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Food and Textile Industry- Emerging Trends and Perspectives

PROCEEDINGS

Editors

Dr Anita Malhotra

Dr Sabrina Sareen

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University of Delhi

OBESOGENIC MARKETING OF UNHEALTHY FOOD TO CHILDREN AND ADOLESCENTS

Dr Anita Malhotra

World wide, food and beverage industry is witnessing an exponential growth accompanied by easy availability of palatable, low-cost and energy-dense food and its effective marketing – the obesogenic food system drivers which make it difficult for children and adolescents to opt for healthier food choices. The causal role of food marketing in the etiology of child obesity and the development of diet related non-communicable disease is being increasingly recognized. This paper explores the rising prevalence of child and adolescent obesity along with its health outcomes. It examines the obesogenic trends, the expanding fast food industry and the influence of food marketing in the Indian context. Highlighting the need to regulate marketing of unhealthy food, the paper urges the government to play a pro-active role in making healthier options available to the consumers.

THE MENACE OF CHILD AND ADOLESCENT OBESITY

Obesity is a complex disorder, which results from a combination of biological, social, environmental and behaviour factors. In developed nations, obesity is more common among low socio-economic groups but in case of developing countries, it is the affluent urban population, which is at higher risk (Lobstein, 2004). Overweight-obesity (O-O) is increasing at a rapid rate among children and adolescents in India (Khandelwal and Reddy, 2013). It rose from 9.8% in 2006 to 11.9% in 2009 (Gupta et al, 2011) and the recent prevalence among the school-going children is 22 to 24% (Misra et al, 2011).

HEALTH OUTCOMES OF CHILD AND ADOLESCENT OBESITY

Child and adolescent obesity has both immediate and long-term health outcomes. Obesity among youngsters can adversely affect their physical, social and emotional health through complications such as metabolic syndrome, type 2 diabetes mellitus, hypertension, early puberty, asthma, sleep apnea, low self esteem, behaviour problems and depression which may become long lasting problems (Hill and Twobrodge, 1998). Obese children, as compared to non-obese

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OBESITY PREVALENCE, BODY COMPOSITION, DIETARY PRACTICES AND PHYSICAL ACTIVITY AMONG AFFLUENT ADULTS ATTENDING A HEALTH CLUB IN DELHI

Sandhya Gugnani¹
Anita Malhotra²

INTRODUCTION

Obesity has been recognized as a global epidemic and its increasing prevalence can be attributed primarily to diet and lifestyle changes brought about by social, economic and political environments (WHO, 2000; Popkin, 2001). Worldwide, there has been a sharp increase in the consumption of fat, added sugar and animal food products coupled with a fall in the intake of cereals and fiber. Moreover, a shift towards sedentary occupations and new technologies has resulted in low activity patterns (Kim et al, 2000, Popkin, 2001).

The prevalence of overweight and obesity at global level and among Indians is well documented (WHO/IASO/IOTF, 2000; Dhurandhar and Kulkarni, 1992; Gopinath et al, 1994). Compared to White Caucasians, the South Asians are at higher risk for developing obesity and related non-communicable diseases including insulin resistance, metabolic syndrome, type 2 diabetes mellitus and coronary heart disease (Ramachandran, 2010; Misra, and Khurana, 2011). Unlike west, the prevalence of overweight and obesity in India is associated with higher socio-economic status (Ramachandran, 2008).

In view of the health implications of obesity, it is pertinent to focus on prevention of overweight and promotion of weight loss in those who are already obese. Rapid proliferation of health centers all over the cities comes as an easy rescue for weight management particularly among the affluent population. There is evidence to show that programmes implemented by commercial weight management organizations can lead to positive behaviour and lifestyle changes that can further result in significant reductions in weight and body mass index (Stubbs et al, 2012).

The present study was, therefore, undertaken to assess the prevalence of obesity, body composition dietary practices and physical activity of affluent adults attending a health club and identify the factors contributing to better weight management.

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ROADMAP TO SUCCESS : GET THE SMART EDGE

Dr Sabrina Sareen

INTRODUCTION

Knitted fabrics are comfortable and well-suited to today's dynamic lifestyle. This has resulted in the rapid expansion of the knitwear industry. The exports of knitwear items have made strides and occupy more than 70 % share of the total readymade garment exports from India. Today's globalised world, presents a plethora of opportunities in the form of unrestricted trade. It also brings with it serious competitive threat from other developing countries like China, Bangladesh, Pakistan, etc. The article offers valuable suggestions and measures for Indian Knitwear Industry in order to face the stiff competition in the existing globalised era. The results are put forward after conducting interviews and administering questionnaires to various export houses and buying houses in knitting centres across India.

SUGGESTIONS AND REMEDIAL MEASURES

Today's consumer, whether domestic or overseas wants a change and innovation in style. He desires novelty and is prepared to pay a price for the same. The changes may be in the form of value-additions; like prints, sequins, embroidery, finish on apparel, dyeing effects, combinations of fancy yarns etc. These can differentiate Indian products in the world market and help in promoting the *Made in India* brand name. After discussions with experts, Associations, buyers and manufacturers for overseas and domestic markets, the following suggestions and remedial measures are hereby proposed in order to face the stiff competition from other countries:

- **Use of novel dyeing and printing techniques:** Today trends in knit processing worldwide are dominated by rubberized printing, pigment printing, discharge printing and tie-dye effects. Indian exporters must experiment with such techniques in order to tap a large market share.
- **Easycare knitwear:** There is a large untapped market of customers for easy-care knitwear that are lightweight, machine washable, non-shrinkable, durable, fast colored and

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Higher order vector-valued type I functions with applications to minmax fractional programming problem

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New classes of generalized vector-valued type I functions of order m are introduced. Examples are provided in support of these new notions. These classes are then utilized to study a generalized minmax fractional programming problem. The solution of generalized minimax fractional programming problem is characterized via sufficient optimality conditions. A modified dual is presented and duality results are discussed under relaxed conditions on the functions involved.

Keywords: minmax fractional programming problem; type I functions; optimality; duality

Mathematics Subject Classification: 26B25; 90C32; 90C46; 90C47

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आश्रित एक दास सा कौतूहल
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डा. संजीत तारिख नौ अक्तुबर तिहत्तर, दिल्ली में जन्में आधुनिक हिन्दी कविता तथा हिन्दी सिनेमा के विशेषज्ञ और समीक्षक के रूप में ख्याति प्राप्त है। पिछले बारह सालों से वे दिल्ली विश्वविद्यालय में अध्ययन एवं अध्यापन में जुड़े हुए हैं। कवि एवं आलोचक के रूप में भी वे काफी चर्चित रहें हैं। प्रस्तुत पुस्तक छात्र एवं शोधार्थियों के प्रति परिश्रम एवं शिक्षा हेतु प्रेरणास्त्रोत सिद्ध होगी, ऐसी मुझे आशा है।

नरेश टांक 'अनघ'

[दिल्ली विश्वविद्यालय के सर्वोत्तम स्नातक परीक्षा में
अनुसार, हिन्दी आनर्स के विद्यार्थियों के लिये अनिवार्य।
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HUMAN RIGHTS EDUCATION

Issues
and
Challenges

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Pratyush Vatsala

HUMAN RIGHTS EDUCATION

Issues and Challenges

Human Rights Education can be termed as education, training and information aimed at building a universal culture of human values and rights. An education which makes us aware of our dignity and status as human beings, encompassing all human values, attitudes and behaviours, upholding human rights ethics and promoting human action is Human Rights Education. It has relevance at almost all the stages of education and concerns with all branches of knowledge.

Human Rights Laws should be differentiated from the Human Rights Education despite their close relations. While Human Rights Education provides the historical, social, philosophical and political context of human rights, Human Rights Laws provide the legal framework for the protection and implementation of human rights. The study of Human Rights Law is a specialized kind of activity and training. This distinction needs to be kept in mind while addressing the issues and challenges of Human Rights Education.

The book takes up the major aspects of Human Rights Education, including human rights movement in India, human rights framework and gender equality, revisiting human rights in the light of future threats, and ethical quotient in Human Rights Education, among others. It will appeal to all those concerned with Human Rights Education.



Dr. Pratyush Vatsala has recently joined as Principal, Lakshmi Bai College, University of Delhi. Earlier, she was working as Associate Professor in English at D.B.S. (PG) College, Dehradun. She has widely published in various national and international journals. Engaged in creative, social and research activities, she has edited and contributed to many books, including an ebook, published by Interdisciplinary Press, Oxford. She has organized many

events in the service of academic fraternity. A Symposium on Equality & Social Justice in 21st Century (2013); National Seminars on Human Rights, (2014 & 2015) sponsored by ICSSR, UHRC and UGC; Human Rights Training, sponsored by NHRC and a workshop on "Mumkin hai Mahila Hinsa ka Ant" in collaboration with Women Empowerment and Child Development, Govt. of Uttarakhand speak of her academic and social concerns. Selected for UGC Associateship at IAS, Shimla, Dr. Vatsala has completed a UGC Major Research Project in Women Studies. Her area of interest varies from Indian Poetics to Educational Administration and Human Rights to Value Development in Youth.

The books written by her include:

- *Jane Anjane*, Hindi Poetry Collection, Megh Prakashan, New Delhi.
- *Human Rights and Dalit Narrative*, Lambert Publications, Germany.
- *New Age Companion to English Literature*, Bahri Publications, (Ed), New Delhi.
- *Equality and Social Justice: Issues and Concerns*, (Ed.), Atlantic Publishers, New Delhi.
- *Current Issues in Human Rights Education and Value Development*, (Ed.), Bharti Publications, New Delhi.
- *Breaking the Silence on Human Rights and Gender Issues*, (Ed.), Bharti Publications, New Delhi.
- *Mahila Hinsa Ka Ant: Kal, Aaj aur Kal*, (Ed.) Bharti Publications, New Delhi.



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A Study on Impact of Demographic Factors on Investment Preferences of Salaried Individuals Across NCR

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Abstract: Healthy savings and investment trends lay down a robust foundation for development of an economy. Mobilization of savings in investments is essential aspect of sustainable growth as it hedges the investors against evils of global economic uncertainty and inflation by creating an additional stream of income. Investments are equally important from economic perspective to satisfy mounting needs of corporate sector and to meet the goal of public good. With the growth of service sector, salaried class investors form a substantial segment of 'surplus savers' in Indian economy. They have garnered attention of economists, policy makers, banks and corporates worldwide and have a considerable potential to be unleashed. It is therefore pertinent to understand their investment preferences and factors governing their investment behavior. This is a primary data based study for which 213 responses have been collected through a pre-structured questionnaire from salaried individuals across NCR. The data has been analyzed using frequency distribution, percentages, cross-tabulations, mean rank method. An attempt has been made to assess the significance of demographic variables (gender, age and marital status) amongst salaried individuals over several aspects of investment decision-making like preferred avenues, motives of investment and channels of information guiding investment decisions using Chi-square test at 5 percent level of significance. The results indicate that few demographic variables guide the investment decision-making process.

Keywords: investment decision-making, demographic factors, investor preference JEL Classification: G11, C42.

1. INTRODUCTION

The globalization, liberalization, rapid economic expansion and outsourcing of non-core activities in the late nineties and the new millennium have given a unique recognition to the Indian economy world over. Austerity drives are the new flavor of most of the developed and developing economies with governments trying their best to shield their respective economies against uncertainties and threats of negative growth. Indians have seen a multitude of investment avenues spring-up over past two decades. According to Mohapatra (2015), "Traditionally India is regarded as a nation of savers." However, in order to hedge against inflation and generate

income over a period of time, savings have to mobilize into investments. Real estate, gold, bank deposits and post office instruments have been major investment avenues over the years for Indian salaried class. Moreover, Indian securities market has been witnessing mixed sentiments over the past years and has been posing a brave front vis-à-vis global financial turmoil. This technology-led growth combined with multiplicity of wannabes made salaried individuals to search lucrative investment opportunities. These executives have started taking active interest in the Indian stock market in order to optimize on portfolio selection with an expectation of competitive returns. Hence, it is imperative to identify the factors guiding their investment decision-making process. Section I introduces the topic and sections II develops the rationale behind the study. Section III and IV lay down the objectives and literature review. Research methodology has been detailed in Section V along with hypotheses. Data analysis and interpretation has been presented in Section VI. The last Section VII summarizes the study.

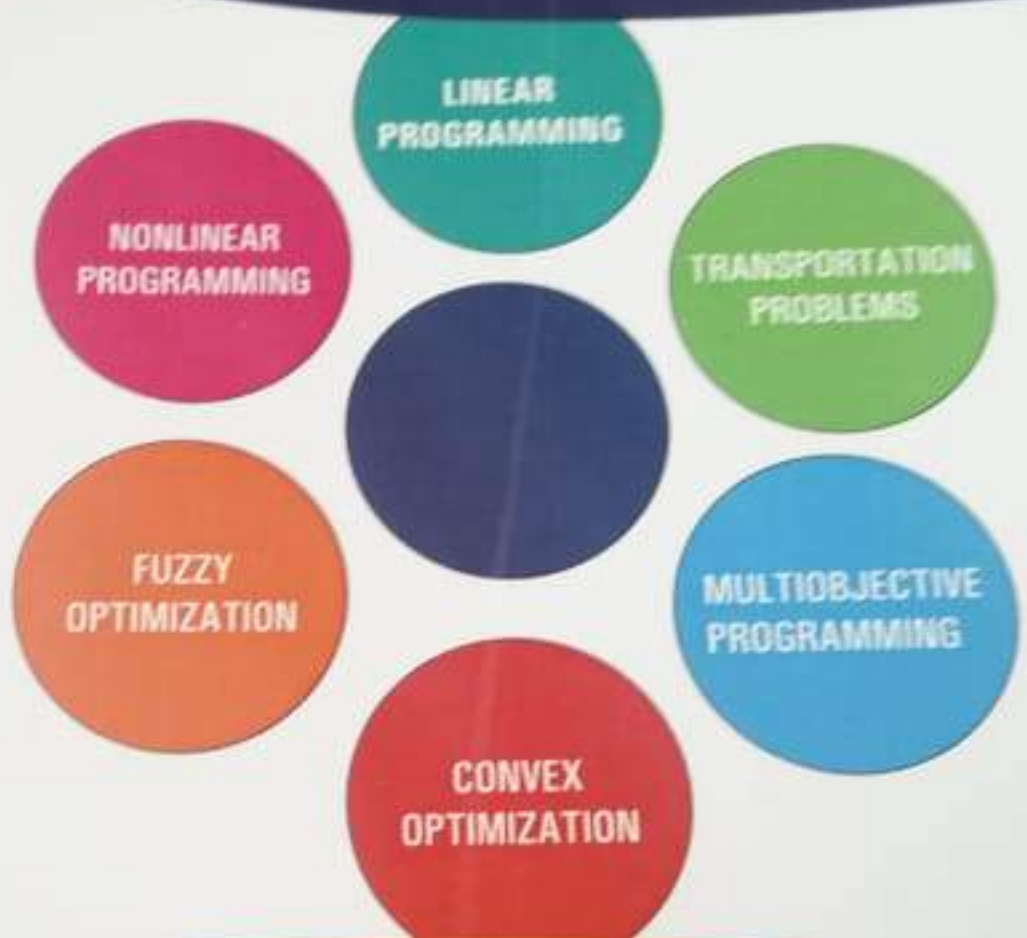
Investment in physical or financial instruments primarily involves commitment of specified sum for a given period with an expectation of earning return over that period of time. The return may differ for different assets. It may refer to rent or capital appreciation for real estate investment or interest income on bonds or dividend income on shares and so on. The popular investment options resorted to by the investors include:

- I. Physical Assets
 - a. Real Estate
 - b. Gold
 - i. Jewelry
 - ii. Gold Bars
 - c. Silver and/or Precious Stones
 - d. Paintings and Antique Items

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MACRO ECONOMICS

B.Com. (Hons.) Semester III Paper CH 3.3

Dr. Deepashree • Dr. Vanita Agarwal

About the Book

In the revised syllabus, Macro Economics has been introduced as a 100 marks paper in the third semester (with effect from 20th July, 2015). Accordingly, the book has been specially designed and written to systematically cover the prescribed syllabus and readings of this paper. The book contains changes made by the course committee meeting.

Some distinguishing features of the book are as follows :

1. Comprehensive coverage of the new syllabus.
2. Exposition of the text is clear and precise.
3. Learning objectives outlining the contents of the chapter.
4. Analysis in each chapter has been developed step by step in systematic manner based on logical reasoning.
5. Chapterwise review questions from question papers of previous years of B.Com. Examinations.
6. Question Bank at the end of the book gives semester question papers of Delhi University .

About the Authors

Dr. Deepashree is Associate Professor of Economics in the Department of Commerce, Shri Ram College of Commerce, University of Delhi, with a teaching experience of 30 years. Dr. Deepashree is an alumna of Hindu College, University of Delhi. After completing her B.A. (Hons.) Economics from this college, she did MBE from South Delhi Campus, University of Delhi. Later she completed her M.phil from Department of Commerce and Ph.D from the Department of Business Economics, University of Delhi. She has authored more than 25 books in Economics and presented many research papers at national level seminars.

Dr. Vanita Agarwal is Associate Professor of Economics in the Department of Commerce, Lakshmbai College, University of Delhi with a teaching experience of more than 30 years. She is an alumna of Miranda House, University of Delhi. After completing her B.A. (Hons.) Economics from this college, she joined Delhi School of Economics, University of Delhi for completing her post-graduate studies in MA Economics. Later she obtained her PhD from the Department of Commerce, Delhi School of Economics, University of Delhi. Besides her teaching and research assignments at the University of Delhi, Dr. Vanita Agarwal has also authored books on Macroeconomics and Managerial Economics published by Pearson.



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Foreign Involvement and Firm Productivity-An Analysis for Manufacturing Firms in India

Isha Chawla¹

Abstract

The increasing internationalisation of manufacturing firms in India through outbound foreign direct investment (OFDI) is of major interest in an emerging markets context as contrary to the predictions of the Neoclassical theory, transferring large amounts of capital abroad by a relatively capital scarce economy appears odd. Using firm-level data for the period 1995 to 2010, based on two methodologies and two specifications of the production function to estimate total factor productivity (TFP) at the firm level, nonparametric methods are used to examine the nature of productivity differentials between firm categories (based on foreign involvement). For this, attempts are also made to refine the criterion for firm classification as OFDI firms, and improve on the measurement of input variables. For firms in the manufacturing sector, cross-sectional associations between foreign involvement and firm productivity suggest that in comparison to firms with purely domestic operations, and those that organise international activities only through exports, OFDI firms (that also export) have higher productivity levels. This link between foreign involvement and firm productivity could however be due to both self-selection and/or learning-by-outward investment. Productivity differentials vary, sometimes considerably, by 2-digit industry/industry groups. The research and development (R&D) intensity distribution for overseas investing firms (that also export) also lies marginally to the right of that for purely export firms, that in turn lies marginally to the right of that for purely domestic firms.

1 Introduction

In recent years, there have been important changes in the nature of firms. The dramatic rise in OFDI, offshoring and outsourcing reflect the new way firms organise their activities (Gatini, 2006). Firms are investing abroad in an increasing range of markets, industries and products, experiencing changes in their technology sourcing, contractual patterns and asset structures. Foreign production/activities range from the export substituting kind, horizontal or market-seeking OFDI (Markusen, 1984; Brainard, 1997; Helpman, Melitz and Yeaple, 2004 (below HMY)), to vertical or resource-seeking OFDI (Helpman, 1984), to complex integration strategies (Yeaple, 2003).

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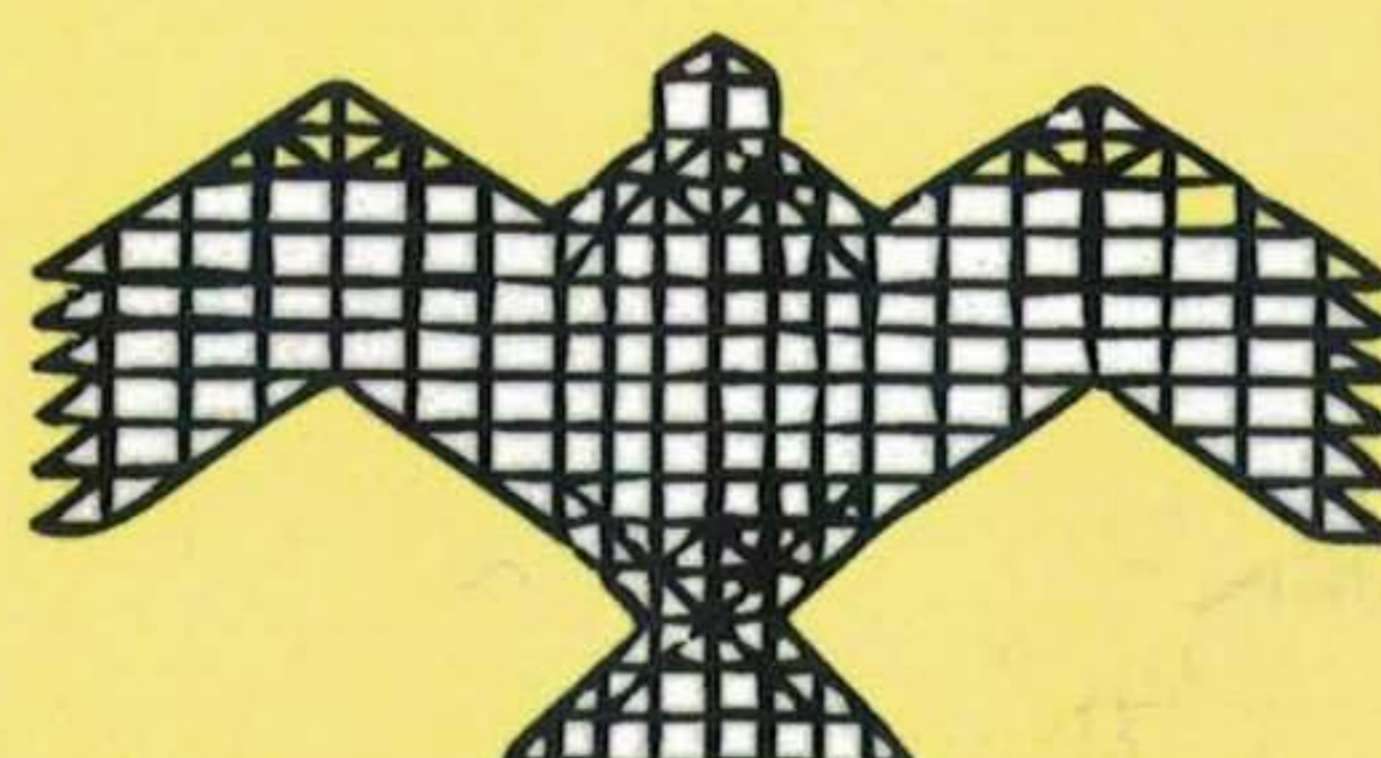
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