INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Ulrich's Periodicals Directory @, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Index Copernicus Publishers Panel, Polandwith IC Value of 5.09 &number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2718 Cities in 161 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY OF VOCATIONAL MATURITY OF COMMERCE STREAM ADOLESCENT STUDENTS IN RELATION TO PERSONALITY AND ACADEMIC ACHIEVEMENT	_
2.	DR. SIMRAN KAUR SANDHU & VANDANA AGGARWAL A STUDY OF GREEN CONSUMERISM AND FACTORS INFLUENCING GREEN PURCHASING BEHAVIOUR VIJAY PRAKASH ANAND	4
3.	BANK RISK MANAGEMENT AND ROLE OF RESERVE BANK OF INDIA-A STUDY DR. GIRISH KUMAR PAINOLI & DR. G. S. GAUD	8
4.	EFFECTS OF HUMAN-WILDLIFE CONFLICT ON FOOD SECURITY: A CASE OF KWALE COUNTY, KENYA HASSAN, MOHAMED KEINAN & MOSES. M. OTIENO	11
5.	COST OF CAPITAL, CAPITAL STRUCTURE AND VALUE OF FIRM DR. H. J. GHOSH ROY, DR. A. S. BOORA, DR. GARIMA DALAL & DR. SONIA	18
6.	A CONCEPTUAL STUDY ON BLUE OCEAN STRATEGY	26
7.	N. SANTOSH KUMAR & DR. M. K. PURUSHOTHAMA A STUDY ON THE INFLUENCE OF ORGANIZATIONAL CULTURE ON EMPLOYEE WORK BEHAVIOR IN NESTLE, CHENNAI, INDIA S.SUSENDIRAN & DR. T. VETRIVEL	29
8.	ORIENTATIONS: A CAPACITY BUILDING TOOL FOR IMPROVING KNOWLEDGE AND PERCEPTION OF HEALTH WORKERS REGARDING NON SCALPEL VASECTOMY	33
9.	DR. RAKESH MEHRA, CHANDER PAL THAKUR, SWATI MAHAPATRA, CHAHAT NARULA & DR. TAPAN JYOTI KALITA WILLINGNESS TO PAY FOR TANK MAINTENANCE: A STUDY ON TANK IRRIGATION IN THE DRY ZONES OF WEST BENGAL IN INDIA SEBAK KUMAR JANA	37
LO.	MGNREGA: A BOON TO RURAL WOMEN IN HIMACHAL PRADESH DR. SATINDER SINGH RANDHAWA	40
1.	EXAMINATION AS A DETERRENT: A CASE STUDY ON EXAMINATION PHOBIA AMONG HIGHER AND SENIOR SECONDARY LEVEL STUDENTS OF MORADABAD CITY DR. CHANCHAL CHAWLA, DR. SONIA GUPTA & TUSHAR MAHAJAN	45
L2.	SOCIO-ECONOMIC SEGMENTATION OF THE HOUSEHOLDS OF AUTO RICKSHAW OWNERS: A CASE STUDY OF TRIPURA MANISH DAS & NIRMALYA DEBNATH	50
L3.	A STUDY ON THE ROLE OF PERFORMANCE AND IMAGE OUTCOME EXPECTATIONS ON INNOVATIVE BEHAVIOUR IN THE WORKPLACE DEEPAK BABU & SIBY JOSE	56
L4.	MEASURING STUDENTS' EMOTIONAL INTELLIGENCE IN PUBLIC UNIVERSITIES: A CASE ON OMAN AND BAHRAIN SUHAILA E. ALHASHEMI	64
15.	DETERMINANTS OF FOREIGN DIRECT INVESTMENT INFLOWS INTO INDIA: A FACTOR ANALYSIS DR. S. JAYARAJ & ADEWALE ADENIYI-KIE	76
16.	A CRITICALITY TESTING ON HUMAN RESOURCE AND TOTAL QUALITY MANAGEMENT FACTORS IN HIGHER EDUCATION: A PERSPECTIVE FROM INDIA MEETA MANDAVIYA	83
L7.	OPERATIONAL IMPLICATIONS OF RECRUITING LESS THAN THE REQUIRED – A CASE OF GSRTC DR. MEHUL G. THAKKAR	87
L8.	FOREIGN POLICY OF INDIA AND THE STATE OF SIKKIM: WITH SPECIAL REFERENCE OF TRANS-NATIONAL BOUNDARIES IN NATHULA REGION DHANRAJ RAI	92
L9.	REGULATING NATIONAL HIGHWAYS IN LIGHT OF THE CHANGING SCENARIO ABHINAB GHOSH	96
20.	THE STUDY OF RELATIONSHIP BETWEEN EARNINGS MANAGEMENT AND THE ISSUANCE OF BONDS AND RENT EXCHANGE IN COMPANIES LISTED IN CAPITAL MARKET OF IRAN SEYYED SAEB MOUSAVI & MOHAMMAD REZA POURALI	98
21.	A CRITICAL EVALUATION OF WOMEN LEADERS OF CIVIL SERVICE ORGANIZATIONS IN AMHARA REGION, ETHIOPIA GASHAW MOGES YIMER	103
22.	IMPACT OF PUBLIC DISTRIBUTION SYSTEM ON FOOD SECURITY OF RURAL AND URBAN POOR SAWALE SANGHARSHA BALIRAM	109
23.		113
24.		118
25.	POTATO PRICING: A SOLEMN DILEMMA FACED BY THE FARMERS OF BANGLADESH ABDULLAH ISHAK KHAN, FARZANA AFROZ & MOHAMMAD MOHIUDDIN	126
26.	THE ROLE OF NON-GOVERNMENTAL ORGANIZATIONS (NGOS) IN SOCIAL DEVELOPMENT ANILKUMAR B KOTE	133
27.	EXPORT OF INDIAN AGRICULTURAL PRODUCTS: PRE AND AFTER TRADE REFORMS PREETI SHARMA	138
28.	TRENDS IN AGRICULTURAL WAGES: AN INTER-DIVISIONAL ANALYSIS IN CHITTOOR DISTRICT OF ANDHRA PRADESH DR. E. LOKANADHA REDDY	146
29.		155
30.		158
	REQUEST FOR FEEDBACK	165

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, GuruGobindSinghl. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, KurukshetraUniversity, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, MukandLalNationalCollege, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S.KhalsaLubanaGirlsCollege, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, AakashCollege of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (**FOR ONLINE SUBMISSION, CLICK HERE**).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1.	COVERING LETTER FOR SUBMISSION:	DATED:
	THE EDITOR URCM	DATED:
	Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.	
	(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other	, please specify)
	DEAR SIR/MADAM	
	Please find my submission of manuscript entitled '' for possible publication in your	our journals.
	I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any langual under review for publication elsewhere.	Jage fully or partly, nor

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Engineering/Mathematics/other, please specify)

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mentionthe following in the **SUBJECT COLUMN** of the mail:

 New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.
- 2. MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- 3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation** (s), **address, mobile/landline numbers,** and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- 4. ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

is it

- 5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working
 papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

 Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

• Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

EFFECTS OF HUMAN-WILDLIFE CONFLICT ON FOOD SECURITY: A CASE OF KWALE COUNTY, KENYA

HASSAN, MOHAMED KEINAN COUNTY DROUGHT COORDINATOR NATIONAL DRAUGHT MANAGEMENT AUTHORITY GARISSA

MOSES. M. OTIENO LECTURER JOMO KENYATTA UNIVERSITY OF AGRICULTURE & TECHNOLOGY KENYA

ABSTRACT

The study assessed the effects of Human-wildlife conflict on food security, based on externalizing and internalizing coexistence. The key question being, are the communities aware of their reactions towards the animals and the way they provoke them? The study gathers evidence on the various factors that cause the different perceptions and relate them to the various effects as portrayed by human-wildlife conflict. The methodology of the study is quantitative and qualitative approach with cross-sectional survey methods. The target population is the household heads of the identified villages. This study clearly illustrates that human-wildlife conflicts occur in kwale, but the governments are not able to consider a proactive approach to managing these conflicts. Until some threshold is met, the communities may not be willing to devote the time or resources necessary to enact proactive approaches and before then, development and utilization of information and educational resources materials—can enhance capacities for the Community, Government and other Stakeholders to develop and implement a comprehensive human—wildlife conflict management plan for kwale communities in the future. The human population growth rate, increasing competition for resources clearly scores that human wildlife conflicts will not be eradicated soon and therefore better understanding of conflict management strategies is essential. The most sustainable strategies should ensure improvement of local livelihoods and reduction of community vulnerability through revenues generated from the natural resources.

KEYWORDS

Human-Wildlife conflict, food security, Kenya.

INTRODUCTION

uman-Wildlife Conflict (HWC) or negative interaction between people and wildlife has recently become one of the fundamental aspects of wildlife management as it represents the most

Widespread and complex challenge currently being faced by the conservationist around the World. HWC arises mainly because of the loss, degradation and fragmentation of habitats through human activities such as, logging, animal husbandry, agricultural expansion, and development projects (Fernando et al. 2005).

The damage to humans as a result of contact with such animals can include loss of life or injury, threats to economic security, reduced food security and livelihood opportunities. The rural communities with limited livelihood opportunities are often hardest hit by conflicts with wildlife. Without mitigating HWC the results is further impoverishment of the poor, reduced local support for conservation, and increased retaliatory killings of wildlife causing increased vulnerability of wildlife populations. The conflict problem is hence a cause for concern that urges managers to shift their conventional policy from that of managing wildlife populations to enhancing their societal values. As such understanding the ecological and socio-economical context of the HWC is a prerequisite to bring about an efficient and long-term management of Wildlife and its habitats.

Kwale, one of the districts in coastal province of Kenya, with an area of 8,960km² and a population of 692,991 persons (2009 census) faces this negative human—wildlife interaction. The district borders Taita Taveta to the West, Kilifi district to the North-West, Mombasa and Indian Ocean to the East and Republic of Tanzania to the South.

Shimba hills ecosystem which houses the protected wildlife habitat lies along Kenya's 600 Km coastlines, 30 Km to the South West of Mombasa Town. Shimba Hills Ecosystem is completely surrounded by communities whose main economic activity is mixed farming. Many of the wild animals, including elephants stray outside the protected areas (Shimba national reserve and Mwaluganje elephant sanctuary). The livestock keeping communities (Duruma), the mixed farmers (Digo) and their families who live around these wildlife protected habitat, all have to cope with the consequences of damage to and destruction of crops, livestock predation, competition for grazing and water, increased risk of some livestock diseases, and other inconveniences including loss of sleep due to protecting crops at night and even direct threats to human life as a result of this interaction,

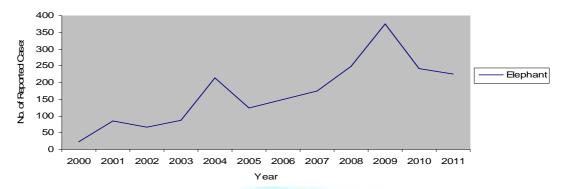
EFFECTS OF HUMAN – WILDLIFE INTERACTION

REPORTED CASES OF HUMAN –WILDLIFE CONFLICT IN KWALE

Over the years, there has been an upward trend of human-elephant conflict incidences, with the highest number of cases being reported in 2009. There was a notable decline of reported cases between 2004 and 2006 as shown below. The situation however started changing as from 2007 in which the number of reported cases started to increase. This trend is seen to have continued for a period of three years until the end of 2009 when the human elephant conflict cases started to drop again (Kenya wildlife service –report occurrence book). This situation could be attributed to the good prevention strategies adopted during this period i.e. rehabilitation of Shimba national reserve and Mwaluganje Elephant Sanctuary electric fence. The status of this fence had deteriorated completely before the rehabilitation exercise. This might have contributed considerably to the declining human elephant conflict cases noted as from year 2010.

FIGURE 1: GRAPH ON HUMAN - ELEPHANT CONFLICT CASES IN SHIMBAHILLS (KWS REPORT)

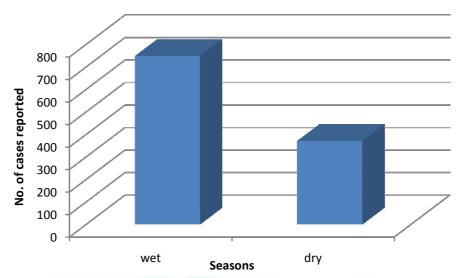
Human-Elephant Conflict Cases within Shimba Hills Ecosystem (2000-2011)



Shimba hills experiences two rainy seasons in a year. One in between August to March commonly known as the long rains season (wet) and the other in between February and September commonly referred to as the short rains (dry) since most of the months within this period are always dry with very little rainfall. From the bar graph below, conflicts distribution is quite irregular across the two seasons with most conflict cases falling within the wet season of the year. This therefore means that human elephant conflict incidences around the ecosystem are not necessarily trigged by the absence of water resources, but majorly by the availability of forage materials in the surrounding farms especially food crops. This is clearly illustrated by the high conflict cases reported during the wet seasons as compared to the dry seasons in the period under review.

FIGURE 2: GRAPH-COMPARISON OF THE HUMAN ELEPHANT CONFLICT CASES IN THE TWO SEASONS IN SHIMBAHILLS

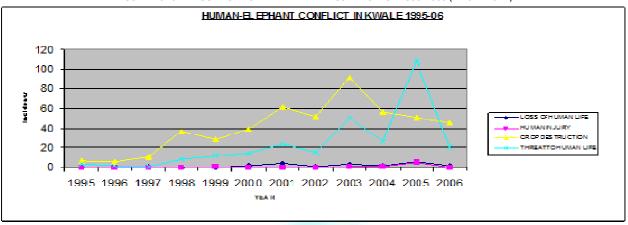
Human elephant conflict cases within the two seasons in Shimba Hills



There were 1,213 cases reported between 1995 and 2006 in total. Within the same period, there were 29 (2.3%) cases of human death and injury caused by elephants, 448 (36.9%) reported cases of crop destruction and 285 (23.4%) cases of threat to human life by the same. The rapidly expanding agricultural activities and an increasing and mobile population of elephants are the perfect conditions for human-elephant conflict to occur. This has greatly resulted in regular farms raids and injuries and / or deaths to people. The elephant is responsible for most of the reported cases of HWC in the general area. Reports of crop destruction by elephants, children barred from attending school, destruction of /or damage on infrastructure by elephants are common occurrences. Mtsangatamu village, which borders the reserve to the north-west has suffered most with Golini (north), Magwasheni (south west), Lunguma (north east), Mkongani (west), in that order. In an effort to address this, the Kenya Wildlife Service (KWS) has embarked on management approaches which could help mitigate the conflicts. Relocation of elephants from SHNR to the Tsavos and erection of artificial barriers (electric fence) have been the major management tools that have been employed with varied success.

Between the years 2005 and 2006, 228 elephants were moved to the northern section of the Tsavo East National Park. Before then, the conflicts were on the rise and after relocation exercise (2005) where 228 elephants were relocated, the general trend of conflict begun to drop. In 2005, six people lost their lives compared to two in 2006. This translates to roughly a 66.6% drop in deaths caused by elephants. During the same period human injuries dropped from five to naught. Crop raiding, however, remained almost the same. In 2005, there were 51 cases reported compared to 46 in 2006. Meanwhile threats to humans dropped by 68%. The results however should be treated with a little caution since other management options could as well have contributed to the downward trend in HEC, for instance a good working electric fence among others. (Kimuttai, 2007)

FIGURE 2.3: CATERGORY OF HUMAN -ELEPHANT CONFLICT FOR 1995-2006 (KWS REPORT)



METHODS AND MATERIALS

The study involved household heads in the two divisions in Kwale County, Coast Province, Kenya. The two divisions were chosen because they border the wild life habitat. 2 divisions in Kwale County were selected. 2 locations from each of the selected divisions was selected, 2 villages from each location was then selected and 5 households from each selected village were selected using multistage sampling technique making a total of 40 household heads. Multi stage sampling was chosen because, it was easier to administer than most single stage designs mainly because of the fact that sampling frame under multi-stage sampling is developed in partial units; a large number of units can be sampled for a given cost under multistage sampling because of sequential clustering, whereas this is not possible in most of the simple design (Kothari, 2003). Each household head was chosen using censure method. This was so because each household is headed by a head hence making a total of 40 household heads.

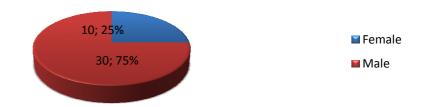
The questionnaire was the best instrument to be constructed. Wiersma (1985:142) defines a questionnaire as a list of questions or statements to which the individual is asked to respond to.

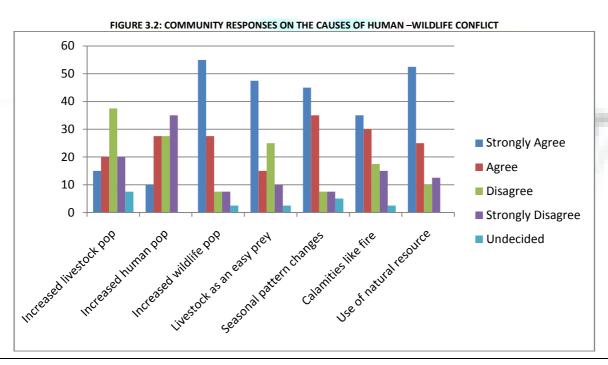
This Survey research comprises a cross-sectional design in relation to which data was collected predominantly by questionnaire on quantitative data in connection with two or more variables, which were then examined to detect patterns of association. Needless to say, such a design was advantageous in that the researcher was able to collect data quickly and generate research results in a timely manner

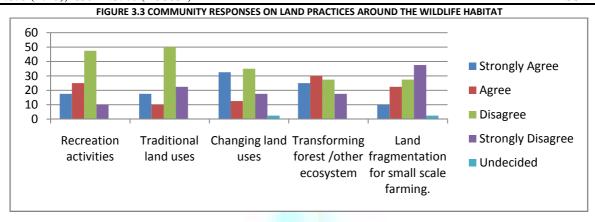
➢ RESULTS

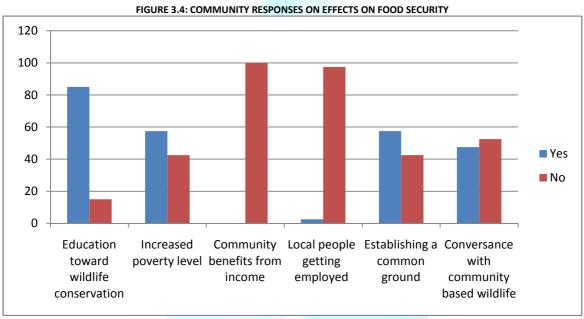
FIGURE 3.1

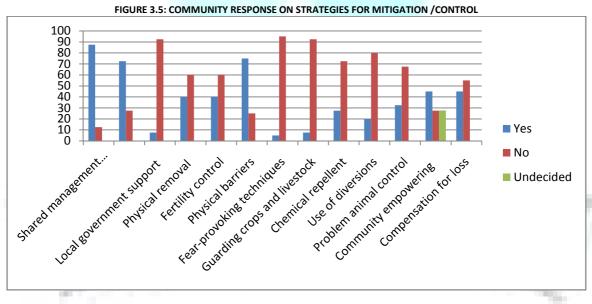
Households Heads' Gender











DISCUSSION

Figure 3.2 above shows that 52.5% strongly agreed that use of scarce natural resources mainly water and pasture is major causes of conflict. 37.5% disagreed on the increased livestock population resulting to overgrazing causing problems. 55% strongly agreed that increased wildlife population causes conflict. 35% strongly disagreed that increased human population leads to encroachment into wildlife habitats. 47.5% strongly agreed that Easy prey of livestock encourages carnivores to shift their diet to livestock. 45% strongly agreed that Seasonal showing changes encourages wildlife to invade the villages. 35%strongly agreed that Calamities like fire make wildlife seek refuge in the villages. Early preparations should be done to encounter any calamities.

Figure 3.3 above shows 50% disagreed that Land use policies undermine traditional land use practices. It is only a matter of education that will guide the locals well. 35% disagree that Changing land use areas surrounding protected areas affect wildlife. 30% agreed that transformation of forests, savannah and other ecosystem into agrarian areas affects wildlife. 37.5% strongly disagree that land use fragmentation and development of small scale farming interferes with

wildlife. 27.5% agree that selling of state and truck ranches as small holdings and cultivated with commercial horticultural crops disturbs wildlife and human beings.

Human-wildlife conflict can be reduced, or mitigated by changes to land use of communities neighboring this habitat. This can be achieved through changes to the surrounding landscape so that the problem-causing animal is more vulnerable, easier to spot by people and dogs, and generally less at ease in the area (Muruthi, 2005). Little research exists on wildlife preferences for particular crops, but some crops are less palatable to wildlife. There are some crops that elephants appear not to eat. For this reason alternative crops such as ginger and chilli have been encouraged in some areas. Small islands of crops scattered across a landscape inhabited by wildlife are more vulnerable to destruction than those that are clustered together. A landscape approach to reducing human-wildlife conflict might therefore involve growing crops in large communal fields with straight edges, fences or thorny or spiny hedges, and also removing nearby cover and habitat for wildlife (Muruthi, 2005). Livestock raids can be minimized through good husbandry practices, such as herding during the day, keeping livestock in a predator-proof enclosure at night. Livestock herders avoid taking livestock to water points which are known to be inhabited by Predator.

The figure 3.4 above shows that 19 (47.5%) were conversant with community based wildlife conservation policy while 21 (52.5%) were not conversant with community based wildlife conservation policy. 85% said community education is important toward wildlife conservation.57.5% said this conflict contributes to high poverty levels. 100% said they did not benefit from income from this wildlife. 2.5% said the local are employed in wildlife industry.57.5% said it is necessary to establish common ground for human wildlife interaction

Food security is precarious in many communities, relying on a single cropping season or on a sale of livestock. Although on a national scale, the loss of two or three hectares of maize to elephants in a single night means nothing, to a family, it means destruction of their livelihood for the year. This consequence is particularly acute where governments do not have the capacity to pay compensation for losses. The capacity of smallholder subsistence farmers to cope with these losses varies in many cases.

In some semi-arid rural farming areas of Zimbabwe and Kenya, elephant damage to food crops accounts for 75 to 90 percent of all damage caused by large mammals, It has been estimated that the annual cost of elephant raids to crops ranges from US\$60 (Uganda) to US\$510 (Cameroon) per affected farmer (Naughton, Rose and Treves, 1999). Elephants can also damage food stores during the drier months following the main harvest. The loss of this stored food is considered far more disruptive to farmers than the raiding of crops while they are still growing in the fields, because so much damage can be done to a concentrated food source and can only be replaced in the following growing season.

Likewise, the loss of a family's small herd of cattle to lions can effectively destroy that family's wealth and way of life. For rural populations, domestic animals are not only their main resource through production of manure, milk, meat, and livestock sales, but are also their only source of wealth (means of saving, source of income, social role). Predators such as lions often kill numerous domestic animals such as cattle in one raid, and can devastate a household's food security

Figure 3.5 above shows 87.5% said shared management responsibilities is the strategies to manage human —wildlife conflict .92.5% said the local government do not assist in managing this conflict .60% said physical removal of human or wildlife will not solve this.5% and 7.5% said yes to use of fear provoking techniques and guarding of crops/livestock respectively.45% said yes while 27.5% remained undecided to community empowering as a strategy to mitigate this conflict.55% said no to compensation of loss as a strategy while 45% said yes if all losses incurred are paid for. The crop destroyed is basically the livelihood for family then and therefore immediate intervention kitty should be created instead of compensation schemes which take long. The failure of most compensation schemes is attributed to lack of funds, bureaucratic inadequacies, corruption, cheating, fraudulent claims, time and costs involved, moral hazard that less literate farmers must overcome to generate a compensation claim.

Compensation rates were set at such low rates that they could not address social opportunity costs borne by people who were affected by wildlife. For example, compensation for loss of human life has been pegged at Ksh 200,000, which is not enough to even meet funeral expenses

Crop damage is the most prevalent form of human-wildlife conflict. The occurrence of crop-raiding is dependent upon the availability, and type of planted food crop compared to natural food sources. A wide variety of vertebrates conflict with farming activities are birds, rodents, primates, antelopes, buffalos, hippopotamuses, bush pigs and elephants. Elephants are identified as the greatest threat to African farmers (Parker *et al.*, 2007). Elephants can destroy a field in a single night raid. Most peasant farmers are unable to deal with the problem of elephant damage themselves and governments rarely offer any compensation

A series of measures are available to prevent or mitigate human-wildlife conflict. Well-designed human-wildlife conflict management plans which integrate different techniques and are adapted to the nature of the problem can be successful. Potential solutions can be selected based on their effectiveness, cost, human and social acceptability. The most sensible approach in addressing human-wildlife conflict is to implement a combination of short-term mitigation tools alongside long-term preventive strategies.

CONCLUSION/SUMMARY

Negative Human-Wildlife interaction is becoming a threat to many endangered wildlife species in the world. Many studies demonstrate the severity of the conflict and suggest that more in-depth studies on the conflict need to be done in order to address the conservation of theses biodiversity.

This research project provides an insight into the HWC issue and its effects on food security in Kwale county, the study is a comprehensive review on the available literature on this conflict. It highlights common problems and mitigations across regions in order to provide a better understanding of the HWC. It also shows that HWC have similar causes and impacts, and that accurate and detailed information, scientific research and stakeholder commitment are key to the development of sustainable strategies to solve the problem.

HWC conflict is not restricted to certain regions but occur in all areas where wildlife and human populations coexist and share limited resources, however the level of vulnerability differs, for instance a Small subsistence farmers can lose an entire season's crop production in one single raid by a wild animals compared to large scale farmer who can employ wildlife preventing strategies. There is no single solution to the conflict and all preventatives and mitigative strategy should be tested for its cost effectiveness and impact on the habitat. Most sustainable approach should ensure improvement of local livelihood from revenues collection from natural reserves.

Protected wildlife habitat and presence of large wild life populations inflict costs on local population, thus can erode local support and tolerance. The people neighboring this habitat can develop a negative perception towards reserves and wildlife, exacerbating the conflict and undermining conservation efforts. In order to curb this menace, there is a need to protect rural livelihoods, reduce their vulnerability, and balance losses with benefits while promoting community-based conservation. Both people and wildlife suffer tangible consequences and different stakeholders involved should commit themselves to tackle and resolve the conflict very soon. In order to enhance protected area effectiveness, conservation should be based on sound scientific knowledge, practical local indigenous knowledge and participation.

Considering the human population growth rate, increasing demand for resources and access to land, it is clear that human wildlife conflicts will not be eradicated very soon and On the contrary, it will continue to grow as African economies continue to be driven by the production of resources for supply to more industrialized nations (Friedman, 2007). This is particularly true in African countries where subsistence agriculture will continue to play a dominant role in supporting the continent's burgeoning populations. But it is also true for countries that have developed a modern agricultural sector, such as Zimbabwe and South Africa, and where recent government policies have favored a switch from modern commercial agricultural practices to a return to subsistence agriculture. In this way immediate problems are addressed while the rapid development of innovative approaches is fostered to address future issues and eradicate the problem in the long term.

The study reveals mitigating HWC is multifaceted in that some approaches are ineffective; others are expensive and complex for communities to embrace. However, this can be minimized through good practices and education A number of mitigation strategies, such as electric fencing, compensation systems, community managed natural resource management programmes and insurance programs should be put in place. When low environmental impact strategies and traditional low-cost deterrents are not successful, some invasive approaches, such as regulated harvesting, wildlife translocation or human relocation may

need to be implemented. Of the various strategies available, settlement of rights, benefit sharing, Community Based Natural Resource Management, insurance programmes and land-use planning seem to be the most sustainable

Though mitigation to negative human- wildlife conflict has no panaceas, and both wildlife and people are in conflict. The goal is thus to enable coexistence and sharing of resources at some level. This is best achieved by addressing both sides of the equation and finding a balance between conservation priorities and the needs of people who live alongside wildlife. Increasing tolerance levels of local communities for wildlife and adapting the human landscape are essential goals, but will always be the most difficult. A well developed human-wildlife conflict strategy which encompasses different techniques based on the nature of the problem can boost co-existence. It may be necessary to develop a long-term policy to manage the main problem animals.

Solutions considered to address this conflict should be based on its effectiveness, cost and acceptability by the stakeholders. Reducing conflicts between wildlife and human will likely erode the negative attitudes that many communities have towards the protected habitat and wild animal species. Furthermore, reducing wildlife destruction on crops and livestock will improve food security and also curb the community's destructive action like hunting.

It is of paramount importance that an international forum be set up to promote information sharing on human-wildlife conflict issues and that a Web-based portal be developed to provide conflict databases, remediation technologies, good management practices, and innovative solutions and their outcomes. Furthermore, community members want a role in managing human-wildlife conflicts. Respondents recognized the need to forge partnerships to achieve long-term management of human-wildlife conflicts. This suggests that, the local community are more than willing to utilize whatever resources they have so as to benefits from wildlife resource

Finally, in order to reverse the negative attitudes towards the protected habitat and wildlife, there is great need to protect community livelihoods, reduce their vulnerability, balance losses with benefits and encourage community-managed conservation programs.

RECOMMENDATIONS

- Damages caused by wildlife and the attempts to prevent it affect many interest stakeholders such as crop farmers, livestock keepers, and wildlife
 conservation institutions. Ideally, a precise study should be undertaken. This would serve to identify the actual measure of wildlife damage, evaluate the
 effects of preventive measures and assess the costs incurred through this vice for the purpose of compensating the affected group. This should be done by
 Kenya wildlife service incollabration with wildlife conservation entities.
- 2. Strategies for addressing the HWC issue are often constrained by local, national or international regulation (falls and Jackson 2002).in some countries existing wildlife policies are outdated. Policies on land tenure, controlled utilization of wildlife and trade of wildlife products, game farming, tourism development and compensation schemes should be strengthened and made to conform to the present community /other stakeholder needs
- 3. Wildlife in many countries is one of the most significant sources of national revenue through tourism. The tourism industry can offer employment within local communities by creating job opportunities. This approach would compensate the damage caused by wildlife and contribute changing local people's negative attitudes of wildlife conservation.
- 4. Education and training for communities either through adult classes or farmer field schools will build local capacity in conflict mitigation and increase their understanding of HWC. This would result in behavioural change amongst local populations, thus reduced risks, vulnerability and improve their livelihoods.
- 5. The success of wildlife conservation and HWC reduction largely depends on the ability of managers to recognize, embrace and incorporate differing stakeholder values, attitudes and beliefs (Messmer, 2000).the commitment and coordination of these stakeholders will enhance the participation, contribution and support. Encouraging stakeholders' collaboration will make any strategy more successful, hence easy to resolve the HWC.
- 6. Participatory wildlife management through involving local communities is considered crucial in successful wildlife conservation. In Kenya, participation of local communities in wildlife conservation and management has been promoted through: (i) Tourist viewing; (ii) Safari hunting; (iii) Game cropping; and (iv) Capture of live animals. Recent initiatives to facilitate involvement of local communities include: (i) Conservation of biodiversity resource areas (COBRA) through which classrooms, water dams, cattle dips, health centres, and boreholes have been constructed, and (ii) Conservation of resources through enterprises (CORE) that supports setting up business enterprises in rural localities.

ACKNOWLEDGMENTS

Many thanks to the following

- ✓ Dr moses otieno supervisor Jomo Kenyatta University of agriculture and technology.
- ✓ Kenya wildlife service staff Shimba National reserve.
- ✓ Chiefs and assistant chiefs of Lukore, Mwaluvanga, Golini and Tsimba
- ✓ Staff of National drought management authority.
- ✓ My family members

REFERENCES

- 1. Ananthaswamy, A. (2009) 'Mobilising the minds of the masses', New Scientist 201 (2695) 14 February 2009: 20-1.
- 2. Butler, V. (1998). Elephants: trimming the herd. Bioscience 48: 76-81.
- 3. Carl J., Scott Young M., Harry M. (2010). Counseling Research, Quantitative, Qualitative and Mixed Methods, New Jersey: Pearson Education Inc.
- 4. Conover, M.(2002). Resolving human-wildlife conflicts: the science of wildlife damage management. Lewis Publishers, New York.
- 5. Coppock, D.L. (1994, ed). The Borana Plateau of Southern Ethiopia: Synthesis of pastoral Research, development and change, 1980-91. International Livestock Centre of Africa (ILRAD), systems study 5. Addis Ababa
- 6. Crooks, K. R. (2002). Relative sensitivities of mammalian carnivores to habitat fragmentation. Conservation Biology 16: 488-502.
- 7. Darkoh, M.B.K. (1990). Kenya's environment and environmental management. Journal of Eastern African Research and Development. Vol. 20, 1-40
- 8. Ekaya, W.N. (2001). An overview of the structural and functional elements of pastoralism in Eastern Africa. In: a media handbook for reporting food security and drought in Pastoral areas. Indigenous Information Network, Nairobi, Kenya
- 9. Fernando, P., E. Wikramanayake, D. Weerakoon, L. K. A. Jayasinghe, M. Gunawardene, and H. K. Janaka. (2005). Perceptions and patterns of humanelephant conflict in old and new settlements in Sri Lanka: insights for mitigation and management. Biodiversity and Conservation 14:2465-2481.
- 10. Folley, C.(2002). Tarangire Elephant Project. Unpublished Report available at AWF.
- 11. Forthman Quick DL, Gustavson CR & Rusiniak KW (1985): Coyote control and taste aversion. Appetite 253-264.
- 12. Forthman-Quick, D. (1999). Unpublished report to AWF. Available at AWF Nairobi office.
- 13. Government of Kenya (1992). Development Policy for the Arid and Semi-arid lands. Government Printer, Nairobi, Kenya
- 14. Graham, M., Gichohi, N., Kamau, F., Aike, G., Craig, B. Douglas-Hamilton, I. and Adams,
- 15. Graham, M.D. and Ochieng, T. (2008). 'Uptake and performance of farm-based measures for reducing crop-raiding by elephants Loxodanta africana among smallholder farms in Laikipia District, Kenya,' Oryx 42: 76-82.
- 16. GSMA Development Fund (2008) Bridging the Digital Divide: Push-to-Talk Pilot Replication Manual.
- 17. Hackel, J.D. (1998). Community Conservation and the future of Africa's wildlife-conservation Biology 13, 726-734
- 18. Herlocker, D. (1999, ed). Rangeland resources in eastern africa their ecology and development. GTZ, Nairobi, Kenya.
- 19. Hoare, R. (1992). Present and future use of fencing in the management of larger African mammals. Environmental Conservation 19(2): 161-164.
- 20. Hulme, D. and Murphee, M. (2001). (Eds). African Wildlife and Livelihoods. The Promise and Performance of Community Conservation. Oxford, UK: Currey.
- 21. Inamdar, A., H. De Jode, K. Lindsay, and S. Cobb (1999). Capitalising on nature: Protected Area management. Science, 283, 1856-1857
- 22. James, J. and Versteeg, M. (2007) 'Mobile phones in Africa: how much do we really know?', Social Indicators Research 84: 117-126.

- 23. Kangwana, K. (1993). Elephants and Maasai: Conflict and Conservation in Amboseli, Kenya. Ph.D. Thesis, University of Cambridge, UK.
- 24. Kangwana, K. (1995). Human-wildlife conflict: the challenge ahead. Pachyderm 19:11-14.
- 25. Karidozo, M. and Osborn, F. (2007) 'Human-elephant conflict trials in Zimbabwe: Can bees deter elephants from raiding crops?', In Mitigating Human-Elephant Conflict: Case Studies from Africa and Asia, Eds. M. Walpole and M. Linkie. Cambridge, U.K.: Fauna and Flora International, pp. 29-36.
- 26. Kenya Wildlife Service (1994). Wildlife/human Conflicts in Kenya. Report of the 5-person Review group. Nairobi, Kenya
- 27. King, L., Lawrence, A., Douglas-Hamilton, I. and Vollrath, F. (2009). Beehive fence deters crop-raiding elephants. African Journal of Ecology 47, 131-137.
- 28. Kiyiapi, J. L. (2003). Koija, Tiemamut and Kijabe Group Ranches: AWF Supported Community Based NRM Planning Process. Unpublished Report to AWF. Available in AWF Nairobi office.
- 29. Kothari C.R. (2003). Research Methodology, New Delhi: New Age International (P) Limited, Publishers
- 30. KWS (Kenya Wildlife Service). (1990). A Policy Framework and Development Programme 1991–1996. Nairobi, Kenya Wildlife Service.
- 31. Little, P. (1994). The link between local participation and improved conservation a review of Issues and experiences. In: Western, D. R. Wright (eds). Natural connections: Island Press, Washington D.C.
- 32. Matiko, N.L. (2000). Perspectives on sustainable utilization of wildlife resources in Kenya. M.Sc-1 Thesis, Durrell Institute of conservation and Ecology, University of Kent At canterbury, United Kingdom
- 33. Mbarika, V.W.A. and Mbarika, A. (2006). 'Africa Calling', IEEE Spectrum, May 2006 (www.vmbarika.com/2006/04/africa_calling.html; accessed 10 July 2009).
- 34. Meso, P., Musa, P., and Mbarika, V. (2005) 'Towards a model of consumer use of mobile aper 2 / information and communication technology in LDCs: the case of sub-Saharan Africa', Information Systems Journal 15: 119-146
- 35. Messmer, T. A. (2000). The emergence of human-wildlife conflict management: turning challenges into opportunities. International Biodeterioration & Biodegradation 45:97-102.
- 36. Muruthi P, Stanley Price M, Soorae P, Moss C, and Lanjouw A (2000) Conservation of large mammals in Africa: What lessons and challenge for the future? In Entwistle, A. and Dunstone, N. (eds), Priorities for the conservation of mammalian biodiversity: has the panda had its day?, Cambridge University Press, Cambridge, England.
- 37. Naughton-Treves, L. (1997). Farming the forest edge: vulnerable places and people around Kibale National Park, Uganda. Geog. Rev. 87, 27-46.
- 38. O'Connel-Rodwell, C.E., Rodwell, T., Rice, M. & Hart, L.A. (2000) Living with the modern conservation paradigm: can agricultural communities co-exist with elephants? A five year case study in East Caprivi, Namibia. Biological Conservation, 93, 381-391.
- 39. Ogada, O. O., R. Woodroffe, N. O. Oguge, L. G. Frank. (2003). Limiting depredation by African carnivores: the role of livestock husbandry. Conservation Biology 17(6): 1521-1530.
- 40. Omondi, P., Bitok, E. And Kagiri, J. (2004). Managing human-elephant conflicts: the Kenyan experience. Pachyderm 36: 80-86.
- 41. Osborn, F.V. & Parker, G. (2002). Living with Elephants II: A Manual for Implementing an Integrated Programme to Reduce Crop Loss to Elephants and Improve Livelihood Security of Small-Scale Farmers. Mid-Zambezi Elephant Project, Harare, Zimbabwe.
- 42. Osborn, F.V. and Parker, G. (2003). Towards an Integrated approach for reducing the conflict between elephants and people:a review of current research. Oryx 37, 80-84.
- 43. Pretty, J. (2002) 'People, livelihoods and collective action in biodiversity management', pp.61-86 in Biodiversity, Sustainability and Human Communities: protecting beyond the protected (eds. T. O'Riordan and S. Stoll-Kleeman), Cambridge University Press, Cambridge.
- 44. Rafael Reuveny ,(2005) Environmental Change, Migration and Conflict: Theoretical Analysis And Empirical exporation
- 45. Said, M.Y., W.K. Ottichilo, R.K, Sinage and H.M. Aligula (1997). Population and distribution Trends of wildlife and livestock in the Mara Ecosystem and the surrounding areas. A Study on the impact of land use on wildlife and environmental indicators in East Africa Savannah. Department of Resource Surveys and Remote Sensing, Kenya
- 46. Serneels, S. (2001). Drivers and Impacts of land use/land cover change in the Serengeti-Mara Ecosystem: a spatial modelling approach based on remote sensing data. PhD dissertation, Universite Catholique de louvain, Belgium
- 47. Sitati N. W. and Walpole, M. (2006) 'Assessing farm-based measure for mitigating humanelephant conflict in Transmara District, Kenya,' Oryx 40: 279 286
- 48. Sitati, N.'W., M. J. Walpole, R. J. Smith and N. Leader- Williams. (2003). Predicting spatial aspects of human-elephant conflict. Journal of Applied Ecology 40:667-677.
- 49. Smucker, T. (2002, ed). Land tenure reform and changes in land use and land management in Semi-arid Tharaka, Kenya. LUCID working paper no.11, International Livestock Research Institute, Nairobi, Kenya.
- 50. Southgate, C. And D.Hulme (1996). Environmental management in Kenya's arid and semi-Arid lands: an overview. Rural Livelihoods working paper series, No.2. Institute for development Policy and management, University of Manchester, Manchester.
- 51. Stander PE (1990) A suggested management strategy for stock-raiding lions in Namibia. S. Afr. J. Wildl. Res. 20: 37-43.
- 52. Stocking, M. And S.Perkin (1992). Conservation with development: an application of the Concept in Usambara Mountains, Tanzania. Transactions of the Institute of British Geographyers. N. S. 17, 337-349
- 53. Sukumar, R. (1990). Ecology of the Asian elephant in southern India. II. Feeding habits and crop raiding patterns. Journal of Tropical Ecology 6:33-53.
- 54. Sukumar, R. (2003). The living elephants: Evolutionary ecology, behaviour, and conservation. Oxford University Press, New York.
- 55. Thoules, C. (1994). Conflicts between humans and elephants in northern Kenya. Oryx 28:119-127.
- 56. Treves, A. and L. Naughton-Treves. (1999). Risk and opportunity for humans coexisting with large carnivores. Journal of Human Evolution 36:275-282.
- 57. Vaughan, P. (2006) 'Early lessons from the development of M-PESA, Vodafone's own mobile transactions service', pp. 16-9 in The Transformational Potential of M-Transactions Moving the Debate Forward: The Policy Paper Series No. 6., Vodafone Plc.
- 58. Vollrath, F. and Douglas-Hamilton, I. (2002). African bees to control African elephants. Naturwiss 89, 508-511.
- 59. W.M.(2009) The Use of Electrified Fences to Reduce Human Elephant Conflict: A Case Study of the OI Pejeta Conservancy, Laikipia District, Kenya, Laikipia Elephant Project Working Paper No. 1, Cambridge and Nanyuki.
- 60. Wamicha, W. N and J.I. Mwanje (2000). Environmental management in Kenya: Have the National conservation plans worked? Environmental Forum Publications series, no. 2, 62 pp.
- 61. Wiersma, W. (1985). Research Methods in Education. An Introduction (3rd Ed.), Boston: Allyn & Bacon.
- 62. Woodroffe, R., S. Thirgood, S. and A. Rabinowitz, A. (2005) (Eds.) People and Wildlife: Conflict or Coexistence? Cambridge University Press, Cambridge, UK.
- 63. www.africanow.org. Project concept: Chilli production and elephant conservation. Mid-Zambezi Valley, Zimbabwe.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail info@ijrcm.org.in for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.



