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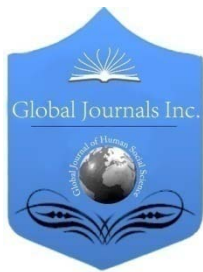
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Lesotho's Rural Households' Demographic Aspects and their Clean Water Supply Problems and Possible Solutions: The 2015 Overview

By Moses M. M. Daemane

National University of Lesotho, Lesotho

Abstract- The aim of this research study is to provide an analytic view of some demographic aspects of rural households in need of clean water in Lesotho, their lack of clean water problems and possible solutions to their non-functioning Rural Water Supply Systems/RWSSs. This is part of the findings of a continuous research study based on interviews, observations and secondary data analysis. The study is based on the 41 randomly sampled respondents. Rural households and water committees of the following rural villages served as randomly sampled respondents: Makotoko, Nazareth and Machache in the district of Maseru. The research study provides the demographic aspects of Lesotho's rural households and their clean water supply problems and possible solutions as an analytic overview.

Keywords: 1. lesotho, 2. rural households' demographic aspects, 3. clean water supply problems, 4. clean water supply possible solutions, 5. rural water supply systems/ RWSSs.

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Moses M. M. Daemane

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Keywords: 1. lesotho, 2. rural households' demographic aspects, 3. clean water supply problems, 4. clean water supply possible solutions, 5. rural water supply systems/ RWSSs.

I. GENERAL INTRODUCTION

This research study focuses on unpacking demographic information contained in the random sample that the researcher explored for this specific on-going clean water availability study in Lesotho's rural areas. Such an approach has focused and reflected on the sex group, age group, number of family members, level of household income and uses of water performed the most. Therefore, the aim of this research study is to provide an analytic view of some demographic aspects of rural households in need of clean water in Lesotho, their lack of clean water problems and possible solutions to their non-functioning Rural Water Supply Systems/RWSSs. The research study forms part of the findings of a continuous research study based on interviews, observations and secondary data analysis. Rural households and water committees of the rural villages that served as respondents included Makotoko village, Nazareth and Machache in the district of Maseru. The research study, as thus, provides the demographic aspects of Lesotho's rural households and their clean water supply problems and possible solutions as an analytic overview.

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II. CONCEPTUALIZATION OF KEY CONCEPTS

Community: Administrative, spatial or social dimensions are usually attached to the term 'community'. For this reason, Hall (1995:6) refers to it as "an identifiable physical unit distinguished from others regardless of the legal authorities concerned". A focus may be on the social dimension where we define a community in terms of social interactions existing among people who live in a specific area. This study, however, resolves to subscribe to a definition of a community that leans more on the context of rural water supply as a group of households served or sharing a particular water supply system in an area spatially mapped as rural (Koryang, 2011:8 and Musonda, 2004:11).

Water: Baumann (2000:9) corroborates that typologies of water vary. Water may refer to any of the following categories: lakes, dams, rivers, oceans, irrigation water and household/domestic water. In this study, the category of water referred to is water used for domestic purposes. The meaning of domestic use is adopted from the Southern African Development Community Regional Water Policy (2005:24), as "water for drinking, washing, cooking, bathing and stock watering purposes". This domestic water is firstly in its natural form of ground water. It is drilled from beneath the layers of the natural ground using such technologies as hand-pumps and diesel engines. This ground water surfaces through public stand-posts in the form of potable water or water for domestic use. For MacDonald (n.d), "over much of Africa, ground water is the realistic water supply option for meeting dispersed rural demand. Alternative water resources can be unreliable and difficult or expensive to develop". Further, apart from the fact that they arouse demand responsive and participatory approaches of management, ground water does not require prior treatment to qualify it as safe and clean (MacDonald, n.d). The Department of Rural Water supply (1998:4), in its technical guidelines for design and construction standards, confirm that the upward flow of ground water to public stand-posts subjects this water to continuous filtering, thus removing bacterium and any other suspended particles.

Water Supply system: This refers to constructed systems (e.g. diesel engine pumped water systems and

electricity pumped water systems) that fetch water from underground for delivery into storage tanks and ultimately drawn by the public at the tap. These water taps/public stand-posts/public water points are said to have a standardized distance from the rural community that they serve of between 150-300 meters (Department of Rural Water Supply, 1998:42, Bloem, 1997:13 and Hall, 1995: ii).

Rural Water Supply (RWS): For this study, rural water supply refers to provision of clean and safe potable water to rural communities through the construction of basic water supply systems such as gravity-fed systems and solar-energy pumped systems (Musonda, 2004:11 and Hall, 1995: ii). The systems referred to herein are essentially attributed to community based management or governance, drawing from the set and agreed modes of operation (Peltz, 2008:14). Rural refers to areas within a country whose geographic location is outside the city or town (Wegener, 2014:32).

Operation and Maintenance (O&M): O&M as everyday activities that pertain to the running and handling of the water supply system. These activities are essential for keeping the system in an up-to-standard working condition, ranging from regular system inspection and servicing and corrective maintenance (Department of Rural Water Supply, 2011:17 and Davis and Brikké, 1995:5). Brikké (2000: v), points out that O&M with its elements that work towards achieving sustainability of

rural water systems also improves efficiency and effectiveness.

III. THE DEMOGRAPHIC ASPECTS OF RURAL HOUSEHOLDS IN NEED OF CLEAN WATER IN LESOTHO

Table 1 below illustrates the number of men and women interviewed in this study. Evidently, more women than men were interviewees. However, this was not by default as the researcher came mostly across female respondents in the sampled households. I did this dichotomy of sexes to explore perceptions across a mixed group on aspects related to rural water supply (see table 1 below).

Table 1: Sex Group.

Characteristic	Variable	Frequency	Percentage (%)
Sex	Men	11	27
	Women	30	73
Total		41	100

Field interviews, November, 2014.

In order to strike a balance on exploring perceptions and knowledge on rural water supply/RWS, the researcher sought to represent opinions from all age groups, especially of people regarded to be adults, 18 years and above.

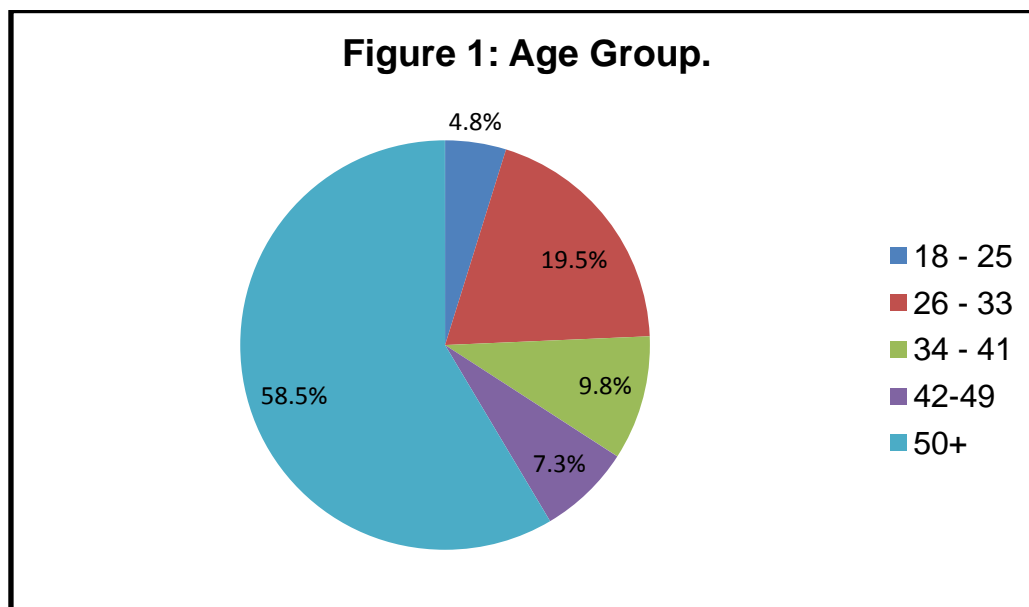


Figure 1: Age Group.

Field Interviews, November, 2014.

The younger generation, 18 to 25 years, form the least percentage of 4.8 on interviewees since more young people may have migrated from their rural homes in pursuit of life sustaining activities such as employment and education. The elderly people, 50 years and above, formed 58.5% that makes up the

highest percentage of interviews as illustrated in figure 1 above.

Table 2 indicates number of family members presently leaving at home during the time of research. This characteristic is in line with access to adequate domestic water based on the set standard of 30 litres

per capita per day. This implies that the more family members there are, the more litres of water utilized on a daily basis; hence the need for reliable water supply.

Table 2 : Number of Family Members.

Characteristic	Variable	Frequency	Percentage (%)
Number of family members per household	1 – 3	7	17.0
	4 – 6	22	53.7
	7 – 9	8	19.5
	10+	4	9.8
Total		41	100

Field Interviews, November, 2014.

As illustrated on table 2 above, households with 10 or more members make up the least percentage of 9.8, while those with 1 to 3 and 7 to 9 members make up 17% and 19.5% respectively. The most number of interviewees represents households between four and six members.

Pre-construction and post-construction phases of the RWS project cycle require households to make financial contributions. These contributions usually level the ground for internalized and perceived ownership of water supply systems. The monthly income also serves as a basis for an ability to make such contributions in the project cycle.

Figure 2 below demonstrates the level of household income in the three villages. This variable is

important for exploring the ability for households to contribute towards the maintenance fund. The table depicts that, 0% of households earn under M200 per month (M=Maloti for local currency, currently its exchange rate to one USD/US\$ is M11). Those whose monthly income ranges between M200 and M600 compose 9.8%; those with income between M601 and M1001 make up 36.5%. Rural households with income between M1002 and M1402 comprise 31.7% and those with M1403 make up a fair 22% of the sampled respondents. Obviously, these rural household earning fall far below the minimum monthly income required amount to survive which now needs to be at least M3, 000 per month, considering the consumer price index and others.

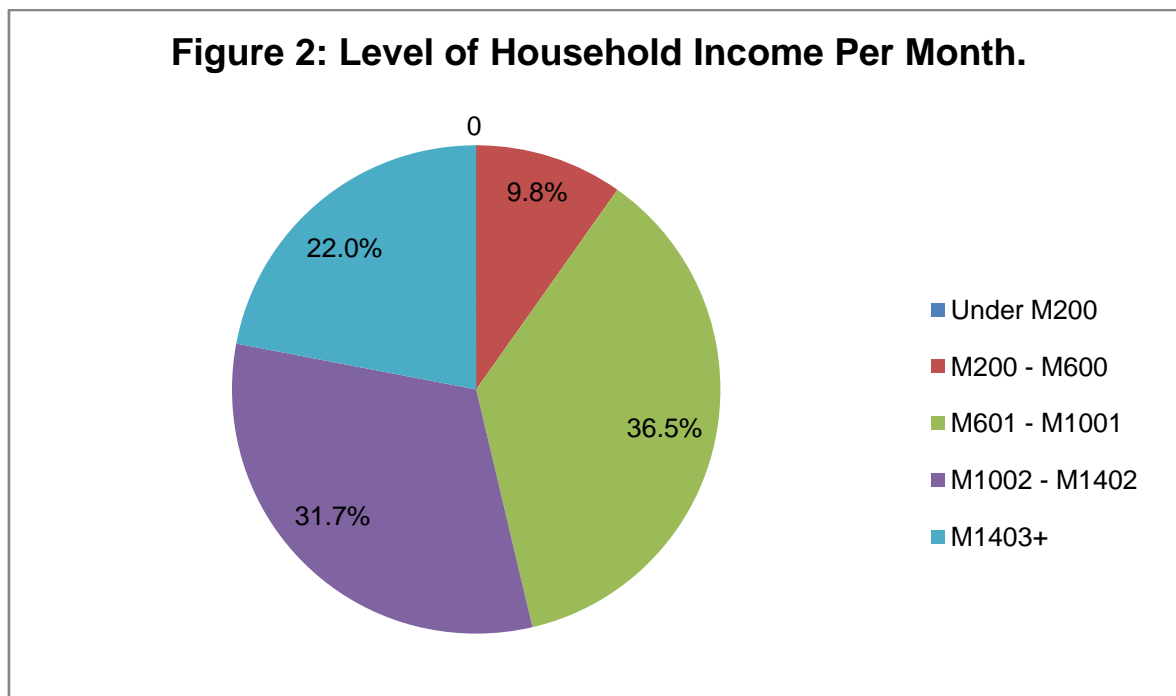


Figure 2 : Level of Household Income Per Month.

Field Interviews, November, 2014.

In order to determine the dire need for safe and clean water by households, this study sought domestic chores performed the most with water.

Figure 3: Uses of Domestic Water Performed the Most.

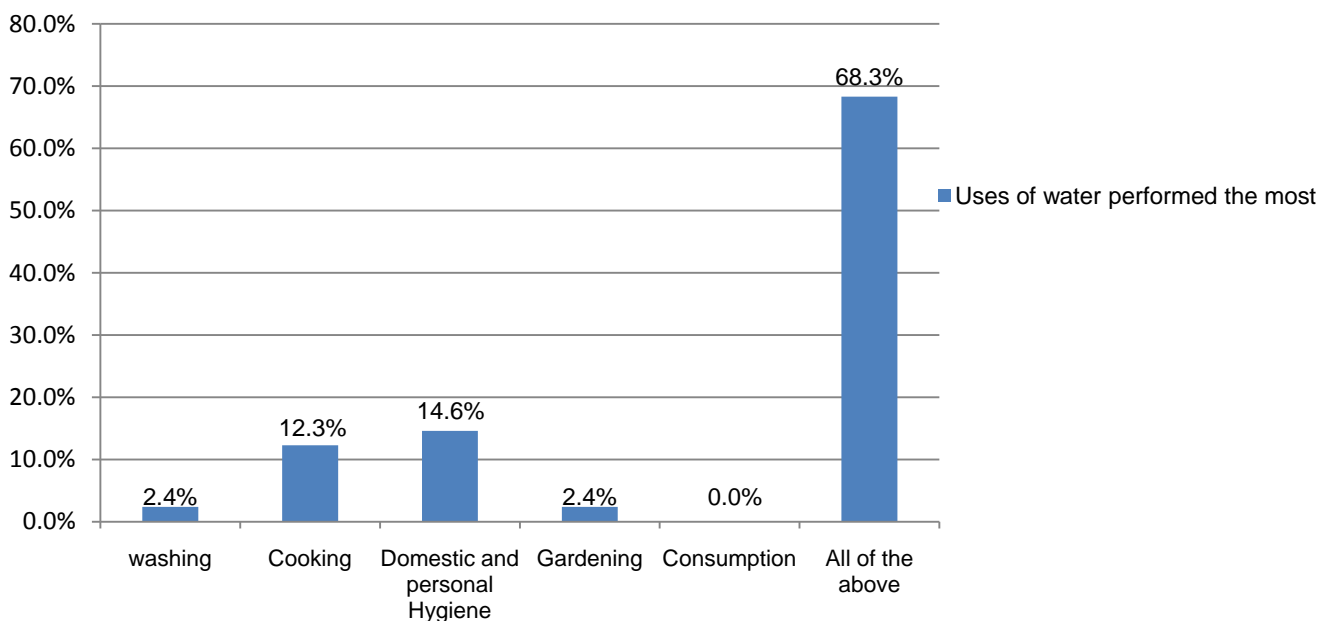


Figure 3 : Uses of Domestic Water Performed the Most.

Field Interviews, November, 2014.

Consumption and washing activities are here least reported as those that are solely carried out with water from the RWS infrastructure, since none reported on consumption only a marginal 2.4% of the responses remains the primary activity performed by water. Some 12.3% and 14.6% comprise respondents who claimed to use water mainly for cooking and for hygiene. Respondents constituting 68.3% indicated that they not only need but also use water for all household activities listed as variable options: washing, cooking, domestic and personal hygiene as well as consumption, as on figure 3 above.

IV. CLEAN WATER SUPPLY PROBLEMS AND POSSIBLE SOLUTIONS

Revelation for further evidence by a countrywide tour by the Department of Rural Water Supply/DRWS, in an effort to solicit information from the communities and DRWS district personnel who gave some reasons to the non-functioning of RWSS is also demonstrated here below on table 3.

Table 3 : Problems and solutions to the nonfunctioning Rural Water Supply Systems/RWSSs.

Date	District(s)	Problems	Anticipated solutions
12 th June 2012	Maseru-Berea	<ul style="list-style-type: none"> Lack of capacity within the Village Water Committee (VWC). Some water users fail to pay their water fees. Lack of ownership of water systems brings lack of responsibility by the community. 	<ul style="list-style-type: none"> VWC should be certified. VWC should be adequately trained on technical issues. Refresher courses for water minders.
14 th June 2012	Leribe and Butha-Buthe	<ul style="list-style-type: none"> Lack of ownership by communities, either due to political reasons or because the systems have been imposed upon communities. No follow up visits by technicians to check whether the system is functioning or not. Inadequate training of committees. Some repairs require expensive technology, e.g. hand-pump. Theft and vandalism. Carelessness by end users. Lack of funding for maintenance. Accessibility of some water supply systems is a problem especially with the existing situation of scarce resources (transport). Social conflicts. Poor workmanship. Poor supervision of maintenance issues by the VWC Some VWCs have no legal stance. 	<ul style="list-style-type: none"> Community Councils (CCs) should assume full responsibility of water systems. Introduce VWCs to CC to give them legal standing. Change the mind-set of Community Councils towards the water systems. Create awareness on ownership of water supply systems.
19 th June 2012	Mafeteng, Mochale's Hoek & Quthing	<ul style="list-style-type: none"> Community members' negligence. Inability of communities to pay for O&M costs. Some water systems fail to be maintained because they were constructed under the influence of politics, hence repairs are extremely costly. Type of water supply system imposed on communities hence lack of ownership. Lack of maintenance fund within DRWS. Conflict amongst RWS office personnel. 	<ul style="list-style-type: none"> Aftercare training and monitoring of the systems. VWCs to be legally established under CCs. CCs should seek technical and administrative expertise from RWS offices on proper management and maintenance of the systems. CCs should be acknowledged as owners of the systems.
21 st August 2012	Thaba-Tseka	<ul style="list-style-type: none"> More focus is on construction of water systems than on maintenance for sustainability. Lack of break-down reports from communities to DRWS district offices. Unclear reporting lines between communities and DRWS district offices. Lack of community capacity building on operation and maintenance (O&M). Lack of resources results in rushed decision-making regarding the reliability of sources. Dependence on influential/prominent people's suggestions that may not necessarily be effective. Long procedures to be followed until a system can be maintained. 	<ul style="list-style-type: none"> Replace deceased water minders and continue training the incumbent water minders as well as the VWCs in general. Public participation in policy making.
23 rd August 2012	Mokhotlong	<ul style="list-style-type: none"> Lack of funding for O&M. Villagers are not keen to attend maintenance 	<ul style="list-style-type: none"> VWC should be legalized. Refresher courses for VWCs and

		<p>issues because they want to be paid.</p> <ul style="list-style-type: none"> • Due to imposition of systems upon communities, there is lack of commitment towards maintenance. • Lack of resources for DRWS, e.g. transport for technical support to communities on problematic systems. • Corruption at national level in the selection of contractors to do the job. • No follow-up visits on VWC functionality. 	<p>water minders – N/B: employ experts to conduct training on the operation of hand-pumps.</p> <ul style="list-style-type: none"> • Avail maintenance manuals to water minders. • Refresher courses for supervisors on O&M. • Improvement on the availability of resources, e.g. transport. • Balance between new constructions and maintenance of old systems.
20 th September 2012	Qacha's Nek	<ul style="list-style-type: none"> • Communities lack ownership of their water supply systems. • Poor supervision of contractors by DRWS (hand in hand with nepotism surrounding the recruiting of contractors). • Some systems are too old and need renovation. • Conflict between people and leaders pertaining to management of water supply systems, hence progress is hindered. • Imposed systems, hence no ownership. 	<ul style="list-style-type: none"> • Intensive technical training for VWCs on repair of break-downs.

Department of Rural Water Supply/DRWS, 2012:4-5, report on sensitization workshops for DRWS district officials and village water committees on the aftercare.

V. THE SUMMARY

This research study is an analytic overview of some demographic aspects of rural households in need of clean water in Lesotho, their lack of clean water problems and possible solutions to their non-functioning RWSSs. Suggested solutions encompass the ideas that VWCs need to be trained and be certified. That is they should be adequately trained on technical issues. That needs to also include refresher courses for water minders. There is also a recommendation that Community Councils (CCs) need to assume full responsibility of water systems. There is also a need to introduce VWCs to CCs to give them legal some standing. This ought to include changing the mind-set of CCs towards the water systems. Creation of awareness on ownership of water supply systems to empower the rural dwellers is also essential.

CCs need to also assume full responsibility of water systems and introduce VWCs to CCs to give them legal standing. Furthermore, aftercare training and monitoring of the systems needs to be maintained while VWCs are to be legally established under CCs. CCs are expected to seek technical and administrative expertise from rural water supply/RWS offices on proper management and maintenance of the systems. CCs need to be acknowledged as owners of the systems.

Some districts recommended that there is need to replace deceased water minders and continue training the incumbent water minders as well as the VWCs in general and that there should be public participation in policymaking. There was an emphasis

that VWCs should be legalized. Refresher courses for VWCs and water minders need to be done through employment of experts to conduct training on the operation of hand-pumps. Suggestions included availing maintenance manuals to water minders, refresher courses for supervisors on operation and maintenance/O&M and improvement on the availability of resources like transport. There is need for balance between new constructions and maintenance of old systems and intensive technical training for VWCs on the repair of breakdowns.

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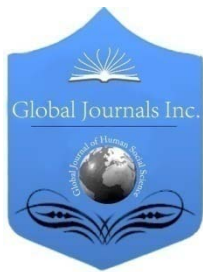
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Effects of Globalization on National Healthcare Delivery Systems: The Nigerian Experience

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Keywords: globalization, health, health systems, social determinants of health, westernization.

1. INTRODUCTION

The world today is often regarded as a 'global village'. Although countries have well-defined geographical territories and their citizens live in separate apartments and neighbourhoods in their area, yet there has been an increased level of human proximity across national boundaries over the years. People are now living in each other's metaphorical pockets and issues that ordinarily may affect one group, now has supra-territorial dimensions and transcends the geopolitical boundaries of each nation.

The network of connections of organizations and people across national and cultural borders; the quick flow of information, human traffic, money, goods and services across the globe; and the situation where economic, political and cultural activities are not only interconnected but individuals and nations increasingly find themselves influenced from a distance, are developments that have far reaching implications for the political, socio-economic and health status of states.

The mission of Nigeria's Federal Ministry of Health is to develop and implement appropriate policies and programmes and to undertake other necessary actions that will strengthen the national health system. All these are in its quest to deliver effective, quality and affordable health services to Nigerians. (Federal Ministry of Health, FMOH, 2001, 2004).

Unfortunately despite Nigeria's well articulated health system missions, World Health Organization (2000) ranked the country a dismal 187th position among 191 United Nation member states in 2000. Furthermore, Nigeria has one of the lowest national health budgets in Africa. Above all, there are also differences in the capacity of Nigeria's 774 local governments to provide primary health care which ought to be the cornerstone of the healthcare delivery system. Thus under-funding of the health sector contributes to low quality of health services in the country. (Nwokeoma 2009, Asuzu, 2002).

According to Chukwunwike (2005), many health facilities at primary, secondary and tertiary levels are dilapidated, totally dysfunctional or operating below average capacity. The health referral system, to say the least, is simply not efficiently operational. To compound the problems, poor remuneration and low motivation of health personnel prevail. All these translate to inefficient and ineffective health care delivery. Many health workers have also left the country to work elsewhere on account of poor remuneration.

The obvious victims of this state of healthcare services are the health consumers who have become disillusioned and dissatisfied with low quality of health care. Such consumers also have to contend with problems of fake, sub-standard, adulterated and unregistered drugs as safe and affordable drugs and consumables are irregular (Ebigwei, 2005). Only about a quarter of health spending in Nigeria is through the public sector – so it is not surprising that the poor suffer the most from lack of access to health services. They

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cannot afford the costs of direct payments. Not only must people pay for health services in the private sector, but many public health services charge a fee as well. (see Ogunbekun, 2004).

Nigeria's development efforts have over the years been characterized by lack of continuity, consistency and commitment (3Cs) to agreed policies, programmes and projects. There is also an absence of a long-term perspective. The overall effect has been growth and development of the Nigerian economy without a concomitant improvement in the overall welfare of Nigerian citizens. Disregard to 3Cs has resulted in rising unemployment, unequal access to health services and rising levels of poverty.

It is against the backdrop of above highlighted problems that the need to interrogate the effects of globalization processes on the health service delivery system in Nigeria was embarked upon. It was envisaged that globalization which facilitates easy movement of people, information, goods and services should have been taken to advantage to reposition the Nigerian public health sector to be responsive to the health needs of Nigerians and to ensure healthier, longer and more productive lives.

This paper with three related objectives, first seeks to chronicle the diverse dimensions to the conceptualization of the subject of globalization. The second is to present globalization as a contemporary social phenomenon with the characteristics of a social determinant of health which is often ignored by some scholars. The third objective is to briefly account for the exact effects of globalization on Nigeria's health system over the years and to make recommendations on how globalization should be harnessed to advantage to improve health care delivery in Nigeria.

II. CONCEPTUALIZING GLOBALIZATION

Globalization is the flow of information, goods, capital and people across political and economic boundaries. Burbules and Torres (2000), argues that the process of globalization blurs national boundaries in such a way that local happenings are shaped by events occurring many miles away and vice versa.

Lee (2000) sees globalization as the process of closer interaction of human activity across a range of spheres, including the economic, social, political and cultural, experienced along three dimensions: spatial, temporal and cognitive. He (Lee, 2000) discussed the three dimensions or changes occasioned by globalization as outlined below:

- (a) Spatial Changes: Globalization affects how people perceive and experience physical or territorial space. Movements of people, other life forms, information, capital, goods and services have not only intensified across borders of countries but, in

some cases, has rendered national border irrelevant.

Trafficking of illicit drugs, cigarette, smuggling, undocumented migration, money laundering and global climate change are trans-border phenomena that are challenging the capacity of governments to effectively regulate them. New social geographies are being formed that redefined how individuals and populations interact with each other. Even more novel is the creation of new forms of space, such as cyberspace and virtual reality which challenge traditional notions of a physical location.

- (b) Temporal Changes: Globalization affects how people perceive and experience time. On the one hand, social interaction is speeding up through modern communication and transportation technologies. On the other, people's lives are slowed down by modern bureaucracies and grid locked roads.
- (c) Cognitive Changes: Globalization is profoundly influencing how we see ourselves and the world around us. The main agents here are the mass media, the advertising industries, consultancy firms, research institution, political parties, religious groups and the other institutions seeking to win "hearts and minds". In the process our cultures, wants or perceived needs, values and beliefs, knowledge and aspirations are being changed.

Daun (2002), on his own part opined that globalization has five dimensions, as follows:

- i. Ethnoscapes (tourists, immigrants, refugees).
- ii. Mediascapes (lines between the 'real' and the fictional landscapes are blurred through the media).
- iii. Technoscapes (configuration of technology)
- iv. Financescapes (financial flows have decoupled themselves from other landscapes).
- v. Ideoscapes (ideas of freedom, welfare, rights and so on are spreading in the world).

For Jary and Jary (2000), globalization is multi-faceted and includes these aspects:

- i. The transformation of the spatial arrangement and organization of social relations involving 'action at a distance'
- ii. The increasing extensity, intensity, velocity and impact of global social relation and transactions.
- iii. The creation of new networks 'network society' associated with new levels of dependence on information and expert systems (i.e. information or knowledge society) as well as new risks associated with this 'Risk society'
- iv. A dialect between the global and the local, in which the outcome is not a simple triumph of the centre over the periphery, but mere 'Americanization' or such like.

Globalization is therefore a step towards international integration in which people of the world are unified into a single society. In globalization, there is decoupling of space and time (Giddens, 2002); convergence of social preferences in matters of lifestyle and social values (Kahn, 2003); and diminishing importance of geographical distance in cross border economic, political and socio-cultural relations. Indeed, globalization systematically restructures interactive phases among nations, breaking down barriers in the areas of culture, commerce, communication etc. As a capitalist economic ideology, it pushes for free-market economy, liberal democracy, good governance, gender equality and environmental sustainability among other values.

The concept of globalization cannot be easily divorced from "liberalization" since it seeks to remove all national barriers to free movement of capital and aims at homogenization of ideas, cultures, lifestyles, values as well as deterritorialization and villagization of the world (see Waters 1995, Robinson 1991, Jary and Jary 2000, Scheafer 2005).

It must be noted that globalization is not a value-free and self-determining process. Economic globalization is consciously engineered by capitalist ideology of the West and facilitated by supranational institutions (such as International Monetary Fund and World Bank), and transnational corporations whose decisions shape and constrain the policy options of nation states in similar direction (Burbules and Torres, 2000).

Although political and cultural dimensions of globalization are more self-propelling than the economic aspect, the former have also tilted heavily toward infiltration of Western cultural and political landmarks into the shores of developing nations. As in the economic sphere, there has been gross imbalance in the cross-border flow of cultural and political attributes which slants to the advantage of the West.

We can now summarise globalization as encompassing:

- ◆ Internationalization: cross – border relations between countries.
- ◆ Liberalization: removal of government imposed restrictions on movement.
- ◆ Universalization – spread of various objects and experiences.
- ◆ Westernization or modernization – dynamism
- ◆ Deterritorialisation – spread of supraterritoriality.

III. BRIEF OVERVIEW OF HISTORICAL PERSPECTIVE ON GLOBALIZATION

The concept of globalization is not new to the world. People have always carried goods, cultural traits, capital and information across countries. The earliest efforts at globalization could be traced to Europeans like

the Portuguese, Spanish, Dutch, French and English who pioneered territorial and maritime expansion into habitable continents, including the discovery and colonization of the new world.

Nadudere (2000) supports the above viewpoint and dates the origin of globalization to 1492. He traced it to Western Europe as a cultural project whose roots are to be found in the attempt to make Christianity a universal religion.

Nemetinia (2007) highlighted some earlier examples of globalization as follows:

- ◆ Fortunes from tea and cocoa trade in the 18th and 19th century.
- ◆ Spread of potatoes and maize as staple food from America to the rest of the world.
- ◆ Introduction of plaque disease from the Orient into Europe in the 14th century.
- ◆ Explosion of commercial trade that followed Viking routes in the 10th century.
- ◆ Spread of human kind itself across the face of the earth

Nonetheless, another account on history of globalization argues that the first wave of it occurred from 1870 to the start of World War I. Following World War II a second wave of globalization emerged lasting from about 1950 to 1980. The most recent wave of globalization started in 1980 and was spurred by a combination of advances in transport and communication technologies. Other stimulants were large developing countries who sought foreign investment by opening up to international trade (www. globalization.com, 2008). Globalization has intensified in the 1990s with the removal of barriers to international trade, foreign direct investment, privatization and cross-border acquisitions by multinational firms etc.

IV. CONCEPTUALIZING HEALTHCARE DELIVERY SYSTEM

Health is broadly defined as a state of complete physical, social and mental well being and not merely an absence of disease or infirmity (World Health Organization, 1978). It is a state of optimum capacity for effective performance of valued tasks in which the individual is well and free from disease, defects and pains etc. Healthcare delivery system is defined as the totality of arrangements put in place by a social system for preventive, curative, rehabilitative and health promotion services in their environment. By social system, we mean different social collectives or groups, communities, nation states etc.

Health care system could also be conceptualized as a system of institutions, people, technologies and resources designed to improve health of the population. According to Asuzu (2002) health system is an organizational framework for the

distribution of health care needs of a given community. It is a fairly complex system of inter-related elements that contribute to the health of people - in their homes, educational institutions, in work places, the public (social or recreational) and the psychological environments as well as in health and health-related institutions. An effective and efficient health service is one that achieves set goals. Such health system is accessible, acceptable and affordable to majority of the population, particularly the poor.

Nigeria has two complementary systems of health care. These are the indigenous traditional medicine and the modern form of medicine introduced by European merchants, explorers, missionaries and colonialists. According to Nonyelu and Nwankwo (2014) patronage of the two services cut across class, but more of the poor patronise cheaper traditional medicine than their upper class counterparts who incline toward orthodox medicine.

V. GLOBALIZATION AS A SOCIAL DETERMINANT OF HEALTH

Sociologists are very interested in social determinants of health (SDH), defined as conditions in which people live and work that affect their opportunities to lead healthy lives. Social determinants of health influence the health status of individuals and groups. They are grouped into three broad categories as social institutions, social surroundings and social relationships (Nwankwo 2007).

There are many social determinants of health. This is because health is a product of multiple levels of influence. The multidimensional nature of health is shaped by factors that are of physical, environmental, biological, socio-cultural, psychological, political, economic, and religious/spiritual backgrounds etc.

Globalization manifests economic, social and political ramifications. It constitutes one of the key social determinants that affect healthcare delivery systems in both developed and developing nations. Nonetheless, the magnitude and exact nature of influence of globalization on health system of different nations depends on specific circumstances of such nation states either as key player, passive participant or as mere major consumer of goods and services at the global market. Globalization also has implications for the state of health of individuals and social groups irrespective of their location as goods and services with diverse health implications criss-cross the face of the earth and is consumed in some places like Nigeria without adequate considerations to their side effects.

Unfortunately, although there are interventions that could address disparities in social determinants of health (SDH), including those arising from globalization, such interventions aimed at increasing the social resources of neighbourhoods, communities, or nations

in order to attain a positive and measurable impact on health outcomes are yet to gain grounds in Nigeria.

Few examples of interventions that address the disparity of social determinants of health are training of health manpower, building and equipment of health facilities, adequate remuneration and incentives to health workforce, affordable housing program for the masses, increasing neighbourhood safety, promotion of community development to increase economic opportunities. Poverty, unemployment or low income negatively affects the level of health attainment of an individual. Furthermore, enhancement of literacy level of the people is a very important intervention. Education has positive correlation with level of health attainment. The absence or poor performance of above mentioned interventions in Nigeria compounds the negative effects of globalization in her area.

a) *Theoretical Framework*

This paper is anchored on modernization theory. Modernization theory portrays marked influences of classical theorists such as Durkheim, Marx and Weber (Rex, 1961). However, many analysts of modernization follow the examples of Durkheim, Tonnies, Parsons and Merton. Both Durkheim and Merton were concerned with the moral breakdown and social disorganisation which followed the loss of traditional society (Ajiboye, 2007).

The basic approach of modernization theory is the tendency to dichotomise between traditional and modern society. It argues that there is a wide gap between developed and underdeveloped countries which could be closed by diffusing the characteristics of developed societies to underdeveloped ones. Also, the theory submits that underdeveloped nations must jettison their traditional characteristics which are considered as encumbrances to their development and embrace modern characteristics typified by western models.

Globalization, urbanization, industrialization, western education, advances in information technology etc are all by products and indicators of modernization. There is a relationship between globalization as an aspect of modernization, and the state of health of nations which could be positive or negative (or both) depending on a country's position as 'core' or 'peripheral' actor in the globalization chain. The relationship is also affected by a country's rules and policies towards globalization.

It is a fact that over dependence of underdeveloped countries on the integrated global economy dominated by the West has resulted in positive health/development outcomes to the centre (West), but stagnates socio-economic and health attributes of the periphery (underdeveloped nations). This is largely because of the fact that globalization as a socio-economic phenomenon is driven and manipulated

to their advantage by the West. They dictate the tune and direction in their favour. Also, globalization is capitalist – driven rather than welfare or people – oriented.

Adamu (2005:518-520) summarizes the relevance of modernization theory to the understanding of globalization when he noted that:

“One of the consequences of globalization is the end of cultural diversity, and the triumph of a homogenized culture serving the needs of Trans –National Co-operations (TNCs). Hence the world drinks Coca-cola, watches American movies and enjoys football, whilst traditional cultural values, traditions and practices decline in importance. The implication of this is not only in terms of its consequences on our economy but that such global commodities imply emergence of global culture. The issue here is not just the sale of goods globally, but also the ideas and statement that imply modernity, which is Westernization”.

VI. EFFECTS OF GLOBALIZATION ON NIGERIA'S HEALTHCARE DELIVERY SYSTEM AND RELATED ASPECTS

There are enormous implications on health and welfare on Nigerian society arising from globalization. Such effects cut – across positive and negative dimensions. The magnitude of such impact depends on political, social, economic and stock of pre-existing endowment of a particular nation.

a) *Negative Effects of Globalization on Health in Nigeria*

We earlier pointed out that spatial, temporal, and cognitive changes are three core changes occurring at unprecedented rates due to globalization. Spatial changes lead to increased migration of people around the world which facilitate fast spread of diseases across national borders. Nigeria encounters threat of epidemic infections such as Ebola virus disease, HIV/AIDS, tuberculosis, and severe acute respiratory syndrome (SARS), through immigrants from other countries, and particularly from poorer West African neighbours like Liberia, Niger, and Togo where such diseases are often prevalent. Such diseases could also flow in a reverse direction.

Migrants from other countries, particularly those from poor countries aforementioned above increase the financial burden borne by the Nigerian nation in responding to total number of unhealthy population in her territory. As a host nation in this instance,, Nigeria is burdened to cater for her teaming immigrants.

Globalization results in extensive import of health risks through tobacco, fast foods, ammunitions and hazardous waste etc. These harmful products are imported from high income countries to other parts of the world. Tobacco pandemic and tobacco – related deaths are consequently on the rise in Nigeria.

Furthermore, there is increased migration of insufficient Nigerian health professionals which disadvantage the capacity of the national health system to optimally respond to health needs of the populace. Nonetheless, such migration benefit understaffed health systems of high income countries.

To enhance free market mechanism in disbursement of health services in consonance with globalization philosophy, as well as to cut government spending on health services, user fees have remained a major form of health finance. These charges may aim at increasing financial returns to the health sector, but they also limit access of the poor to health services. The situation is worsened as national health insurance scheme is yet to consolidate and reach the masses, while privatization of health and hospital services is partly being encouraged.

Globalization emphasizes liberalization through trade agreements, structural adjustment programmes and lowering of tariffs on imported goods. Nigeria has since keyed into such philosophy. These measures cause reductions in Nigeria's national revenue, and alternative revenue yielding sources. The situation grossly affects ability of the country to provide public health, education, water and sanitation services essential for development.

Although globalization and open markets had provided wealth to some parts of the world, it has also increased the gap between developing and developed countries with adverse effects for their health indicators. This argument is also true for Nigeria. Thompson (1995) notes that globalization disregarded socio-economic development of poor countries while Berger (1987) writes that globalization had made more people prone to poverty. These situations compound the deplorable health standards among third world nations (Nigeria inclusive).

Cognitive changes brought about by advertising, and the glamorization of self –serving and unsustainable lifestyles through the media have had profound effect on social norms which directly influence health in Nigeria,. Consequently, globalizations have facilitated the spread of “lifestyle diseases” e.g. obesity, particularly in Nigeria and other developing countries who copy foreign advertorials.

The major vehicles through which globalization operate are imposed macroeconomic policies like Structural Adjustment Programme (SAP), Poverty Reduction Strategy Programme (PRSP) of the World Bank and IMF etc. These vehicles often have negative health effects by decreasing public sector capacity or resources and regulatory authority. In other words, the vehicles often weaken domestic policies that condition healthcare like universal access to education, restrictions to health damaging products like tobacco, hazardous waste and environmental degradation.

b) *Positive Effects of Globalization on Health in Nigeria*

A major positive impact of globalization on health in Nigeria is that it has facilitated the spread of health sector reforms. This practice is a form of cognitive globalization in transferring policies about health service provision and financing across the world. The result is that national health systems only face the challenge of adapting these policies to their local contexts. The Millennium Development Goal (MDGs), and Health For All Strategies etc. are few examples of global pursuits at improving the health care systems adopted in Nigeria and other third world countries. In Nigeria, health reform initiatives aim to restructure and revamp the health system and, concomitantly, realize the goals of the recently revised National Health Policy and other health programmes, including health-related benchmarks of the Millennium Development Goals (MDGs).

The seven strategic thrusts of the current health reform in Nigeria are:

- i. Improving the stewardship role of government
- ii. Development of the health system and its management
- iii. Reduction of disease burden
- iv. The availability of health resources and their management
- v. Improving access to quality health services
- vi. Improving consumers awareness/community involvement
- vii. Promoting effective partnership, collaboration and co-ordination

Although the health reform project has been far from perfect, the development and implementation of related programmes represent a significant departure from the errors and deficiencies of the past, at least in terms of openness and greater public participation.

Globalization of communication has opened remarkable vistas for the exchange of information beneficial to health. Accordingly, doctors in Nigeria can now order vaccines or drugs via telephone and have them delivered through courier service at short notices. Modern technology has enhanced quicker response during emergencies in Nigeria.

Globalization has facilitated diffusion of benefits of economic growth and led to improvements in population health in Nigeria. Such improvements in population health will be further consolidated as the country works toward broader participation and leadership role in the integrated world economy.

Also globalization has aroused global consciousness and leads to increased sharing of principles, ethical values and standards that shape decision making about health. Nigeria has benefitted immensely from such sharing of principles, ethics and standards. Examples of such principles include the following:

- ◆ 1964 Helsinki Declaration on ethical principles for medical research involving human subjects.
- ◆ International code for marketing of breast milk substitutes adopted by WHO and UNICEF in 1981.
- ◆ Convention on Tobacco control adopted by World Health Organization in 2003.
- ◆ Therefore, with globalization, social, economic, environmental and health issues are becoming 'inherently global' rather than purely national or domestic.

Global life expectancy appreciated from 46years in 1948 when W.H.O was born to about 65 years presently. This huge increase has been attributed to global health revolution from which Nigeria has tremendously benefitted, while public health institutions have played an important role in the context of globalization of ideas, information etc.

VII. THE WAY FORWARD

The benefits of globalization in the areas of health could be maximised in Nigeria if the following recommendations are implemented:

- ◆ Improvements in health and well being should be central objectives of national economic policy in relation to the international economic system.
- ◆ Nigeria and other developing countries should work toward broader participation and integration into the world economy. They should move away from the 'periphery' to the 'centre' stage where decisions are made.
- ◆ Globalization should be people oriented and aim at improving health and welfare rather than being capitalist driven.
- ◆ Nigeria should drive or manage her roles and expectations from globalization. As a nation, she should be proactive towards globalization and avoid operating merely on terms and conditions set by western nations. She should operate with clearly defined agenda beneficial to her citizens in the face of her encounter with globalization process.
- ◆ Over liberalization should not be allowed in Nigeria. This is to ensure survival of local industries and employments. Social dislocations caused by over – liberalization impact negatively on health standards.

VIII. CONCLUSION

Globalization has been part of human history for long. What may be new is the current nature and increased speed of globalizing activities over time and space.

Globalization has positive and negative effects on health. Nigeria and other third world nations are disadvantaged in the new socio-economic order associated with globalization. They are estranged from core decision-making positions thus compounding their poor health and economic indices.

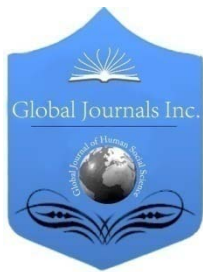
A genuine and balanced process of globalization is advocated where no nation is an underdog. This could be achieved by ensuring that Nigeria's interests and interests and those of other vulnerable populations are fully respected at all international decision making forum. To this end, marginalization and peripheral roles will be a thing of the past. This will give room for all nations, whether developed or developing to optimally benefit from globalization and take advantage of it to safeguard both their health system and health status of her citizen.

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The Analytic Conceptual Framework for Comprehending Factors Essential to Realize Sustainability in Rural Communities' Water Supply Systems

By Moses M. M. Daemane

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Abstract- This research study is an analytic conceptual framework aiming at understanding factors essential to obtain sustainability in rural communities' water supply systems. The basis of the study is on observations and desk-study or literature reviewing. Its aim is to determine factors necessary for obtaining sustainability in rural communities' water supply systems. The analytic review covers general conclusions in community participation in Rural Water System/RWS, perceptions of communities on underlying issues pertaining to sustainable management of Rural Water Supply System/RWSS and factors towards sustainability of RWSS. Illumination of these intensifies understanding of all aspects that contribute to sustainability in the topic of rural water supply or RWS. The study covers typologies of community participation in rural water supply, perceptions of community and sustainability and conceptual framework for sustainable rural water system services.

Keywords: 1. rural water supply, 2. community participation, 3. sustainable management, 4. sustainability, 5. rural communities.

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Keywords: 1. rural water supply, 2. community participation, 3. sustainable management, 4. sustainability, 5. rural communities.

I. GENERAL INTRODUCTION

This study serves as an analytic conceptual framework with the aim of comprehending factors essential for attaining the aspects of sustainability in rural communities' water supply systems. Theoretical paradigms as this theoretical analytic study also premised on practical observations, reviews and analysis usually provide sufficient enlightenment and comprehension, practical guidance and leadership and implementation skills for successful and sustainable rural community development projects. Proper and effective knowledge normally leads to positive attitudes and acquiring of relevant skills for attaining successfully sufficient and efficient sustainable development.

Water contributes immensely to the notion of sustainable development and poverty reduction. Fresh and safe drinking water is a basic natural and human need, which not only sustains life but also provides for various social and economic needs. Based on this, the past two decades have succeeded in providing new

infrastructure for rural water supply where physical systems were build, thus increasing coverage levels for access to water. Despite this positive trend, however, reportedly, between 1990 and 2006 there was an increase from 29 million to 272 million people who go without water, in 19 Sub-Saharan African countries. Attributes which have leveled the ground for such misery include: rural water supply systems that fail prematurely, poor management of water utilities, limitations in institutional capacity as well as centralized planning, operation and maintenance of water supplies (Lockwood and Smits, 2011:24; Marks and Davis, 2012:1569 and Sewando, Shimba and Mndene, 2012:73).

Against this backdrop, the following is a thematic analytic review discussing specific themes in depth. The thematic topics for this review paper are limited to community participation in Rural Water Supply/RWS, perceptions of communities on underlying issues pertaining to sustainable management of Rural Water Supply System/RWSS, and factors towards sustainability of RWSS.

II. COMMUNITY PARTICIPATION IN RURAL WATER SUPPLY

The primacy of citizen participation has become an essential idea within contemporary development theory and practice. It has further informed much of the development practice and analysis. The notion of participation has been hailed for its immense contribution to sustainability of development interventions since it promotes, among other factors, ownership of the development process by locals, hence the zeal for efficiency and effectiveness in the use of resources (Peltz, 2008:22). The inclusion of people in development anchors in the Participatory Development (PD) approach, whose scholars maintain that, no development programme can succeed unless the local people are willing to accept it and make an effort to participate. The involvement of the local people makes it possible to utilize their knowledge about local conditions to solve

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local problems more efficiently and effectively (Botes, 2013).

People participation relates to collective efforts within an organized framework by the citizens with the aim of realizing goals they set themselves. It is thus an active process within which due action is based on thinking and considerations of the people and these become harmonized with those of government authorities. With the aim still remaining as to improve

the economic and social conditions of the community at large. Essentially, therefore, community participation promotes greater chances of success for development initiatives, efficiency in the use of resources, effectiveness, self-reliance, empowerment, sustainability and ownership of development initiatives (Botes, 2013; Davids, *et al*, 2009:124-125; Kumar, 2002: 27-28 and Peltz, 2008:24-25).

Table 1: Typologies of Participation.

Citation	Definition of Participation
Cohen and Uphoff, 1977	Involving people in decision-making processes, program implementation, benefit sharing as well as evaluation of development interventions.
Conyers, 1981: 103	Means for getting information about not only local conditions, but needs and attitudes as well. It involves eliciting beneficiary commitment to the process.
Paul, 1982	A process in which beneficiaries are actively involved in influencing the direction and effecting of a development project. This is done with a view to enhance people's well-being with regard to income, personal growth and self-reliance.
Narayan, 1995	A voluntary process in which people of all groups, including those marginalized in income, education, ethnicity, gender and decision-making; exercise voice and choice.
World Bank, 1996	A process that entails public influence and shared control over decisions, development interventions and resources that directly affect them.
Blackburn, <i>et al</i> 2000	Participation means creating conditions for people to realize their rights to participate in and access information for the decision-making process.

Source: Adopted from Kumar, 2002: 24.

The above table demonstrates the evolution of participation to a point where active involvement of people in the process enhances greater chances of success as well as higher levels of effectiveness. These scholars generally uphold that participation entails some measure of influence, contribution, control, benefits, redistribution of decision-making powers and empowerment attained from beneficiary involvement in all phases of the development process.

In the light of RWS sector, there are attempts to address the sustainability challenge through incorporating community participation in the planning and construction of projects. Community participation is crucial for promoting consumer appreciation for water investments. Acknowledging local demands and conditions into planning, cost contributions, implementation as well as operation and maintenance of water supply systems encourage a sense of ownership and willingness to contribute towards capital and operational costs. These increase sustainability of the infrastructure. If local communities are not involved in the RWS project cycles, policies that seek to realize sustainable management of these water resources will hardly succeed (Moriarty, Smits, Butterworth and Franceys, 2013:331; Nwankwoala, 2011:297 and Marks and Davis, 2012:1569).

The above assertions are attested to by several studies in the RWS field thus:

Narayan (1995) made an analysis of lessons from 121 RWS projects in 49 developing countries

whose funding was by 18 different donor agencies. The study discovered that participation of beneficiary communities is an important factor for project effectiveness, community empowerment and strengthening of local organizations.

Katz and Sara (1998) analyzed the performance of RWSSs in six countries (Benin, Bolivia, Honduras, Indonesia, Pakistan and Uganda). Here they found a strong link between sustainability of projects and participation of community members. Outstanding factors that contribute to success pertain to access to information by households, capacity building at all levels, technical training on operation and maintenance/O&M, control over funds and quality construction of infrastructure.

In 2002, a study in Sri Lanka and India as well as a study for 18 rural water projects in two Bolivian regions reveal that it is important to involve households in pre-construction and post-construction phases of the project to attain sustainability. Capacity building at community level on post-construction activities for management such as cleaning water tanks, conducting minor repairs and managing maintenance fund raised by households; are crucial for improving water quality (Sun, Asante and Birner, 2010:3).

In Nigeria, Nwankwoala (2011:300) reveals that "there is no doubt that efficient and sustainable water resources management in Nigeria requires the participation of local communities". The researcher further identifies the need for strengthening community

participation in rural water development and flagging of such participation in working policies.

III. PERCEPTIONS OF COMMUNITIES

Community perceptions towards impacts of development initiatives can vary significantly across the community. Having positive attitudes towards development impacts among households culminates in successful realisation of development objectives. For this reason, understanding community perceptions enables access to community support for development through community capacity building. In water resources management understanding public perceptions on water resources is vital because such perceptions affect the extent to which the public acts to support public policies and projects designed to solve water problems related to access to water (Aref and Redzuan, 2009:208 and Hu, 2011:v).

Understanding households' perceptions is a precondition for effective water resources management. Further, there has to be consideration that public perceptions have significant influence in shaping or reshaping people's behaviours and responses towards development interventions and their impacts (Hall, 1995:3). The idea around appreciating and understanding community perceptions in the RWS realm is guided by the following principles:

- "Firstly, as outsiders cannot necessarily identify local needs and priorities or figure out how best to meet them. External assistance on appropriate resource management may be in vain if it does not consider involving and cooperating with local people such that valuable local experiences and detailed understanding of their environment."
- Secondly, understanding local perceptions facilitates identification of the processes that enable villagers to respond not only to external interventions in their environment, but to their water-related problems as well.
- Third, appreciating resource users' perceptions helps to uncover reasons for cooperation or resistance by stakeholders during the implementation of certain policy interventions. It further avails suggestions for future planning. Without grasping these perceptions and upholding the local context, water professionals run the risk of imposing locally inappropriate programs that are unlikely to work (Yu, Lora-Wainwright, Edmunds and Thomas, 2013:14).

A 205 household's survey in Nepal revealed that water users in rural Nepal prefer water quantity, sufficient flow pressure, conveniently placed water-tap locations as well as good operation and maintenance/O&M and system reliability as priorities (Bhandari and Grant, 2007:19).

In Bolivia, a study uncovered some perceptions to be centered on the importance of water committees as drivers towards sustainability. Moreover, community members felt that the project responded to their demands because they were actively involved in the project cycle, hence satisfaction and willingness to pay for maintenance and management (Katz and Sara, 1998: A-1).

A Tanzanian research illuminates on positive perceptions of the community towards ownership of water supply infrastructure. The community expressed enthusiasm towards prohibiting any form of pollution around their project, contribute funds for construction of taps (Sewando, *et al*, 2012:73).

In 2010 Sun, *et al* (2010:23) reported that households exhibited high satisfaction on the reliability of their water supply system. This is due to the presence of the water committee whose role includes encouraging users to draw safe water and to be trustworthy towards contributions of the maintenance fund.

IV. SUSTAINABILITY

Having been used loosely to cover a range of topics, sustainability in the RWS context has been defined as "the maintenance of an acceptable level of services throughout the design life of the water supply system (Katz and Sara, 1998: 30)".

Sustainability in rural water supply also refers to maintenance of water supply facilities such that they remain in a condition that guarantees a reliability and adequacy of potable water supply. Further, benefits of water supply continue to be realised over a prolonged period of time (Musonda, 2004:36).

Key components relating to sustainability of rural water projects, therefore, have been hailed to include understanding of the current problems faced by communities that relate to water, identification of prospective benefits that culminate from improved water supply infrastructure, observation of actual gains that water users experience and quantification of the level of impact that benefits has. It is against these components that sustainability is deemed achievable when systems operate effectively with financial contribution by community members as well as availability of mechanisms put in place to hinder possibilities of lacking access to water over extended periods (Peltz, 2008:21).

Over time, there has been development of conceptual frameworks to capture the essence of sustainability in RWS. Among these, Figure 1 below mirrors a conceptual framework that has been shared by many researchers. It depicts dimensions of sustainability in the water sector as: institutional aspects which pertain to institutional arrangements for management, social dimensions (which include issues

such as providing necessary time and labour to keep the system functioning), environmental dimension – relationship between the natural environment and the service provided by the built infrastructure, technical dimension which entails aspects of quality design, construction and post-construction activities; finally, financial dimension for issues such as willingness to make contributions towards capital and recurrent costs. This clearly reflects that lasting sustainability is dependent on interaction between community participation; collaboration with external actors (Non-

Governmental Organizations, private sector and governmental offices) and technical backstopping for effective O&M. To attain the sought sustainability interdependence of all the above listed factors has to be seen (Tadesse, Bosona and Gebresenbet, 2013:209-210; Katz and Sara, 1998:30). This model illuminates on the fact that at the heart of sustainability lays aspects of: participation and support by all groups within the community, control of O&M by the community, ownership over the infrastructure, and cost-sharing (Schweitzer, 2009:32).

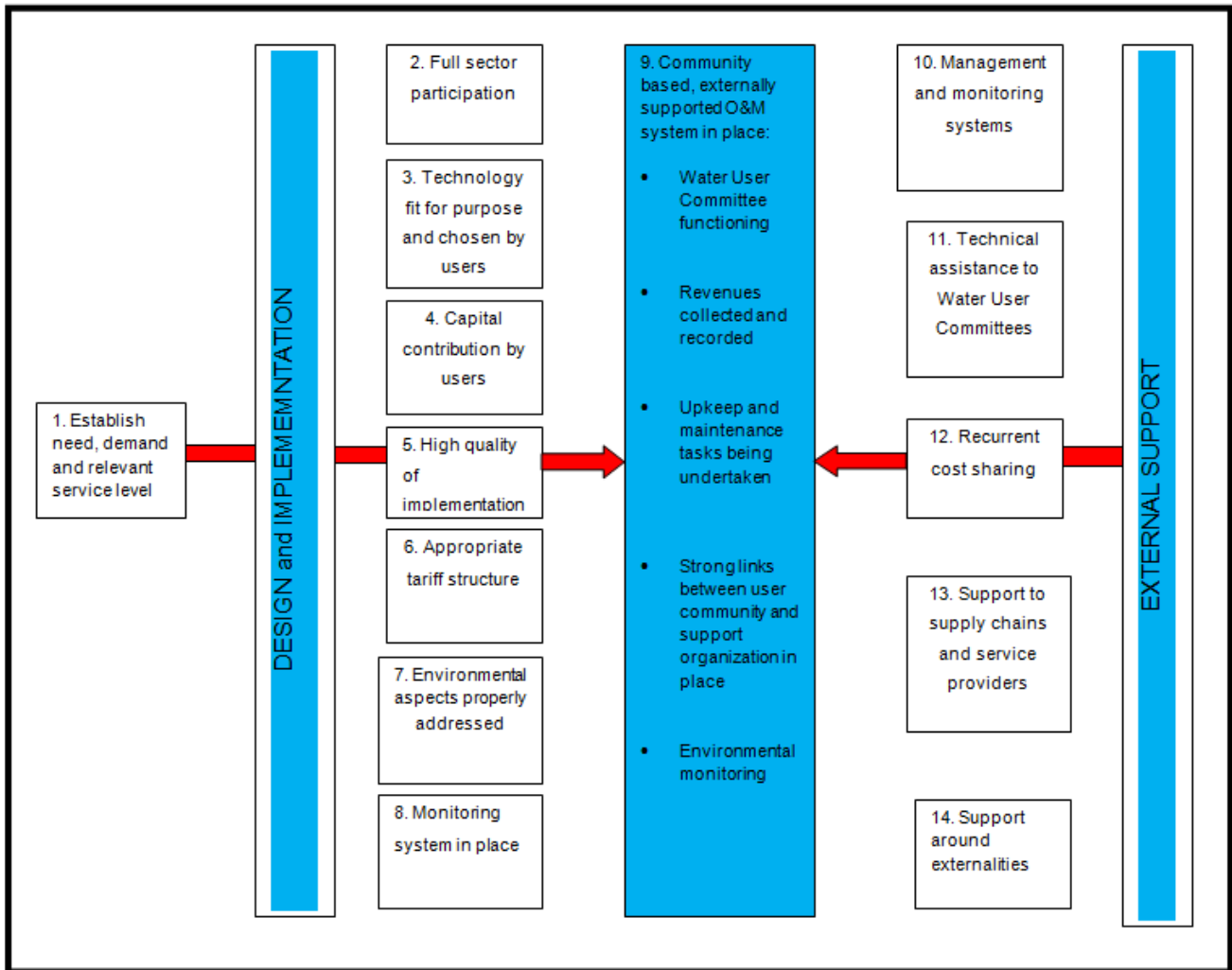


Figure 1: Conceptual Framework for Sustainable RWS Services.

Adapted from: Tadesse, Bosona and Gebresenbet, 2013:210 and Jansz, 2011:8.

The 14 factors above are essential for realizing sustainability. They convey that without an actual expression of demand by households, sustainability may be compromised since water users, at a particular point in time, may still be satisfied with the current water source, and hence may not appreciate the need for a new one. This will contribute to insufficient contribution to maintenance as users will not prioritize and value the resource that does not meet their needs and interests.

Moreover, contribution towards capital costs by households is an indicator for commitment to the project. Alongside the issue of capital costs ought to be, water tariffs that must be set based on the financial abilities within the community (Jansz, 2011:8-9).

As opposed to being mere receivers of project benefits, participation promotes a proactive process where households influence the development and management of initiatives. Community participation

levels the ground for sustainability by enabling water users to decide and select the level of services that are in line with what they are willing to pay. They further make choices to commit resources that support their choices. Erecting technology that does not accommodate the interests of beneficiaries, negatively affects sustainability of water supply projects. It is therefore imperative to put in place technology that has been chosen by water users and complements the environment in which it is build. These are in agreement with the position that maintains that "water supply programs consist of three essential components: technology, people and institutions. The interface of these facets determines whether a particular scheme is sustainable (Department of Rural Water Supply: 2011:8 and Bhandari and Grant, 2007:13)".

V. THE SUMMARY

This theoretical review paper discussed the following specific themes in-depth: community participation in RWS, perceptions of communities on underlying issues pertaining to sustainable management of RWSS and factors towards sustainability of RWSS. These have been illuminated on to intensify understanding of all aspects that contribute to sustainability in the topic of RWS.

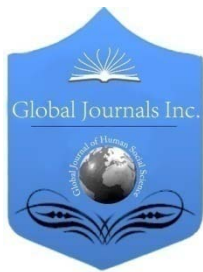
The theme on rural water supply reflects on rates of access to water globally and in South-Saharan Africa. Community participation illuminated on the importance of active participation by rural dwellers in RWS and findings from other studies in relation to community participation. Perceptions of communities were described in the light of being a precondition for effective RWS resources management and as having an effect on the extent to which the people support and respond to public policies. Finally, conceptualization of sustainability was anchored to a framework for sustainable RWS services.

As a way forward, there is need for conducting studies providing proper and effective knowledge leading to positive attitudes and acquiring of relevant skills for attaining successfully sufficient and efficient sustainable development in rural water supply.

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Critical Factors Affecting the Implementation of Total Quality Management in the Construction Industry in U.A.E

By Firas Mohamad Al-Sabek

Abu Dhabi University, United Arab Emirates

Abstract- The Purpose of the paper is to examine the most critical and important factor which will affect the implementation of Total Quality Management (TQM) in the construction industry in the United Arab Emirates. It also examines the most effected Project outcome from implementing TQM. A framework was also proposed depending on the literature studies. The method used in this paper is a quantitative study. A survey with a sample of 60 respondents was created and distributed in a construction company in Abu Dhabi, which includes 15 questions to examine the most critical factor that will affect the implementation of TQM in addition to the most effected project outcome from implementing TQM. The survey showed that management commitment is the most important factor in implementing TQM in a construction company. Also it showed that Project cost is most effected outcome from the implementation of TQM.

Keywords: *construction project, total quality management, management commitment, cost, theoretical framework.*

GJHSS-H Classification: *FOR Code: 310202*



CRITICALFACTORS AFFECTING THE IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN THE CONSTRUCTION INDUSTRY IN UAE

Strictly as per the compliance and regulations of:



Critical Factors Affecting the Implementation of Total Quality Management in the Construction Industry in U.A.E

Firas Mohamad Al-Sabek

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Management commitment is very important for implementing TQM in any company. If the management loose interest in quality then everyone in the organization will do so. The success of TQM will depend mostly on the top of the pyramid. Also cost is reduced and money is saved when the project team implement TQM. While if no quality measures are present within the team, the project will suffer a commercial failure.

Based on literature, more factors can be examined and added to the model. In addition, more construction companies could be surveyed in order to obtain more accurate results. Also this study could be conducted outside the United Arab Emirates for further enchantment.

Keywords: construction project, total quality management, management commitment, cost, theoretical framework.

I. INTRODUCTION

THE United Arab Emirates has a high developing economy which depends on oil production. This economic growth is spreading into other vital sectors such as manufacturing, tourism, banking, logistics, finance and education. An obvious construction boom has been experienced in the UAE for the past decade to support the developing economy and as per 2007 reports, the construction industry in UAE is valued at \$221 billion which is the highest in the region [8].

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The construction industry around the globe faces almost the same problems such as bad workmanship, time delays and over cost [3]. Such problems in a country like The United Arab Emirates with a high construction industry value will cost construction firms millions. According to [11], construction is the backbone for any economy or infrastructure. Unless each company in the construction sector initiates changes within their own organization, the industry problems will be carried on over and over [7].

This paper will focuses on the implementation of Total Quality Management (TQM) in a construction organization within the U.A.E market and the factors which affect it. The concept of TQM develops the traditional view of quality from looking only at the quality of the final product to the quality of the whole process [2]. The aspect of quality is becoming a vital requirement for clients in UAE, so any enterprise that implements TQM may have a competitive advantage in the market.

The objective of this paper is to test and discuss the most critical success factors effecting TQM implementation along with the outcomes of implementing it. A literature review section will show how the factors were derived then a questionnaire of fourteen questions were developed is to examine those factors. The data obtained from the study will show the most important factors in implementing TQM in the construction industry.

The importance of this study is to provide a better understanding of Total Quality Management in the UAE construction industry. Most of the researches and articles talk about TQM implementation in many parts of the world such as USA, Hong Kong, Ghana, South Africa and Australia. UAE has different laws and working environment from other countries so the study will be helpful for UAE based construction companies.

The following research questions will be looked upon throughout the paper:

- What is the most important factor that will affect the implantation of TQM in a construction company in UAE?
- What is most effected aspect in the performance of a construction project the U.A.E after taking into consideration implementing TQM?

II. LITERATURE REVIEW

This section will provide a clear definition of TQM and all related variables that impact its implementation. Also the quality and performance problems of the construction industry will be discussed and how TQM will contribute for solving those problems. The aim of the literature review is to derive the factors from previous studies and use them in this paper.

a) *Total Quality Management (TQM)*

According to [9], TQM is the adoption of quality assurance through all levels of an organization. Quality assurance is the process of ensuring that errors do not occur in the first place which is referred to 'get it right first time every time' [9]. Total quality management is a broad management methodology which aims to satisfy and delight customers [1]. Also TQM works horizontally across all departments through all employees top to bottom in an organization [12]. TQM has been defined by the international Academy of the American Society for Quality as [3]:

'The management approach of an organization centered on quality, based on the participation of all of its members and aiming at long-term success through customer satisfaction and benefits to all members of the organization'

According to [3] the goal of TQM is to achieve:

- Cost effectiveness
- Defect free work
- Customer satisfaction

So many researches and articles talk about TQM and its elements since the 1980s and 90s. Defining the elements varies from author to author and the most recent one which summarizes most of the articles since the 80s are [3]:

- Leadership and Management Commitment
- Training
- Communication
- Teamwork
- Customer Satisfaction
- Continuous improvement
- Empowerment

It can be concluded that TQM is mainly focusing on customer satisfaction and is the implementation of quality assurance and quality control throughout the entire segment of any organization. Please submit your manuscript electronically for review as e-mail attachments. When you submit your initial full paper version, prepare it in two-column format, including figures and tables.

b) *Quality and Performance factors in Construction industry*

In the construction industry, consultants, contractors, specialists, subcontractors and engineers have their own professional practices which may affect

the building process. The construction industry is not like manufacturing which makes TQM more challenging. The construction industry is a one-time process and is unique in the following ways [3]:

- Staff's mobility
- Diversity of projects
- Geographical dispersion
- Contractual relationships
- Frequent prototyping of projects
- Unnoticed delicate forms of waste.

Many researches discussed the success factors in construction projects and derived many variables influencing the quality of buildings. Reference [6] identified important factors and are ranked below in their order of importance:

- Poor workmanship
- Unclear drawings and specifications
- Cost and time are preferred over quality
- Poor coordination between Contractors and Subcontractors
- Completion period is not realistic

Reference [10] conducted a research through 15 projects in South Africa and concluded the following difficulties faced in those construction projects:

- Rectification works due to rejection of workmanship (55%).
- Conflict between time, cost and quality (25%).
- Communication of quality standards (15%).
- Incompetence of staff (5%).

c) *Factors affecting the implantation of TQM in construction industry*

There are varieties of factors that affect the implementation on TQM positively or negatively. Reference [4] researched the implementation factors and found out the following success ones ranked in their order of importance:

- Management commitment and involvement
- Customer focus
- Well-developed planning
- Participative management style
- Continuous improvement measurements
- Workers trained in TQM

The results above show clearly that Management commitment and involvement are the key factors for a successful TQM implementation. Managers must provide the initiative to apply TQM and must support quality programs [4]. Meanwhile workers involvement is rare and this must be solved because labors are the main source for a construction company.

As shown in [4], some critical barriers in implementing TQM were found and are listed below ranked in their order of importance:

- Too much paper work
- Lack of interest within subcontractors and suppliers

- Low bid subcontractors
- Lack of education
- Tight scheduling
- Nature of construction

Reference [5] introduced some barriers in their research which are listed below:

- Apparent threat to roles of foreman and project manager.
- Disinterest in TQM at sites.
- Lack of knowledge.
- Fear of losing jobs

Reference [11] examined the five key success factors usually considered in TQM implementation in Nigerian construction industry. His results showed a relationship between the five success factors as independent variables and the implementation of TQM as dependent variables [11]. The five success factors according to [11] are; management commitment, training, motivation, benchmarking and customer satisfaction. The result of his research showed that management commitment is the most important successful factor in implementing TQM.

Some barriers in implementing TQM were also identified were one of the major difficulties is the traditional way of accepting tenders and the lowest price [3]. Also the long term implementation of TQM can sometimes lead to major problems like the sudden change of the market [3]. Also changing the organization's culture is a difficult task in order to implement TQM [3]. Another study was made on implementing TQM in a company located in India, and demonstrated the following obstacles [1]:

- Lack of knowledge regarding TQM
- Doubts about management intentions
- Lack of commitment especially in the managerial level
- Not knowing the effectiveness of TQM

d) Impact of TQM on Construction

In order to understand the importance of applying TQM, the benefits of TQM to an organization should be known. Reference [3] researched the benefits of applying TQM in some Australian construction organizations and reported the following:

- The Process starting from design to delivery is being more controlled.
- Reduced Cycle time.
- Reduced goods damaged.
- Reduced delivery time.
- Better measurement of performance
- Better customer satisfaction.

Also reference [5] reported in their research other benefits of implementing TQM which included:

- Reduction in rework
- Client satisfaction

- Better staff morale
- Better measurement of performance
- Successful bidding

Many articles and studies have shown almost the same results of implementing TQM such as better work performance, customer satisfaction and reduction in cost. The decision of implementing TQM is to understand clearly how it works and set a plan to over pass the barriers. Construction business is different of the manufacturing one so more studies must be conducted on how to apply TQM on the construction industry globally.

This paper as discussed is more concerned on the factors that affect TQM implementation and how Project outcomes are affected by it. The following research questions are considered in this paper:

RQ1: What are the most influencing factors that affect the implantation of TQM in a construction company in UAE?

RQ2: What is the impact of TQM on the performance of a construction project in the in U.A.E?

III. FRAMEWORK

a) Model

The following model which is presented in Figure 1 will be used in the study.



Figure 1: Research Model

b) Independent variables

The literature review discussed some factors which effect the implementation of TQM. The following are the most important factors which were repeated by [3], [11] and [4]:

- Management commitment and role: it was found in many studies that it was the main factor affecting TQM [11].
- Lack of knowledge: not understanding the concept of TQM and its benefits [5].
- Motivation: the level of interest in applying TQM [11].
- Culture and different diversities: the atmosphere and traditions the employee lives within and the level of accepting TQM [4].

The factors above will be considered as independent variables that will affect directly the TQM implementation in the construction industry in U.A.E as

per the literature review. The aim of this paper is to find the most critical factor which will affect implementing TQM either positively or negatively.

c) *Channel (Moderating variable)*

Total quality management is considered the channel for connecting the independent with the dependent variables. In other words TQM will be considered as a moderating variable in the model. The basic role of TQM is to control the factors which affect the performance of construction by reducing the negative effects and empowering the positive ones.

d) *Dependent Variables*

Finally, the three basic outcomes of any project as discussed in most theories talking about TQM are Quality, Cost and time [3]. The outcomes are directly affected by TQM so they are considered dependent variables in the proposal.

- *Cost*: the total cost of the project, or the cost up-to-date against the budget. Also the cost forecast is important since it will help in future planning.
- *Quality*: the quality of completed job and how much it's error-free.
- *Time*: time schedule of meeting the milestones and completing the project on time.

IV. METHODOLOGY

a) *Results*

A 5-scale 15 questions survey was distributed to 60 employees in a Construction company in which all

respondents answered the full survey. Two questions were used for each variable in addition for two questions which asks about years of experience and level in the company. The following are the demographics of the employees that answered the survey along with the results:

Table I : Experience

Experience	Number
5 to 10 years	1
10 to 15 years	18
15 to 20 years	39
20 and above	2
Total	60

Table II : Position in the Organization

Level	Number
Top Management	5
Middle Management	15
Senior Management	40
Total	60

Table III : Mean Calculations

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Management Commitment Knowledge	60	1	5	4.76	.721
Motivation	60	1	5	3.93	.660
Culture	60	1	5	4.53	.769
Cost	60	1	5	4.48	.791
Time	60	1	5	4.08	.671
Quality	60	1	5	4.10	.729

b) *Analysis*

As mentioned the sample size is 60 personnel in which 5 are in the top management, 15 in middle management and 40 for senior employees. One has 5 to 10 years of experience, 18 have 10 to 15 years, 39 have 15 to 20 years and 2 have above 20 years.

A descriptive analysis was made with the survey results which calculated the important statistical values (Mean and Standard Deviations). The following figures show the means for each variable:

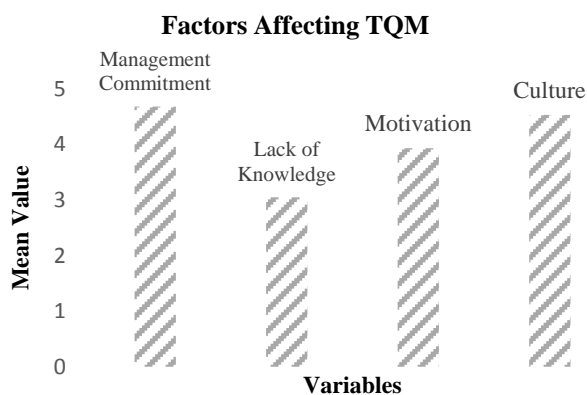


Figure 2 : Independent variables Mean values

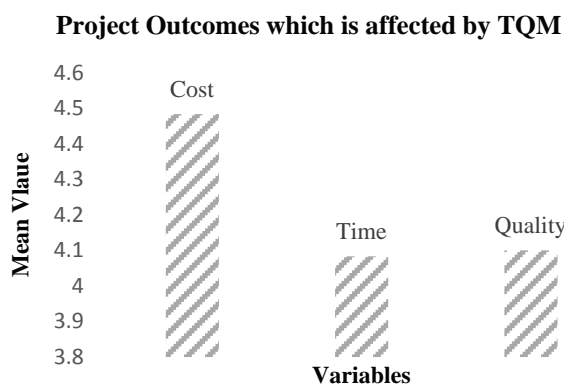


Figure 3 : Outcomes Mean values

c) Discussion

The survey didn't contain any errors or missed values in addition to that all the respondents had answered the survey. The study showed that Management Commitment and culture are the most important factor in effecting the implementation of TQM were management commitment is a bit higher in value. Also project cost is found to be the most effected variable from applying TQM.

This study will give an idea for management on the factors that they should consider when applying TQM. Top management should take into consideration that their commitment for applying TQM is the key for such strategy. Also they must expect that cost will be reduced in projects that implemented TQM. More research on TQM should be conducted in order to enhance companies' productivity as this paper proved.

d) Limitations

The survey was only conducted in one company in the United Arab Emirates. Further studies can involve more construction companies which will enhance the data and introduce new factors which will effect TQM. Also this study can be conducted worldwide since TQM is a global phenomenon and must be merged with every culture on this planet.

V. CONCLUSION

This study focused on the factors that effects TQM implementation in a construction organization in the UAE. The objective of the research is to examine the most critical factors affecting the implementation of TQM along with the benefits of applying TQM and how it will affect the cost time quality triangle. A literature review was conducted to understand the concept of TQM and to derive the factors related to the main objective. Then theoretical framework was developed were factors affecting TQM were the independent variables and the project outcomes were the dependent ones.

After knowing the framework, the paper discussed the methodology and how the survey was conducted. The results showed that Management commitment is the most important factor in implementing TQM and that cost will be effected mostly if TQM is applied.

The study at the end proved that the factors derived from previous papers can comply in the U.A.E industry. Further research in more companies could be conducted to derive more factors effecting TQM from inside the UAE market rather than depending on previous researches.

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The Discussion of “Infant” Problem: The Situation and Trends of Chinese Children’s Animation

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Abstract- The problem “Infant” in Chinese animation will be analyzed, the differences between Children’s Animation and “Infant” will be declared, then it will be point out that Childish view in Chinese public opinion is wrong. There are shown that the Chinese animation’s experiences and trends.

Keywords: *chinese children’s animation, infant, trends.*

GJHSS-H Classification: *FOR Code: 890401, 950199*



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The Discussion of “Infant” Problem: The Situation and Trends of Chinese Children’s Animation

Xiao Hu ^α & Xiaoyu Dong ^σ

Abstract- The problem “Infant” in Chinese animation will be analyzed, the differences between Children’s Animation and “Infant” will be declared, then it will be point out that Childish view in Chinese public opinion is wrong. There are shown that the Chinese animation’s experiences and trends.

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I. INTRODUCTION

There are two problems should be clarified, that the contents of “comic and animation”, and infant. First, “Dong man” in Chinese language, means Comic and Animation, which is Cartoon abroad, and we will talk about it with Animation in short, since we talk mainly about animation in this article, and the situation of cartoon problem we talked about is focused on animation area. Animation comes from comic, which is used to transmit the author’s mind. When the pictures are shoot with Stop motion, the moving picture shown in front of us, then the animation is shaped.

Second, What is “infant” means in animation in China? the Infant Arguments in animation in china, first shown in the article called Change the Infant Situation in Primary School, it is said that” the situation that a pupil, who has studied drawing for six year or five, can only draw a geometry of irregular and some messy lines, with instructions drawing Papa and Mama, he will draw a square with four branch around it, eyes on the forehead, hair like a hedgehog, which is exactly a monster. the infant situation in higher ages is not few.”Infant is been talked about in recent years in animation research and comment area. What is Infant in animation? We should talk about the word Infant. Infant, means people whose age is between 0-7 years old or babyhood. For example, we can say Infant Reading Matter in China, which means the books or others for children; It looks infant, which means the things or events shows the people naive who used it or did it. In the opinion of the reviewers, the means of infant in animation includes: the animation products is mainly for infant children, or the content of the animation looks naive and preaching.

Let’s quote some comments. Sanlian Wang¹ (2009) point out “the Audience ecological imbalance in China’s animation industry niche For a long time, location of animation audience infant results in the child to adult animation market is occupied by foreign animation enterprises.” Jun Huang² (2013), the national director³, the general manager of film animation industry Co. Ltd, said: The adult in China almost do not enjoy Chinese animation nowadays, who are being pulled into the cinema to accompany the child, but in their sleep. Domestic animation audience are children, which is frustrating, is sad for Chinese animation. Fengjuan Liu⁴ (2014) said:” I hope the children’s film will diversified develop in the information age, and breakthrough stenosis infant, and return to the real “children” in nature.” Weidong Chen⁵ (2012) said, Due to the readers as a young audience, animation, of simple and boring contents to educate children, is lack of vitality in the creativity and emotion, which is an important factor to cause the domestic animation infant. In view of this, whether China animation “infant” problems really exist? If there is, to find the source of the product, is the policy implementation, the operator or the creator for the development of cultural industry of animation hardly change their thoughts? And policy makers, the creators’quality needs to be strengthened, or did not develop the appreciation culture environment for animation? Obviously, the creators of literacy idea change with the progress of technology and the accumulation of experience, which can be improved over time, no one will develop the animation production which does not have the economic outlook with cultural communication barriers.

¹ Sanlian Wang. Communication ecology in the perspective of animation industry China [D]. Zhejiang University, 2009.3

² Jun Huang, Yao Rui. Avoid infant and marketing ideas Transformation -- China children’s film creation and market [J]. contemporary film, 2013 (6)

³ Director of the national level, is the highest title given to the country has made outstanding contributions to the prosperity of China’s literary, director at the national level enjoys the special allowance awarded by Chinese government.

⁴ Fengjuan Liu, China theory concerning about the development of children’s film information era[J], movie literature, 2014 (12)

⁵ Yue Qiu: how to reclaim the domestic animation audience. Guangming Daily (fifteenth edition of cultural consumption, August 28, 2012)

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With these questions, we need to start from the source of China animation, tracing the origin, in order to clarify the development of China children animation and possible problems.

II. HISTORY OF CHINESE ANIMATION: INTERPRETATION OF CHINA CHILDREN ANIMATION

Chinese animation attained popularity by Experimental film belongs to Wan brothers⁶. With the "to create their own cartoon" patriotism, become one of first people on the ground to develop Chinese animation. Chinese animation has experienced six stages, and the development and decline of each stage, almost is closely related with the political culture, at the same time, the representative works of each period shows a wealth of customs for us.

Chinese animation development has experienced 7 stages:

Germination and exploration period (1922-1945)

The representatives of this period as a "pause" (1923), "The Spring Festival" (1924), "The Dog" (1924), "Row Studio" (1926), "Dancing Camel" (1935), "Princess Iron Fan" (1941). In China and Japan, "Princess Iron Fan" is the first release of animated feature film. Before 1946 Chinese animation had been in the embryonic stage, with wars arresting development.

Stable development period (1946-1956)

Representative works of this period are "emperor dream" (1947), "A Sure Catch" (1948). "The Fishing Cat" (1952), the puppet "Pen" (1955), "Proud of the General" (1956), the first color puppet film "The Little Hero" (1953), the first color cartoon "Why is a Raven Black Tradition" (1955).

The first period of prosperity (1957-1966)

In Zedong Mao "All flowers bloom together, contention of a hundred schools of thought" policy guidance, Chinese animation production into the period of prosperity, and formed a "Chinese animation school". The representatives of this period as "Havoc in Heaven" (on the set, 1961, 1964), "the first Chinese paper-cut style "Pig Eating Watermelon" (1958), the first origami piece "Smart Duck" (1960), the first ink cartoon "Little Tadpole Looking for her mother" (1961), "Reed" (1963).

Cultural Revolution (1966-1976)

In 1967, 1969, 1970 and 1971 national "discontinued revolution". In 1972, Shanghai animation film studio resumed to production, until the end of the cultural revolution in 1976, There had been produced 17 animated cartoons in total. During this period the cartoon representative "trumpet" (1973), "small eight" (1973), "the East China

Sea sentinel" (1973), the first Chinese paper-cut "Bamboo Shoots Grows in the Room".

Second boom (1978-1989)

By the end of 1978, China entered into the reform and open policy period. During this period, China's animation production is in the most prosperity era in the history of twentieth Century. A number of new animation production departments generated, with production of animated movie of 219, the representative like "Na Zha Nao Hai" (1979), "the Legend of Sealed Book" (1983), "the Deer" (1982), "Feelings of Mountains and Waters" (1988), "The Fox and the Hunter" (1978), "My Dolphin Friends" (1980), "Snow Child" (1980), "the Monkeys and the Moon" (1981), "the Impostor" (1981), "War" (1983), "Butterfly Spring" (1983), "Fire Boy" (1984), "Monkey Demon" (1984 - 1985), "Don't shoot the shot" (1985), "Clip Save Deer" (1985), "Sky Goddess" (1985), "Fish Disk" (1988), "Don't Shoot Shot of" (1988). The production of China's first batch of TV animation series, such as "Gourd Brothers" (1987), "Slovenly King Adventure" (1987), "Black Cat Sheriff" (1984 ~ 1987), "The Story of any Lift" (1981 ~ 1988); the theme is more and more widely, more content deep allegory sharp in animation, such as "Three Monks" (1980), "Super Soap "New Doorbell" (1986), "Injustice" (1989), expanding the animation audience; enhance the social impact of Chinese animation, won wide acclaim from the international.

Turning period. From 1990 to 2005

Chinese animation industry continued to expand the scale, which also known as the transition period. In 1990s, China animation had been different from the traditional way. With the exchange of experience of manufacturers, a large number of digital means application in the production, a variety of produce system development, China animation industry raised. Starting from the 95 year, China film company was no longer a state monopoly for purchase and marketing policy for the animation, the animation industry is pushed to the market, change the animation production status and mode of operation. Until 2011, the state had given Subsidies to some of the animation enterprises according to the length of products. Therefore large animation series in continuous sheet. Since the rise of the animation industry, the introduction of technology and personnel of foreign animation, domestic production had been strengthened in line with international standards of animation technology, the 2D and 3D computer animation was developing rapidly. But There was another side to it, industry led some animation enterprises rely on the processing of foreign works and non-domestic original, original reduced, leading scholars of China animation a wave of criticism, one of the argument was that foreign animation was more attractive to domestic animation audience, until nowadays.

⁶ They are brothers famous in Chinese animation area, called Guchan Wan(1899~1995), Naiming Wan (1899~1997), Chaocheng Wan (1906~1992) and Dihuan Wan(1899~1995).

⁷However, this period still have a large number of outstanding works, such as the animated film "Lotus Lantern" (1999), "Panda" (1999), "Marco Polo back incense" (2000); animation short film "the Deer and Cattle" (1990), "Goose" (1991), "the Doctor and the Emperor" (1991), "Lift the Donkey" (1991), "Meijian Chi" (1991), "Twelve Mosquitoes and Five" (1992), "the King Chose" (1992), "a Female Deer" (1993), "Music Boat" (2000); cartoon series "the Thief" (1990), and "Beta" (1989 ~ 1992), "the little King Kong" (1993), "Blue Rats and Cats" (1993 ~ 1994), "Cried King" (1994), "Big head Son and Father" (1995), "Young Heroes" (1995 - 1996), "I Journey" (1997), "Daffy duck O Ba (1997)" "Mr. Cat Teach Chinese Characters" (1998), "Haier brothers" (1998), "How to Come" (1998), "Journey to the West" (1999), "Thunderbolt Baby" (1999), "the Little Monk Di Du" (1999), "the Traditional Chinese Virtues" (2000 stories). Computer animation and online media such as computer animation development, production of the television series "Naughty Blue Cat Questions 3000", the first full 3D animation in China "Tiger Ban Ban" (2001).

The rapid development period (since 2006)

During this period, Chinese animation production increased steadily, more than the Animation Empire Japan (see Figure 1 Figure 2). Processing times from the end of the 80's to the late 90's, the original animation brands had continued to rise.

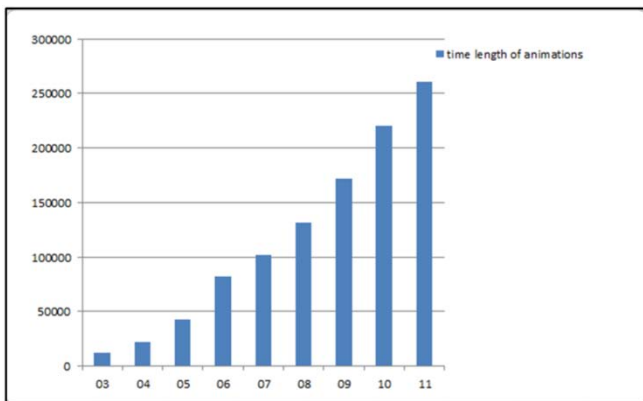


Figure 1 : China cartoon works mainly annual yield (note7)

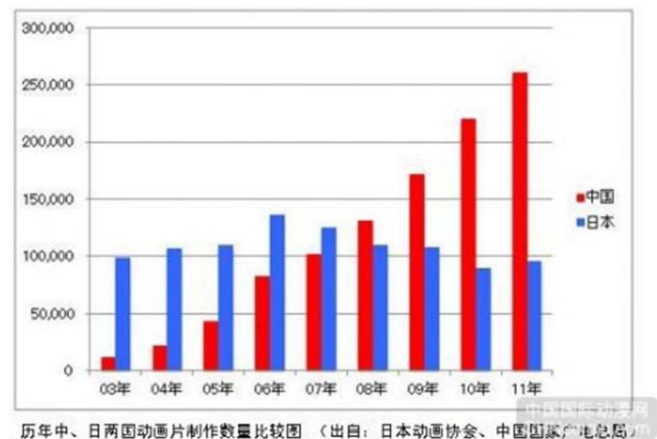


Figure 2 : Japanese animation production 2003-2011 (note7)

In 2013, the 7 TV cartoons "Wulin rumored" "Strawberry Shortcake" "Luigi Nono forest" "bears"; the 7 animated film "Moore Manor: sea monster treasure" "Kuiba" "Rabbit man Legends", "Pleasant Goat and Big Big Wolf: Happy Enter the Dragon Year"; the 4 mobile phone animation "Make progress every day—Talk Forum" "Health is the First" "Mobile Phone" "Zhen Huan Biography", and 1 network animation "Ali" had been praised as national qualitative animation products by the Ministry of culture.

In the latest release of the third quarter of 2014, "Chinese anime index", "bear", "Warrior Armor", "Boonie Bears: To the Rescue!", "New Son and Dad", "Pleasant goat and Grey Wolf", "Balala little magic fairy", "brother", "SEER(Space Energy Robot)", "Bears: Have the Spring Festival" and "Man Lan" ten outstanding works Chinese animation index⁸ "TOP10"⁹.

The representative works of each period can be seen combing:

First, from the development speed, Chinese animation slowly in the rough in the sustainable development. After the founding of national animation although experienced the cultural revolution period of pause, only 4, 5 years later, with the characteristics of the animation works and have come out (see figure 3). Chinese animation enterprises, in the 90's through the "processing factory of the world" of the times, spent some original spirit, at the same time also accumulated experience and capital, until the late 90's had entered

⁸ China animation index, in November 24, 2012 by the IQIYI Company: domestic animation works popular rate of comprehensive ranking. It is characterized by breaking the traditional network "click like" concept, will directly reflect the animation heat and dissemination of results Baidu index, user coverage, playing three indicators organic combination, fully reflect the status and influence China broadcast animation, effectively solve the traditional single evaluation system cannot reflect the scientific works in television, animation new media, SNS, media influence, has a guiding significance for the Chinese contents of original animation production and industrial operation.

⁹ Dumbo (Fei Xiang Wang). The Ministry of culture, IQIYI, Communication University of China jointly issued the "China anime index report" [EB/OL], 2014.9

⁷ From the Chinese SARFT. Reprinted from Chinese animation industry. Domestic cartoon production began to catch up with Japan's [EB/OL]. <http://www.cccnews.com.cn/2012/10>

the original animation growth period. until 2014, the domestic animation production for China increased steadily, following social ship developing.

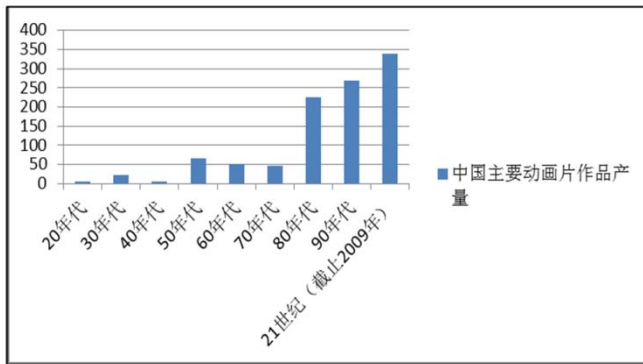


Figure 3 : The main works China animation production

Second, in terms of content. The content is widespread, the audience are mainly children, experienced experimental film of the beginning creation, cartoons mainly to serve children after the founding of the The People's Republic of China (PRC), and developed slowly toward works for different ages. From the analysis of representative works, the main audience of Chinese animation are children, which comes from history, novels, comic books, life, and engraved with the development of our social life in each era.

Cultural product is different from ordinary commodity, it is communication media of thought. Therefore, the development of animation industry reflects not only the output and benefit, but also the era background, creative thinking, and cultural heritage. Much of the history of Chinese animation is a Chinese children's animation history. Therefore, face up to the objective condition is the foundation of our study.

III. CHINESE CHILDREN CULTURE: FOUNDATION OF CHILDREN'S ANIMATION DEVELOPMENT

Animation as a cultural product, has a dual responsibility of economic development and cultural communication. However, in the 90's, China animation had got into the processing industry era, Japan, Europe, American cartoons were been processed in the domestic corporations such as Jade, Pacific and so on. Some of the people work there appreciated International first-class industrial process and quality tools, production standards, at the same time, neglected the value and the responsibility of the cultural products of the animation.

In cultural policy, Chinese government limits the jurisprudence, violence information spread in various media on the one hand, creates a healthy media environment for youth, on the other hand, follow up with the children's cultural construction. In the children's film and television works, since the founding of the PRC the government had not stop supporting the animation

industry. At the beginning developed animation for the purpose of education and cultivate children and point out the problems in everyday life. In 1980s, the policy of The "Three-plus-one"¹⁰, to allow the market open for the animation business, shows that China had continued to explore for the animation industry. In twenty-first Century, It is like flowers bloom together. for animation industry, animation and a variety of forms emerged in for different ages. China animation scholars criticized the problem "Infant" also occurs in this period.

"infant" problem Chinese animation "infant" problem (as they said) mainly focus on the follow two points: First, the animation audience age slants younger. The age slants younger itself is not a problem. But what critics worry about is, taking the early period of children as the mainly target audience, imprisoned Chinese cartoon discourse space, can't be good impetus to national animation consumption, thus it may affect the development of animation industry chain. Objectively speaking, Chinese animation audience still slants to young children below 14 years old. At the same time, in recent years, a variety of media terminal makes animation resources information be obtained at any time for younger children. Therefore, when Chinese animation specify animation product development, the decision about audience positioning for children and even young children, is to meet Chinese audience demand. The audience positioning is determined according to the market demand, rather than the subjective creation of the animation industry chain; Chinese children consumers' market should not be underestimated, for the development of the animation corporations, the full occupation of all ages audience market is to be as the foreground, but to consolidate and develop the existing market (mostly children) is a pressing matter of the moment.

The second, some of the Chinese animations are with naive cartoon plot, flat characters, or poor technology. Critics have almost used the word "infant" to explain the style of some of Chinese cartoons, which mean the animation style of infant.

Analysis of the problems As Susan Sontag¹¹ said, some explanations of reviewers in fact were in accordance with their own understanding, when they were used to describe the object, even the thoughts of other people, have replaced whose ideas, but the reviewers insisted that they had just use simple words to express the essence of the object, with deeper analysis

¹⁰ The policy had been carried out in China between 1980s to around 2008, it means trading-mix (custom manufacturing with materials, designs or samples supplied and compensation trade).

¹¹ Susan Sontag (/ˈsɒntəg/; January 16, 1933 – December 28, 2004) was an American writer and filmmaker, teacher and political activist, publishing her first major work, the essay "Notes on 'Camp'", in 1964. Her best known works include On Photography, Against Interpretation, Styles of Radical Will, The Way We Live Now, Illness as Metaphor, Regarding the Pain of Others, The Volcano Lover and In America.

the true nature of the author's idea. So, Susan againsted interpretation which has no sense to explain the author's idea, worsely, sometime hinders the audience to find the fact.

It is a tendency when we began to talk. In order to understand the essence of objective things, the only way is to observe the appearance, further explore the internal variables, and then place it in the environment, analysis of the status, role and the internal and external relations. Therefore, when we describe some of Chinese animation the content of poor quality, just say poor quality itself, not to push to be a style as willful. Because when the content itself has deficiencies and problems, it can't be describe as a style.

Some commentators critical China animation about the "infant" style, there is another important reason. They take criticism, deconstruction as their purpose, make simple horizontal comparison of the development status of Chinese and other animation. It seems that animation development direction in USA or Japan is the right way we should follow, of which the animation industry layout and cultural environment are more suitable for animation consumption than in china.

Take the Animation Empire of Japan as an example, early in the last century 60's, Japan has been inverted cartoon motion, parents think that children watch anime with no knowledge, unnecessary to spend precious time. In the 90's, Japan's "Flight Animation"¹² developed quickly, caused that a lot of work positions were outsourcing, the number of domestic staff in Japan plummeted except the original designer post which needs senior experience. The result of which is the animation creators lack of "animation, photography" training exercise, as the process technology cavity.

Thus, as animation director Zuquan Zhang said, every nation has its own spirit of animation. Similarly, each nation has its own cultural soil, we analyzed the Chinese animation problem from the analysis of history, reality and cultural point of view, avoiding of prejudicing by first impressions. As Mingxing Fang (2012) pointed out in his doctoral thesis: The animation was an art form which the children as the main audience, but the fact was that animation is facing double embarrassment. One was that the animation is despised by other art forms, marked on the label of the infant, difficult to establish the art status. The other one was adult animation creators' contempt, lead to product of adult one-side thinking." There is the third point to add to his reviews, the proportion of children in the audience in China is higher than the United States and Japan, and the Chinese animation has been marked by infant style

tags, but when the word "infant" is the adjective to describe the whole animation art, there are derogatory meaning, not worth taking.

In a word, "Infant" style problem, there are three unfavorable factors for using it. First, it is easy to cause misunderstanding to Chinese animation, without conducive to guide the reader to analyze the existence problem of China animation. Second, "the young audience orientation", is a historical stage of development, a kind of normality is not thought tendency. 80 years ago, there had been a few audience to watch anime, mainly of them were children. 80 years later, economic growth quickly, and animation gradually win support among the people born in 1980s, 1990s. With the adjustment of national policy, and accumulation of strength and experience for the animation enterprises, animation were gradually popular, forming animation cultural atmosphere. "Infant" is different from "left" "rightist" trend of thought, it is the reality of the animation audience, in the presence of a period. The third, "Infant" style has no meaning to the value judgment of animation itself, so we should focus on animation "audience location" problems, rather than to describe the problem of style.

discussion for the problem Chinese children animation, unlike the animation "infant" problem, is developing for audience of all ages, which running parallel with Chinese children. The development of children's animation is not the transition process in Chinese animation industry development, but the base of Chinese animation, the Public Discourse for China animation. For example, "Little Tadpole Looking for her mother" "Scenic" "Havoc in heaven" "Uproar in Heaven", you will find that it lost no time in the show's childlike innocence, that's not naive, but the breath of growing life.

Adults are willing to watch "Ponyo" "King Kong Gourd" and so on, because of the "joy" and "development" is the theme personal needs, even desires for. As it talked about in animation film analysis¹³, animation as a collective view of art form, for the audience, it has a strong "collective unconscious", through the screen, the audience found a common discourse". For young people, watching animation led their growth subtly, developing value judgment and help them form a laugh and right space. In adults, the animation for the public to accept their subconscious to indulge in a dream. Animation stories become a narrative context with social concern, the animation roles become idols, animation lines become popular speech words, animation props become popular toys, animation music become popular items in the ear. The animation is this kind of cultural products which can affect the audience's spirit, at the same time the virtual goods as psychological compensation.

¹² Flight animation, means the animation raw materials and products had often been transmitted and shuttled by plane between China and Japan. you can find more about it in The stories of Animation Outsourcing in China[M], Communication University of China Press, 2014.1

¹³ Jie Zhou. animation film analysis[M]. Jinan University press, 2007.9

Chinese Children's animation has done a good job in children's story design in past years, to explore what is "public discourse", it is the valuable wealth for further improvement.

Zuquan Zhang said: "People should have a sincere heart and a healthy sense of social responsibility in front of animation with influence on children's future artistic creativity, whether he is animation creators or manager."¹⁴ He added: "There is differences between countries of animation works, with different spirit. The animation creators constructed their national spirit and thinking mode of animations. They work in different ways with national value and ideal. At the same time, as the audience of the people, is also a major component of the national animation atmosphere, animation audience' aesthetic demand and attitude to their own national animation collective has a profound impact on the speed and direction of the development of the local animation."

The spiritual wealth is derived from cultural heritage. China animation with children as the main target audience, hold graceful and reserved style and slowly come into audience' view like trickle. For example, in the Chinese "comfortable painting"¹⁵ animation "mountains and rivers", if you don't know China culture, you don't know the whole story. The story talks about a process the apprentice learning playing instrument called "Zheng"¹⁶ from his hierophant. At the same time, the animation implicitly express the psychological activities of the characters which are the Confucian humility, respect, modestly decline, compassion, the sorrow of parting, the pursuit of truth and freedom, through subtle animation character expression, symbolic eagle flying freedom in blue sky, melody ups and downs of the piano. For Chinese people, the implicit expression is better like the music lingers in the air long after the performance, into audience' hearts.

The same is the yearning for freedom, Chinese and America animation express in different ways. Chinese animation "mountains and rivers", only with impressionistic style, depicting broad and natural landscape. Characters almost have no dialogue, eventually hierophant leaved from the boy, who play Zhen with colorful exquisite music, which telling audience the thoughts of his heart. America animation "Mulan", although the origin story of Chinese story, but due to the different cultural background, in the pursuit of freedom conception, mainly narrates in the grand scene, with a riot of colors, dramatic dialogue and ups and

downs of the plots to attract the audience, let us direct viewing, dominantly sense the theme. Each of above two ways for the picture expressing quality has its own merits, from the narrative style and the theme, reflect the different cultural and public discourse. In the prosperity of the world animation industry, a national animation need to have their own style. The spirit itself has nothing to do with politics, but the habits of thought culture bred.

IV. SOLUTION TO THE "INFANT" PROBLEM: ANIMATION CLASSIFICATION SYSTEM

Chinese animation "infant " problem reflects the quality of the animation. First of all, it needs to distinguish the infant and preaching. The second part of the article analysis the review "infant", When we use "Infant" to describe a film, it is basic on the denial of the value of it. But in fact this expression is very vague, abstract, easy to mislead audience. When scholars criticized the animation quality, actually will explain what they call a "young", specifically the vocabulary to describe accurately. For example, the animation is not suitable for the age of the child; or the animation is stereotypical preaching too much; or the animation story too dull and dry; or animation is not attraction for the audience who are above 14 years old. This is more representative than the "infant" without derogatory sense, and clarifying the problem more concrete and intuitive.

Part of the source plot is naive story with preaching, problems exist for a long time, and it is difficult to generalize its character in detail. Didactic animation, will let the adults and children away. As a result, the didactic animation lacks of reasonable plot to arouse sympathy. For example, in the "Thomas and friends" animation, Thomas assumed that new Wilf and the little diesel trains who love making fun of people have fun together without investigation. Thomas was too angry to forgot to notice Wilf in front of a broken bridge, nearly lead to disaster, but fortunately Emily heard of his angry words, and reminded him: She had seen diesel trains bullying Wilf, instead of playing with him. Then Thomas recognized it's not wrong of Wilf, a kind and shy partner. Thomas immediately rescued Wilf from the edge of the broken bridge, and apologized to him, but Wilf thank Thomas for the life-saving and called him "a good friend". The animation narrative is consistent with the normal development of event. And if add a conclusion in the end: "Thomas, when you think of a person is wrong, should make it clear whether it really made a mistake, to avoid misunderstanding." Obviously, it is superfluous. Therefore, the expression of the natural scene is consistent with cognitive habits of children and adult in the viewing of the film narrative, even if for keeping the end correlated with beginning, the plots should be natural, vivid, concise. After all, animation is

¹⁴ Zuquan Zhang. Protect Chinese animation between the ideal and the Tolerance[M],2010.10

¹⁵ freehand brushwork in traditional Chinese painting (characterized by vivid expression d bold outline).

¹⁶ Zheng, a 21-or 25-stringed plucked Chinese instrument in some ways similar to the zither.

mainly for entertainment instead of a fable, nobody want film like another teacher.

Secondly, and more importantly, critical animation "infant" is easy to mislead the creator. Is it not good to use children's thinking way to developed cartoon? Whether or not to add the joke the adult love in children's cartoon fulfil the needs of consumers better? This is very dangerous. On the one hand, why the Chinese animation "Bears" gets popular when most reviews criticizing it? For obvious reasons, first, it is pure entertainment "hilarious" animation, good for both young and old, and really can spend children the boring spare time; second. Second, because the audience like it, some TV station broadcast constantly in turn, collaborate with children's spare time. Therefore, as long as the children are able to turn on the TV, always find "Bears". Life is inevitable including entertainment, children's entertainment to understand the world through. On the other hand, why Scholars and parents criticize? Because there is too much violence in animation, too many vulgar words, even the person with very interesting dialect instead of mandarin, poor background music and beautiful meaning. The spirit of entertainment to cater to all the audience without "Infant", the damage is for children to understand the world, the values of culture, what is beautiful, what is worthy of appreciation. For simply universal entertainment, animation is brought about with the lack of early childhood cultural education.

As mentioned above, from the original material, simple explanation will bring more problems, Chinese animation "infant" problem has its historical reasons, also will be discussed in the environment of the developing society and history by the end, which is the purpose of "against interpretation".

Merely pursuing of universal animation leads to problems. Hagel said "what is real is rational and what is rational is real."¹⁷ in Principle of Law Philosophy¹⁸. It means every result corresponds to its reason. "Bears" and "Pleasant Goat and Big Big Wolf" following the "blue cat", can be described as an real successful Chinese contemporary animation from the communication and business point of view. But the "real" successful animation production does not mean it is suitable for children of all ages. American "Sponge Bob Square Pants" is been set in USA is TV-Y7 level, which means not suitable for children under 7 years old, there is probability for very young children misleading and hindering the normal development of intelligence. This film was introduced in China without restriction in time interval. Japanese animation series "Yoshito Usui", which is adult animation natively, recently, has been banned in

USA because of nudity. But in Chinese "Yoshito Usui" is popular for all ages, although deleting most of the Bad shots. Some of the domestic animation imitate small non-standard language and uncivilized behavior. In animation "Pleasant Goat and Big Big Wolf", the plot wolf in fire, which is not most people would imitated, but the child would be, that is never been thought by the director Huang Weimin. In contrast, if there is no conflict and funny plot in animation, there is no way to get audience used to the movie. It is obviously of plot development needs. If we say that is wrong, it is needed to adjust the animation audience classify.

Brief summary In a word, animation classification is a good choice to solve the problem of animation suitability. On the one hand, it can effectively avoid the animation unsuitable for children of specific age to watch. On the other hand, the classification system can assist the animation enterprises and national policy targeted, clear the audience positioning, creating animation up to the audience's demand without timid.

V. PARADOX BETWEEN BUSINESS COMPETITION AND THE CULTURAL INHERITANCE: AVOIDING SPOIL THINGS BY EXCESSIVE ENTHUSIASM

Chinese animation market sustained growth. In the past ten years, Chinese animation industry had been developing rapidly. "Blue Book Report on the development of Chinese Animation: animation industry (2014)"¹⁹ (hereinafter referred to as the "Report (2014)") that there are five trends in animation and industry development: The overall size of animation industry in China has been sustainably and rapidly growing; the source of domestic TV cartoons exceeded, space on TV is saturated; industrial structure has been adjusted obviously, the animated film has become an important point of growth; industrial agglomeration began to form, the animation producing has been rapidly growing in the West with East undulating in China; animation enterprise strength the number of animation workers has been growing.

On the basis of the industry life cycle, China animation is now in a transition phase from the immature stage to the development stage, the next few years will still maintain a rapid growth momentum. In 2013, China's TV animation production trend growth (Figure 4)²⁰, the box office of the 23 animated films in total reached 1613000000 CNY (260338200 USD). According to the histogram of "2004~2013 year Chinese

¹⁷ Translate from the original: "Das Wirkliche sei vernuenftig und das Vernuenftige wirklich."

¹⁸ Hagel (author). Yang Fan, Qitai Zhang (translator). The philosophy of law [M]. The Commercial Press, 1961.6

¹⁹ Bin Lu, Yuming Zheng, Xingzhen Niu: China animation industry development report (2014) (Animation and Comic Blue Book) [M]. social science literature press, 2014.7

²⁰ Bin Lu, Yuming Zheng, Xingzhen Niu: China animation industry development report (2014) (Animation and Comic Blue Book) [M]. social science literature press, 2014.7.p2

domestic television animation production" and "2004~2013 year China's animation movie box office revenue"²¹, China's animation box office has been rapid growing year after year, the peak value appeared in 2011, then declined in 2012 and 2013, entered a relatively stable period of growth.

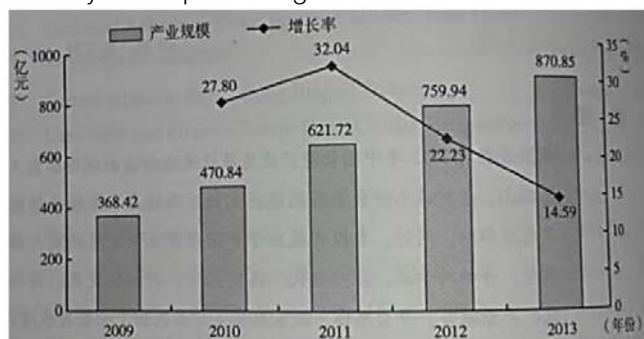


Figure 4 : 2009~2013 The total annual output of Chinese animation industry and growth rate ²¹

Chinese government support China children's animation, from "Report (2014)" point of view, with the implementation of national animation quality engineering since 2006, the State Press and Publication Administration recommended on 49 excellent domestic cartoon animation works in 2013, which are all children animation; qualified personnel, production engineering and capital accumulation gradually to mature.

In 2012 the Ministry of Culture issued the "Twelfth Five Year Plan" period of national animation industry development planning", which pointed out that the state would facilitate implementation of promote industrialization, standardization, brand development of animation through five steps: financial investment, protection of intellectual property rights, improving the investment and financing policy, the implementation of tax incentives, strengthening the organization.

There are Chinese animation market problems

However, problems still exist, which embodied in four points: production, quality, lack of competitive capacity of box office, marketing mode is single, lack of investment, unformed industrial chain, which further lead to profiting difficulty for animation operators; lack of excellent animation brand; and enterprise adjustment problems because of the government investment and supervision, which lead animation enterprise easily to go on the creation way of "textbook", lack of attraction.

Chinese children's animation is the base of Chinese animation In the business environment, the consumer is "God". Children are as chase to analysis and draw. Children develop their desire in animation, realize the spirit of their desire with a variety of Animation

peripheral products, when the material and spiritual products are combined together.

Chinese concept of animation from "Image"(图像), "elephant" (象), "Analytical Dictionary of Characters"²² explains elephant as "a big animal with long noses and beast teeth, lived in South Yue country(nearby Guangdong and Guangxi provinces today), has baby every three years, a trunk tail shape of tooth", and because of which is the big and strange, gradually "Elephant"(象)had turned out to be the general image of the strange and plentiful world in people's image. The first chapter of "Lao-tzu"²³ said that the truth contained in every thing is changed constantly. Image, namely the appearance of things, is reflected of every thing, even more changed. But people's understanding of things is determined, so the people's understanding of things need to determine which one is the truth, as their understanding of the world.

In this view, we could analysis that children with an utter innocence, on the one hand they are ignorant and curious of the outside world, on the other hand, they want to find their own way to understand the world. The animation of virtual narrative context, simple and exaggerated characters, typical characters, show the children a world with rules they can understand. Children can easily be moved by the image of animation characters and their behavior or view. Then the fixed cartoon images are worshipped and imitated by Children of different ages of children. Therefore, to meet the children's recognition needs, image simulation in animation communicate knowledge, aesthetic and value with image and story easily to feeling and understanding. Therefore, children audience is the base of Chinese animation, Chinese survive, China animation should seize the main audience, mining their public discourse, alleviate the monopoly of Japanese and American cartoon in China's animation market.

VI. TRENDS

In view of the present situation of Chinese animation audience in the middle of ages, some scholars point out the neglect of other age audience, without all-round development. The immediate solution is the investment and policy. Compared to the policy of long-term effect, the most practical means of funds. There are two reasons why Chinese animation get into processing times in 1990s. First, the technology does not fulfill modern animation industry, which need to learn from international animation; second, lack of funds, although it has the state funds to support, still difficult. The animation process, especially American Japanese animation provided technical and financial support to

²¹ Bin Lu, Yuming Zheng, Xingzhen Niu: China animation industry development report (2014) (Animation and Comic Blue Book) [M]. social science literature press, 2014.7,p3,p5

²² Shen Xu, Analytical Dictionary of Characters (the second part)[M], drawn from Beijing: Zhonghua Press,1995,the first edition, A. D. 100~121

²³ Lao-tzu. Dao De Jing of Lao-tzu [M]. Jilin Literature Press, 1999

Chinese processors, allow us to obtain economic benefits, and accumulate the capital and technology of animation industry.

As the state's input limitedly, it is hard to choose which to invest between adult animation and youth animation. Investment in children's animation is urgent demand both in the cultural construction and commercial interests, which can't been equal to fulfill at the same time in other area. therefore, the investment of children is a right choice to make the Limited funds for all it's worth. China children animation, as the basis Chinese animation industry, can drive the national animation along with the political economic and cultural development.

Based on the above four parts, Chinese children's animation plays the major role in the history of the Chinese animation development, as the foundation of Chinese animation development. It embodies the "truth, goodness, beauty" and Chinese traditional elements, is the cornerstone of Chinese animation famous in the world. After germination, development, transition period, with the policy adjustment and the market is gradually mature process, China animation is gradually entering blissful circumstances.

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1. Chinese Animation Comes back to the Public Discourse, Asian Social Science; Vol. 10, No. 18, ISSN 1911-2017, Published by Canadian Center of Science and Education
2. The Public Discourse of American Animated Films in China, Asian Social Science; Vol. No. 19; 10, 2014, ISSN 1911-2017, Published by Canadian Center of Science and Education

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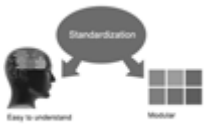
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Note :

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Abstract:

The summary should be two hundred words or less. It should briefly and clearly explain the key findings reported in the manuscript-- must have precise statistics. It should not have abnormal acronyms or abbreviations. It should be logical in itself. Shun citing references at this point.

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Approach:

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Approach:

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Approach:

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References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring



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