

Editorial...

From the standpoint of a higher economic form of society, private ownership of one man by another. Even a whole society, a nation, or even all simultaneously existing societies taken together are not the owners of the globe. They are only its possessors, its beneficiaries and they must hand it down to succeeding generations in improved conditions.

– Karl Marx

It is not by chance that I share Marx's quote with you. I share it with a purpose, to sensitize the readers about ongoing global debate on climate change and the issues related to it. Issues like sustainable development, corporate responsibility for society and bio-diversity do need a serious contemplation and execution of effective policies. The year 2010 is **International year of Biodiversity**, but what it means for us, for nations and industry is indeed a million dollar question.

Biodiversity has been often regarded as the Cinderella or Snow White among environmental issues. Most of the people involved in business and industry do believe that it has nothing to do with their day to day working. They feel it is to sole responsibility of the governments to take measures for the protection of species and genetic diversity. But the ground reality is the Governments have not been able to act effectively or check biodiversity erosion which is happening at an alarming pace and as the risk grows the people will have to step in to take some measures, before it is too late. And who knows we are unable to hand over the earth down to the succeeding generations.

Thinking positive can to some extent save our earth. Business manager should be provided with a means of identifying and managing risks and opportunities arising from dependence and impact of ecosystems, in order to further embed biodiversity values into existing financial and business planning tools.

In tourism sector Eco tourism has emerged as a significant area of tourism promotion, it has given a new hope and has generated new breed of innovators, entrepreneurs and investors, emerging to drive forward new technologies, new business models and more fundamentally a new market paradigm.

So while the biodiversity and tourism glass may be half empty to some, we choose to see it as still more or less half full. It is often said every dark cloud has a silver lining. We will and shall overcome threats and challenges before us and I have reasons to believe that we will pass on a genetically impoverished planet to our inheritors. There will be no 'loss of inheritance'.

Lastly, thanks to the vision and support of our newly appointed Principal **Dr. Rajesh Kumar**, for he is a man of action. Ever since, his joining in May, 2010 the entire college is in vibrant mode and mood. Under his able stewardship not only SAJTH but the entire college will scale new heights.

– **Abhinav Kamal Raina**
Chief Editor