

# Dr. Mahesh Kumar



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### WAR AND VIOLENCE IN ERNEST HEMINGWAY'S A FAREWELL TO ARMS: A PSYCHO-SOCIAL PERSPECTIVE

Authors:  
Mahesh Kumar, Pratima

Abstract:

Ernest Miller Hemingway (1899-1961) a famous American novelist and the Nobel laureate (1954), left his indelible mark not only on American Literature but also influenced the whole literary landscape of world literature. He has been hailed as one of the most influential American writers of the 'Lost Generation' whose iceberg writing style exercised a great influence on twentieth century literature. Many of his oeuvres such as The Sun Also Rises, A Farewell to Arms, The old man and the Sea, For Whom the Bell Tolls, and The Garden of Eden are considered as the classics of literature. In fact, all his masterpieces speak of high standards of his art in which he created memorable stories of people, events, experiences and enduring actions. He passionately experienced and explored intense themes such as love, war, life, fear, trauma, violence, faith, courage and endurance in his works. Hemingway has a distinction of being a soldier-writer who both took part in world war-I and wrote about it. The famous novel A Farewell to Arms (1929) is a first hand document of his war experiences that he felt and wrote about. The work is a testimony of war and its violence that seems to initiate a debate on the romanticism and reality of the war and its multifarious effects on individuals that destroy social, emotional, and psychological human order. The present paper sets out to explore the theme of war and violence in the novel from a Psycho-Social point of view in consonance with the contemporary issues that are still pertinent and relevant.

Keywords:  
Lost Generation, War, Violence, Trauma, Psycho-social, Destruction.

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Ms. Shilpa

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**IMPACT OF BRAND IMAGE IN PURCHASING DECISIONS: A PERSPECTIVE**

Authors:  
Shilpa

Abstract:  
There is a deep relationship between a brand image and its impact on the firm's customer base. The name and fame of a brand always attracts more and more customers/ consumers as it fulfills a kind of promise between consumer and a firm. A brand always tries to establish a kind of appealing image in the market through its quality products, trust and advertisements that attracts customers and finally makes its brand image in the market. But a good brand image is one that strives more to meet customers' expectations by providing them not only best quality products but also value to their money thereby building a kind of loyal and trustworthy bond with their customers. In the age of social media and online marketing platforms, customers are more educated than in the past and evaluate branded and unbranded product in terms of quality and value to their price. In fact, in the changing scenario companies primarily focus on the brand equity that refers to a premium value that a company generates from its products with a recognizable name as compared to other competitors. A brand is a name, sign, term, logo and symbol or combination of all such traits that are intended to identify products and services of a seller or group of sellers and differentiate them from other market competitors. A brand enhances the value of a product beyond its functional purpose and helps to take the competitive advantage on rivals and also stops competitors from entering the market. Many branded firms not only focus on profits but also perform their responsibilities towards the society for their welfare. Such acts in turn add more trust and value to the brand and its image among consumers. Therefore, a brand equity and image is vital for a firm as both influence and impact customers while they decide to purchase the branded products of a firm.


This paper sets out to define brand equity, brand image and brand awareness among customers. It also discusses the role of brand awareness among customers which in turn help them to take wise decisions in their purchase.

**GOVT. COLLEGE KHARKHARA  
PRINCIPAL  
REWARI**

Keywords:  
Brand equity, brand image, brand awareness, building brand equity, managing brand equity.


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# Ms. Manya Bhola



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### WOMEN EMPOWERMENT AND THE INDIAN SUPREME COURT

Authors:  
Manya Bhola, Chanchal Narang

Abstract:  
Every significant decision of a women's life is controlled by patriarchy. Her birth itself is still uncertain in many families in the twenty-first century. The issue of her oppression needs to be targeted strongly and at a larger level because such laws are very conveniently brushed aside. Inequality prevails in all sections and sectors of life and women suppression is normalised in every household. With each passing year, the Indian legal system is getting stricter and louder with women's issues. This research paper will study the newer laws that were passed in favour of women in the recent years. It discusses ground-breaking judgements related to honour killing, sex selection and women discrimination, workplace related discrimination and laws and dowry related atrocities in the recent years. Supreme Court judgements on women-centred cases like *Shakti Vahini v Union of India* (2018), *Voluntary Health Association of Panjab v. Union of India* (2013), Land Inheritance Law amended in 2022, *Khurana and Others v. Union of India and Others* (2014) and some more have been studied to understand how women development is being backed up by our legal system.

Keywords:  
Women, Supreme Court, dowry, workplace discrimination

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पन्त कृत लोकायतन में संस्कृति का सामाजिक पक्ष

डॉ. सुशीला लाम्बा

सहायक प्राध्यापिका, हिन्दी

राजकीय महाविद्यालय खरखडा

रेवाड़ी (हरियाणा)

शोध आलेख सार

कवि पंत जी को द्रष्टा और स्रष्टा की संज्ञा दी गई है। वे अतीत के प्रेमी हैं और युगीन परिस्थितियों के आधार पर उदात्त सामाजिकता का स्वप्न देखते हैं। एक कलाकार के रूप में सतत् प्रगतिशील रहने वाले पंत जी ने ऐसे भावी समाज की कल्पना की है जो वर्तमान समाज से अधिक सुन्दर, सुसंस्कृत तथा प्रगतिशील होगा, जिसमें मानव रूढ़िबद्ध मानव-मूल्यों का त्याग करके, नवीन जीवन-मूल्यों को ग्रहण कर नव संस्कृति का निर्माण कर सकेगा।

**मुख्य शब्द :** चेतना, समाज, राजनीतिक हलचल, धार्मिक संकीर्णता, आदर्श मानव।

साहित्यकार सामाजिक युग चेतना से प्रभाव ग्रहण करने वाला प्राणी है, उसका समस्त व्यक्तित्व युगीन परिस्थितियों की देन होता है। साहित्यकार केवल अपनी जिन्दगी नहीं जीता, अपने समाज और अपने समय की जिन्दगी को भी प्रतिबिम्बित करता है। एक ओर वह समय की मूल ध्वनि को व्यक्त करता है तथा दूसरी ओर अपने, समय और परिवेश में से उस तत्व को भी उपलब्ध और अभिव्यक्त करता चलता है जो शाश्वत है।<sup>1</sup>

कोई भी कवि अपने समाज और अपनी परिस्थितियों से व्यक्तिगत रूप से जुड़ा होता है क्योंकि वह एक कवि होने के साथ-साथ एक व्यक्ति भी होता है, समाज की उन्नति की ओर अग्रसर होती हुई एक शक्ति भी होता है। अतः समाज की एक स्पन्दनशील इकाई होने के नाते उसका कर्तव्य हो जाता है कि वह समाज को अपने भीतर दर्पण की भाँति प्रतिबिम्बित करे। जिन परिस्थितियों और जिस समाज में वह जन्म लेकर बड़ा हुआ है, उसका आभास उसकी रचनाओं में मिलना ही चाहिए। क्योंकि उसका समस्त व्यक्तित्व उन परिस्थितियों और समाज की ही देन होता है।

पंत जी पर अपने समय की स्पष्ट छाप परिलक्षित होती है। जिन परिस्थितियों में और जिन तत्वों से प्रेरणा ग्रहण कर उन्होंने काव्य-सर्जन किया है, उसका स्पष्ट आभास उनके कर्तित्व में मिलता है। बचपन से ही एकान्तप्रिय होने पर भी अपने चारों ओर की सामाजिक चेतना के प्रति वे हमेशा जागरूक रहें। उन्होंने समाज की प्रत्येक धडकन को बड़े ध्यान से सुना और महसूस किया, उन्होंने अपने जीवन में जो कुछ भी देखा, सुना अथवा पढ़ा है, उसको आत्मसात् करके बड़े मनोहर ढंग से वर्णित किया है।

पंत जी का महाकाव्य 'लोकायतन' युगबोध की सफल अभिव्यक्ति है। राजनीतिक हलचल, धार्मिक संकीर्णताओं, सामाजिक वैषम्यों, रूढ़ियों को तोड़ देने की क्रान्ति-प्रवृत्ति, दलितों-शोषितों के प्रति सहानुभूति, मानवहित चिंतन आदि युगीन सारी सामाजिक भावनाओं को इसमें अभिव्यक्ति दी गई है, इसमें सन्देह नहीं। 'लोकायतन' में पंत जी ने वर्तमान की सभी समस्याओं का अंकन करते हुए भावी समाज की विराट् झँकी प्रस्तुत की है। समाज और संस्कृति दोनों के नव-निर्माण में मानव-संस्कार और युगीन जीवन-मूल्यों का विशेष हाथ होता है। इन्हीं तत्वों के आधार पर युगानुरूप संस्कृति का उन्नयन और विघटन होता है। 'लोकयतन' में अभिव्यक्त



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**Social aspect of culture in Pant Krit Lokayatan**

**Dr. Sushila Lamba Assistant Professor, Hindi Government College Kharkhara Rewari  
(Haryana)**

**Research Article**

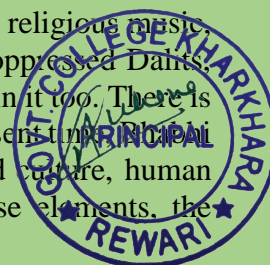
**Summary**

Poet Pant ji has been given the title of seer and creator. He is a lover of the past and dreams of a noble society based on the circumstances of the times. Pant ji, who is constantly progressive as an artist, has imagined such a future society which will be more beautiful, cultured and progressive than the present society, in which humans will create a new culture by abandoning stereotyped human values and adopting new life values. Will be able to do.

Key words: Consciousness, society, political turmoil, religious narrow-mindedness, ideal human being. A writer is a creature who receives influence from the consciousness of the social era, his entire personality is of the era.

A litterateur is a creature who receives influence from the social plan. His entire personality is a gift of the contemporary circumstances. The litterateur not only lives his own life but also restricts the life of his society and his time. On the one hand, he expresses the basic sound of the time and on the other, and he also finds and expresses the essence of his time and environment which is eternal. Anyone is ever personally connected to his society and his circumstances because apart from being a poet, he is also a person of the society. There is also a power moving towards progress, hence being a unit of the society, it becomes his duty to manage the society within himself like a mirror of the circumstances in which he was born and grew up. It must be found in his works because his entire personality is a reflection of those circumstances and society. Pant ji clearly bears the imprint of his time. The circumstances under which and the elements from which he drew inspiration from to create his poetry are clearly visible.

Pant ji's epic Lokayatan is also a successful person of Yugabodh, political turmoil, religious music, social topics, revolutionary tendency to break the video, sympathy towards the oppressed Dalits, human thinking etc. All the social sentiments of the era have been given a person in it too. There is no doubt about it that Pant ji is in Lokayatan. Describing all the problems of the present time, the Samaj has presented a huge tableau. In the new construction of both society and culture, human values and contemporary life values have a special role. On the basis of these elements, the Yugalupin culture is described and disintegrated.



**पन्त कृत 'लोकायतन' में आध्यात्मिकता**

डॉ. सुशीला लाम्बा

सहायक प्राध्यापिका, हिन्दी

राजकीय महाविद्यालय खरखड़ा

रेवाड़ी (हरियाणा)

शोध आलेख सार

'लोकायतन' चिन्तन-प्रधान महाकाव्य है। यहां महाकाव्यकार का उद्देश्य समतल पर दिव्य जीवन के आविर्भाव के विकास को प्रस्तुत करना है। कवि ने इस सन्दर्भ में जिन आध्यात्मिक विचारों को यहां प्रस्तुत किया है, वे सब किसी ने किसी रूप में भावी युग से संबंधित हैं। भावी युग के दर्शन में जैसे कवि की सम्पूर्ण विचारधारा सिमट कर आ गई है। कवि की चिन्तनधारा में सर्वोपरि स्थान मानव-हित का है। कवि ने अपनी मौलिक कल्पनाशक्ति द्वारा आध्यात्मिक विचारों में चुन-चुन कर केवल उन्हीं तत्वों का समावेश किया है जो व्यावहारिक जीवन में मानव के लिए कल्याणकारी सि हो सके। इसी कारण उनकी विचारधारा नाना विचारधाराओं का समन्वय होते हुए भी अपने आप में नवीन दृष्टिगत होती है और भविष्यत् कल्पना के माध्यम से भावी मानव को एक नया दिशा बोध देती है।

**मुख्य शब्द :** जगत, जड़-चेतन, अन्तरचेतना, राग-चेतन, भौतिकता-आध्यात्मिकता।

अध्यात्म भारतीय साहित्य और जीवन की रीढ़ है। जीवन के शुभ-अशुभ, राग-द्वेष सभी का पर्यवसान अध्यात्म में होता है। सुख-दुख की सारी भावनाएँ निमज्जित होकर अध्यात्म में परिणामित की अवस्था तक पहुँचती हैं। जीवन के सारे झंझावात अध्यात्म रूपी महासागर में परिशामित होते हैं। साहित्यकार भी अपनी भावनाओं को इसी महासमुद्र में निमज्जित कर अपना गंतव्य निर्धारित करता है।

किसी भी कवि की भावधारा विभिन्न स्रोतों से प्रवाहित होकर बहती है उसका मूल्यांकन विविध सन्दर्भों में करते हुए उसके गंतव्य तक पहुँची हुई भावधारा को देख लेना आवश्यक प्रतीत होता है। सन् 1942 के आन्दोलन के पश्चात् पंत जी की विचारधारा में एक बड़ा परिवर्तन हुआ। उनका मन साहित्य, संस्कृति तथा दर्शन ग्रन्थों में अधिक रमने लगा था। उनकी कविता प्रकृति, जीवन और सौन्दर्य की पगडण्डियों को छोड़कर अध्यात्म और चिन्तन के विस्तृत पथ से भावी समाज की ओर प्रस्थान करती है और आगे बढ़ने हेतु आध्यात्मिक चेतना का संबल ग्रहण करती है। यह जीवन की स्वाभाविक विकासधारा है जो युग-सापेक्ष होकर लक्ष्य संधान में सर्वद्वारत है।

'लोकायतन' चिन्तन-प्रधान महाकाव्य है। यहां महाकाव्यकार का उद्देश्य समतल पर दिव्य जीवन के आविर्भाव के विकास को प्रस्तुत करना है। कवि ने इस सन्दर्भ में जिन आध्यात्मिक विचारों को यहां प्रस्तुत किया है, वे सब किसी ने किसी रूप में भावी युग से संबंधित हैं। भावी युग के दर्शन में जैसे कवि की सम्पूर्ण विचारधारा सिमट कर आ गई है। कवि की चिन्तनधारा में सर्वोपरि स्थान मानव-हित का है। कवि ने अपनी मौलिक कल्पनाशक्ति द्वारा आध्यात्मिक विचारों में चुन-चुन कर केवल उन्हीं तत्वों का समावेश किया है जो व्यावहारिक जीवन में मानव के लिए कल्याणकारी सिद्ध हो सके। इसी कारण उनकी विचारधारा



## English Version

Pramana International Refereed & Peer Reviewed

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Spirituality in Pant's 'Lokayatana'

Dr. Sushila Lamba Assistant Professor, Hindi Government College Kharkhara Rewari (Haryana)

### Research Article Abstract

'Lokayatan' is a thought-oriented epic. Here the aim of the epic poet is to present the development of the emergence of divine life on the plane. The spiritual ideas that the poet has presented here in this context are all related to the future era in some way. It seems as if the entire ideology of the poet has been reduced to the vision of the future era. Human welfare has the foremost place in the poet's thoughts. The poet, through his original power of imagination, has selectively included only those elements in his spiritual thoughts which can be beneficial for human beings in practical life. For this reason, his ideology, despite being a coordination of various ideologies, is new in itself and through future imagination, it provides a new sense of direction to future humans.

Key words: world, inanimate consciousness, inner consciousness, emotional consciousness, materiality, spirituality.

Spirituality is the read of Indian truth and life. Not everyone's discourse on good, bad, passion and hatred of life is spiritual. All the feelings of happiness and sorrow follow and reach the state of distress in spirituality. All the storms of life toil in the ocean of spirituality. Writers also do their work. Emotions are immersed in this mother ocean and determine their destination. The emotional flow of any person flows influenced by various sources. It seems necessary to evaluate it in different contexts and look at the emotional flow that has reached its duty. Movement of 1942 after this, there was a big change in the ideology of Pant ji, his mind started focusing more on literature, culture and philosophy. His poetry, leaving the lines of nature, life and beauty, moves from a broad position of spirituality and contemplation towards future society and to take it forward. Therefore, it receives the support of spiritual consciousness, it is the natural development ground of life, which is relative to the age, the goal is established in the constitution, and it is an epic.





# Air Quality Deterioration in Urban Environments: A Review of Industrial and Vehicular Pollutant Source

**Manu Kumar Bhandoria**

Assistant Professor

Department of Chemistry

Govt. College Kharkhara (Rewari)

**Abstract :**

Urban air quality is a pressing concern with far-reaching consequences for public health, the environment, and overall well-being. This review offers an extensive examination of the origins and contributors to deteriorating air quality in urban settings, with a specific focus on pollutants stemming from industrial and vehicular sources. Industrial operations are substantial contributors to urban air pollution, emitting a wide array of harmful substances like particulate matter (PM), volatile organic compounds (VOCs), nitrogen oxides (NOx), sulfur dioxide (SO<sub>2</sub>), and heavy metals. The paper delves into the various industrial processes responsible for these emissions and explores strategies to mitigate their adverse impacts. In addition to industry, vehicular emissions resulting from the burning of fossil fuels in automobiles play a pivotal role in the decline of urban air quality. This review examines the various pollutants produced by vehicles, including carbon monoxide (CO), hydrocarbons (HC), and greenhouse gases, while also assessing advancements in technology and policy measures aimed at curbing these emissions. In summary, this review emphasizes the pressing necessity for collaborative actions aimed at mitigating industrial and vehicular pollution within urban regions. These efforts are crucial for safeguarding the health and welfare of urban inhabitants and protecting the environment. Additionally, the study underscores the significance of ongoing research and innovation to create sustainable solutions for enhancing air quality in our constantly evolving urban environments.





Mr. Sushil Kumar

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## Unveiling the Enigma of the Harappa Culture: A Comprehensive Review

**Sushil Kumar**

Assistant Professor

Department of History

Govt. College Kharkhara (Rewari)

### *Abstract :*

The ancient Harappa culture, one of the world's earliest urban civilizations, continues to captivate the interest of both scholars and archaeologists. This in-depth review paper explores the enigmatic facets of the Harappa culture, aiming to illuminate its mysteries through a thorough examination of existing research, archaeological discoveries, and historical records. By amalgamating and critically assessing the extensive pool of available information, this research strives to offer novel insights into the culture's beginnings, socio-economic structure, urban design, and eventual decline. Ultimately, its goal is to enhance our understanding of the Harappa culture's importance in human history and its ongoing relevance to modern archaeological studies and the study of ancient civilizations.

*IndexTerms* - Harappa Culture, Ancient Civilization, Archaeology, Enigma, Urban Civilization, Socio-Economic Structure, Urban Planning.



Dr. Ramniwas



## Present Status Of Deposit Insurance In India

Dr. Ramniwas Sangwan

Assistant Professor of Commerce

Govt. College, Kharkhara, District – Rewari, State – Haryana, Pin – 122502

Indira Gandhi University, Meerpur,

Distt. - Rewari

### Abstract

-Dr. Ram Niwas Sangwan

Deposit insurance was formed to protect small unit banks in the United States when branching regulations existed. In India, Deposit Insurance was introduced in 1962. The Deposit Insurance Corporation commenced functioning on January 1, 1962 under the aegis of the Reserve Bank of India (RBI). 1971 witnessed the establishment of another institution, the Credit Guarantee Corporation of India Ltd. (CGCI). In 1978, the DIC and the CGCI were merged to form the Deposit Insurance and Credit Guarantee Corporation (DICGC). **Deposit Insurance and Credit Guarantee Corporation (DICGC)** is a wholly owned subsidiary of Reserve Bank of India. It was established on 15 July 1978 under the Deposit Insurance and Credit Guarantee Corporation Act, 1961 for the purpose of providing insurance of deposits and guaranteeing of credit facilities.

Deposit insurance is a measure implemented in many countries to protect bank depositors, in full or in part, from losses caused by a bank's inability to pay its debts when due. Deposit insurance system is an important component of a financial system safety net that promotes financial stability.

**Key Words:** Deposit Insurance, DIC, CGCI, DICGC, Guarantee, Financial System etc.



Mrs. Dayawati & Dr. Sarita



SHODHSAMHITA  
शोधसंहिता

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## LITERATURE REVIEW ON EFFECTS OF AIR POLLUTION ON HUMAN HEALTH (NCR REGION)

Mrs. Dayawati

Assistant Professor, Department of Geography, Govt College Kharkhara Rewari.

Mrs. Sarita

Ext. lecturer, Department of Commerce, Govt College Kharkhara Rewari.

### Abstract:

Hazardous chemicals escape to the environment by a number of natural and/or anthropogenic activities and may cause adverse effects on human health and the environment. Increased combustion of fossil fuels in the last century is responsible for the progressive change in the atmospheric composition. Air pollutants, such as carbon monoxide (CO), sulfur dioxide (SO<sub>2</sub>), nitrogen oxides (NO<sub>x</sub>), volatile organic compounds (VOCs), ozone (O<sub>3</sub>), heavy metals, and respirable particulate matter (PM<sub>2.5</sub> and PM<sub>10</sub>), differ in their chemical composition, reaction properties, emission, time of disintegration and ability to diffuse in long or short distances. Air pollution has both acute and chronic effects on human health, affecting a number of different systems and organs. It ranges from minor upper respiratory irritation to chronic respiratory and heart disease, lung cancer, acute respiratory infections.

### Introduction:

The World Health Organisation (WHO) has recognised ambient air pollution as a class one carcinogen and the fourth highest risk factor for premature death worldwide. In Asia, the situation is exacerbated by rapid urbanisation, industrialisation, and deficiencies in supporting infrastructure. Already in 2010 the Clean Air Initiative for Asian Cities indicated that 58% of Asian cities (out of 230) had annual PM<sub>10</sub> concentrations exceeding the WHO annual mean interim target-1 of 70µg/m<sup>3</sup> for PM<sub>10</sub> and, moreover, Amann et al report that 40% of cities with the highest concentrations of PM<sub>2.5</sub> are in India. Previous studies across India have shown strong correlations between respiratory problems, mortality rate, premature death, and air pollution levels. Addressing this problem is now paramount.

Delhi, the capital city of India, is inhabited by approximately 16.7 million people. It is also the third largest urban agglomeration in the world. Delhi is ranked among the most polluted cities in the world. The primary contributors to air pollution in Delhi are both natural and anthropogenic like industrial units, vehicular emission, road dust, tire pads, construction activities etc. Control Board had noted many of the establishment had idle pollution control devices and short chimney. Transport sectors contributes around three fourth of pollutants in air of Delhi. Vehicular sources alone generate more than 3000 metric tons of pollutants per day. Delhi, with a little over 1% of India's population, is home to a 10% of the vehicular load of the country. The motor vehicle fleet was 9.6 million in the year 2015. The number of vehicles per kilometer of road in Delhi has gone up from 128 to 191 between 2003 and 2009. Moreover, ongoing large scale construction activities contribute dust in the air. The ever increasing sources and lack of sink potential due to Delhi has approximately nine lakh registered industrial establishments. Central pollution de-forestation have also led to high ambient air pollutant concentration within the city. Climate plays an important role in determining level of pollutants at Delhi. Delhi has cool dry air and in summer stratification with low wind velocity during winter. Such condition prevents dispersion of air pollutants. In summer burning of 500 million tons during winter in surroundings of Delhi causes smog formation because of inversion. In summer air quality gets deteriorated due to dust storms originating from Thar desert and middle-east Asia. Dust in polluted environment become harmful because of coating of pollutants. Moreover, Delhi being a land locked city, is not able to be cooled by moderating effect of sea. Air pollution is a major environmental problem affecting the health of people in developed and developing countries. The United Nations Environment Programme (UNEP) had estimated that globally 7 million people breathe unhealthy air. In the past, several studies have highlighted the significant contribution of ambient air pollution in human morbidity and mortality. In the year 2012, World Health Organization (WHO) reported that around seven million people and one in eight of total global deaths were attributable to air pollution. Air pollution has contributed to about 2.5 million cardiac mortalities and one-third of deaths due to Chronic Obstructive Pulmonary Diseases (COPD).

