

“The Flourish Economies of South East Asia with the Role of North East India’s Trade Relation”

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Abstract: *In the era of LPG, no option is left for India but to adopt globalisation which India has joined since 1994. As such, promoting trade across the nations has been the necessity of the day. There is no denying the fact that the North East India offers opportunities for trade with South East Asian countries. But, at the same time, it is also beset with certain threats like immigration, drug, HIV and so on which have already assumed alarming proportions in some of the states of North East India. All this underlines the need for a perspicacious and holistic understanding and approach with resolute efforts to exploit the opportunities the North East Region offer for borders trade to the best advantage of the North East, in particular and the country as a whole, in general. Analysing the implications of New Economic Policy for the development of the North East region, the contributors address a wide range of issues concerning the market-oriented reforms in healthcare system, inclusive growth of North East economy, FDI flow in the region, micro-finance, employment generation, poverty alleviation, resource and Look East Policy. The paper focus on the impact of globalization on society, and economy of the North East region.*

Key words: *Globalisation, LPG, new economic policy, Look east policy, Northeast India.*

I. Introduction

The world has become a small village, thanks to the rapid means of transportation and telecommunications. Satellite transmission has widened the geographical markets. The countries have become interdependent in terms of technology, capital, purchases and sales. Global companies buy from the cheapest markets and sell where they can get maximum prices i.e. globalization calls for reduction of costs, improvement of quality, expansion of markets and diversification into new areas and market. Indian companies use not only imported components but are also selling their finished products to market abroad. To take advantage of global markets, Indian companies are making strategic alliances with foreign companies. The most successful companies will rely more and more on global integration and networking.

When business exceeds the local focus, the management began to recognise the global focus. Thus, business now becomes global orientation. It is brought by-

- The global has shrieked and become one due to best means of communication.
- There is no problem of sound and vision throughout the globe due to television, Video, and telecommunication.
- Advanced technology caters to the global market. Global brands, their production, finance and location are all now globalize.
- Now, companies have developed global attitude in business.

In the present century, transition to the global society took place due to increasing science and technology. Thus, all aspect of our life on this planet is changing into a process of globalization through constant change. Now, no individual can monopolize in economics, commerce, and trade and in industry decisions. Economics and commerce are far exceeding and transcending national barriers as they are rapidly becoming global. The environment has also become global. E.g. Attention of ozone layer or deforestation or pollution is now having become on global dimensions.

The communication is the most important thing today. Information and Technology, internet interaction, e-mail, satellite technology and breaking of the space barrier are the main sources of globalisation. Now millions of people throughout the world can concentrate their attention on one single event (T.V./Video) at a single moment of time, making us global citizens. A new kind of civilization is developing throughout the world. The competition now is no longer remained in the national market but it has become global. Example – USA monopoly in automobile market has decreased as the production facilities in other countries are relatively cheaper. In present era, most of the radical changes are brought about by globalization.

A company first starts its international business by exporting then by subsidiaries abroad. After becoming an International company it can then turn into a multinational company before finally becoming a global one. Most thinkers consider globalisation as international as multinational or translational. Levitt called it as “Globalization of market”. Though globalization of business may include all of those but it is matter of these.

Globalization of business is a state of mind viewing ones business in a global perspective. It requires global outlook, globally viable technology and maintaining global quality standards so that it can offer the products and services satisfying the customers’ needs in a global environment. Further, it should maintain global quality standards, global corporate identity and a global business culture. Thus, globalization requires an integration of various countries with different economic systems with each other.

The World Trade agreements and formation of economic block have provided ample scope for the companies to operate throughout the world. Globalization of business has a world-wide approach as the entire world is viewed as one entity, one people and one market. The recent trend all over the globe reveal a move for privatization backed by environmental complexities, large scale operation, dynamic technological development, operation of market forces, homogeneity in demand and supply have encouraged globalization. Thus, a global business and market philosophy has been fast emerging. Most countries are trying to integrate themselves with the global business relaxing control and regulatory measures and privatization introduced in a big way. India, too, is also following it not only to keep herself integrated with the rest of the world but also to maintain economic viability of business organization.

II. Review Of Literature

An attempt has been made to review some of the available studies.

Dr. S. Gyaneswar Singh(2008) attempt to draw a road map for a policy of Education to be provided for the younger generation for Human Resource Development in the context of Look East Policy with special reference to Manipur so as to enable them to gain the benefit out of it.

Yambem Imo Singh (2011) identify land routes as the only major means of transport with marginal presence of water transport in the relatively small rivers, and the nature of economic activities supported by surface transport.

A.K. Neog (2009) emphasised that economic development is basically a function of work and resultant output. Capacity to do work depends on application of electrical energy.

Hanjabam Ishworchandra Sharma (2008) reiterates the need for creation of substantial economic and industrial infrastructure to envisage a positive role for Manipur in the Look East Policy.

R.K. Pruthi (2006) review World Bank, 2004 illustrates the weakness of port and transport infrastructure, regulatory environments, and service-sector infrastructure.

As part of the Government’s initiative to boost trans-border trade between India and Myanmar, the foundation stone for a multi-storey market complex was laid today at Moreh jeep parking area by Commerce and Industries Minister Y. Erabot. It is targeted for completion by March next year, i.e.2012. The market complex to be constructed under the assistance of State for Infrastructure Development for Export Programmed of the Ministry of Commerce and Industries would be funded 90% by the centre and 10% by the state government. Land would be provided by the Meitei Council Moreh (MCM) on lease for a period of 90 years. 4/4/11(Sangai Express). In the backdrop of the review of literature, it is evident that Manipur’s position in the equations of Globalisation, India-Myanmar relations has felt needs careful scrutiny of infrastructure.

III. Needs Of The Study

With the increasing concern of widening of inter-state disparities and lack of development, it is highly imperative to assess the effects of globalization on North East India-a relatively uncharted region of the country-as fifteen years is long enough to give some clear pictures. With this objective, the present study attempts to locate the clues of the following queries; has the region been able to gain from the benefits of globalization? What are the major issues and challenges confronting or likely to confront in the coming years? What are the unexplored opportunities that can be harnessed? This would require examining the prevalent scenario of the region in the pre and post globalization period.

IV. Statement Of The Problem

The political and economic changes in the recent socialist and communist countries together with liberalization of multilateral trade and investment have compelled to adopt globalization of business. Now a day, companies are becoming more globalize in their production, marketing and other functions. For example Toyota, Japan second largest automobile company in the world has it’s more than two third of business doing outside Japan. Thus, a global corporation considers the entire world as a single market.

V. Objective Of The Study

The present study has been conceived to analyse the economic potential of the Region in the context of India’s growing commercial relation with ASEAN. It has the following specific objectives:

- i. To explore the ASEAN market for existing product from North-Eastern states of India;
- ii. To identify potential products which require value addition to export for ASEAN market;

- iii. To examine availability of connectivity and infrastructure -air, surface and sea, IT based, availability of trans-border network and other logistics service including trade facilitation measures.
- (iv) To identify existing constraints and bottlenecks for trade-led development in the region .

VI. Hypothesis Of The Study

Globalisation does not distinguish between domestic and foreign markets but considers only one global market.

VII. Research Methodology

The data collection comprises of primary data collection, secondary data collection and informal discussions. The data for the study are collected through personal interview, discussion with different persons concerned; related journals & books and ‘The Imphal Free Press & Sangai Express (Manipur English Daily newspaper) etc. are chosen for the purpose of the present study.

The type of sample used for the selection of respondents is the Multi – stage sampling.

VIII. Results And Discussion

Due to restrictive economic policies, North East India’s economic integration globally was very low. Most of the firms were confined only to the home market. Thus foreign investment was negligible. The new economic policy in 1991 due to globalization saw the North East Indian firms expanding their business globally using different strategies such as Look East Policy, Liberalization, Privatization, Globalization etc.

The key outputs expected from the study are:

- (i) To enhance the Region’s capacity to evolve appropriate policy framework for the regional development especially for industrial development with an eye on ASEAN markets;
- (ii) To highlight the need for instituting infrastructure network and capacity building measure and also enlighten policy-makers in the region for creating enabling environments for export market from the Region
- (iii) To identify potential areas for future investment and product development based on regional comparative advantage

IX. Finding Of The Study

Raw materials, components, machinery, technology and finance etc. are obtained from the cheapest source from any part of the world. Further product development and production planning are considered on the basis of global market. The manifest global orientation of organizational structure and management culture, more and more companies are adopting such a global strategic orientation. A company has to pass through various stages before it adopts globalization.

Challenges and impact of Globalization-

Challenges to be faced by the business world in North east India and abroad i.e., global economy:

- The challenges of survival due to fast changing technology.
- Consumerism for new products, new services.
- Concern for total quality control and cost effectiveness.
- Internationalization of social costs due to industrialization.
- Customer satisfaction and fulfilment of psycho emotional needs of customers.
- Employ empowerment.

Globalization has emerged in the realm of business in recent years. It is an important matter in all business conferences all over the world. Now, globalization has attained a very important place in the business environment for example Japan has achieved a spectacular success through their global approach to business. Companies are now trying to establish their corporate identity as corporate citizens.

In this century, it has become necessary to adopt corporate strategies to operate in global business environment for all business organizations. Every organization must have a global approach in business whether it is for local or regional or world market.

Obstacles-

- Government policy: It is complex and confusing.
- Cost: High cost of the materials, power, finance, infrastructural facilities etc has made it less competitive globally.
- Infrastructure: It is very costly due to insufficient and inadequate methods. It thus retards the growth and makes the firm in competitive.
- Poor quality: The North East Indian products are of poor quality in comparison with other countries due to various reasons.
- Lack of Experience: Small size and supply problems is a handicap for North East Indian companies.

- Competition: Due to growing competition from the developed and developing countries, North East Indian firms are facing more problems.

Impact of Globalisation on SSI-

TABLE no.9:1

NUMBER OF REGISTERED SSI UNITS

Sl.no.	Year (end of March)	No. of registered SSI units(lakhs)
1	2000	4.2
2	2001	8.1
3	2002	18.2
4	2003	32.3

Source: DC (SSI), Ministry of SSI.

Small Industries Development Organization (SIDO) prepares estimates of registered SSI units annually. Apart from registered SSI units, there are a large number of unregistered SSI units in the unorganised sector.

TABLE no.9:2

INDUSTRYGROUPWISE DISTRIBUTION OF SSI UNITS (SELECTED)

Type of products	No. of units (lakhs)	Percentage in total
Wood products	28.72	19.81
Food products	23.94	16.50
Repairs	21.86	15.08
Beverages and Tobacco products	14.26	9.84
Misc. Manufacturing industries	11.59	8.00
Hosiery, Garments, etc	10.93	7.54
Cotton textiles	8.18	5.64

Source: CSOs manufacturing enterprises survey, 2005-11

The above table reveals that SSI sector feeds rural & urban masses.

Table no.9:3

EXPORTS FROM SSI SECTOR AT CURRENT PRICES (in crore)

Year	Export	% of total export
2003 - 04	393	15.60
2004 – 05	1643	24.50
2005 – 06	9664	20.70
2006 – 07	48,979	35.00
2007 - 08	53,973	33.00

Source: GOI, DC (SSI), Ministry of SSI.

Performance in the field of exports has been one of the most significant achievements of the SSI sector. The share of SSI exports in overall exports of the country increased rapidly from 15.60 per cent in 2003-04 to 35 % in 2006 – 07, before it marginally declined to 33 % in 2007-08. Another significant aspect of exports by SSIs is that import content is negligible there.

TABLE no.9:4

PERFORMANCE OF SSI SECTOR, 2011-12.

Performeters	Registered	Unregistered	Total
Size of sector(units)	1374974(31.1)	9146216(86.9)	10521190(100)
No. of SSIs	901291(20.3)	3544577(79.7)	4445868(100)
Total employment	616333479(24.7)	18769284(75.3)	24932763(100)
Female employment	974713(29.40)	2342783(70.6)	3317496(100)
Total output (gross)in lakh	20325462(72)	7901536(28)	28226998(100)
Export(USD in mn)	12308(87.7)	1891(13.30)	14199(100)

Source: 3th All – India Census of SSI, 2011-12.

Note: Figures in brackets are percentages.

Hence, during the 9th Plan the union government reserved 816 items of the SSIs and at present it at all there are only a dozen reserved items of produce to the SSIs. This is no doubt is treated as a part of new economic policy but has acted as a carrot and stick policy to the SSIs. Because, (a) the complementarities between SSIs, medium and large industries are suffering from great distress, (b) these are more than one and half lack units unable to

Demographic of Northeast India face price competition. They are subject to minor greater pressure in the days of Globalisation. Given the background above, the Government need to analyse the growth of SSIs and make some policy reforms.

Globalisation and Industrial scenario of North East India-

Ever since the term ‘globalization’ appeared for the first time in the second half of twentieth century no other word has meant so many different things to different people and has evoked as much emotions. The forces of globalization affect virtually every country in the world. It has opened the door of many new opportunities as well as formidable challenges. All spheres of life—social, political, cultural and economic—have been subjected to both the positive and negative elements of globalization. With all its promises on the overall qualitative improvement of life and social harmony, some see it as the saviour of universal peace and prosperity. On the other hand, rising mercury of its negative elements some condemn it as a new kind of chaos. While everyone welcomes the new opportunities that has emerged one cannot simply leave those negative elements unattended. Therefore, the main task now is to analyze, understand and manage globalization doing our best to harness its benefits and keep those negative consequences at bay.

India joined the club of globalized economy in 1991 when its economy is under the spell of fiscal and balance of payment crisis which compel her to initiate several structural adjustment programme and economic liberalization. Since then, India’s share to the global economy is getting larger. Today, looking at overall health of the economy and growth performance, India seems to have struck the right note of the globalization string. With its vast natural and human resources and ability to synchronize the speed of change taking place in the international market, many have considered the India’s economy as one of the most resilient economy in the world. Now, the most pertinent question arises in the recent years is; has the benefits of globalization disbursed to all the regions of the Indian union? Certainly the answer is NO.

India’s attempt to tackle the problems of income inequalities has been going on since independence under the centralized planning system. It, however, failed to provide the necessary growth impetus to the poorer states to reduce regional disparities in any meaningful manner in spite of four decades of economic planning. In the post globalization era, considering the size and diversity of the country, shrinking role of government would ultimately be a failure to achieve the set objective. With the opening of economy, states with better infrastructure facilities, better skill labour and work culture, investor friendly environment and more importantly states which can reform themselves in accordance to the need of the market oriented economy have attracted much of the private investment—both national as well as foreign. These states have grown much faster than states which are not, leading to widening disparities. This has posed a great challenge to academicians and policy makers, even though globalization is an uneven process with unequal distribution of benefits and losses, which must ensure the benefits of globalization be distributed to all the regions/states of Indian union.

Secondly, to what extent the high growth rate achieved so far has been translated into development for the well-being of its people? It is all the more necessary to ascertain the magnitude of development because development shouldn’t be seen as mere enhancement of national or personal income as it alone cannot serve the objective of securing the socio-economic equality. High growth rate achieved so far is a big accomplishment as the resources so generated could be utilized for developmental purposes to meet the desired social ends. It would, however, be highly injustice and misleading to interpret economic growth and economic development synonymously, yet a popular cynicism among the political circle in particular, as development covers much wider range and value. In short, achievement of higher growth rate should be reflected in terms of quality of life of the people.

The failure to realize the value of high growth is the main reason for the rejection of ‘shining India/feel good factor’ slogan of the ruling party in 2004 general election. This implies that the higher growth rate achieved so far in the post globalization period could not be translated in terms of improvement in the quality of life of the common people. According to Sen, any reform programme should consist of three R’s—reach, range and a reason—which every responsible individual should analyse, understands and acts accordingly. The values of high growth often depend on what the size, composition and nature of that growth due to the lives and freedoms of the people involved.

Source: Office of the Registrar General of India, 2012 The higher growth rate of NSDP experienced in some of the states is not commensurate with the growth rate of per capita income. The per capita income growth rates of all the states, barring Tripura, falls below the national level in the corresponding period. While Arunachal Pradesh, Assam and Nagaland have worsened, the performance of Manipur, Meghalaya and Tripura seem to be relatively better than the previous decade. The lower growth rate of per capita income experienced may be attributed to high growth rate of population, particularly poorer section of the society.

X. Recommendation And Suggestion Of The Finding

EXPLORING ASEAN MARKET FOR INDIA’S NORTH EAST PRODUCT-

India’s active engagement with the Association of South East Asian Nations (ASEAN) started in 1991. ASEAN has a membership of 10 countries namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR,

Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. India became a sectoral dialogue partner of ASEAN in 1992, a full dialogue partner in 1995, a member of the ASEAN Regional Forum (ARF) in 1996, and a summit level partner (on par with China, Japan and Korea) in 2002. Five India-ASEAN Summits, first in 2002 at Phnom Penh (Cambodia), second in 2003 at Bali (Indonesia), third in 2004 at Vientiane (Laos), fourth in 2005 at Kuala Lumpur (Malaysia) and fifth in 2007 at Singapore have taken place till date. India has entered into the following agreements with ASEAN:

- Framework Agreement on Comprehensive Economic Cooperation (for establishing a FTA in a time frame of 10 years) was concluded in Bali in 2003.
- India has acceded to the Treaty of Amity and Cooperation (TAC) in 2003, on which ASEAN was formed initially (in 1967).
- An ASEAN-India Joint Declaration for Cooperation to Combat International Terrorism has been adopted.
- Agreement on "India-ASEAN Partnership for Peace, Progress and Shared Prosperity" was signed at the 3rd ASEAN-India Summit in Nov 2004.
- Setting up of Entrepreneurship Development Centres in ASEAN member states – Cambodia, Myanmar, Laos and Vietnam. (The one in Laos is already functional)

The First ASEAN Economic Ministers (AEM) – India Consultations were held on 15th September 2002 in Brunei Darussalam where the Ministers, after discussing the Joint Study Report, decided to establish an ASEAN-India Economic Linkages Task Force (AIELTF). The AIELTF was asked to prepare a draft Framework Agreement to enhance the ASEAN-India trade and economic cooperation. Subsequently, at the First ASEAN-India Summit held on 5 November 2002 in Phnom Penh, Cambodia, India made the following major commitments:- (i) India will extend special & differential trade treatment to ASEAN countries, based on their levels of development to improve their market access to India; (ii) FTA within 10 years timeframe.

The Framework Agreement On Comprehensive Economic Cooperation between the Association of South East Asian Nations (ASEAN) and India cover FTA in Goods, Services and Investment, as well as Areas of Economic Cooperation. The Agreement also provided for an Early Harvest Programme (EHP) which covers areas of Economic Cooperation and a common list of items for exchange of tariff concessions as confidence building measure. The ASEAN-India Trade Negotiating Committee (TNC) is undertaking negotiations to establish an ASEAN-India Regional Trade and Investment Area (RTIA) which includes a Free Trade Area in goods, services and investment. Due to difference of opinion on Rules of Origin, the EHP, agreed under the Framework Agreement, on Goods could not be implemented. However, agreement has been reached on the Rules of Origin; Agreement on Trade in Goods including Dispute Settlement Mechanism was concluded in 2008. ASEAN-India Free Trade Agreement (AIFTA) is likely to be concluded in 2009. Negotiations towards Trade in Services and Investment have resumed and are expected to conclude by 2009. Over the past year, ASEAN-India cooperation has deepened and broadened. In terms of sectors, ASEAN-India cooperation covers wide ranging areas: trade, investment, tourism, human resource development, science and technology, and people-to-people contacts. Recently, several new areas have been included in the cooperation such as health, transport and infrastructure, small and medium enterprises, information and communication technology (ICT) and agriculture. Most of ASEAN-India cooperation projects are in the area of science and technology. Generally, all cooperation projects are funded by the ASEAN-India Cooperation Fund. ASEAN-India sectoral cooperation has been gaining strength with the establishment of working group level meetings. Currently, ASEAN and India have the following mechanisms in place:

- a) ASEAN- India Working Group On Development Cooperation;
- b) ASEAN-India Working Group on Science and Technology;
- c) ASEAN-India Consultations on Tourism;
- d) ASEAN SME Agencies Working Group- India Consultations;
- e) ASEAN-India Working Group on Transport and Infrastructure and ASEAN-

India Telecommunications and IT Senior Officials Consultations. Since 2004, ASEAN and India agreed to intensify cooperation in agricultural research. To this end, ASEAN and India agreed to consider establishing another working group in agriculture. ASEAN and India are also considering the establishment of a working group on health.

XI. Conclusion

The essence of New Economic Policy is to increase economic interdependence between countries in the world without any major barriers in investment, acquirement, ownerships etc. The market oriented economic reform programme leads to the process of globalization. In the NER, there is a still restriction between the States in mobility of human being, goods and services, through the restrictions of IPL/RAP etc. and other governmental restrictions on possession of land entrepreneurship and business permit. The provision of basic infrastructure like road, rail, power, market etc. is also not available in the region. We find over 40 per cent of rural population in the region under BPL. The growth rate of States is mostly inconsistent between 3-9 per cent during this period of economic reform. In a recent work of K. Sengupta, we find that HDI for the NER is

hovering at 0.431 compared to national average of 0.59. Therefore, the States of this area must open their border both between States and the countries. The border trade with neighbouring Bhutan, China, Myanmar and Bangladesh along with East Asian Countries is a must for globalization of the economy. The look up to East Asian countries is needed for globalisation of North East Economy. The Look East Policy is required to be implemented within a fixed time frame. The insurgency and unrest in NER can be solved through employment generation and this can be achieved by increase in investment from across the borders and within the nation. There is a need for investment in infrastructure of NER such that more border trade can be opened with Bhutan, China, Myanmar and Bangladesh. This will make NER as a part of global village and help in changing the living standard of the people of NER.

Recently, Hu Jintao, Chinese President visited our country. He told a delegation of left leaders to adopt a “more pragmatic and positive approach” to developing India’s economy and creating infrastructure. He invited Indian leaders to visit China to assess the world’s fastest growing major economy. In his view, globalization provides scope for economic prosperity.

But great expectation from the visit of Chinese President in North East ended in great disappointment, as there was no marked progress in the opening of the Stillwell Road for trade between India and China. The border row over Arunachal Pradesh before his visit created such a bad impression that there were no border talks in this region. The only hope for a vibrant trade route to South East Asia therefore lies through Manipur. The Tamu – Moreh route is required to be revitalized so that the Free Trade Treaty with the ASEAN countries can be realized in near future. The peace process with ULFA in Assam has to be successful for development of this region. There must be the end of insurgency in NER to make it investment friendly.

XII. Scope For Further Study-

On the basis of the study in the preceding analysis, the findings, suggestions and conclusion have been drawn and a number of suggestion and recommendation have been offered so that the sustainable development will be able to overcome the problems/difficulties on the part of overall development for economy and it helps in achieving the roles and objectives for the national look east policy. Since the research study is limited to only Manipur state, it needs further study for overall development of Border Trade through India’s Look East Policy.

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