before transforming a village into a rural tourism site, it is essential to consider the perception of locals towards rural tourism. The present study examines the perception of local resident population towards rural tourism development. Data was from local people residing in the North and Central part of India. The findings of the study indicates that the rural resources, rural development, rural revival, and rural restoration comes to villages along with rural tourism development.

Keywords: Rural Tourism Perception, Villager perception, Rural Tourism development, Rural Tourism Research, Local Resident Population

Introduction:

Tourism is one of the focused sectors and is the priority of every nation. Tourism, the 'smokeless' industry provides opportunity to the people from different corners of the world to know one's civilisation, culture, lifestyle and also generating employment, strengthening the economy, improving local's quality of life and supporting the environment protection. The world understands the strength of tourism and accepted it as a driver of self sustenance, economic growth, inclusive development and environmental sustainability.

Tourism industry helped generating 10.4% of world GDP (WEF, 2019) and has shown enormous resilience over the last decade whereas Benchmarking Research Trends Report, (WTTC, 2019) Travel & Tourism sustaining a total of 319 million direct, indirect and induced jobs (10% of all jobs) across the world in 2018 – ahead of Financial services (9.1% contribution) and Health (7.4% contribution) in terms of employment contribution. As per (WEF, 2019) Report, India has scored 34th position in World Travel and Tourism Competitiveness Index in 2018 with moved up 6 places on, with 40th in 2017. According

to the Annual Reports of (Market Research Division, MoT, 2019), Foreign Tourists Arrivals (FTAs) during 2018 were 10.56 million (provisional estimates) with a growth of 5.2% and Foreign Exchange Earnings (FEEs) were US \$ 28.592 billion (provisional estimates) with a growth of 4.7% over the previous year.

‘Different people, Different interest and Different Purposes’ is the basic fundamental behind the types of Tourism activities. India has attracted foreign tourists like Alexander the Great, Fa-Hien, Hieun Tsang, Ibn Battuta, Al Beruni etc since ancient times (Seth & Bhat, 2003). Their main purpose was to experience and learn from Indian scriptures, culture, and traditions. Most of them have penned down a travelogue about their journey. From their travel books, it is cleared that foreign tourists visit India regularly for various purposes. In this scenario of traditional tourism, India has secured a place in the world with its uniqueness. Famous as the land of *moksha* i.e ultimate salvation, India, attract Foreign Tourists because of its simplicity and connectivity with nature god and divine power. Tourist visits India to experience tranquility, easiness, wellness, spirituality, tangible and intangible culture, simplicity and what not.

From the last two decades, the preference of tourists shifted to the alternative form of tourism. Because of over-tourism or mass tourism activities in limited geographical location, the sense ‘Tourism kills tourism’ generated. Over crowded attractions, pollution, traffic, high price, cheating, etc are the factors which shift tourist’s mind to find the alternatives. Few of them are Cruise, Adventure, Eco-tourism, Sustainable tourism, Medical, Wellness, golf, Polo, Farm/Village/Rural Tourism etc, which Ministry of Tourism considered as niche tourism and has taken up an initiative of identification, diversification, development and promotion.

Operating tourism activities in the rural settlement supports the local society economically, environmentally and socially. Providing employment at local level, promotion of host’s culture, society’s upliftment, infrastructure development and availability of basic services are some necessities which come to the village along with rural tourism destination development.

Rural Tourism or tourism activities in the countryside is one of the initiatives opted by MoT, GoI in the beginning years of 21st century. In association with UNDP, MoT GoI initiated Endogenous Tourism Project (ETP) to identification, development, training and promotion of more than 108 sites across the nation. Later on, the evaluation report on ETP was published by ACNielsen ORG- MARG and other agency to check the status of development and tourist arrivals in the identified villages. It is mentioned in (ACNielsen ORG-MARG Pvt. Ltd, 2012) Report that more than 60% sites were unsuccessful due to various reasons. Many other projects initiated by State Governments, PSUs, NGOs and entrepreneurs to developing tourism practices in remote areas working with mixed success rate.

To developing any site as the rural tourism destination, it is very important to understand the opinion of local people. Local community’s confidence and participation are very important before initiative any program. If any problem arises before the locals need

to sort on early stages otherwise it leads to antagonism. As far as tourism is a concern, community participation is deep and inseparable. Supporting staff like Guide, Driver, Kitchen staff and many more belong to local or surroundings. Their participation in tourism helps to run it smoothly and also give employment to locals in return. Tourism activity is all about experiences. If locals accept tourism wholeheartedly, then only they can able provide good hospitality to the tourist, which leads to return back with good memories or vice versa.

There are many pieces of research done for the performance of tourism activities in the countryside but very less about the local's participation in the rural tourism area. (Patel, 2019) said Rural Circuit projects under the Swadesh Darshan scheme are at various stages of implementation/completion. Tourism sector is an important source of employment generation in the country as it is a labour intensive activity. Ministry of Tourism develops tourism infrastructure and promotes destinations to increase tourist arrivals which in turn creates job opportunities. They have a provision in their guidelines to create employment through active involvement of local communities.

Objectives

1. To understand the local resident's perception towards rural tourism.
2. To find out the locals understanding for rural tourism.
3. To understand the local's stand on their participation in rural tourism activities.
4. To understand the role of rural tourism activities in the villagers of North & Central India.

Research Methodology

The Study

The Study was descriptive in nature. It was conducted to define the perception of local resident population belong to the villages of North and Central India.

Sample Design:

- **Population** – Residents belong to rural locality.
- **Sample size** – 270 samples have been collected from the villages belong to North and Central India.
- **Sampling Element** – Individual Local resident of the rural locality
- **Sampling Techniques** – Purposive sampling technique was used in research work and data was collected so that fair results can be obtained.

Sources of Data Collection

A Self-administered questionnaire was used as a data collection instrument. It consisted two parts: the first part contained socio-demographic variables (e.g. gender, age, education level, type of occupation, location etc); the second part consisted of questions on

residents' perception towards rural tourism from an economic, social, cultural and environmental point of view. All questions were close-ended. To verify the clarity of the questionnaire, in terms of understanding and simplicity of exposition, a pilot-test was conducted with a sample of 270 residents. No concerns were reported in the pilot-test.

Tools for Data Analysis

For the purpose of data analysis, SPSS software was used, Reliability test and Exploratory Factor Analysis have been performed.

Data Analysis and Interpretation

Reliability Analysis:

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.941	25

Source: SPSS Output

The value of Cronbach's Alpha is .941, which is more than the Standard value of Cronbach's Alpha i.e 0.7 so this scale is useful for further analysis.

Exploratory Factor Analysis:

Factor Analysis is a technique designed to discover common underlying dimensions or factors in a set of variables and hence is used as a summarization and data reduction technique. A factor analysis was carried out and the objective of the analysis was to explore the grouping between the 25 statements.

Table 2: KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Adequacy.	Measure of Sampling		.905
Bartlett's Test of Sphericity	Approx. Chi-Square		1885.388
	Df		300
	Sig.		.000

Source: SPSS Output

KMO and Bartlett's Test of Sphericity indicated that the data is suitable for the Factor Analysis. The value of KMO measure is 0.905 significant at 0.000 which is acceptable.

Table 3: The Summary of EFA

Item	Dimensions	FACTORS			
		Rural Resources	Rural Development	Rural Revival	Rural Restoration
A15	Tourism supports a local people to become an entrepreneur.	0.703			
A20	Tourism develops/ improves the accommodation facilities in the village.	0.639			
A16	Tourism supports associated textile/ handicraft/ cottage industries etc.	0.632			
A14	Tourism helps in the conservation/ protection of local heritage.	0.581			
A01	Tourism helps to improve the infrastructure (Health centers, better schools, post office, sport centers, etc.)	0.571			
A03	Tourism encourages a variety of cultural activities by local population, e.g. crafts, arts, music.	0.559			
A19	Tourism helps a village to become self-sufficient.	0.550			
A04	Tourism helps in improving the social status (lifestyle) of the villagers by generating employment and alleviating poverty.	0.511			
A22	Tourism gives recognition to the villages on the international arena.		0.702		
A17	Tourism leads to more investment and spending.		0.687		
A23	Literacy rate of rural tourism destination embarks the tourist's experience.		0.626		
A18	Tourism creates new markets & new demand for local products.		0.616		
A24	Tourism helps in image building (re-building) of the destination.		0.555		
A25	Tourism as a tool for sustenance motivates villagers to involve in newer/ innovative jobs.		0.500		
A21	Advertisement is required to promote the tourist village.			0.693	
A09	Rejuvenation of the village is necessary for attracting tourists.			0.683	

A02	Tourism helps to preserve the local traditions and culture.				0.656
A11	I support tourism activities in my village.				0.598
A06	Tourism influences the regional culture (traditions and customs, etc.).				0.720
A13	Tourism helps to keep my village clean.				0.689
A10	Tourism activities help in the promotion of village.				0.597
A07	Tourism supports the restoration of historical buildings.				0.522
	Eigen Value	10.954	1.342	1.234	1.192
	Variance Explained	43.816	5.369	4.935	4.769
	Reliability Alpha	0.885	0.861	0.815	0.654

Source: SPSS Output

Discussion of Factors

- 1. Rural Resources (10.954):** This factor emerged as the most important determinants with total variance of 43.816. This factor consists of A15 (0.703), A20 (0.639), A16 (0.632), A14 (0.581), A01 (0.571), A03 (0.559), A19 (0.550) and A04 (0.511). The factor highlights the importance of improved infrastructure, encourage culture, conservation and protection of heritage, construct tourism accommodation facilities etc leads to self-sufficient village.
- 2. Rural Development (1.342):** This factor emerged as other important determinants with total variance of 5.369. This factor consists of A22 (0.702), A17 (0.687), A23 (0.626), A18 (0.616), A24 (0.555) and A25 (0.500). Factor highlights the significance of rural development which included investment & spending, make village a self-sustenance, improve literacy rate, create new market etc leads to image building and give recognition to the villages
- 3. Rural Revival (1.234):** This factor came up as the determinant with total variance of 4.935. This factor consists of A21 (0.693), A09 (0.683), A02 (0.656) and A11 (0.598) which emphasizes the importance of advertisement, support of locals for tourism activities, preservation of local culture and rejuvenation of the village
- 4. Rural Restoration (1.192):** This factor appeared as the determinant with total variance of 4.769. This factor consists of A06 (0.720), A13 (0.689), A10 (0.597) and A07 (0.522) which concerns the regional culture influencing, cleanliness, restoration of heritage buildings, and promotion of village tourism.

Conclusion:

The study is conducted to find out the perception of the residents residing in the villages of North and Central India. Before developing rural tourism at the village destination, it is important to understand the perceptions of the local resident population. Further, while planning tourism, local resident population need to be taken into consideration. 'Rural areas are somehow industry devastation free and still maintained its beauty. People visiting rural places to connect themselves with the roots and to find peace, purity and authenticity, which is now common as rural tourism (Thansiya & Kumar, 2019) As per the finding of the study, the local resident perceived that tourism brings conservation and utilization of the rural resources, bringing infrastructure development, supporting the revival and restoration of rural heritage. Villagers believes that tourism bring employment, investment to the village, and helps in rebuilding the image of the village. Moreover, Local resident population is ready to support and is keen in association with rural tourism activities in their villages.

The study identifies that the attitude and attention of local resident population belongs to the villages of North and Central India are affirmative and constructive towards tourism development that can prove significant in rural tourism policymaking. Other states and regions can also be considered the study for further development.

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Innovating Entrepreneurship Changes in Rural India Through Animation

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Abstract

In this paper, we shall discuss and introduce you to the animation and how aptly the animation industry boosts the concept of 'animatorship' in relation to rural enterprise and development. We, under the understanding of community development and community enterprise along with an emphasis on rural communities, develop as well as apply the concept in entrepreneurship.

This paper focuses on building the key habits of entrepreneurship among the group of people in the community. While in a study, we put forward a descriptive study of the new concept i.e., animation in entrepreneurship area's framework with respect to rural communities. The paper highlights the look, help them interact with one another and form organizations bringing in face-to-face dialogues with workers of community development, thus, creating an awareness. These workers, when amazed, try to active stimulation, motivating and inspiring others as well as orchestrating circumstances and people bringing about changes through others, not just doing favors for them. While in building the relationships and environments where people grow directly and focusses energies for developing and empowering emotional and social lives of people as well as relationships through group conversations full of open-mindedness and patience. To some extent, we help them to build the CSR.

Keywords: Animation, Animatorship, Depleted Communities, Rural Development, CSR.

Introduction

India is always considered as the nation of rural people. However, there has been a significant rise in the number of entrepreneurs over the past few years. Some of these include entrepreneurs from rural communities. This helps in rural development too. According to Somerville and McElwee (2011), we need to go beyond the individualism relating to an individual or group of community enterprises, however, this also works towards rural development. We highlight for inclusion in its widest spectrum. In the spreading of entrepreneurship, 'community entrepreneurship' is a common topic for discussion the roles that the individuals themselves play isn't identified at all.

Considering both, Satara and Uttarakhand are two places which can be considered as hilly area located in two different area, one in middle of India and one in north of India,

in both seeking similar challenges considers the primary motivation for this study. According to Annibal, Liddle, and McElwee (2013) and Smith (2013) Entrepreneurship Authority is a skill developed in socially situated and influenced practice wherein the concept of 'animatorship' is introduced and discussed by us.

The fundamental concept that involves animation of others for achieving their objectives is called 'animatorship' and the ones practicing 'animatorship' are called animators. Art of performing one or the other activity helps the entrepreneurship, animatorship towards the achieving their objectives.

With this theoretical study, 'animation' with context to entrepreneurship is a new phenomenon or concept which has been presented. This study makes a major contribution towards understanding the way entrepreneurial activities influence rural development, especially when apprehending how this form of entrepreneurship is aided by non-entrepreneur actors, however, they still are important. Not only that, helps to bring up industries like tourism, hoteling, packing, and many more.

Intuitively, since we authors are from the education industry, it appears necessary to differentiate animation from entrepreneurship for identifying the part that can be played by it when it comes to 'entrepreneurial processes. It is also significant because 'animatorship' in terms of both training and animators as individuals are significant for us. We, in this paper, focus on personal viewpoint while acknowledging the practice that is unified and embedded in the experimental results. The key purpose is demonstration of potential abilities of 'animatorship' as well as animation practices for catalyzing community and rural entrepreneurship to develop the habit of corporate social responsibility (CSR).

While establishing animation is an interesting and distinct spectacle, it allows highlighting and explanation for entrepreneurial activity that is not fully elaborated by the community entrepreneurship and entrepreneurship concepts. However, animators' image must be something more than just a computer. People must be aware of 'animatorship' as a concept itself which further adds on to the argument regarding community mentorship and entrepreneurship while taking into consideration how these collectively add towards the idea about community development.

The context of this study is outlined based on the practically gathered data whilst involved in research and supports. This helps rural community schemes endure and succeed by the provision of professional assistance similar to the business advisors' help. When government is declaring the grants and funds migration of regular formalities need to be managed. When it comes to presenting, the paper is planned in a way by which we can present as well as analyze the concept of 'animatorship'. We may also give an explanation on how it helps in increasing the understanding towards community development and community entrepreneurship. Not only that, we can also review literature related to 'animatorship', especially regarding how it impacts on the depleted communities.

Purpose of the Study

‘Animatorship’ refers to ‘the art of animation’: a process, an action or a product created by imparting spirit, interest, life, activity or a motion. Animation (here) is defined as well as distinguished from its correlated conceptions. Animation states the condition, or quality, of being alive, spirited, vigorous or active. “It is related to the actions of community workers, informal educators and others” (Smith, 2009). Animation includes intimate working with individuals and communities helping them in participation as well as management of their groups (Smith 2013).

Animators empower and develop people’s social and emotional relationships as well as lives through open, listening, patient and group interaction. “This process includes communities and animators setting of boundaries (for prevention of chaos, confusion and wastage of community resources) as well as working together for the removal impairments to change” (Palmer 1998). ‘The act of animation’ encompasses potentials that involve institutional as well as personal change. It directly involves educating, stimulation and encouragement of other people for being (more) dynamic in their communities. Indirectly, it involves construction, orchestration and management of networks, situations, relationships and environments till the very end. Therefore, animation can be defined as enabling, facilitation and stimulation of creation of value by others – individuals, groups and communities.

This concept comes handy because today’s understanding about economic development and community aren’t clearly distinguished between the developmental processes, for example, the actions of a range of exogenous as well as endogenous entrepreneurs, voluntary organizations, philanthropists and governments along with the practices underlying and driving those processes and the practices of the animators. After all, animators are also human beings and socially exist in the public awareness perhaps because it either may have been an assumption, like existing there but having no clue of anything and showing no signs of existence; or an emerging trend (still not a part of the discourse).

Today, government is promoting tourism and hoteling industry and as such more and more people to take up this challenge in bringing the rural industry. According to Barth (1963) Entrepreneurship has long been known for the involvement of *brokerage* (acting as a trusted intermediary) between circles of influence for recombining resources. When an animator is considered to be an entrepreneur, expects to work on the difference between the two is that entrepreneurship creates value directly while ‘animatorship’ produces value only indirectly, through the medium of others, who act as entrepreneurs.

Objective

After working on the purpose following objectives can be achieved:

- Role of animators in changing scenario
- The skill of animators and how they make use of them to work

- Understand the network link/ share with animators for both local as well as globally
- Cultivating the brainstorming session for upbringing of rural community
- Undertaking the entrepreneurship activities and promoting conceptualize the knowledge sharing and
- Adapt to Knowledge Transfer takes place in the context of community-to-community learning

Challenges Faced by Rural Community

There are certain challenges faced by rural community. The tool that we are focusing on is ‘animatorship’ as a concept. It seems to be having a grip as a bunch of skills or processes linked with community entrepreneurship.

While studying the process, it highlights logically dissimilar from it, and this dissimilarity may be useful for explaining the occurrence of community development. Animation appears promising only through and within community indicating the spirit supporting the organization based on community action. Animators have a main quality in them known as ‘community-spiritedness’ which determinates them to play their role. We must undertake challenges that is likely to face by rural community, and help them to work on such areas.

Research Methodology

Since the paper highlighted and focuses on rural development, this research discovers the way ‘animatorship’ is adding values to communities by giving in detail the observations and views of active participants concerned community development in various rural areas. While studying the areas of the entrepreneurship role of the ‘animatorship’ need to be highlighted. Right from rural people, especially youths must be more considered meaning them and the communities where they function. While examining the research work, we realized the presence of actors or influencers significant for initiating or to proceed further in entrepreneurial processes. This research involved head-to-head close ended qualitative questionnaire for development and could be circulated among the individuals or groups and during weekly bazars. Adding towards development of multiple detailed case studies (Eisenhardt, 1989; Yin, 2004) using an evidence-based, qualitative practice approach (Given 2006).

The above methodology enables minimizing the possibility of prejudgment towards nature and ‘animatorship quality’ and evaluates the data across and within cases for achieving replication of logic in order to deduce theoretic interpretations that are novel, testable and empirically valid as mentioned by Eisenhardt (1989). With this, the ‘animatorship’ process is set in the following subjects classifying process into 6 stages on the basis:

1. *Structured facilitation* – Where an animator carries facilitated and structured process for communities for taking their respective concepts towards the development phase. Animators work by forming communities as well as in collaboration with individuals

for achieving results, but unlike consultants and entrepreneurs they do not work by themselves.

2. *Flexibility* – When it comes to their approach and application of their advice as well as expertise, animators are quite flexible.
3. *Partnership and Networks* – Work is done by animators through genuine partnerships and local networking to deliver results. They work collectively for strengthening partnerships and networks.

They adopt as well as adapt infrastructural bodies like community councils and the local-rural network.

4. *Cross-sectorial partnership* – The general purpose of an animator is complementing and strengthening existing initiatives and skills that provide a backbone of proficiency instilled with practical advice and common sense boosting the capacity of additional delivery.
5. *Low-cost delivery* – Since most of the job is unpaid, the approach allows lowcost delivery. Although, animators may be waged for distinct associated job.
6. *Expertise* – Animators may be experts in a subject-oriented manner. But moreover, generalists with a wide-ranging as well as broad network of rural community proficiency and a foundation of knowledge for drawing on. Adding to the expertise, it can be said that an animator develops a communication network.

According to Gaddefors and Anderson (2017) a strong point of this work lies in the fact that most of the rural activities that can be recognized or categorized as entrepreneurial activity aren't recognized at all even though it is known to people. This is the part where it is proved that it hasn't been sufficiently grasped in social studies. Thus, the study defines a new conception that explains something overlooked earlier. The study accomplishes a recognized requirement for learning more ways in which context and entrepreneurship interrelate.

From the empirical studies we shall get the evidence and analysis shall know the responses are all skilful and skilled providers. Even after speculating 'animatorship' as a valuable descriptive tool, there remains more conceptual frenzy yet to be uncovered in the concept. Animators are dependent upon and strengthen existing networks, expertise and infrastructure. In a sense, they do 'manage', but their activities are indirectly a form of criticism of entrepreneurship and traditional management in a sense that they moreover exist for community serving than striking an idea on the community or taking out values from the community. The animation practices that have been revealed have substantial qualities for presenting a variety of ways of mobilizing entrepreneurship. Informal communication undertaken by social media interactions and face-to-face, blogs and apps are a deliberate key towards prosperous 'animatorship'. The animators hardly ever use

online materials or formal learning within village locales that they assist in: capacities and building skills; motivating communities for addressing gaps in services; ensuring that right support could be accessed by communities; establishing social or community enterprises for supporting improving incomes; service delivery and allowing support agencies and funding agents gain a better understanding towards rural communities' requirements. We accept that proof for proving much of this apercu being study limited and demanding for a further level research.

Conclusion

In conclusion, the experiential portion can be considered and results are going towards confirming the utility and usefulness of the practice and concept of 'animatorship'. The entrepreneurship development shall take place only and only when the new avenues are open and today young generation are quite positive in this regard. We have supposed there to be a lack of clear thoughtfulness, in both policy terms and literature of the conception of 'animatorship' as well as the way in which it leads towards community development and enterprise. We conclude our contribution to the research by illustrating the way in which animators inspire or drive others for being entrepreneurial. Also, we understand entrepreneurship like a social phenomenon.

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