

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

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

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with 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 3412 Cities in 173 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN EXPLORATORY STUDY OF THE POTENTIAL OF 'KatSRS SYSTEM' AS AN EDUCATIONAL TECHNOLOGY IN FACILITATING LEARNERS' ENGAGEMENT AND FEEDBACK: A CASE STUDY OF BOTHO UNIVERSITY <i>WILLIAM NKOMO, BONOLO E. SAMSON-ZULU & RODRECK CHIRAU</i>	1
2.	MEASURES FOR ACTIVITY BASED COSTING SUCCESS: A REVIEW <i>SHAFEQ HAMOUD M. AL-SAIDI & H. NANJE GOWDA</i>	10
3.	ICT & WOMEN <i>S. S. PATHAK & SHUBHADA GALA</i>	13
4.	A STUDY ON LABOUR WELFARE MEASURES WITH REFERENCE TO TEXTILE INDUSTRIES <i>DR. P. GURUSAMY, J. PRINCY & P.MANOCHITHRA</i>	16
5.	AN ANALYSIS AND EVALUATION OF A UNIVERSITY'S E-COMMERCE READINESS: A CASE STUDY OF BOTHO UNIVERSITY <i>TERESSA TJWAKINNA CHIKOHORA & RODRECK CHIRAU</i>	21
6.	SUSTAINABILITY OF THE WASTE MANAGEMENT PRACTICES IN TOURIST DESTINATIONS OF NAGALAND: A CRITICAL REVIEW <i>AIENLA & DR. T. R. SARMA</i>	28
7.	DETERMINANTS OF INTERNAL BRANDING FOR CUSTOMER-ORIENTATION <i>JASMINE SIMI</i>	33
8.	A CONCEPTUAL STUDY ON RETAIL BANKING <i>BHARAT N BASRANI & CHANDRESH B. MEHTA</i>	38
9.	IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER'S BUYING BEHAVIOUR <i>SUPREET KAUR</i>	42
10.	A STUDY ON THE FACTORS INFLUENCING CUSTOMER'S CHOICE OF RETAIL STORES <i>ANUPAMA SUNDAR D</i>	46
11.	GLOBALISATION, SEX INDUSTRY AND SEX MYTH: A COMPARATIVE STUDY OF SEX MYTH AMONG ADULT MEN AND WOMEN IN CHHATTISGARH & WEST BENGAL <i>SIDDHARTHA CHATTERJEE & BIBHAS RANA</i>	51
12.	APPLICATION OF RESTRICTED LEAST SQUARES TO ECONOMETRIC DATA <i>IBRAHEEM, A. G, ADEMUYIWA, J. A & ADETUNJI, A. A</i>	55
13.	EFFECTIVENESS OF INTERNAL CONTROL SYSTEM OF ETHIOPIAN PUBLIC UNIVERSITIES: THE CASE OF JIMMA UNIVERSITY <i>KENENISA LEMIE & MATEWOS KEBEDE</i>	59
14.	THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY - INITIATIVES ON CONSUMER PSYCHOLOGY <i>PURTI BATRA</i>	66
15.	INVESTIGATION OF CUSTOMERS' PRODUCT AWARENESS AND TRANSACTION GAP IN LIFE INSURANCE CORPORATION OF INDIA <i>PARTHA SARATHI CHOUDHURI</i>	69
	REQUEST FOR FEEDBACK & DISCLAIMER	72

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

AMITA

Faculty, Government M. S., Mohali

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., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

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

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

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

SUPERINTENDENT

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
IJRCM

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 journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

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:
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 mention the 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/Engineering/Mathematics/other, please specify)
- 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.

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 **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. 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>

SUSTAINABILITY OF THE WASTE MANAGEMENT PRACTICES IN TOURIST DESTINATIONS OF NAGALAND: A CRITICAL REVIEW

AIENLA
RESEARCH SCHOLAR
DEPARTMENT OF BUSINESS ADMINISTRATION
TEZPUR UNIVERSITY
NAPAAM

DR. T. R. SARMA
ASSOCIATE PROFESSOR
DEPARTMENT OF BUSINESS ADMINISTRATION
TEZPUR UNIVERSITY
NAPAAM

ABSTRACT

Tourism is a multi faceted area with its several activities impacting the ecology, economic, social and cultural dimensions of the destination and its elements. The sudden spur of growth of the industry in the India has led to the need for retrospection and to conjure up effective policies and strategies to ascertain its sustainability and long term expediency. The state of Nagaland blessed with its inherent natural panoramic beauty and rich cultural heritage has become one of the most sought after tourist destinations in this part of the country. With huge potentials of eco-tourism, adventure-tourism, agro-tourism and culture-tourism, the State Government has identified Tourism as one of the 'Priority Sectors' under the State Industrial Policy of Nagaland-2000. However the tourism sector in Nagaland has witnessed a rather stifled and sluggish growth in contrast to the vast prospects present. The lack of comprehensive planning and effective implementation coupled with poor foresight of the long term sustainability aspect has hampered the quality of the industry. Proper waste management being one of the crucial determinants in driving sustainable development has been a grossly overlooked matter in the tourist destinations. The paper aims at projecting critically, the present waste management system followed in the tourist destinations of Nagaland as unsustainable and ecologically detrimental, thus in urgent need of policy intervention. The paper also attempts to expound on the possible solutions for adopting a robust integrated waste management system that is efficient, reliable, applicable and relevant enough to be implemented in the Tourist Destinations of Nagaland.

KEYWORDS

Nagaland tourism, Waste Management, Sustainable tourism.

INTRODUCTION

Tourism has become one of the largest industries in terms of employment and share of global gross domestic product over the years. As stated by the United Nations World Tourism Organisation (UNWTO), Tourism has experienced continued growth and deepening diversification to become one of the largest and fastest growing economic sectors in the world, over the decades. Tourism is a multi-dimensional phenomenon and its several activities in a community or region affects the ecology, economic, social and cultural aspects and therefore, requires precise planning and coordination among the different elements. For an effective sustainable tourism, meticulous planning and adaptation of the principles of sustainability are required to gain maximum long-term economic benefits, stakeholder's satisfaction, while also managing the natural resources and maintaining the beauty of the destination.

Any form of development if intended for long term purpose, should follow the sustainability principles and has to be well planned. Tourism is an industry which impacts many aspects of the destination and its elements; hence in order to lessen the negative consequences, a comprehensive and well rounded plan for tourism development should be in place. Sustainable tourism is tourism development that avoids damage to the environment, economy and culture of the locations where it takes place. As illustrated in Wikipedia, "the aim of sustainable tourism is to ensure that development is a positive experience for the local people, tourism companies, and the tourists themselves" ("Sustainable Tourism," 2008). Sustainable tourism, therefore, is an attempt to improve the impacts of all types of tourism, and this implies seeking ways to build partnerships between tourism companies and local government or managers of resorts and hotels etc. Research has indicated that profits may be increased simply by adopting some general environmental principles, such as recycling waste, planning for long-term sustainability, and seeking local partnerships for resort management. If these actions result in cleaner, less crowded, holiday resorts, then they are in effect sustainable tourism without being labelled so (Forsyth, 2002).

Tourism that focuses on the natural environment with its inherent beauty and surroundings is a large and growing part of the tourism industry world-wide. While Tourism can contribute in a positive manner to socio-economic development and environmental protection, uncontrolled tourism growth can also cause environmental degradation, destruction of fragile ecosystems, and social and cultural conflict, undermining the basis of tourism (United Nations- Division for Sustainable Development, n.d.).

TOURISM IN NAGALAND

The prospect of Nagaland as a Tourist hot-spot with its inherent panoramic beauty and abundance of flora and fauna is evident. Known as 'The Land of Festivals', the state of Nagaland is noted for its rich cultural and traditional heritage, backed by its natural scenic beauty. The state is blessed with varied topographies and beautiful natural landscapes with pleasant climatic condition throughout the year and possesses a huge potential for eco-tourism, adventure-tourism, rural and village tourism, community based tourism, agro-tourism and culture-tourism etc. In spite of all these favourable factors present, the state has witnessed a rather slow pace of developmental progress in the tourism sector in comparison to the scale of scope for potential growth at hand.

However, there has been a very steady improvement in the tourism development front along with the increase in the number of both domestic and international tourists' inflow into the state over the years. The State Government has also identified Tourism as one of the 'Priority Sectors' under the State Industrial Policy of Nagaland-2000, keeping in mind the huge Tourism potentials and future prospects in the state (Government of Nagaland [GoN], Department of Industries and Commerce, 2000). The annual Hornbill Festival of Nagaland organised by the State Government, showcasing and celebrating the state's multi cultural traditions and rich heritage, has become a huge crowd drawer and has been over the years, attracting an array of tourists from all around the world.

Notwithstanding the efforts of the State Government and the Tourism Department in developing and moulding the present fragile system, there is a serious need to access, establish and build the key elements which are the basis to a sustained and stable future of the state's Tourism Industry. Certain requirements mandatory for the growth and stability of this industry needs to be addressed, for which, strong policies and strategies for Tourism developmental activities in the state should be formulated to confront and solve the fundamental issues pertaining to long term sustainability.

Questions like how far is the state's infrastructure equipped to support and sustain tourism growth in the near future, are the communities and the denizens well prepared and trained to handle the transition, are the socio-cultural as well as the ecological balance sustained and preserved at the same time that it is being celebrated and shared etc, needs to be pondered upon deeply.

THE SUSTAINABILITY ISSUE

The United Nations World Tourism Organisation (UNWTO) defines sustainable tourism as "Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment." This can be achieved by balancing the needs of tourists with those of the destination, i.e. all the elements involved should not be at lose whether it is the host community, their culture and heritage, the environment or the tourists themselves.

Nagaland lies in the ecologically sensitive region of North-East India and hence conservation and maintaining the ecological balance of the region should be of top priority while practising all the Tourism activities in the state. Insensitive and haphazard developmental activities with poor planning along with improper waste management practices will destroy the sanctity of the natural heritages and leave the environment in jeopardy. Since most of the tourism activities in the state is associated with nature and hence hugely dependent on the environmental health of the destinations, protecting and prolonging the sustainability of the basic resources should be the basis of the state's Tourism division.

Pradhan (2008) noted that "mountainous regions in developing countries face additional challenges in waste management, in terms of their highly fragile environment and difficult terrain." He also stressed that solid waste is the number one threat to the fragile ecology of the mountainous environment. Besides this, seasonal tourist inflow adds significantly to the demands on resource base and contributes considerably to the amount of wastes generated.

According to the findings of the Department of Tourism Market Research division, Trends & Projections of Tourist Arrivals for 20 years at the major Tourist Destinations of Nagaland shows an annual average inflow of 33000-45000 tourists by 2017-2021 (Ministry of Tourism And Culture [GoN], 2003). Hence the requirement for developing adequate infrastructure and a sustainable system to complement the need becomes all the more imperative.

Sustainable practices are intrinsic for the sustained future of tourism in Nagaland; hence a conscious and methodological effort involving all the stakeholders is critical. Waste management is one of the core issues related to tourism activities that need to be addressed immediately in the region, taking into account the present scenario in Nagaland. Adopting a proper integrated waste management system that is well equipped to control the generation of waste at source and combat the increasing amount of waste thus generated, keeping in mind the environmental, social and economic factors of the destinations is intrinsic for the state's tourism industry to thrive and sustain.

WASTE MANAGEMENT: A MATTER OF CONCERN

The importance of a proper waste management practices in the tourism sector has been stressed time and again due to its direct impact on the environment and general aesthetics of the tourist destinations. Improper tourism management can result in the deterioration of the environmental and cultural resources that attracted tourists in the first place. Therefore, the tourism industry has a vested interest in protecting natural and cultural resources, reducing environmental impacts and preserving the beauty of destinations (Tribe et al. 2000; WTTC, WTO and Earth Council 1996).

Literature review and field verification at several tourist destinations of Nagaland makes it evident that there is no proper waste management practises adopted in the region. Nor has there been any attempt or substantial work carried out in devising and designing a standard waste management system in these destinations. Only a few cases like that of Khonoma Green village and Touphema Heritage Village etc, some effort in maintaining the village aesthetic and surroundings taken up by the communities are observed, to a certain extend. There is an acute need for developing a sustainable waste management system that will be able to counter the amount of wastes produced especially during peak season, and minimize the adverse effects of wastes on the aesthetic and natural ecology of the destinations.

The amount of waste generation in these tourist destinations is increasing in parallel to the increase in the flow of tourists and visitors to the state. The lack of any standard and sustainable waste management system followed in these destinations is a big concern and should not be overlooked or neglected any further.

One of the cases which can be cited is that of Kisama Heritage village at Kohima where the Annual Hornbill Festival of Nagaland is held every year from 1st December to 7th December. The number of visitors to the festival site alone, comprising the domestic and international tourists along with visitors from across the state total to about 20,000 approximately per day. The amount of waste materials thus generated from all the food stalls and other facilities provided for the guests and the visitors in the vicinity can well be imagined. Added to this is the increase in wastes produced at the places where accommodations and lodging facilities are provided for these visiting tourists. The modest initiatives of the Tourism Department like distributing of waste bins to the stall owners and placing garbage bins around the heritage village is negligible and basic. More initiatives like educating and sensitizing the public and tourists themselves, training the workers, while encouraging the minimum possible generation of waste should be propagated.

COMMUNITISATION: THE CONCEPT

Along with the recognition of the Tourism Industry as one of the priority sectors of Nagaland, the State Government has also tried to encompass tourism into its 'Communitisation Policy'. The State Government, recognizing the need for community participation as a fundamental requirement to achieve health and sustainable development, initiated measures to harness its rich social capital to vitalize the public institutions by launching this policy with the enactment of Nagaland Communitisation of Public Institutions and Services Act in 2002 (Department of Planning and Coordination [GoN], 2009).

Communitisation is a form of partnership between the Government and the people through which administrative powers and responsibilities are delegated to the community for the management of public institutions, so that the performance of the public utilities can improve for the good of both parties, and become sustainable in a meaningful way. "It also demands ensuring accountability of government employees posted at the service delivery level to local communities and control of government assets by village committees including the responsibility for maintenance, amelioration and augmentation of assets. As such Communitisation is based on the triple 'T' approach. Trust the user community. Train them to discharge their newfound responsibilities and Transfer governmental powers and resources in respect of management" (Equations, 2010). Several villages in Nagaland has been the beneficiaries of this venture and were adopted as Tourist Villages where community participation, with the help of the Village Council (VC) and Village Development Board (VDB) is sought in the overall administration and maintenance of the village and the resources available.

EFFECTIVE WASTE MANAGEMENT THROUGH COMMUNITY PARTICIPATION: A POSSIBILITY?

By tradition, the Naga society has rich social bonding and strong community spirit and hence the initiative of Communitisation was taken up. Village community bonds and cooperation are maintained through traditional institutions which are organised, effective and participatory. "The Nagaland experience of Communitisation is the first in the world. Thus, with the introduction of Village Councils, the Village Development Boards, and Communitisation of essential services in the areas of health, education, power, rural tourism, rural water supply, etc., the Government is gradually reserving for itself the role of facilitator and enabler. With this, the 'trickling down' concept of development has been effectively abandoned and it is hoped that there would be a 'bubbling up' of development from the grassroots, that is equitable and suitable to the unique context of Nagaland" (Department of Planning and Coordination [GoN], 2004).

A unique case where waste control through community participation has been put into practice is that of Khonoma Village which has a "Khonoma Green Village Project" (KGVP) under its wings with the support of the Union Ministry of Tourism and Culture, and the Nagaland State Department of Tourism. This project is driven under the aegis of the Khonoma Village Council and Khonoma Tourism Development Board (KTDB). Proper waste management is given due consideration along with the other activities taken up by the community for tourism development in their village. The Village Youth department organises social works on

holidays to clean and clear the village and the surrounding areas. Also, waste bins made from bamboo is seen all around the village and strict monitoring and instructions are given not to litter around the village premises.

In spite of all these, there is no standard form of a waste management system that operates in the village through which the waste management function is carried out in a sustainable and methodical manner. The collected waste is mostly collected and dumped in the nearby forest area or is burned at a facility provided just beyond the village. Segregation of waste or reduction at source etc which are the fundamentals of a proper waste management system is overlooked, mostly because of the lack of expert knowledge and ignorance of the people about the hazards of improper waste handling. Hence the modest initiatives taken up by the community in handling the waste situation in the village is rather trivial and unsustainable in the light of long term sustainability of the village's ecology and surroundings.

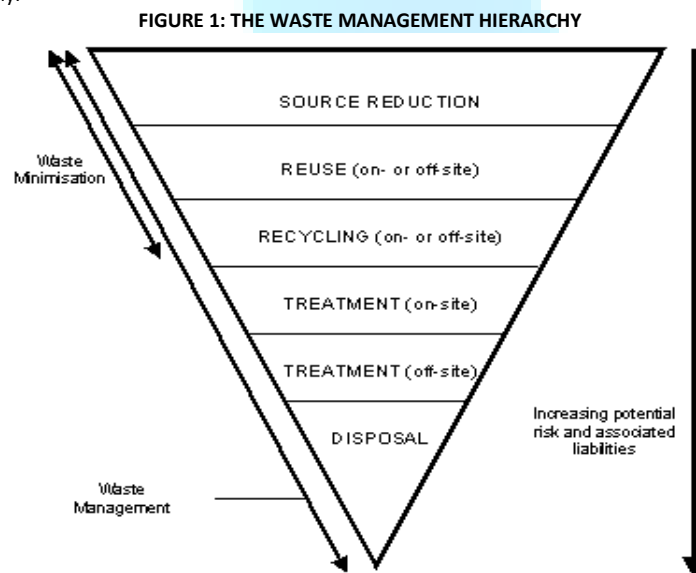
However, Communitisation programmes do come with their own share of hitches and setbacks if not implemented and managed efficiently. Community led waste management initiatives can be a good alternative especially in the tourist Villages of Nagaland but should be backed by adequate skill and knowledge training, awareness and by providing appropriate infrastructure facilities to the community along with proper planning and monitoring. Creating a sense of awareness and ownership of the natural resources encourages the communities to adopt sustainable ways to utilize the limited available resources. All these are possible only if the local authorities as well as the state authorities are proactive and are willing to support, provide and channelize whatever is essential. Hence an integrated approach to effective waste management which involves and calls for the active participation of all the stakeholders in the tourism industry is vital.

INTEGRATED WASTE MANAGEMENT SYSTEM: THE WAY FORWARD

Integrated Waste Management is a comprehensive sustainable waste management approach which integrates the waste management hierarchy approach to reduce, reuse, recycle and recover and for safe disposal of waste through the most appropriate and efficient means available. It also encompasses the involvement of all the stakeholders along with adopting appropriate technology and practices for efficient minimization of waste. The implementation of an efficient integrated waste management system should be interlaced with proper research on the destination, strategic planning and involvement of all stakeholders; the local community, the Tourism authorities, the tourism service providers and the tourists themselves.

According to the Environmental Protection Agency [EPA] (n.d.), Integrated Waste management involves evaluating local needs and conditions, and then selecting and combining the most appropriate waste management activities for those conditions. Tang (2004) explained that an integrated approach to Solid Waste Management (SWM) involves the diverse set of interconnected activities and issues related to SWM instead of just the simple transfer of waste to disposal sites.

For adopting an effective and efficient system of waste reduction and management in tourist destinations, a systematic approach consisting of the 4R/D steps can be employed as a guideline- Reduce, Reuse, Recycle, Recover and Dispose. In other words, the proper hierarchy for effective waste management focuses on reduction of waste at source rather than finding ways to dispose waste after it has been generated. Systematic methods along with the incorporation of appropriate technology for proper waste management should be incorporated so that non-hazardous wastes materials are put to the optimum use while hazardous wastes are disposed off safely.



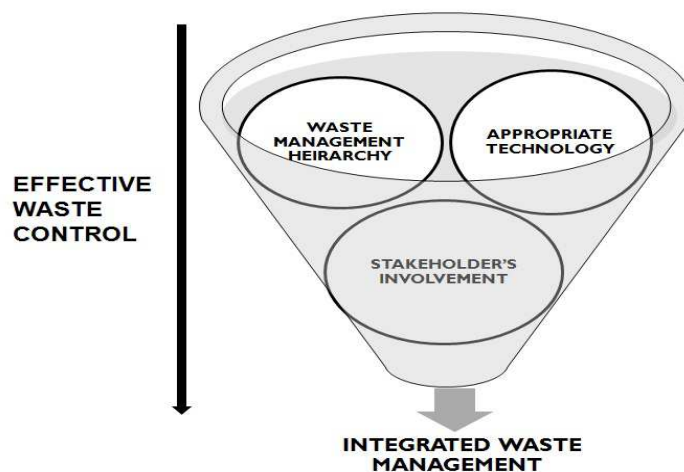
(Source: www.cambodian-cpc.org/kh/Whatispc.html)

Furthermore, the involvement of all the stakeholders in an integrated waste management system gives more dimensions and makes the waste management task more meaningful and efficient since everyone involved is aware of the role they play. The benefits of an integrated approach to waste management include: lower costs, better cost management and cost recovery, fewer health hazards, less environmental pollution, conservation of natural resources, better coordination and performance, greater impact at the local level, improved public participation, better image, and more income from tourism (Tang, 2004; van de Klundert and Anschutz, 2001).

The participation of all the stakeholders concerned is an integral part of an integrated waste management programme. The State Government should be sensitive enough to comprehend the importance of curbing and handling waste and should initiate and formulate stringent strategies and policies at the state level in order to deal with this grave issue. The support of the Tourism department is crucial as appropriate technology, expertise knowledge and input, infrastructure and funding etc has to be channelized through them.

Winning the support and cooperation of the local communities, service providers and the tourists should be given priority. This can be achieved only if they can realise the magnitude of the problem and understand the adverse effects of improper waste management in the long run. Hence awareness campaigns and sensitisation of the issue should be propagated while showing the right approach through which the problem can be mitigated. Trainings and capacity building of the stakeholders at all spheres should be undertaken in order to equip them with the essential skills, techniques and knowledge for self sufficiency, problem solving and decision making etc.

FIGURE 2: AN INTEGRATED WASTE MANAGEMENT (IWM) MODEL



(Source: author's)

AN INTEGRATED WASTE MANAGEMENT MODEL

The European Recovery and recycling Association (ERRA) defined Integrated Waste Management (IWM) as an approach to design, continuously improve and monitor the solid waste management system for a community, or region. IWM can be used by waste management designers and operators to ensure that waste management systems are environmentally effective, economically affordable and socially acceptable for a particular region and circumstances. IWM includes a range of different waste management techniques and processes used to achieve a sustainable and effective waste management policy.

Taking into account all the fundamental principles of an Integrated Waste Management system, an IWM model is proposed where three main elements namely (i) The Waste Management Hierarchy, (ii) Use of Appropriate Technology and (iii) Stakeholder's Involvement, complement and co-exist in a mutually beneficial setting. The roles inter-played by each of these components will result in the effective control and minimization of waste and for optimum efficiency and sustainability, their performance and functions should be constantly monitored and upgraded according to the changing need.

(I) THE WASTE MANAGEMENT HIERARCHY

One of the waste management concepts that is been widely used to minimize and regulate waste is the Waste Management Hierarchy, which is represented by a chain of priorities that can be adopted while carrying out the waste management practices. This principle gives emphasis on avoidance of waste generation at source so as to significantly reduce the amount of waste handling at the later stages till the final disposal. Avoiding waste at source includes taking conscious and meticulous efforts to practise activities and utilize products that would result in minimum creation of waste. Reduction of waste can be achieved through taking steps like purchasing products in bulk to reduce the packaging waste, buying refillable items etc. Products that can be re-used for another purpose should be done so, for example reusing empty glass jars, card boxes etc. Recycling makes and creates used materials into new useful products, therefore saving cost and energy on extracting raw materials. Recovery of waste implies that waste material that would otherwise be disposed off is put to a beneficial use, which saves the use of other materials. Waste disposal is the final and least preferred option which most often means landfill, and the purpose is to get rid of waste in a safe and environmentally sound manner.

The successful implementation of the waste hierarchy requires the participation of all the stakeholders in the tourism sector. For this, mass awareness of all the stakeholders from the waste management perspective is a mandate.

(II) APPROPRIATE TECHNOLOGY

Finding appropriate waste management techniques that is feasible and applicable in the local and regional context is important, taking into consideration the climatic and environmental conditions, existing waste management practices, resources and budget availability. This involves the whole process of choosing the appropriate methods for waste collection and segregation, recovering of waste materials, safe and proper disposal of wastes etc.

Joseph (2006) defined integrated solid waste management (ISWM) as the combination of different techniques to combat the SWM problem, which requires consideration of the technical, environmental, managerial, legal, economic and financial aspects. He pointed out that "Mere availability of technology/tools is no guarantee that waste management would be undertaken in a proper manner. There is an urgent need to give priority to environmental protection, to educate and empower the local communities to monitor their own environment and to manage their wastes to the levels desirable to them."

(III) STAKEHOLDER'S INVOLVEMENT

For the successful implementation of a waste management system in a tourist destination, the participation and involvement of the local community, local and state authorities, the tourism department along with the facility providers, as well as the tourists themselves, is imperative. Stakeholders should be sensitized and educated through environmental awareness campaigns, training programmes etc. Making them willing to contribute and participate is crucial in bringing about a successful integrated waste management program.

Wilson and Tomrin's study (as cited in Joseph, 2006) stressed on the contribution of the stakeholders to the waste management plan. "It is not an easy task to plan and implement an action plan to achieve these objectives without active participation of various stakeholders. Efforts should be made at all levels to minimise generation of wastes and manage the generated wastes in an environmentally sound manner."

CONCLUSION

There is an urgent need to recognize and identify that a proper waste management system is a prerequisite for maintaining the sanctity of a tourism destination and furthermore, sustaining the tourism industry of the state itself. Tourism activities spans across various sectors and its affects are felt throughout different levels of the society and its paradigms; hence there is a need to build strong synergy, collaboration and coordination among the different elements- public and private players, the indigenous people, tourists and the various departments of the state government etc so as to work towards a sustained and meaningful future of the state's Tourism Industry.

Maintaining an efficient waste management system not only improves the health of the tourist destination but also gives a healthier surrounding and cleaner environment for the community, improves and maintains the natural beauty and aesthetics of the destination and thereby increases the overall satisfaction and experience of the tourists to a great extent. This also ensures increasing the lifetime of the tourist destination and hence makes the tourism industry more sustainable in the long run.

While carrying out any activity for facilitating and promoting tourism, the sanctity of the environment which supports the whole system should not be disturbed or displaced. Waste Management being one of the basis for sustainable tourism practices, has to be given due importance and an efficient integrated system for waste management is the need of the hour in an ecologically sensitive area like Nagaland, with its brisk and newly developing tourism industry.

REFERENCES

1. Cambodian Cleaner Production Centre. (n.d.). *Concepts of Cleaner Production*. Retrieved from <http://www.cambodian-cpc.org/kh/Whatispc.html> Last accessed 20th Nov 2013.
2. Chawii, L. (2007). *Natural resource-based income and livelihood improvement initiatives in North-East India*. Available: http://kiran.nic.in/pdf/agri-info/jhum%20cultivation/Natural_resource.pdf. Last accessed 20th Nov 2013.
3. Environmental Protection Agency (EPA). United States. (n.d.). *Solid Waste Management: A Local Challenge With Global Impacts*. Available: <http://www.epa.gov/osw/nonhaz/municipal/pubs/ghg/f02026.pdf>. Last accessed 30th Nov 2013
4. Equations. (2013). *Envisioning Tourism in India*. Available: http://www.equitabletourism.org/files/fileDocuments858_uid13.pdf. Last accessed 14th Nov 2013.
5. Forsyth, T. (2002). *Sustainable Tourism*. Available: http://fathom.lse.ac.uk/Seminars/21701788/21701788_session1.html. Last accessed 17th Oct 2013.
6. Government of Nagaland (GoN). Department of Industries and Commerce. (2000). *Nagaland State Industrial Policy-2000*. Available: http://www.neportal.org/northeastfiles/Nagaland/Industry/INDUSTRIAL_POLICY.asp. Last accessed 30th Oct 2013
7. Government of Nagaland (GoN). Department of Planning and Coordination (2004). *Nagaland State Human Development Report-2004*. Available: http://www.undp.org/content/dam/india/docs/state_human_develop_report_nagaland_full_report_2008.pdf. Last accessed 12th Dec 2013.
8. Government of Nagaland (GoN). Department of Planning and Coordination (2009). *Communitisation and Health, The Nagaland Experience- A Thematic Report*. Available: <http://nagaland.nic.in/Report/COMMUNITISATION%20&%20HEALTH%20-%20A%20Thematic%20Report.pdf>. Last accessed 12th Dec 2013.
9. Gracy International Volunteer Expeditions (G.I.V.E). (n.d.). *Sustainable Tourism – UN initiative*. Available: <http://givetrip.org/tourism-sustainable-economy/>. Last accessed 20th Nov 2013.
10. Gunawardana, M. R., Sanjeevani, H. L. G. (2009). *Planning Implications and Sustainability of Tourism: A Comparative Study of Hikkaduwa and Bentoto*. Available: [http://www.jthca.org/Download/pdf/V1%20IS2/05\(UTM%206x9\).pdf](http://www.jthca.org/Download/pdf/V1%20IS2/05(UTM%206x9).pdf). Last accessed 28th Oct 2013.
11. John, M., Longkumer, K., Kejong, C. (2009). *and Health: The Nagaland Experience, A Thematic Report*. Available: <http://nagaland.nic.in/Report/COMMUNITISATION%20&%20HEALTH%20-%20A%20Thematic%20Report.pdf>. Last accessed 3rd Nov 2013.
12. Joseph, K. (2006). "Stakeholder participation for sustainable waste management. *Habitat International*", 30(4), p863-871. Available: http://ac.els-cdn.com/S0197397505000524/1-s2.0-S0197397505000524-main.pdf?_tid=b954236c-d1fc-11e2-a16a-00000aab0f6b&acdnat=1370889594_3f53428a802caf03d6f78dc4f74a8f82. Last accessed 20th Nov 2013.
13. Mader, J. E. . (2011). *Applying the Integrated Solid Waste Management Framework to the Waste collection System in Aguascalientes, AGS, Mexico*. Available: http://uwspace.uwaterloo.ca/bitstream/10012/6002/1/Mader_Janet.pdf. Last accessed 12th Dec 2013.
14. Mazilu, M. (2012). Sustainable Tourism of Destination, Imperative Triangle Among: Competitiveness, Effective Management and Proper Financing. In: Ghenai, C *Sustainable Development - Policy and Urban Development - Tourism, Life Science, Management and Environment*. Croatia: InTech. p85-118.
15. Ministry of Development of North Eastern Region (MoDONER), North Eastern Council (NEC). (2008). *North Eastern Region Vision 2020*. Available: http://www.mdoner.gov.in/sites/default/files/silo2_content/ner_vision/Vision_2020.pdf. Last accessed 20th Nov 2013.
16. Ministry of Tourism and Culture [GoI], The Designers. (2003). *20 years perspective plan for the Sustainable Development of Tourism in the State of Nagaland*. Available: <http://tourism.gov.in/CMSPagePicture/file/marketresearch/statewise20yrsplan/nagaland.pdf> . Last accessed 15th Nov 2013.
17. Mwanthi, M. W., Nyabola, L. O., & Tenambergen, E. (1997). *Solid Waste Management in Nairobi City: Knowledge and Attitudes*. Available: <http://www.thefreelibrary.com/Solid+waste+management+in+Nairobi+City%3A+knowledge+and+attitudes.-a020413066>. Last accessed 12th Dec 2013.
18. NEDFi. (n.d.). *Tourism- State wise Major Tourist Places in North Eastern Region*. Available: Retrieved from <http://www.db.nedfi.com/content/tourism>. Last accessed 17th Oct 2013.
19. Patel , B. (2008). *Education for Sustainable Development: A case study of the community led conservation and ecotourism initiatives in Khonoma, in Nagaland state, India*. Available: http://www.agepp.net/files/agepp_india5_khonoma_fullversion_en.pdf. Last accessed 20th Nov 2013.
20. Post, J. L. (2007). "Solid Waste Management in Jamaica: An Investigation into Waste Reduction Strategies". Master's Thesis, Michigan Technological University. Available: Retrieved from <http://cee.eng.usf.edu/peacecorps/5%20-%20Resources/Theses/Sanitation/2007Post.pdf> . Last accessed 25th Nov 2013.
21. Pradhan, U. M. (2008). "Sustainable Solid Waste Management in a Mountain Ecosystem: Darjeeling, West Bengal, India" . Master's thesis, University of Manitoba. Available: http://www.umanitoba.ca/institutes/natural_resources/pdf/theses/Masters%20Thesis%20Pradhan%202009.pdf. Last accessed 20th Nov 2013.
22. Shamschiry, E., Nadi ,B., Mokhtar, M. B. , Komoo, I., Hashim, H. S., & Yahaya, N. (2011). "Integrated Models for Solid Waste Management in Tourism Regions: Langkawi Island, Malaysia". *Journal of Environmental and Public Health*. 2011 (10), p1-5 .
23. Sustainable Tourism. (2008, December). In *Wikipedia*. Available: http://en.wikipedia.org/w/index.php?title=Sustainable_tourism&oldid=550487060. Last accessed: 9th Dec 2013.
24. Tang, J. (2004). "A Case Study of a Hotel Solid Waste Management program in Bali, Indonesia". Master's Thesis, University of Waterloo, Canada. Available: <http://www.collectionscanada.gc.ca/obj/s4/f2/dsk3/OWTU/TC-OWTU-373.pdf>. Last accessed 25th Nov 2013.
25. Thomas, C., Frederickson, J., Burnley, S., Slater, R. (2003). *Developing Integrated Waste Management Systems: Information Needs and the Role of Locally Based Data*. Available: <http://oro.open.ac.uk/3980/1/>. Last accessed 15th Nov 2013.
26. United Nations –Division for Sustainable Development (UNSD). (n.d.). *Sustainable Tourism*. Available: <http://sustainabledevelopment.un.org/index.php?menu=243>. Last accessed 20th Nov 2013.
27. United Nations Environment Programme (UNEP). (2005). *Solid Waste Management*. Available: <http://www.unep.org/ietc/informationresources/solidwastemanagementpublication/tabid/79356/default.aspx>. Last accessed 25th Oct 2013.
28. United Nations Environment Programme(UNEP). (2005). *Integrated Waste Management Scoreboard: A tool to measure performance in municipal solid waste management*. Available: http://www.unep.or.jp/ietc/Publications/spc/IWM_scoreboard-binder.pdf. Last accessed 25th Nov 2013.
29. United Nations World Tourism Organisation (UNWTO). (n.d.). *Why Tourism?* Available: <http://www2.unwto.org/en/content/why-tourism>. Last accessed 30th Nov 2013
30. van de Klundert, A., Anschutz, J. (2001). *Integrated Sustainable Waste Management – The Concept. Tools for Decision-Makers. Experiences from the Urban Waste Expertise Programme (1995-2001)*. Available: http://www.waste.nl/sites/waste.nl/files/product/files/tools_iswm_concept_eng1.pdf. Last accessed 30th Nov 2013.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & 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 infoijrcm@gmail.com 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

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

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 co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

