ISSN No: - 2347-6753

Journal of Applied Finance And Economics

Volume No. 12

Issue No. 3

September - December 2024

ENRICHED PUBLICATIONS PVT.LTD

JE - 18,Gupta Colony, Khirki Extn,
Malviya Nagar, New Delhi - 110017.
E- Mail: info@enrichedpublication.com
Phone :- +91-8877340707

ISSN No: - 2347-6753

Journal of Applied Finance And Economics

Aims and Scope

The Journal of Applied Finance and Economics (JAFE) is a source for sophisticated analysis, especially theoretical papers that yield novel testable implications and experimental papers that are theoretically well motivated.

The JAFE is a published twice a year covers a wide variety of topics including:

- Money and Banking
- Financial Economics
- Applied Financial Econometrics
- Financial Risk Analysis
- Risk Management
- International Finance
- Behavioural Finance
- Financial Management
- Taxation, Subsidies and Revenue
- Corporate Finance and Governance

The Journal of Applied Finance and Economics provides a valuable research and reference source for scholars and practitioners in the finance and economics field.

ISSN No: - 2347-6753

Journal of Applied Finance And Economics

(Volume No. 12, Issue No. 3, Sep-Dec 2024)

Contents

ISSN No: - 2347-6753

Economic Impacts Of Air Pollution On Health And Values Of Property

D. Naga Sailaja[1], B. Ravi Kumar[2]

[1]Teacher C/O D. Rama Mohana Rao Near Prasad Hotel, Paparajuthota, Chirala – 523155

[2]Librarian Chirala Engineering college, Ramapuram Beach Road Chirala – 523155

KEYWARDS

Statement of the problem, Research Questions, Objectives, Economic Impacts of Air Pollution, Primary survey.

1. INTRODUCTION

Industrial revolution and subsequent growth of rapid industrialization have caused serious threats to sustainable development of both developed and developing countries. While modem industries extracted various natural resources, other raw materials and energy from the environment to produce material goods and services, such uses and production processes have resulted in large scale emissions of wastes into the environment causing severe threats to traditional agrarian practices, surprising the values of rural and urban property and reducing the quality of human life. Although most of the developed countries had responded to this social me: lace by developing a variety of technological, economic and legal regimes for regulating the polluting behavior of firms, the developing countries has not. Attained sufficient progress in regulating industrial pollution and its influences on their economy and society due to lack of technological alternatives, failures of markets, institutions, government policies, mass poverty and illiteracy. The urge for attaining rapid industrialization and the immediate transfer of benefits to local population subdued environmental concerns of sustainable development. Environmental economists, who examined the impacts of industrialization on the natural environment and human health in India, have raised these contradictions of industrialization.

Statement of the Problem

A four decides long industrial development of the State of Kerala has brought in many changes on the use of natural resources and environment. The initial phase of industrialization in Kerala was based on natural resources like fisheries, cashew, coconut, coir, timber, and bamboo and other small finest produce, handlooms, minerals etc. Most of these industries were evolved as "clusters" where raw materials were abundant in supply. This scenario has changed since the second five-year plan with the active participation of the State towards industrialization. The industrial revolution led to the emergence of large factories with mass production capacities and majority of them located around river basins and in urban centers where population density is high. The number of working factories has

increased to 18621 in 2001 compared to 9104 in 1980 (Government of Kerala, Economic Review 2000; 1980) Recent statistics of the Central Pollution Control Board reveals Kerala ranks fourth in the case of industrial units closed down due to pollution (Govt. of India, Economic Survey, 2000-03). Another major causal factor of air pollution, the number of vehicles, has been growing at a rate of 10 percent per annum, leading to a concurrent increase in air pollution. Moreover, traditional industries and new industries using modern technologies extract natural resources and environmental assets on large scales without paying the relevant price for such uses. It is unfortunate to note that most of the large-scale chemical and petrochemical industries, some in the public sector too, have started polluting the environments. These in turn have led to the degradation of air, water and land, directly affecting livelihood and human health. The 'Kerala Model of Development' has also been silent on these environmental and ecological issues due to its overemphasis on the role of the social sectors and quality of Eifel. However, serious analytical studies on the impact of air pollution on Kerala economy, especially on the health of the people and on the changes in property values are not available. This study attempts to overcome this limitation by undertaking a detailed analysis of the economic impacts of air pollution on human health and property values around the Cochin industrial agglomeration in Kerala.

Research Questions

This study aims to answer the following questions:

1. What is the relationship between air pollution, human health and property values and
2. How has it affected the prices of property and the health of human population in and around the industrial agglomeration.

Objectives

More specifically, the study proposes the following objectives

1. To provide a systematic descriptive documentation of the nature of air pollution of the Cochin industrial agglomeration.
2. To estimate willingness to pay for morbidity reduction due to air pollution in observed and hypothetical markets.
3. To estimate the value of welfare loss in the purchase of property due to reduced air quality.

Economic Impacts of Air Pollution:

Framework of Analysis Industrial sector in Kerala is one of the major productive and wealth creating sectors. However, it remains as a major polluter, resulting in the degradation of the health of local population and reduction in property values. Pollution is defined as an undesirable state of the natural

environment being contaminated with harmful substances as a consequence of hum all activities' (Cognitive Science Laboratory: Princeton University). Air pollution is the contamination of the atmosphere by substances that, directly or indirectly, adversely affect human health or welfare. It results from human activities, both deliberate releases (as from smokestacks) and fugitive emissions (as dust blown from streets or fields), and from natural sources, including sea spray, volcanic emissions, etc'. (National Institute for the Environmental, Washington D.C) The problem of pollution and its management is found in history and is well debated in various disciplines". Economic definition of pollution is dependent up both physical effect of waste on the environment and the human reaction to that physical effect. In economic parlance, there has been an uncompensated loss of human welfare due to the imposition of an external costly related to emissions into the air (Turner, Kerry; 1994). Environmental economists argue that the damages due to air pollution depend on the assimilative ability of the environment. If the emission loads exceed absorptive capacity, pollutants accumulate in the environment (Hanley, 1997), causing damages to the material well- being of the society.

One of the most important sources of market failure is the presence of externalities or spillovers. There are many other cases of market failure for environmental assets, such as, incomplete markets, non-exclusion. Non-rival consumption. Non-convexities and asymmetric information.

Pollution externalities alter natural ecosystems and human life in many ways. For instance, air pollution influences natural vegetation, productivity of land, other economic activities, human health, property prices and very many varieties of ecosystem services. Although all these issues demand detailed critical examination, the major focus of our thesis, however. Is on how air pollution influences human health and property values.

The incidence of air pollution on human health ranges morbidity l4 to mortality. (Murty and Kumar, 2002). Morbidity can be c1assificd in a variety of ways based on the duration or intensity of illness as chronic or acute, on the degree of impairment of activity which decides the inability of the attested person to undertake normal work or on the type of symptoms that varies from person to person. The degree of impairment of activity is an important way of measuring morbidity. There are several categories of degrees of activity impairment, namely.

Both morbidity and mortality have attained considerable importance for festinating willingness to pay for improved health. However, this work is concentrated on morbidity alone because it has varying degrees of illness or injury, with multi dimensional impacts.

The second issue examined in this inquiry is on the relationship between air pollution and the value of residential property. This relationship depends mainly on various environmental, structural and neighborhood characteristics they possess. Environmental characteristics include the factors which determine environmental quality, such as, S02, NOX, and SPM, distance to lake or river etc. Structural Characteristics include plot size, number of rooms, garage space, type of f1ooring. Type of roofing, age if house etc. and neighborhood characteristics include level of traffic, distance to central business district, distance to nearest industrial zone, slope of property etc.

In absence of ownership and efficient pricing, special techniques are needed to analyze economic impacts of environmental changes. One of the popular approaches! To analyze the economic impacts of air pollution on the health of" human population and residential property values is centre on identifying and monetizing the relevant costs and benefits of an environmental change. Monetary values of changes in human health that are associated with environmental changes are estimated either using 'indirect observed' approach [household production function] or the 'hypothetical market approach' [Contingent Valuation Method (CVM)] (Murty, 2000). While a standard production function approach is adopted in the fanner method to estimate the willingness to pay (WTP) for restricted activity days affected by air pollution, the latter method resorts to hypothetical markets for the elicitation of values

Air Pollution and Health:

The Production Function Model Environmental pollution reduces people's well being through the following ways.

(1) Medical expenses associated with treating pollution-induced diseases including the opportunity cost of time spent for obtaining the treatment,
(2) Lost wages
(3) Defensive or averting expenditures associated with attempts to prevent pollution induced disease,
4) Changes in consumption pattern,
(5) Disutility associated with the symptoms and lost opportunities due to diseases and
(6) Changes in life expectancy or risk of pre-mature death. Therefore, the welfare is due to air pollution could be estimated in terms of increased morbidity. Economists have used a number of approaches to determine the monetary value of replaced morbidity. A formal model used for deriving values of reduced morbidity, based on health production function, was first developed by Grossman (1972). Cropper (1981) introduced a pollution variable into the function and later Harrington and Portney (1987) extended the model to examine explicitly the relation between willingness to pay (WTP) and a reduction in pollution.

More specifically, the health production function is expressed as

S=s(C,M,H,K)

Where,S=Number of Sick Days

C= Environmental quality

M= Mitigating Activities

K = Stock of social capital (such as education, sex….)

H= Stock of health capital

The Utility function of the individual can be defined as Where,

U=u(Y,S,C,L,l)

Y= any private good, taken as numeraire

L= leisure

l = Income

Individual's budget constraint is written as,

I=I* + Pw (T-L-S) = Y + Pm M

Where,

Pw= Wage rate

I* =Non labour income

T= total time available

Pm= price of mitigating activities

Individual maximizes Utility (2) subject to the budget constraint,

Max Z+11(Y,S,C,L,J) + A. (l* +Pw (T-L-S) – Y-Pm.M)

Estimating the demand function for mitigating activities, one obtains the marginal Willingness to pay as:

MWTP,

au/

~=p. as +p aM _~ as

ac IV ac M ac A.' ac

Air Pollution and Property: The Hedonic Model. The welfare benefit in property values due to reduced air pollution is estimated using the hedonic property value model. The model used here for observing the relationship between air pollution and property value is based on Freeman (1979).

Following Freeman, Pearce and Turner (1990) and Bateman (1993) Parikh et al. (1994) have applied the model to estimate property values. Based on this basic model, the study also estimates Marshalling consumer surplus, as a measure of welfare benefits from reduced levels of air pollution. The model is specified below.

Consider the price of a residential location (Phi) as a function of structural (Si), Neighborhood (Ni) and environmental characteristics (Qi).

Phi = Ph(Si,Ni,Qi)

The utility function of the individual who occupies the house is, u(X,Si,Ni,Qi)

If there is an improvement in environmental characteristics from q/ to {Ii'. The value the individual places on such improvements (Bij) could be estimated by integrating the implicit price function with respect to aj.

(Ul)

Bij = fbij(qj,Qi*,Si,Ni,Gi)8qj

Where, Gi is the socio-economic characteristics. The value obtained by integrating the inverse demand function with respect to the implicit price is interpreted as the consumer surplus. The inverse demand function assumes the form, Consumer surplus is calculated by integrating the inverse demand curve with respect to the implicit price and calculating the definite (Reimann) integral by observing the old and new level of Qi, planned by the policy maker.

Methodology

This study begins with a detailed description of the basic characteristics of the selected industrial agglomeration including the nature and incidence of air pollution caused by industrialization of Kerala economy in the recent past. It then concentrates on the identification, quantification and analysis of the major economic impacts of air pollution in the study area.

The Study Area The study is conducted in the Cochin industrial belt in the state of Kerala. Cochin Industrial agglomeration is a geographical space, consisting of the Cochin Corporation, the Kalamassery Municipality and three panchayaths, viz, Vadavucode- Puthercruz, Thiruvankulam and ElIor. This area has been identified as the industrial capital of Kerala and hence inhabits a large number of factories both in the private and public domain. The Central Pollution Control Board in collaboration with the State Pollution Control Board identities Cochin as one of the problem areas in the country. It

ranks first in both number of vehicles and number of registered factories. It is also reported that potential air pollutants like suspended solids, dissolved fluorides and phosphates, free ammonia, ammoniac nitrogen, carbon powder, hexavalent chromium, acidic chemicals like S02, C02 C\2, HCL, etc. emitted by these factories in to the environment are one of the highest compared to other districts of the State and are even beyond the level of tolerance. It is further noted that most of these pollutants recorded in this area are found to be harmful in many ways to the life and property of human population (Pollution Control Board (peB): 2000; National Environmental Engineering and Research Institute (NEERI), 2000).

Population and Sample

The universe of the study Cochin industrial agglomeration, constitute, 130780 households including 695357 number of population. The households chosen to participate in the survey was selected using a two stage stratified sampling procedure. In the first stage, the agglomeration is divided into six strata according to the distribution of air quality monitoring stations of the State Pollution Control Board. These stations are Ambalamugal, Eloor, Port Trust, CSIR Complex, Emakulam North and lrumpanam. From these regions 100 households with in a radius of 1000 meters from the respective monitoring stations have been selected for intensive examination in the second stage.

Variables and Collection of Data.

The study is based on both secondary and primary data. The National Ambient Air Quality Monitoring data has been collected from the publications of Central Pollution Control Board. These data were used as the measure of air pollution. Details regarding study area are collected from the records of respective local panchayath/ municipality corporation and zonal office of Pollution Control Board at Cochin. Other relevant secondary data, regarding pollution health impacts, epidemiological data etc. are collected from various published and unpublished sources, institutions such as State Pollution Control Board (PCB), National Environmental Engineering Institute (NEERI), NGOs such as, Kerala Sashtra Sahitya Parishat, Green Peace, Periyar Malineekarana Virudha Smithy and Industrial units.

The primary data on averting/mitigating activities (medication, doctor visits, use of folk medicines, installing air purifier etc.), workdays lost, number of sick days, family details, averting and mitigating costs, factors affecting property values, sales price of residential property, health status, habits, hospital admissions, and other socio economic variables, such as, education, household income etc. are collected using a structured schedule (see Appel/dix I/or schedule).

Primary Survey

A primary survey covering family details, environmental quality, factors influencing human health, other socio economic variables, willingness to pay for avoided heath risks and factors affecting

property values was conducted among 600 households at six centers in the Cochin industrial agglomeration during the period of June 200 I - January 2002 in a face to face interviewing method. To estimate their WTP to avoid symptom days, five symptoms (coughing, itching and smarting eyes, breathing trouble, acute bronchitis and asthma attack) were given. The descriptions of these symptoms were given in five separate cards and were distributed. After giving a detailed picture of the exposure-response functions in the area, people were asked to choose one of the symptom slip, which ranked as the worst one in the light of previous disease experience. The first part of the question explicitly reminds people about their costs on mitigating and averting activities and how it affects their family budget constraint. Then they were asked, their willing to pay Rs. 200 to eliminate these symptom days. Rs. 200 was obtained as an average minimum cost of I1Iness from the preliminary survey. In the next iteration, to obtain their maximum WTP, people were asked to bid an amount to avoid the symptoms fOl 1-7 days for the next 12 months. If the answer was in the affirmative, people wue asked to increase amounts from Rs. 200 to a maximum, using the bids and if the answer was in the negative, the amount was reduced by a certain rate down to what the respondent was actually willing to pay.

The survey was conducted among 100 respondents each from SIX strata of the sample.

Estimation

SPSS and E-views were used for statistical calculations.

Scope of the study

Industries pollute environment and the society incurs significant loss of welfare from this, due to reduced assimilative capacity of the environment. This study highlights that air pollution generates costs which are external to the industry (Tintenberg: 1988). As emphasized in the beginning of this chapter, pollution being an externality creates serious damages to human health, agriculture, livestock, fisheries and property values. It is unfortunate, however, that such issues are often marginalized in academic discourses on development, even while environment friendly industrialization policies are formulated. Our study has some definite advantages in understanding the manner in which air pollution affects the economic activities of one of the most important industrial agglomerations of the state of Kerala. For instance, the welfare losses due to the incidence of air pollution have been estimated using established environmental

economic methodologies. These results can be used for evolving environmentally friendly industrialization strategies for Kerala economy. In fact a number of people's science movements and the civil society have been demanding such redressed packages for the sustainable development of Kerala. At the same time, this study is probably the first attempt to conceptualize and quantify the

environment-economy interaction of air pollution in Kerala. It may however, be mentioned that our study concentrates only on the economic impacts of air pollution on human health and property values while many other parameters remain outside the domain of our limited scientific inquiry. More detailed fonnulations and studies are therefore required to understand these processes 111 order to formulate policies for a sustainable Kerala model of development.

1. Plan of the Thesis

The thesis is divided into six chapters. The first chapter introduces the study, a framework for analysis and the underlying methodology adopted in the study. The second chapter reviews the relevant literature. It aims to establish the complex interaction among air pollution, human health and property values. In the third. Chapter we outline the status of air pollution in the Cochin industrial agglomeration. The fourth chapter presents an analysis on the influence of air pollution on human health in the study area. An attempt is also made in this chapter to quantify these relations using production function and contingent valuation methods. This is followed by a detailed analysis of the impact of air pollution on property values in chapter five. Chapter six provides the summary and conclusions of our study.

References:

Afsah, Shakeb. (1996), "Controlling Industrial Pollution," World Bank Policy Research Working Paper: 1672, World Bank, Washington D.e.

Alberini, Anna., and Alan, Krupnick (1997), "Air Pollution and Acute Respiratory Illness: Evidence from Taiwan and Los Angeles," American Journal of Agricultural Economics, (79), No:5, pp: 1620-1624.

Anderson R.J., and Thomas Crocker, (1971), "Air Pollution and Residential Property Values," Urban Studies, Vol: 8, pp: 171-180.

Bromley, Daniel (1995), "Hand Book of Environmental Economics," B1ackwcll, Oxford, U.S.

Central Pollution Control Board (1989-2000), "Ambient Air Quality Monitoring Data Series," Central Pollution control Board, New Delhi.

Central Pollution Control Board (2000), "Air Quality Standards in India," Central Pollution Control Board and Ministry of Environment and Forests, Government of India.

Centre for Science and Environment, (1982), "The State of India's Environment: 1982," Centre for Science and Environment, New Delhi.

Centre for Science and Environment (1985), "The State of India's Environment: 1985-85, The Second Citizen's Report" Centre for Science and Environment, New Delhi.

ISSN No: - 2347-6753

Product Displayed At Checkout May Be Fruitful To Increase Volume Of Sale

Dr. Mrinalinee,

MBA, MA (Eco), Ph. D,& D.Litt. Assistant Professor (Marketing Faculty) L.N.Mishra College of Business Management Muzaffarpur, Bihar, India

ABSTRACT

This research indicates that customers pick magazines and cookbooks at the checkouts if they have forgotten to make their selection at the aisles. Customers who select confectionaries and beverages from the checkouts most often forget to browse for these items in the aisle. The mix of reading material displayed at the checkout is especially sensitive in view of buyers of magazines/cookbooks from checkouts not perceiving browsing of these items at checkouts as „nice" way of passing their time. Retailers could use this study"s evidence of the „less involved" customers at checkouts as an opportunity to sell slower moving beverage and confectionery brands, those that are close to use by dates and new flavors

1. INTRODUCTION

Checkouts are believed to be the most valuable space area in the store because customers are almost held captive in that spot (Levy et al., 2004). Estimates by the Australian Retailers Association suggest that close to a quarter of a billion dollars of sales could be generated from merchandise at the checkout counters. The reason ascribed to sales of items displayed at checkouts is that their presence at these points serves to remind customers to buy what might have missed their attention when browsing in the rest of the store. Checkout counters within a supermarket represent significant sales and profit opportunities, by driving incremental purchases from high impulse purchase products. The types of products displayed at the checkouts are predominantly low-involvement products that spark an immediate need and desire for fulfilment. Magazines, a product category that is endemic at checkouts, is purported to sell, as per Hart and Davies (1996), double the quantity per square meter compared to those in a main aisle display. They also claim that off-take of confectioneries at the checkouts represent close to half of supermarket confectionery sales.

Literature Review: Display of merchandise at checkouts is encouraged by a conviction that these displays generate additional sales from impulse purchases. Neal et al. (2004) define impulse purchases as „purchases made in a store that are different from those the consumer planned to make prior to entering the store". Hart and Davies (1996), define another type of unplanned purchase, as „reminder" purchases. These reminders represent any missed sales caused by a customer"s lack of memory during their shopping trip. Hart and Davies (1996) point out that merchandise location and store displays can

be an effective tool for boosting slow selling line. However, mere exposure at the checkout does not guarantee that consumers will be influenced in their purchase decisions. Inman and Winer (1998) argue that time pressure, age, gender and need recognition are also factors that influence shoppers‟ purchases at checkouts. Granbois (1968) proposed that shoppers who spend less time in a store would be less likely to make unplanned purchases than those who spend a longer time. It can be argued that compulsive buying behaviour at checkouts plays a catalyst role when a need is recognised. Rook and Fisher (1995) state that buying impulsiveness is a tendency to buy spontaneously, unreflectively, and immediately.

Bayley et al. (1998) suggest that low-involvement products that are inexpensive and smaller in size are more likely to be purchases on impulse. Sherif (1965) asserts that the purchase of higher involvement items on the other hand, entail more information search regarding the item. They believe that consumers ascribe less tolerance, and therefore, have "low latitude of acceptance" to the performance of higher involvement items. Further, Petty and Cacioppo (1981) believe that arising from the Elaboration Likelihood model, when considering higher involvement merchandise, consumers inevitably "expand" the number of attributes that they could benefit from the item purchased. Hawkins et al. (1998) maintain that any study of shopper‟s idiosyncratic behaviour must also examine this activity in the context in which the behaviour occurs.

Research Problem:

As a consequence of customers using credit cards and reward schemes, retailers are often aware of the character of purchases made by their patrons. However, for retailers it might beadvantageous to know whether the merchandise purchased is picked from the checkout or from the normal display. A number of customers typologies like Moschis‟ (1976) study, while associating shopping behaviour to customer dispositions do not explain customers‟ specific predispositions to buy particular products at checkouts. There appears to be a gap in the literature with regard to what particular orientations and extenuating circumstances motivate customers who purchase certain items from checkouts. Retail research has not examined the relative cognition and affectation of particular shoppers who buy specific item(s) from the checkouts. This research investigation is predicated on the assumption that shoppers select items at checkouts, which they may have forgotten to pick from the aisle.

This research seeks to examine for different products chosen from the checkout, the relative consumer cognition and affectation that they attract. Knowledge about customer‟s predispositions to items displayed at the checkouts is valuable for the retailer‟s merchandise planning efforts.

Research Methodology

The research methodology included the personal administration of a structured questionnaire seeking the attitude and behaviour towards their checkout purchases among 734 randomly selected biggest grocery shoppers across Patna and Lucknow, exiting two of India‟s biggest metropolitan city. The respondents were asked to check the items (magazines, recipe books, CDs/DVDs, batteries, memory cards, beverages and confectioneries) that they purchased at the checkout counters, their level of satisfaction with the waiting time at the checkouts, what influenced their decision to pick the item (s) at the checkouts, the frequency with which they used the express line and whether they were buying the item (s) from the checkout on instruction. The questionnaire also sought information about shopper behaviour and selected demographics.

Data Analysis

Almost 36% of respondents claimed to buy at the checkout more than one item category at a time. In order to accommodate a larger number of degrees of freedom, we restricted our analysis to those respondents who only bought one item category, i.e. 400 respondents. Each shopper is exemplified by the item category that they have purchased at the checkout. Given below are the groupings of products that ostensibly satisfy a generic need (in parenthesis):

1. Magazines/cookbooks (information)
2. Confectioneries/beverages (gastronomic)
3. Batteries/memory cards (utilitarian)
4. CD/DVDs (entertainment).

This research seeks to examine the relative consumer cognition and affectation that different products chosen from the checkout attract. The focus is on the binary variable:

We have modelled this dichotomous dependent variable (FORGAIS) with a Binary Logit regression model (see e.g. Hair et al. 2006, Ch. 5). Thus, the coefficients would reflect the impact of the independent variables on the likelihood of the shopper browsing merchandise at a checkout because he/she forgot to select the item from the aisle. The theoretical model is presented below.

Model

We model the probability of observing a value one of the dependent variable as:

$$y_i^* = \beta_0 + \beta_1 x_{1,i} + \beta_2 x_{2,i} + \ldots + \beta_K x_{K,i} + \varepsilon_i = \mathbf{X}_i\boldsymbol{\beta} + \varepsilon_i \qquad (1)$$

The dependent variable y*, is assumed to be linearly related to a set of explanatory variables,

$$x_1, x_2, \ldots, x_K.$$

Where Xi is an n x K matrix of n observations on the K explanatory variables, β is a (K+1) 1 vector of the coefficients, and &i is a stochastic error term.

The unknown parameters of this model are estimated by the Maximum Likelihood procedure that maximises the likelihood that an event (FORGAIS) will occur. While the estimated coefficients cannot be interpreted as the marginal effect of the explanatory variables on the dependent variable, the signs of the coefficients determine the directions of these effects. A positive value implies that the probability of FORGAIS = 1 is an increasing function of the corresponding explanatory variable, while a negative parameter estimate implies the opposite.

Findings

A Binary Logit model was estimated for the dichotomous dependent variable, FORGAIS. Initially, the „unrestricted" specification of the model was estimated. Using a stepwise regression, the independent variables that were insignificant were subsequently dropped from the model. The maximum likelihood parameter estimates of the final, „restricted" specification are reported in Table 1. The variables that emerged as significant at 1% or 5% level in influencing the likelihood of selecting the merchandise at the checkout counters, due to the shopper having forgotten to select the item from the aisle (FORGAIS) were from the following group of variables (see Table 1 for the specific significant variables):

Frequency of shopping

Frequency of selecting merchandise at a checkout

Frequency of using 'express line' checkout

Reason for selecting merchandise at a checkout

The average size of the weekly grocery bill

Satisfaction with the waiting time at the checkout

The goodness-of-fit for the model is indicated by the log likelihood value and Cox & Snell R2 provided in a standard SPSS output. As it is evident from Table 1, the quality of models for individual categories of products is not very high, but is considered acceptable for field data.

The findings in Table 1, with respect to the signs of the coefficients, imply that the estimated probability of selecting merchandise at the checkout because the shopper may have forgotten to select the item from the aisle in the category of magazines/cookbooks (READING) increases if shoppers feel that selecting merchandise from the checkout is not a nice way to keep occupied while waiting in the queue

(NICE, - ve coefficient). The likelihood of selecting merchandise at the checkout because the shopper may have forgotten to select the item from the aisle in this category increases with the less frequent store visits (SHMONTH, SHFORTN), more occasional use of express lines (EXPSOMET), and increasing value of the weekly grocery bills (101-150).

The estimated coefficients in the category of confectioneries/beverages (CONFBEV) suggest that the probability of selecting merchandise at the checkout because the shopper may have forgotten to select the item from the aisle is an increasing function of fortnightly shopping (SHFORTN), occasional usage of express lines (EXPSOMET), failure to select the merchandise from the aisles (FORGOT).

The estimated parameters in the category of memory cards and batteries (MEMBAT) imply that the variables representing the frequency of shopping (SHFORTN, SHWEEK, SHMOREONE) have a negative effect on the probability of selecting merchandise at the checkout because the shopper may have forgotten to select the item from the aisle. Similarly, a low value of the weekly grocery bill (51-101) tends to reduce the likelihood of selecting merchandise at the checkout because the shopper may have forgotten to select the item from the aisle. However, a highly significant and positive coefficient with the variable EXPSOMET (taking advantage of the „express line", sometimes) implies a strong positive effect on the probability of that behaviour occurring.

In the category of DVDs and CDs (DVDCD an increase in the occasional usage of express lines (EXPSOMET) appears to be associated with an increase of the probability of selecting merchandise at the checkout because the shopper may have forgotten to select the item from the aisle. In contrast, an increase in the frequency of shopping (SHWEEK, SHMOREONE) and a low value of the grocery bill (51-100) are likely to reduce the probability of selecting merchandise at a checkout for the reason of our concern.

Discussions

It is evident from Table 1 that shoppers pick magazines and cookbooks at the checkouts, which they have forgotten to select at conventional stocking points in the aisles. Browsing the checkouts is not considered a surrogate to the conventional method of seeking a product among other offerings in the aisles. By implication, customers would prefer to choose from the aisle where invariably they would require to cognise with a larger selection of magazines and recipe books. Also implicit in shoppers" preference to pick the magazine or recipe book from the aisle is they believe that the item requires a considered choice. Their implied preference to "get involved" in choosing magazines or cookbooks suggest that shoppers latitude of acceptance in the choice of these products as per Petty and Cacioppo (1981) is likely to be small as it involves a fair degree of cognition.

Table 1: Estimation Results for Logit Model

	READINGS		CONFBEV		MEMBAT		DVDCD	
	Coeff.	Sign.	Coeff.	Sign.	Coeff.	Sign.	Coeff.	Sign.
Dependent variable: FORGAIS								
SHMONTH	0.96	0.05**						
SHFORTN	1.04	0.01*	1.20	0.00	-1.04	0.07		
SHWEEK					-1.72	0.01*	-1.52	0.02**
SHMOREONE					-2.33	0.00*	-1.77	0.04**
EXPOFTEN			-0.87	0.08***	-1.27	0.06***		
EXPSOMET	2.50	0.00*	2.04	0.00*	2.76	0.00*	2.98	0.00*
NICE	-1.49	0.00*						
FORGOT			1.43	0.00*				
51to100					-1.06	0.03**	-2.31	0.00*
101to150	1.14	0.01*						
Log likelihood	-252.41		-228.73		-148.67		-92.66	
Cox Snell R^2	0.21		0.23		0.29		0.35	

*Significant at the 1% level; ** significant at the 5% level; *** significant at the 10% level.

On the other hand, shoppers somewhat concede that they consider selecting confectioneries and beverages at the checkout without the remorse of failing to inspect the aisles. Our research indicates that shoppers who habitually pick up confectionaries and beverages from the checkouts most often forget to browse for these items in the aisle (FORGOT, + ve coefficient). These "lollies" are generally priced below $ 3.00 and require relatively less outlay than most grocery items. It appears that shoppers do not put much emphasis on prospecting alternative brands or flavours of confectioneries or beverages stocked in the main aisles but find it convenient to access these items "at arms reach of desire" at the checkouts. Is fair to say that their level of involvement in the product choice is low and consequently the latitude of acceptance is high.

The number of attributes that contribute to the significance of the selection of magazines/recipe books at a checkout because the shopper may have forgotten to select the item from the aisle (1. frequency of shopping, 2. frequency of using checkouts, 3. reasons for buying at checkouts and 4. size of bills) is also higher than the number of attributes that contribute to the significance of the shopper‟s selection of other items from the check outs because the shopper may have forgotten to pick the item from the main stocking point (Elaboration Likelihood Model).

The findings of this study indicate shoppers pick utilitarian items like batteries/memory cards and DVDs/CDs from express checkouts, which they may have forgotten to select from the main display. It is logical to assume that shoppers use the express checkouts when they have fewer purchases. We also observe that batteries/memory cards and DVDs/CDs are part of this small outlay in the store ($100-$151, -ve negative coefficient). Further, this cohort is unlikely to be frequent supermarket shoppers (SHWEEK and SHMOREONE, -ve negative coefficients). The inclination to purchase batteries/memory cards and DVDs/CDs most often from express checkout which they may have forgotten to seek in conventional stocking points, suggest that these items do not ordinarily attract high shopper cognition. It is safe to say that shoppers are not highly involved with these items and can be considered as having high latitude of acceptance for them.

Implications

Lucey and Tom (1995) argue that by placement of merchandise like magazines at the checkouts, retailers could attempt to reduce the customer perception of waiting time in the queue and vicariously serve as a distraction from the inconvenience of having to wait in the checkout queue whilst they browse the reading items. However, our study suggests that shoppers who select magazines and cookbooks at the aisles, do not consider random inspection of merchandise displayed at the checkouts a nice way to keep themselves occupied in the queue.

Our study also suggests that magazines and cookbooks are higher involvement products than confectioneries and beverages. Sherif‟s et al. theory suggests that consumers are willing to try a diversity of brands in relation to low involvement products. Prudent display of particular magazines and cookbooks at the checkouts is more critical than the variety of confectioneries/beverages that are displayed at the checkouts in order to minimise the dissonance that may arise from checkout purchases. Importantly, the mix of reading material displayed at the checkout counter is especially sensitive in view of the finding in this studythat buyers of magazines/cookbooks from checkout counters are not likely to perceive browsing of these items as pleasurable.

Following Sheriff‟s et al. (1965) view that a consumer‟s attitude towards the product is reflected in the consumer‟s involvement with the product, it can be argued that the process of involvement is a reflection of consumers‟ evaluation of the product. Thus, more involved consumers would find fewer brands tolerable and would process information more actively, while less involved consumers would find a large number of brands acceptable and would undertake less information processing. Retailers could also use this study‟s evidence of the „less involved‟ trait of shoppers to purchase beverages at checkouts as an opportunity to sell from these counters slower moving beverage and confectionery brands, those of which that are close to use by dates and new flavours. However Mendelson (1993) cautions that while Hart and Davies (1996) believe that merchandise location can be an effective tool for boosting slow selling lines, relocating products to checkouts only and outside conventional display points, can frustrate the more diligent shoppers who inspect conventional stocking points in the aisles and may result in the opposite effect.

For some time now supermarkets have increasingly begun to expand the range of products that they stock beyond traditional groceries. Among the increasing stock keeping units, batteries/memory cards and DVDs/CDs, which formerly were sold only in speciality stores, have in the recent past also begun to make their appearance on supermarket shelves. Our study has identified that batteries/memory cards and DVDs/CDs are being purchased from express checkouts by shoppers who do not remember to pick these items from the traditional display aisles, but are cued to include them in their shopping baskets when presumably doing their top-up shopping. Providing specific point-of sale support to these utilitarian items at express checkouts could present supermarkets with significant sales and profit opportunities, by driving incremental purchases.

Conclusion

This study identifies shopper types in terms of their level of cognition and affectation in the choice of items that they purchase at the checkout. Knowing specific orientations of shoppers inclined to pick certain merchandise at checkouts can help supermarket managers to plan the merchandise mix at checkouts that not only increase their sales potential but possibly lessen the shoppers‟ discomfort while waiting in the queue to be served.

ISSN No: - 2347-6753

Sustainable Development: A Reality or Myth in 21st Century

Navtika Singh, Swati Vishan

[1]Assistant professor, Galgotias University, Greater Noida

Email: navtika20@gmail.com

[2]Galgotias University, Greater Noida

ABSTRACT

The present age is the age of development, achievements and success. But this development should not be on the cost of future resources and to resolve this, a balanced approach which provide development vis a vis optimal use of resources is developed as Sustainable development. In the era of development the primary aim of every country is to have development so that they can be in the picture of developed countries rather than developing one, but question arises 'at what cost', can it be on the cost of environment, life, pollution, resources, and the most important one 'on the future of the earth'.

In this paper the researcher wants to address the vital issues of sustainable development whether a myth or a reality, whether it is achievable by the efforts of humankind or not. Furthermore will discuss the positive and negative issues of sustainable development

Keywords: - *Sustainable development, Industrial Development, Environment, Future of world*

1. INTRODUCTION

"We have reached a defining moment in human history,

'Sustainable Development" (SD) in 21st century emerged as the latest development catchphrase where a wide range of governmental organizations as well as non-governmental have catch it as the new paradigm of development. These include an incomplete perception of the problems of poverty and environmental degradation, and confusion about the role of economic growth and about the concepts of sustainability and participation. How these weaknesses can lead to inadequacies and contradictions in policy making is demonstrated in the context of international trade, agriculture, and forestry.

At least the MDGs had the virtue of being only eight, and also contained clear, quantifiable targets. Take the first MDG: "Halve the proportion of people whose income is less than $1 a day." by 2013. Similarly realisable goals or tangible ambitions would be useful for the SDGs. However, the mainstream formulation of SD suffers from significant weaknesses in:

(a) Its characterization of the problems of poverty and environmental degradation;

(b) Its conceptualization of the objectives of development, sustainability and participation;

(c) The strategy it has adopted in the face of incomplete knowledge and uncertainty.

The areas of human activity where there appears to be an absence of policy or no evidence of policy taking place are numerous. Air travel deserves to be singled out here as the most obvious example of this worldwide. There is ample evidence of the negative environmental impacts of emissions from air transport, but airport expansion is high on the agendas of almost all developed societies and governments are not only failing to regulate air travel, but are rather promoting it. A Scottish example of where policy rhetoric exists but there is a lack of adequate action is in terms of greening the curriculum where very little has been achieved in Higher and Further Education.

2. OBJECTIVES OF THE PAPER

(1) To review growth;

(2) To examine the changing quality of growth;

(3) To meet essential needs for jobs, food, energy, water, and sanitation;

(4) To ensure a sustainable level of population;

(5) To preserve and conserving and enhancing the resource base;

3. SUSTAINABLE DEVELOPMENT (SD): AN INTRODUCTION

Sustainable development is being asked increasingly frequently without, however, clear answers forthcoming. SD is in real danger of becoming a cliché like appropriate technology -- a fashionable phrase that everyone pays homage to but nobody cares to define. Four years ago, Tolba lamented that SD had become "an article of faith, a shibboleth; often used, but little explained" (Tolba, 1984a); The United Nations launched the Sustainable Development Goals (SDGs). Meghnad Desai believes that these goals are a part and parcel of the UN's “non-stop search for relevance”. In comparison, sustainable development is most of the times interpreted as "'sustained change," "sustained growth," or simply "successful" development.

3.1 Sustainable development: development & sustainability

In the mainstream interpretation of SD, ecological sustainability is a desired attribute of any pattern of human activities that is the goal of the developmental process. In other words, SD is understood as "'a form of societal change that, in addition to traditional developmental objectives, has the objective or constraint of ecological sustainability."

4. SUSTAINABLE DEVELOPMENT: AN ACHIEVABLE DREAM OR A MYTH

The word sustainable becomes so popular that it can be heard everywhere, in all sorts of related,

marginally related or even in unrelated contexts. But "sustainable," does not means something which at first conjures up only to sense of environmental virtue, actually belongs agriculture to economics. The examination whether this dream or a myth is based on so many factors, the examination of those factors is here by discussed:-

4.1 To examine what sustainability really means

The Brundtland commission report the sustainable development defines as "the development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Or, in the words of countless kindergarten teachers, "Don't take more than your share." It is important to note here that the present definition is nothing doing with environment it says that 'decide what is your need and how you can settle it in best ways so that future generation even can take benefit of the same. That point leads to the second myth...

4.2 To analyse whether Sustainability is all about the environment

The sustainability movement itself is not just the word rather its focus was to find different ways for poor nations so that they can catch up to richer ones in better standard of living. The purpose could be achieved only by giving a chance to disadvantaged countries through a better access to natural resources, which includes water, energy and food and all of these can come by one way or another i.e. from the environment only. Paul Hawken said "If too many of us use resources inefficiently or generate waste too quickly for the environment to absorb and process, future generations obviously won't be able to meet their needs". Here he wants to focus on the appropriate use of resources so that we will gift something to future generations too. If people continue to pour carbon dioxide (CO2) into the air, for example, we won't necessarily exhaust resources (there's plenty of coal still in the ground), but we will change the climate in ways that could very likely impose huge burdens on future generations. The same, of course, goes for the poisonous by-products other than CO2 from all kinds of human activity, from manufacturing to mining to energy generation to agriculture, that get dumped onto the land and into streams, oceans and the atmosphere.[xii]

4.3 To examine whether sustainable development is all about recycling

Shana Weber discussed about recycling and observed that "For some reason, recycling was the enduring message that came out of the environmental movement in the early 1970s." And of course, recycling is important: reusing metals, paper, wood and plastics rather than tossing them reduces the need to extract raw materials from the ground, forests and fossil-fuel deposits. More efficient use of pretty much anything is a step in the direction of sustainability. But it is just a piece of the puzzle. "I deal with the people who run the recycling program here," Weber notes, "but also with purchasing, dining

services, the people who clean the buildings. The most important areas by far in terms of sustainability are energy and transportation." If you think you are living sustainably because you recycle, she says, you need to think again.[Xiv]

4.4 To analyse whether Sustainability is too expensive

Another myth about sustainability says it is very expensive, but it is not so, doing an appropriate thing in an appropriate manner by applying the appropriate means. For instance the Pentagon is determined to cut its energy use by a third, both to save money and to reduce its dependence on risky foreign oil supplies.

4.5 To see whether Sustainability means lowering our standard of living

The next myth about sustainability is not at all true. It does mean that 'to do more effective with less means', but as Hawken argues that, "Once we start to organize ourselves and innovate within that mind-set, the breakthroughs are extraordinary. They will allow us to achieve greatly superior rates of resource productivity, which in turn allow us to be prosperous, fed, clad, and secure."[xv]

4.6 To examine whether new technology is always the answer of sustainability

Another myth is whether new technology is always the answer of sustainability or not, it is not necessary that always new technology can sustain the development. In other words, sometimes existing technology can make a huge difference. Sometimes it takes a creative business model. Mark Lee very beautifully observed that "He's delivering distance, not better batteries, there's an Italian utility that's selling its customers hot water, not energy to heat water. It's a different way of measuring, and it gives the company an incentive to be more efficient so it can be more profitable".

4.7 To examine whether Sustainability is ultimately a population problem

Although this present hypothesis is not a myth however this represents a false solution. Environmental problem is ultimately a population problem. Population experts agree that the best way to limit population is to educate women and raise the standard of living generally in developing countries. But that strategy cannot possibly happen quickly enough to put a dent in the population on any useful timescale. The U.N. projects that the planet will have to sustain another 2.6 billion people by 2050. But even at the current population level of 6.5 billion, we're using up resources at an unsustainable rate.[xviii]

After the analysis of these myths it can be finally observed that sustainability is important and it is the way for healthy development, no one has a right to live on the cost of future. You cannot really declare any practice "sustainable" until you have done a complete life-cycle analysis of its environmental costs.

Even then, technology and public policy keep evolving, and that evolution can lead to unforeseen and unintended consequences. The admirable goal of living sustainably requires plenty of thought on an ongoing basis.[xix]

5. CONCLUSION: DILEMMAS AND AGENDAS

"If you want to go from applause to action, you have to add another step: accountability, Targets without accountability are not worth having"[xx]

The 193 member countries of the United Nations have unanimously adopted a landmark set of development goals that are intended to galvanise and guide the world's efforts to eradicate poverty, end hunger and address climate change by 2030. The 17 sustainable development goals (SDGs) are broken down into 169 specific targets that each country has committed to try and achieve voluntarily over the next 15 years. For richer donor countries – such as the UAE – the 2030 agenda also provides a framework for greater coordination of efforts to finance the achievement of the targets in developing countries.[xxi]

"We have to tackle the reasons why people flee and are driven from their homes," she said. "Our 2030 agenda provides exactly the right framework"[xxii]

The proponents of Sustainable development are faced with a predicament that affects any political action and social change. In other words, Sustainable development is an attempt to have one's cake and eat it too.

More specifically, proponents and analysts of SD need to:
(a) To clearly reject the attempts (and temptation) to focus on economic growth as at means to poverty removal and/or environmental sustainability;

(b) To recognize the internal inconsistencies and inadequacies in the theory and practice of neoclassical economics, particularly as it restates to environmental and distributional issues: in economic analyses, move away from arcane mathematical models toward exploring empirical questions such as limits to the substitution of capital for resources, impacts of different sustainability policies on different economic systems, etc.

© To accept the existence of structural, technological and cultural causes of both poverty and environmental degradation: develop methodologies for estimating the relative importance of and interactions between these causes in specific situations: and explore political, institutional and educational solutions to them:

(d) To understand the multiple dimensions of sustainability, and attempt to develop measures, criteria and principles for them; and

(e) To explore what patterns and levels of resource demand and use would be compatible with different forms or levels of ecological and social sustainability, and with different notions of equity and social justice..

- Sustainable development policy should reflect local values and be capable of delivery through existing national and local decision-making frameworks. To achieve this better understanding is needed of the scale, level, magnitude and spatial dimensions of both the problem of unsustainable activities in Scotland and their solutions.

- The biggest gains for sustainability are most likely to result from legislative and institutional changes rather than from individual or household behaviour change. The Executive should consider separate areas of policy delivery (such as waste, transport, and energy) and decide whether institutional, legislative or public behaviour change is the most appropriate and effective route for advancing a given sustainability goal.

- Where public behaviour change is considered the most fruitful way forward, a step by- step approach is needed, in which external barriers are removed before psychological or attitudinal factors are addressed. It is much easier to change behaviour through automatic responses to changes in opportunity than to challenge ingrained attitudes and perceptions. Provision of practical information is a key element in behaviour change, but campaigns need to be well targeted and coordinated with other measures.

- There should be better integration between social and green procurement to create a more holistic sustainable procurement approach. There is a pressing need to introduce mechanisms whereby assessment and evaluation of sustainable procurement can be undertaken and to harmonize sustainable public procurement with trade policies.

- Awareness-raising to enable consumers to understand the implications of their food purchasing decisions and the way goods and services are used after purchase should be key priorities.

- Making evident the links between obesity, nutrition and the sustainability of people's daily lifestyle is likely to be one of the most effective ways of promoting more sustainable levels of consumption

- There is a need for a systematic approach to strategic infrastructure provision through a national spatial perspective to replace competitive bidding for infrastructure resources. Community planning needs to more directly recognise sustainable development and proactively aim to promote this through all planning decisions. Strategic Environmental Assessment in relation to plans and programmes, and Environmental Impact Assessment, in relation to particular development applications, may be suitable mechanisms for this.

- A need and considerable opportunities exist for better integration of sustainable development throughout the education curriculum in Scotland.

---

[i]Secretary-general Ban Ki-moon (13 June 1944) is a South Korean statesman and politician who is the eighth Secretary-General of the United Nations. Before becoming Secretary-General, Ban was a career diplomat in South Korea's Ministry of Foreign Affairs and in the United Nations.

[ii]Sharachchandra M., "Sustainable Development: A Critical Review", World Development, Vol.19, No. 6, 1991, pp. 607-621.

[iii]Sholto Byrnes, "Sustainable development: achievable or just a dream?", June 2, 2015 Updated: June 2, 2015 06:31 PM, available at: http://www.thenational.ae/opinion/comment/sustainable-development-achievable-or-just-a-dream.

[iv]Supra note ii.

[v]University of Westminster and the Law School & University of Strathclyde, "Sustainable development: A review of international literature", The Centre for Sustainable Development & Scottish Executive Social Research, 2006, available at: www.scotland.gov.uk/socialresearch.

[vi]Mostafa Kamal Tolba (8 December 1922) is an Egyptian scientist who served 17-year tenure as Executive Director of the United Nations Environment Programme (UNEP). Tolba graduated from Cairo University in 1943, and obtained a PhD from Imperial College London five years later. He established his own school in microbiology at Cairo University's Faculty of Science, and also taught at the University of Baghdad during the 1950s. In addition to his academic career, Tolba worked in the Egyptian civil service. Tolba led Egypt's delegation to the landmark 1972 Stockholm Conference, which established the United Nations Environment Programme. Tolba became UNEP's Deputy Executive Director immediately after the conference, and two years later was promoted to Executive Director. During his long tenure (1975–1992), he played a role in the fight against ozone depletion, which culminated with the Vienna Convention (1985) and the Montreal Protocol (1987).

[vii]Meghnad Jagdishchandra Desai, Baron Desai (10 July 1940) is an Indian-born, naturalised British economist and Labour politician. He unsuccessfully stood for the Speaker in the British House of Lords in 2011, the first ever non-UK born candidate to do so. He has been awarded the Padma Bhushan, the third highest civilian award in the Republic of India, in 2008.

[viii]Supra note ii.

[ix]The World Commission on Environment and Development (WCED), the Brundtland Commission's mission is to unite countries to pursue sustainable development together. The Chairman of the Commission, Gro Harlem Brundtland, was appointed as a former Secretary General of the United Nations, in December 1983. At the time, the UN General Assembly realized that there was a heavy deterioration of the human environment and natural resources. To rally countries to work and pursue sustainable development together, the UN decided to establish the Brundtland Commission. Gro Harlem Brundtland was the former Prime Minister of Norway and was chosen due to her strong background in the sciences and public health. The Brundtland Commission officially dissolved in December 1987 after releasing Our Common Future, also known as the Brundtland Report, in October 1987, a document which coined, and defined the meaning of the term "Sustainable Development". Our Common Future won the University of Louisville Grawemeyer Award in 1991. The organization Centre for Our Common Future was started in April 1988 to take the place of the Commission.

[x]Lemonick D. Michael, "Scientific American Top 10 Myths about Sustainability, Even advocates for more responsible, environmentally benign ways of life harbor misunderstandings of what "sustainability" is all about", Mar 1, 2009, available

at: http://www.scientificamerican.com/article/top-10-myths-about-sustainability/?page=1

[xi]Paul Hawken, was the author (his latest book is Blessed Unrest: How the Largest Movement in the World Came into Being, and Why No One Saw it Coming) and entrepreneur (he's a co-founder of the Smith & Hawken garden tools company) who helped to found the sustainability movement: "We have an economy where we steal the future, sell it in the present, and call it GDP [gross domestic product.

[xii]Supra note x

[xiii]Shana Weber directs the Office of Sustainability and has served as lecturer in the Department of Ecology and Evolutionary Biology at Princeton University. Dr. Weber has coordinated university efforts in comprehensive campus-based sustainability study and operational implementation since 2006. Her past research areas include the intersection of climate change impacts and land use history, and population biology of culturally-significant wetland vegetation. Current research interest includes climate-change driven population dynamics of high altitude small mammals, and collaborative applied sustainability research across academic institutions.

[xiv]Supra note x

[xv]Id at p. 2.

[xvi]Mark Lee, CEO of the London consulting firm Sustainability

[xvii]Supra note x, at p. 3

[xviii]Id at p.4

[xix]Ibid.

[xx]David Miliband, was the CEO of the International Rescue Committee, in remarks at a Unicef event. David (15 July 1965) is a British Labour Party politician who was the Secretary of State for Foreign and Commonwealth Affairs from 2007 to 2010 and the Member of Parliament (MP) for South Shields from2001 to 2013. Aged 29 he became Tony Blair's Head of Policy whilst the Labour Party was in opposition, and he was a major contributor to Labour's manifesto for the 1997 election, which brought the party to power in a landslide victory. Blair subsequently made him head of the Prime Minister's Policy Unit from 1997 to 2001, at which point Miliband was elected to Parliament for the seat of South Shields.

[xxi]Taimur Khan, "What are the United Nations' sustainable development goals?", September 27, 2015 Updated: September 28, 2015 12:11 AM, available at: http://www.thenational.ae/world/americas/20150927/what-are-the-united-nations-sustainable-development-goals

[xxii]Angela Dorothea Merkel (17 July 1954) is a German politician and former research scientist who has been the Chancellor of Germany since 2005 and the Leader of the Christian Democratic Union (CDU) since 2000. She is the first woman to hold either office.

[xxiii]Supra note ii

[xxiv]Supra note v

REFERENCES

1. Arndt, H. W., "'Economic development: a semantic history," Economic Development and Cultural Change, Vol. 29, No. 3 (1981), pp. 457-466.
2. Barbier, E. B., "'The concept of sustainable economic development," Environmental Conservation, Vol. 14, No. 2 (1987), pp. 101-110.
3. Bartelmus, P., Environment and Development (London: Allen & Unwin, 1986).
4. Brown, L. R., Building a Sustainable Society (New York: W. W. Norton, 1981).
5. Brown, B. J., M. Hanson, D. Liverman, and R. Merideth, Jr., "'Global sustainability: Toward definition," Environmental Management, Vol. 11, No. 6 (1987), pp. 713-719.
6. Chambers, R., Sustainable Livelihoods: An opportunity for the World Commission on Environmental and Development (Brighton, UK: Institute of Development Studies, University of Sussex, 1986).
7. Daly, H., "'Sustainable development: From concept and theory towards operational principles," in tt. E. Daly, Steady-state Economics: 2nd Edition with New Essays (Washington, DC: Island Press, 1991).
8. Goodland, R., and G. Ledec, "Neoclassical economics and principles of sustainable development," Ecological Modelling, Vol. 38 (1987), pp. 19-46.
9. Hecht, S. B., "'Environment, development, and politics: Capital accumulation and the livestock sector in Latin America," World Development, Vol. 13 (1985), pp. 663-684.
10. Hopper, W. D., "Sustainability, policies, natural resources and institutions," in T. J. Davis and 1. A. Schirmer (Eds.), Sustainability Issues in Agricultural Development (Washington, DC: World Bank, 1987), pp. 5 16.
11. IUCN, World Conservation Strategy: Living Resource Conservation for Sustainable Development (Gland, Switzerland: International Union for Conservation of Nature and Natural Resources, United Nations Environment Program and World Wildlife Fund, 1980).

12. Jacobs, P., J. Gardner, and D. Munro, "Sustainable and equitable development: An emerging paradigm," in P. Jacobs and D. A. Munro (Eds.), Conservation with Equio,: Strategies for Sustainable Development (Cambridge: International Union for Conservation of Nature and Natural Resources, 1987), pp. 17-29.
13. Munn, R. E., "'Towards sustainable development: An environmental perspective," Paper presented at International Conference on Environment and Development (Milan, Italy: March 24-26, 1988).
14. Norgaard, R. B., "'Sustainable development: A co-evolutionary view," Futures, Vol. 20, No. 6 (1988), pp. 606-620.
15. Parikh, J. K. (Ed.), Sustainable Development in Agriculture (Dordrecht, Netherlands: Martinus Nijhoff, 1988).
16. Pezzey, J., "Economic analysis of sustainable growth and sustainable development," Environment Department Working Paper No. 15 (Washington, DC: World Bank, 1989).
17. Redclift, M., Sustainable Development: Exploring the Contradictions (New York: Methuen, 1987). Repetto, R., World Enough and Time (New Haven, CT: Yale University Press, 1986a).
18. Tolba, M. K., The premises for building a sustainable society -- Address to the World Commission on Environment and Development, October 1984 (Nairobi: United Nations Environment Programme, 1984a).
19. Tolba, M. K., Sustainable development in a developing economy -- Address to the International Institute, Lagos, Nigeria, May 1984 (Nairobi: United Nations Environment Programme, 1984b).
20. World Commission on Environment and Development, Our Common Future (New York: Oxford University Press, 1987).
21. World watch Institute, State of the Worm (New York: Norton, various years).

ISSN No: - 2347-6753

Eastern Africa Standby Force: An Overview

Endalcachew Bayeh

Department of Civics and Ethical Studies, College of Social Sciences and Humanities, Ambo University, Ambo, Ethiopia.

ABSTRACT

Eastern Africa Standby Force is one of the sub-regional brigades of ASF founded with the ultimate purpose of maintaining peace and security in the Eastern Africa. EASF consists of three main elements, namely the EASF Headquarters, the LOGBASE and the PLANELM. The force is managed by a political body of three organs so as to meet its objective. The organization has been under process pertaining to its institutional arrangement and internal transformation. Moreover, it is apparent that EASF is working in the standardization of its doctrine and training and to produce forces capable of operating in line with the pre-determined scenarios.

Key words: ASF, EASF, Eastern Africa, Peace, Security,

Background

When Africa Union (AU) was assigning the role of coordinating the establishment of sub-regional brigades of African Standby Force (ASF) to Regional Economic Communities (RECs), Inter-Governmental Authority for Development (IGAD) (consisting of Djibouti, Ethiopia, Kenya, Sudan, Eritrea, Uganda and Somalia) appeared to be the principal actor in peace and security activities in the region. Hence, IGAD assumed the mandate of establishing EASF. To better understand the institutional development of EASF, therefore, it is better to see IGAD first as it is the foundation for EASF's establishment.

The creation of Intergovernmental Authority on Drought and Desertification (IGADD), as early warning scheme, in 1986 was aimed at informing the international community about the humanitarian crises caused by drought and the subsequent famine in the Horn of Africa (Haile, 2006; Fanta, 2008; Siradag, 2012). While being confined to areas of drought, desertification and food Security, IGADD disregarded military or security aspects, which, in turn, endangered the economic, social and political security of the region (Haile, 2006). To avert this problem, member states transformed IGADD to IGAD in 1996, with the view to deal with the issues of conflict management, prevention and resolution, which were overlooked formerly (ibid). Maintenance of peace and security in the Horn of Africa was the main objective of the organization (Haile, 2006; Fanta, 2008; Siradag, 2012). Accordingly, IGAD

has played a significant role to defuse conflicts in Sudan and Somalia. Moreover, it established early warning and early response mechanism, known as the Conflict Early Warning Mechanism (CEWARN), which came into force in August 2003 (Fanta, 2008). This role and function further inspired AU to grant the mandate of establishing EASF to IGAD (Fanta, 2008; Jacobsen and Nordby, 2013). IGAD assumed the interim mandate of creating EASF-formerly known as Eastern Africa Standby Brigade (EASBRIG) (Robinson, 2014).

Eastern Africa Standby Force is one of the five sub-regional brigades of ASF that was established in 2004 as the Eastern Africa wing. Following the decision of AU to establish ASF, Eastern Africa leaders arrived at a decision to establish their brigade in the region. During the establishment of EASF there were different RECs notably the East African Community (EAC) and the Common Markets for Eastern and Southern Africa (COMESA). However, neither the EAC nor COMESA had a directly mandated security role (Allehone, 2008). Besides, these organizations did not encompass all the 13 member states of the region (Alusala, 2004). Due to its level of involvement in the peace and security area and its inclusion of majority of states of the region, the task of organizing the brigade was assigned to IGAD temporarily (Allehone, 2008; Siradag, 2012; Sousa, 2013; Jacobsen and Nordby, 2013).

Intergovernmental Authority for Development was given a range of coordinating role[1]. Accordingly, IGAD held two consecutive meetings on the establishment of EASBRIG. The first meeting of experts held in Jinja, Uganda, from 13-14 February 2004, followed by a two-day meeting of Eastern African Chiefs of Defense Staff (EACDS) from Eastern Africa countries namely, Comoros, Djibouti, Kenya, Madagascar, Rwanda, Somalia, Sudan, Tanzania and Uganda, and a representative from COMESA (Alusala, 2004; Neethling, 2005; Oloo, 2010). The meeting was accompanied by observers from the Multinational Stand-by High Readiness Brigade for United Nations operations (SHIRBRIG) and Reinforcement of African Peacekeeping Capacity (RECAMP) (IGAD, 2004). The understanding was that, once established, EASBRIG will include all the 13 Eastern African countries, including, in addition to those mentioned above, Eritrea, Ethiopia, Mauritius and the Seychelles (Alusala, 2004; Hull, et al., 2011).

July 2004 was a time set for the Brigade's establishment (Robinson, 2014). However, the policy framework adopted at the meeting of EACDS was approved by Heads of State and Government at a meeting in Kigali, Rwanda, on 9–10 September 2004 (Robinson, 2014). Subsequently, in September

[1]The EACDS decided that the interim coordination role of IGAD would include, coordination of all activities of the EASBRIG, calling meetings of the Council of Ministers of Defence and Security for EASBRIG and the East African Ministers of Defence and Security, undertaking fundraising in conjunction with other RECs, the AU and the UN to support the work of EASBRIG, providing and sharing information to facilitate planning for the EASBRIG and establishing an EASBRIG fund to coordinate donor funding and resources offered by the international community. (see the EASF Policy Framework)

2004, it was formally decided to establish EASF to undertake peace-keeping activities under the general framework of the AU (Neethling, 2005; Jacobsen and Nordby, 2013). Pursuant to Article 4 of Constitutive Act of AU and the Protocol Relating to the Establishment of the Peace and Security Council of the African Union (the PSC Protocol), EASF was established.

Member countries participating in the establishment of the Brigade pledged to contribute troops and agreed to locate troops of the Brigade on their countries of origin (Neethling, 2005), which was identical with the arrangement of ASF. During the meeting, several states pledged their contributions to EASBRIG, while others needed time to consult and report back later. Just to mention a few contributions, Rwanda offered two light infantry battalions and one mechanized battalion; Sudan, Uganda and Kenya each offered one light infantry battalion; Djibouti offered one light infantry battalion (consisting of three sub-units) and two infantry companies and one de-mining team; Somalia offered one infantry company with 10 technicians (Alusala, 2004).[2] As can be seen from the list above, the majority of those contributing states are IGAD member states.

However, this process of establishing the Brigade encountered a problem. As EASF was to be coordinated by IGAD member states, non-IGAD member states resisted this monopoly by a portion of states of the region (Cilliers, 2008; Robinson, 2014). The idea of integrating the Brigade to the IGAD structure was also challenged by IGAD member states, notably Kenya due to the dominance of Ethiopia in the organization (Jacobsen and Nordby, 2013). Moreover, according to anonymous (2014), IGAD was not ready or had no mechanism to support the force. Similarly, it is also stated that, IGAD had no command and control structures required to give technical and political coordination (EACDS, 2005). These resulted in a number of EASF member states expressing their unwillingness to accept IGAD's continued coordination role (ibid). After strong protest, Eastern Africa Standby Brigade Coordination Mechanism (EASBRICOM), as an independent and all-inclusive coordinating mechanism, was endorsed by the Second Extra Ordinary Meeting of the Council of Eastern Africa Ministers of Defense and Security on March 30, 2007 to take over the coordinating mandate of IGAD (Kimathi, 2010; Cilliers, 2008; Hull, et al., 2011; Robinson, 2014). EASBRICOM is located in Karen, near Nairobi, despite Ethiopian antipathy for Kenyan perceived dominance, which perhaps delayed the final decision of EASBRICOM's location in favour of Nairobi (Robinson, 2014). EASBRICOM embraced non-IGAD member states, as well.

Currently, active members of EASF includes Burundi, Comoros, Djibouti, Ethiopia, Kenya, Rwanda, Seychelles, Somalia, Sudan and Uganda despite the fact that EASF was expected to embrace all 13

[2]These are just some of the contributions, for more details (see Alusala, 2004).

countries of the region. Three previous members namely, Tanzania, Madagascar and Mauritius withdrew their membership and joined the southern brigade (Kimathi, 2010; Cilliers, 2008; Robinson, 2014). Eritrea is not active participant due to its hostile relations with Ethiopia and Djibouti (ibid). As regards the newly born South Sudan, some discussion has been made to incorporate it into the EASF since the end of 2012, though not yet successful (Robinson, 2014). The South Sudanese were invited but fail to attend a meeting in Khartoum as well as the field training exercise held in Uganda in 2013 (ibid). Much effort has been made for the country to join the organization. The reason why it has not yet joined the organization may be due to its internal problem.

It is to be stressed that EASF is in a formative stage. It is in the course of setting up structures and policies (Kimathi, 2010). Moreover, the name of the Brigade and the coordination mechanism are changing indicating the organization's internal transformation. Accordingly, the name 'brigade' has been changed to 'force' by the Council of Ministers' meeting held in Nairobi on June18, 2010 to show 'multi- dimensionality'(Robinson, 2014; Hull, et al., 2011). This is meant to indicate the Brigade's incorporation of not only military but also police and civilian components, which were negligible until this period. This means that police and civilian components of EASF were not well staffed until that time (Hull, et al., 2011). Accordingly, the EASBRICOM was also renamed as the Eastern Africa Standby Force Coordination Mechanism (EASFCOM) (Robinson, 2014). Hence, EASF is still in its institutional establishment and transformation.

The Structures of Eastern Africa Standby Force

Eastern Africa Standby Force has three policy organs namely, the Assembly of Heads of State and Government, the Council of Ministers of Defense and Security, and the Committee of Chiefs of Defense Staff. The Memorandum of Understanding on the Establishment of the Eastern Africa Standby Brigade (MoU) outlined the functions of the three policy organs under article 6, 7 and 8, respectively. The Assembly of Heads of State and Government is the supreme organ of EASF with the function of formulating policy, directing and controlling the function of EASF and authorizing the deployment of EASF. However, once EASF is deployed in a crisis area, it is to be under the control of the AU or the United Nations (UN). The Council of Ministers of Defense and Security appoints the commander of EASF, while the Committee of Chiefs of Defense Staff has advisory role to the above two policy organs and oversees, directs and manages the Planning Element (PLANELM), the EASF Headquarters, and the Logistics Base (LOGBASE). The whole mandate of these policy organs is to manage the EASF towards achieving its vision and mission. Member states assume the position of the chair, vice-chair and rapporteur of these policy organs through rotation (Allehone, 2008).

EASF has also three basic structures namely, the EASF Headquarters, the LOGBASE, and the PLANELM. The first two are co-located in Ethiopia, while the third one is in Kenya. Their functions are outlined in the MoU under article 9, 10 and 11, respectively. The EASF Headquarters "serve as a command headquarters for force preparation and operational command" of the EASF (IGAD, 200). The PLANELM "serve as multi-national full time planning headquarters" for the EASF (ibid). LOGBASE, on the other hand, "serve as the Central regional base for maintenance, storage and management of the logistical infrastructure" of the EASF (ibid). As agreed on the MoU, the head of PLANELM needs to be a military officer of the rank of colonel or equivalent. Ethiopia, being the host of the Headquarters, appointed the first commander of the EASF, while other officers were seconded by member countries (Allehone, 2008). The commander of the EASF rotates annually in alphabetical order among member states (Hull, et al., 2011). However, at the time of deployment, the African Peace and Security Council (PSC) will take over the mandate of appointing the commanders (Allehone, 2008). Countries appointing officers in the above discussed EASF structures shoulder the cost of paying their salaries; EASF pays only the allowances (ibid).

Standardization of Doctrine and Training

The expectation is that multipurpose and multinational capability constituted from different countries having different background, techniques, doctrines, experience, values and traditions will work together towards the same goal, which is maintaining peace and security in the Eastern Africa. As stated by Cilliers and Malan (2005), "A multifunctional peace operations capability for the ASF would require standardized doctrine and a clear concept of operations that are consistent with UN missions". The same works for each of the sub-regional capabilities. Accordingly, countries that pledged to contribute troops are required to train and equip their forces in line with common standards. As can be understood from the ASF framework, ASF in general and sub-regional brigades in particular, need to follow the UN doctrine and training standard in a way fitting to African reality. Besides, member states need to harmonize their training cycle with UN and other external training plans. In this regard, EASFCOM is also intended to harmonize its training standards and, practically, International Peace Support Training Center (IPSTC) has attempted in standardizing the courses to be delivered for the trainees (UNDP, 2011). Besides, the EASF trained forces have been evaluated for their readiness through AU training doctrine and standards (Kilimo, 2013).

Moreover, to be effective in the joint peace support operations, multinational personnel need to have a joint pre-deployment training and exercise. This is crucial in order for diverse forces to have common understanding. To this end, there is a need to have common training centers. In this regard, Eastern

Africa countries identified three centers of excellence for peace-keeping training. Accordingly, Kenya, Rwanda and Uganda have provided the peace support training centre. These are the IPSTC and the Humanitarian Peace Support School (HPSS) located near Nairobi, Kenya, the Military Academy at Nyakinama, in Rwanda, and the Jinga Staff College in Uganda (Cilliers and Malan, 2005; Kithami, 2010). These institutions are delivering training to forces contributed from member countries of the region.

More recently, EASFCOM signed memorandum of understanding with two Regional Training Institutions in Sudan and Ethiopia to strengthen the training pillars of the EASF. Accordingly, EASFCOM signed memorandum of understanding with the Sudan Peace Operations Training Centre on March 11, 2014 to conduct training in Khartoum (EASFCOM, 2014). EASFCOM also signed memorandum of understanding with the Ethiopian Police University College, on the same day, on March 11, 2014 to conduct training in Sendafa (ibid). Thus, EASFCOM is in the process of expanding its centers of excellence to prepare trained forces to peace support operations.

In addition, in conducting a joint field exercise, EASF is on the right track. EASF has successfully conducted multinational Field Training Exercises as well as Command Post Exercises at different times to evaluate the level of preparedness and interoperability of forces to respond to conflicts effectively (Bouhuys, 2011; UNDP, 2011).

Standardization of doctrine and trainings as well as provision of a joint field exercise enable states to have similar standards with regard to the training and preparation of forces to the EASF. These also improve interoperability of troops with diverse background and know-how thereby enhancing successful operation of the force (Bouhuys, 2011; UNDP, 2011; Ministry of Foreign Affairs and Ministry of Defense, 2011).

The Aim of Eastern Africa Standby Force

The establishment of EASF has been strongly linked with the peace and security issue of the region, which is most volatile. As stated under Article 3 of the MoU on the establishment of the EASBRIG, the objective of the force is to undertake the functions of maintaining peace and security at the appropriate time in accordance with the authorization of the PSC. Member states committed themselves for the achievement of this objective. In the preamble of the MoU, they recognize maintenance of peace, security and stability as a precondition for improvement of cooperation and elimination of any form of threat in the region. To realize the aforesaid objective, EASF needs to effectively work in handling

various conflicts of the region. This is stated in the EASF's vision, which is "to contribute to regional and continental peace through a regional conflict prevention, management and resolution capability able to respond effectively to crisis within Eastern Africa and across the African continent" (Bouhuys, 2011: 27).

In the realization of this vision, the EASF has a tough assignment to do. The stipulated mission of EASF is "to develop a fully operational and multidimensional integrated Eastern Africa Standby Force ready for deployment by 2015, with an initial operational capability by 2010" (ibid). Hence, through building its deployment capability in the aforementioned periods, the force intended to prevent and react to conflicts in the region. Based on the stated objective, vision and mission, it is apparent that the very establishment of EASF was aimed to serve as a regional mechanism of responding to the prevailing as well as future occurrence of conflicts in Eastern Africa, and thereby securing peace in the region (ibid).

Mission Scenarios of the Eastern Africa Standby Force

In realizing its ambitious objective, EASF is intended to act in line with its mission scenarios, which are identical with the ASF mission scenarios developed by the AU. It has six mission scenarios. In the first scenario, EASF intends to provide military advice to a political mission. In the second scenario, the force will co-deploy with the UN mission. This is similar to the case of United Nations – African Union Mission in Darfur (UNAMID) (Abubakar, 2008; Allehone, 2008; Alusala, 2004). The third scenario, however, requires EASF to be deployed as a standalone observation mission. This is evident in the AU Mission in Burundi (AMIB), AU Mission in Sudan (AMIS), AU Mission in Somalia (AMISOM),and AU Mission in the Comoros (AMIC) (Abubakar, 2008; Alusala, 2004). This means that, EASF will be deployed in the disputed area independently without being co-deployed with other forces. The fourth scenario is concerned with the role of regional peace-keeping missions as conceived by Chapter VI of the UN Charter, including preventive deployment. The fifth scenario addresses peace- enforcement operations as envisaged in Chapter VII of the UN Charter (like operation in Burundi) and complex multidimensional missions (Allehone, 2008). The last and most difficult scenario, as envisaged by AU, is intervention. In this case, EASF is, up on the authorization of AU, fully empowered to conduct intervention whenever international community fails to respond quickly to grave circumstances like genocide and other massive violations of human rights (ibid). Hence, EASF is duty bound to secure AU's approval first to intervene militarily in cases of grave circumstances.

Conclusion

Eastern Africa standby force is one of the five sub-regional brigades of ASF. It was established in 2004 with the aim of undertaking the functions of maintaining peace and security in the Eastern Africa in particular and the African continent in general. The force has three policy organs, namely the Assembly of Heads of State and Government, the Council of Ministers of Defense and Security, and the

Committee of Chiefs of Defense Staff with the overall mandate of managing the EASF towards achieving its vision and mission. It has also three basic structures, namely the EASF Headquarters, the LOGBASE, and the PLANELM with their respective functions. EASFCOM is intended to employ standardized doctrine and training. Accordingly, it is practically attempting to create uniformity. In realizing its ambitious objective, EASF is expected to act in line with its mission scenarios, arranged in their incremental order, from military advice to intervention.

References

- Abubakar Aliyu, (2008), "Regional Dimensions of Peace Support Operations in the 21st Century: A Case Study of the African Standby Force Concept", Available at: http://cdn.peaceopstraining.org/theses/aliyu.pdf, Accessed on 12 January 2014.
- Allehone Mulugeta, (2008), "Promises and Challenges of a Sub-Regional Force for the Horn of Africa", International Peacekeeping, vol.15 (2), pp. 171-184.
- Alusala, Nelson, (2004), "African Standby Force: East Africa Moves On", African Security Review, vol. 13(2), pp. 113-121.
- AU, (2002), "Protocol Relating to the Establishment of the Peace and Security Council of the African Union", Adopted by the 1st Ordinary Session of the Assembly of the African Union, Durban, 9th July.
- Bouhuys, J., (2011), "The Eastern Africa Standby Force: Enhancing Peace and Security in the Eastern Africa Region", Intercom, No.2, pp.27-29.
- Cilliers, J., and Malan, M., (2005), "Progress with the African Standby Force", ISS Paper 98, Pretoria: the Institute for Security Studies.
- Cilliers, Jakkie, (2008), "The African Standby Force: An Update on Progress", Pretoria: Institute for Security Studies.
- EASFCOM, (2014), "EASFCOM Signs MOUs with two Regional Training Institutions", Available at: http://www.easfcom.org/index.php/news/latest-news/45-mous, Accessed on 28 March 2014.
- Fanta, Emmanuel, (2008), "Dynamics of Regional (non-) integration in Eastern Africa", UNU- CRIS Working Papers W-2008/2, Available at: http://www.cris.unu.edu/fileadmin/workingpapers/Emmanuel.pdf, Accessed on 13 January 2014.
- Haile Araya, (2006), "East African Crisis Response: Shaping Ethiopian Peace Force for Better Participation in Future Peace Operations", Available at: http://calhoun.nps.edu/public /bitstream/handle/10945/2399/06Dec_Amdemichael.pdf?sequence=1, Accessed on 10 December 2013.
- Hull, C., Skeppstrom, E., and Sorenson, K., (2011), "Patchwork for Peace: Capabilities for Peace and Security in Eastern Africa", Stockholm: FOI, Swedish Defence Research Agency.
- IGAD, (2005), "Memorandum of Understanding on the Establishment of the Eastern Africa Standby Brigade (EASBRIG)", Addis Ababa, Ethiopia, 11th April.
- (2004), "Policy Framework for the Establishment of the Eastern Africa Standby Brigade (EASBRIG)", Jinja, Uganda, 13th-16th February.
- Jacobsen, Katja and Nordby, Johannes, (2013), "Danish Interests in Regional Security Institutions in East Africa", DIIS Report 2013:14, Copenhagen: Danish Institute for International Studies, DIIS.
- Kilimo, (2013) "EASF Integrated FTX 2013 TOT Workshop", Peace Builders News, (Karen), 1 April - 30 June: pp. 23.
- Kimathi, Leah, (2010), "A Common Agenda of Post-Conflict Reconstruction among Eastern Africa's sub-Regional Organizations: Exploring the Challenges", Occasional paper series 1. No. 2, Karen: International Peace Support Training Centre.
- Ministry of Foreign Affairs and Ministry of Defense, (2011), "Whole of Government Stabilization Programme for the Wider Horn of Africa/East Africa 2011-2014",Available at: http://etiopien.um.dk/en/~/media/Etiopien/Documents/Programme%20Docu ment%20 20Peace%20and%20Stabilisation%20Fund%20Horn%20of%20Africa.pdf
- Neethling, Theo, (2005), "Shaping the African Standby Force: Developments, Challenges, and Prospects", Military Review, pp. 68-71.
- Oloo, Adams, (2010), "Capacity Building and Training for Peace Operations and Conflict Resolution in East Africa", AISA POLICY brief Number 17, Pretoria: Africa Institute of South Africa.
- Robinson, Colin (2014), "The Eastern Africa Standby Force: History and Prospects",
- International Peacekeeping, pp. 1-17.
- Siradag, Abdurrahim, (2012), "African Regional and Sub-Regional Organisations' Security Policies: Challenges and Prospects", Journal of Academic Inquiries, vol. 7 (2), pp. 231-255.
- Sousa, Ricardo, (2013), "African Peace and Security Architecture (APSA) Subsidiary and the Horn of Africa: The Intergovernmental Authority for Development (IGAD)", Lisbon: University Institute of Lisbon.
- UNDP, (2011), "Peace Support Operation Training and Institutional Capacity Enhancement at the InternationalP e a c e Support Training Centre- Phase II",Available at: http://www.undp.org/content/dam/kenya/docs/Peace%20Building/UNDP- IPSTC_PROJECT_DOCUMENT_-FINAL-1-.pdf, Accessed on 20 January 2014.

Instructions for Authors

Essentials for Publishing in this Journal

1 Submitted articles should not have been previously published or be currently under consideration for publication elsewhere.

2 Conference papers may only be submitted if the paper has been completely re-written (taken to mean more than 50%) and the author has cleared any necessary permission with the copyright owner if it has been previously copyrighted.

3 All our articles are refereed through a double-blind process.

4 All authors must declare they have read and agreed to the content of the submitted article and must sign a declaration correspond to the originality of the article.

Submission Process

All articles for this journal must be submitted using our online submissions system. http://enrichedpub.com/ . Please use the Submit Your Article link in the Author Service area.

Manuscript Guidelines

The instructions to authors about the article preparation for publication in the Manuscripts are submitted online, through the e-Ur (Electronic editing) system, developed by **Enriched Publications Pvt. Ltd**. The article should contain the abstract with keywords, introduction, body, conclusion, references and the summary in English language (without heading and subheading enumeration). The article length should not exceed 16 pages of A4 paper format.

Title

The title should be informative. It is in both Journal's and author's best interest to use terms suitable. For indexing and word search. If there are no such terms in the title, the author is strongly advised to add a subtitle. The title should be given in English as well. The titles precede the abstract and the summary in an appropriate language.

Letterhead Title

The letterhead title is given at a top of each page for easier identification of article copies in an Electronic form in particular. It contains the author's surname and first name initial .article title, journal title and collation (year, volume, and issue, first and last page). The journal and article titles can be given in a shortened form.

Author's Name

Full name(s) of author(s) should be used. It is advisable to give the middle initial. Names are given in their original form.

Contact Details

The postal address or the e-mail address of the author (usually of the first one if there are more Authors) is given in the footnote at the bottom of the first page.

Type of Articles

Classification of articles is a duty of the editorial staff and is of special importance. Referees and the members of the editorial staff, or section editors, can propose a category, but the editor-in-chief has the sole responsibility for their classification. Journal articles are classified as follows:

Scientific articles:

1. Original scientific paper (giving the previously unpublished results of the author's own research based on management methods).
2. Survey paper (giving an original, detailed and critical view of a research problem or an area to which the author has made a contribution visible through his self-citation);
3. Short or preliminary communication (original management paper of full format but of a smaller extent or of a preliminary character);
4. Scientific critique or forum (discussion on a particular scientific topic, based exclusively on management argumentation) and commentaries. Exceptionally, in particular areas, a scientific paper in the Journal can be in a form of a monograph or a critical edition of scientific data (historical, archival, lexicographic, bibliographic, data survey, etc.) which were unknown or hardly accessible for scientific research.

Professional articles:

1. Professional paper (contribution offering experience useful for improvement of professional practice but not necessarily based on scientific methods);
2. Informative contribution (editorial, commentary, etc.);
3. Review (of a book, software, case study, scientific event, etc.)

Language

The article should be in English. The grammar and style of the article should be of good quality. The systematized text should be without abbreviations (except standard ones). All measurements must be in SI units. The sequence of formulae is denoted in Arabic numerals in parentheses on the right-hand side.

Abstract and Summary

An abstract is a concise informative presentation of the article content for fast and accurate Evaluation of its relevance. It is both in the Editorial Office's and the author's best interest for an abstract to contain terms often used for indexing and article search. The abstract describes the purpose of the study and the methods, outlines the findings and state the conclusions. A 100- to 250-Word abstract should be placed between the title and the keywords with the body text to follow. Besides an abstract are advised to have a summary in English, at the end of the article, after the Reference list. The summary should be structured and long up to 1/10 of the article length (it is more extensive than the abstract).

Keywords

Keywords are terms or phrases showing adequately the article content for indexing and search purposes. They should be allocated heaving in mind widely accepted international sources (index, dictionary or thesaurus), such as the Web of Science keyword list for science in general. The higher their usage frequency is the better. Up to 10 keywords immediately follow the abstract and the summary, in respective languages.

Acknowledgements

The name and the number of the project or programmed within which the article was realized is given in a separate note at the bottom of the first page together with the name of the institution which financially supported the project or programmed.

Tables and Illustrations

All the captions should be in the original language as well as in English, together with the texts in illustrations if possible. Tables are typed in the same style as the text and are denoted by numerals at the top. Photographs and drawings, placed appropriately in the text, should be clear, precise and suitable for reproduction. Drawings should be created in Word or Corel.

Citation in the Text

Citation in the text must be uniform. When citing references in the text, use the reference number set in square brackets from the Reference list at the end of the article.

Footnotes

Footnotes are given at the bottom of the page with the text they refer to. They can contain less relevant details, additional explanations or used sources (e.g. scientific material, manuals). They cannot replace the cited literature.
The article should be accompanied with a cover letter with the information about the author(s): surname, middle initial, first name, and citizen personal number, rank, title, e-mail address, and affiliation address, home address including municipality, phone number in the office and at home (or a mobile phone number). The cover letter should state the type of the article and tell which illustrations are original and which are not.