

National Conference on
**PROGRESSION OF STRATEGIES
IN INDIAN BUSINESS**

05.02.2021



Organised by

**P.G. DEPARTMENT OF COMMERCE & RESEARCH CENTRE
NAZARETH MARGOSCHIS COLLEGE
AT PILLAIYANMANAI
NAZARETH - 628 617.**

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ABOUT THE INSTITUTION

Nazareth Margoschis College at Pillaiyanmanai is a co-educational college of Arts, Science and Commerce. It is named after a well known S.P.G. Missionary Rev. Canon Arthur Margoschis. It is situated in rural surroundings and is easily accessible to the youth of the villages in the southern part of Thoothukudi District. The college is under the management of Thoothukudi-Nazareth Diocesan Trust Association, the educational wing of the Thoothukudi-Nazareth Diocese of the Church of South India.

The College completed 50 Years of valuable educational service to the youth of this rural area and celebrated its Golden Jubilee in the year 2017.

Due to the prayers, devotion, zeal and tireless service of the Secretary, the Principal and the Staff members, the college is well poised to embark on the programme of growth and development.

ABOUT THE DEPARTMENT

The Department of Commerce came into existence in the year 1982 with the introduction of B.Com. degree course. The Department widened its sphere by introducing B.Com and M.Com. under unaided stream in the year 2003. The Pre-research course, M.Phil. was introduced in the year 2008. The department was upgraded as a Ph.D. Research Centre in the year 2018. This shows the steady growth of the department and also the self-development of the members of staff. The commerce department is now functioning effectively not only with innovative teaching but also offering useful add-on courses to student community.

ABOUT THE CONFERENCE

The main objective of the National Conference on **PROGRESSION OF STRATEGIES IN INDIAN BUSINESS** organised by PG Department of Commerce of Nazareth Margoschis College at Pilliyanmanai, is to bring together researchers and students in the fields of Commerce and Management to provide a forum for exchange of information between scholars and practitioners on various strategies in Indian Business. It also provides the participants an opportunity to present their research article and conceptual thoughts, and to take in open discussion. The conference will also consolidate the network among commerce professionals and will initiate vertical research activities.

Dr. S. ARULRAJ PONNUDURAI
PRINCIPAL

Nazareth Margoschis College at Pillaiyanmanai
Nazareth- 628 617.



From Principal's Desk

I am happy to learn that the Department of Commerce has come out with a National Conference on **“PROGRESSION OF STRATEGIES IN INDIAN BUSINESS”**. The objective of the Conference is to impart skills to students in tune with the Industry and Service Organization requirements.

The conduct of various development activities relevant to the changing needs constitute an important function of the departments which develops the caliber of the students and makes them complete.

The faculty of the department has done a commendable job in specifying thought provoking sub-themes for presentation in this conference and I congratulate the Organizer, Head of the Department and all the Members of Department of Commerce, for their effort in organising this seminar.

Grateful thanks to the contributors for their valuable efforts. The college, on its academic journey, wishes all those who are associated with this conference and assures meritorious success in every walk of life.

Dr. S. ARULRAJ PONNUDURAI

Dr. A. PERIYANAYAGOM JEYARAJ

VICE – PRINCIPAL

Nazareth Margoschis College at Pillaiyanmanai

Nazareth- 628 617.



Vice-Principal's Message

Greeting in the name of God Almighty,

It gives me immense pleasure to greet you, for organising the National Conference on “**PROGRESSION OF STRATEGIES IN INDIAN BUSINESS**”, with Revered Bishop, Rt. Rev. Dr. S.E.C. Devasahayam; Lay Secretary of TND and Secretary of NMCP, Mr. S.D.K. Rajan; Standing Committee Secretary for Collegiate Education, Mr. J. Jebachandran and the Principal Dr. S. ArulrajPonnudurai.

India, a land of unity in diversity, occupies a unique place in shaping the destiny of human beings. Business, also known as trade and commerce, is an important aspect to determine the socio-economic wellbeings of the people in India. Strategies are so essential for the development of business.

I hope this Conference will be an eye-opener to the students, research scholars, faculty members and the budding entrepreneurs to identify the new strategies for the progression in Indian business.

I congratulate the organising committee members for their tiredless efforts to make the conference a grand successful one. I appeal all the participants to make use of this conference for the improvement of their ideas and knowledge in Indian business.

Dr. A. PERIYANAYAGOM JEYARAJ

Dr. R. SANTHI SALOMI
HEAD & ASSISTANT PROFESSOR

P.G. Department of Commerce and Research Centre
Nazareth Margoschis College at Pillaiyanmanai
Nazareth- 628 617.



MESSAGE

I am very happy that the Department of Commerce, Nazareth Margoschis College at Pillaiyanmanai is organising a National Conference on “Progression of Strategies in Indian Business”.

The world of business strategy is in transition. Today, business value and competitive advantage arise more often from consumer perceptions of what is "cool" than from physical assets or economies of scale.

India has emerged as the fastest growing economy in the world. India is today ranked as one of the most attractive investment destinations across the globe because of favourable demographics, huge workforce & outsourcing support, geographical advantages and continuously improving infrastructure support.

Business strategy is all about how the company chooses to position itself to gain a sustainable competitive advantage. A good strategy is well matched to the company's situation - both internal and external factors and its own capabilities and aspirations.

Business strategy is a powerful tool for helping the organisation to reach the business goals, defining the strategies and tactics it needs to take within the company. The business strategy also guides many of the organisational decisions. Creating a business strategy that's in line with the vision of the company takes time and development.

I believe that this conference would create a good platform for the participants to enrich their knowledge.

DR. R. SANTHI SALOMI

PREFACE

India has emerged as the fastest growing economy in the world. The current global economic downturn has forced many companies to think beyond their typical market boundaries. Though the market is growing, exciting and opportunities are unlimited, entering the Indian market poses many strategic challenges for them.

India is among the top three strategic growth markets that companies turn to when looking to expanding their global footprint and increase business success.

The National Conference on **PROGRESSION OF STRATEGIES IN INDIAN BUSINESS** organised by the PG Department of Commerce & Research Centre of Nazareth Margoschis College brings together academicians, researchers and executives working on different fields of management over the country to provide forum of exchange of information between scholars on various issues in management strategies and to bring new contribution to the Commerce, Management and Economics disciplines.

For the scientific sessions in the conference, the research papers were invited from all over India. The review board has evaluated and accepted 87 research papers for publication in this volume.

We express our thanks to Mr. S.D.K. Rajan, Secretary, NMCP; Mr. J. Jebachandran, Secretary, Standing Committee for Collegiate Education, TND, Dr. S. Arulraj Ponnudurai, Principal, NMCP, and Dr. R. Santhi Salomi, Head, Department of Commerce and other Faculty members.

We also thank the Muthra Publishers, Tirunelveli for timely deliverance of research papers. We would also like to acknowledge the panel of evaluators, sponsors and all the authors whose contributions have made this volume a valuable one.

DR. J. IMMANUEL NALLATHAMBI

DR. S. GNANASUMATHI

EDITORS

ABOUT EDITORS



Dr. J. Immanuel Nallathambi is working as an Assistant Professor of Commerce, Nazareth Margoschis College at Pillaiyanmanai, Nazareth for the past seventeen years. He has a wide range of rich experience in Teaching & Research and also acting as a Facilitator. His area of specialization is Financial Management & Accounting and he is an expert in this field. He has presented many papers and published several articles in International and National forum. He is also a lifetime member of Indian Accounting Association (IAA). He has served as an Editorial Board member in Muthra International Journal of Business Research. He has published five ISBN books for the student needs to utilize their career skills. He is recognized as a Research Supervisor of Manonmaniam Sundaranar University, Tirunelveli and giving constant support to his Ph.D Scholars. At present, he has been serving as a Research Committee member in Nazareth Margoschis College at Pillaiyanmanai.



Dr. S. Gnanasumathi commenced her teaching career in the year 2004. She previously served as an Assistant Professor in Bishop Caldwell College, Thoothukudi. At present, she is working as an Assistant Professor in Nazareth Margoschis College at Pillaiyanmanai, Nazareth. She has also qualified the National Eligibility Test in Commerce and State Eligibility Test in Management. She has participated in many National and International Seminars and also published research articles in reputed journals. She is also a recognized research guide in Manonmaniam Sundaranar University, Tirunelveli.

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SAVINGS AND EXPENDITURE PATTERN OF WOMEN WITH REFERENCE TO TENKASI DISTRICT

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ABSTRACT

Women play a vital role for developing their family as well as their society. Now a day they are working in different fields, develop their skills and spend lot of money. The main aim of conducting this research is to know the savings and expenditure pattern of women with reference to Tenkasi district. In order to conduct this research and to achieve the objectives, the primary data has been collected by using structured questionnaire. Moreover, secondary data has been collected from published reports, journals, periodicals, newspapers, books, magazines, and other published literature. For collecting the primary data judgmental sampling method is used. To undertake this study, the sample sizes of 120 respondents were taken. The collected information is analysed with the tools of simple percentage and Garret ranking techniques.

Keywords: Savings and expenditure pattern

INTRODUCTION:

In India literacy level of women increases year by year. It leads to they got different jobs in different fields. Now a day they are earned more and more compared with men. It leads to develop their career as well as their family too. Now women ready to save their amount into various investment available in the financial market, not only that they are spending lot. All we know if our income is increased then automatically spending habits also increased. They spend more money in the area of their personal care as well as their own family member's education.

STATEMENT OF THE PROBLEM:

In the present scenario most of the women are working in different area with their educational background. It will increase their earning ability; it leads to increase their saving and spending habits. This study is conducted to understand the savings and expenditure pattern of working women with reference to Tenkasi District.

OBJECTIVES OF THE STUDY

1. To study the socio and economic background of the respondents
2. To analyse their savings and spending habits.
3. To identify purpose of making savings.
4. To offer suitable suggestions.

RESEARCH METHODOLOGY

In order to conduct this research study, 120 working women are selected in the Tenkasi district. In this research, both primary and secondary data sources were used. The judgmental sampling method was used. Simple percentage and Garrett ranking techniques were used for data analysing.

ANALYSIS AND RESEARCH FINDINGS

An attempt is made to know the savings and expenditure pattern of women in Tenkasi district. The variables such as the age of the respondents, marital status, system of family, occupation and savings and expenditures were analysed.

1. Marital Status of the Respondents

S. No	Marital status	No. of Respondents	Percentage
1	Un-married	42	35
2	Married	78	65
	Total	120	100

Source: Primary data

2. System of Family

S. No	System of family	No. of Respondents	Percentage
1	Joint	56	47
2	Nuclear	64	53
	Total	120	100

Source: Primary data

3. Purpose of Saving

S. No	Purpose	No. of Respondents	Percentage
1	For Future risk-free life	44	37
2	For higher studies	20	17
3	To lead a well settled life	28	23
4	Others	28	23
	Total	120	100

Source: Primary data

4. Way of Making Savings

S. No	Types of saving	No. of Respondents	Percentage
1	Bank a/c	52	43
2	Investment in shares	20	17
3	Real estate	4	3
4	Others	44	37
	Total	120	100

Source: Primary data

5. Area for Spending More Money

S. No	Spending area	Rank							Total score	Mean score	Rank
		I	II	III	IV	V	VI	VII			
1	Entertainment	20	32	24	16	12	24	16	6616	55.1	I
2	Fast food	4	8	12	24	12	12	48	4684	39.03	VII
3	Health & fitness	16	4	20	16	32	16	16	5688	47.4	VI
4	Mobile/ Laptops	24	16	20	20	20	12	8	6476	53.96	II
5	Studies/Tuition fees	24	20	4	16	16	24	16	6040	50.33	IV
6	Shopping	20	12	24	24	12	12	16	6172	51.4	III
7	Transportation/petrol	12	28	16	16	16	16	16	6036	50.33	V

Source: Primary data

FINDINGS:

- It is observed that, out of 120 respondents, 45% of the respondents in the age group of 25 - 35 years.
- It is found that, out 120 respondents, 65% of the respondents are married.
- It is noted that, 53% of the working women belongs to nuclear family system.
- It is observed that, out of 120 respondents, 37% of the respondents were save their money for the purpose of future risk-free life.
- It is found that, out 120 respondents, 43% of the respondents making their savings in bank account.
- Most of the respondents spend lot in entertainment expenses.

SUGGESTIONS:

- ❖ Government should encourage the women to save more.
- ❖ Companies should give information about share market and create awareness among them to invest in shares in future.
- ❖ The organization can take a force jointly with the banker to create on awareness for their employees towards the savings recognized in financial institution.
- ❖ Women should reduce their spending habits and save more in future.
- ❖ Family members also help them to increase their saving habits.
- ❖ Both private and public sector banks also create awareness among women about new products available in the banks.

CONCLUSION:

In the study area researcher found that, most of the respondents are educated and employed in many areas. They earn lot hence they are saving and spending more in their day-to-day life. In Tenkasi District women mainly invest their amount into bank deposits they are very poor in the investment in shares. All we know if we are taking high risk then we get higher return. So, in future women should come forward and collect information regarding share market and analysed it then invest in shares. Not only that, women in the study area to reduce unwanted expenses too. It will increase their savings and life style.

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THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN IMPROVING AGRICULTURAL PRODUCTIVITY

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ABSTRACT

This present research article highlights the role of information and communication technologies in raising agricultural productivity. The existence of research in agriculture, their openness to all, and the practical application of research findings help to address a number of food safety issues in our country. Information and communication technologies have been developed to provide access to agricultural product manufacturers' access to and use of new and useful agricultural practices.

Key words: Information and communication technologies, e-agriculture, Climate change, Food security, Information sharing, Digitalization, e-governance and Innovative technology.

INTRODUCTION

From year to year, agriculture is becoming one of the most promising sectors. Access to timely and complete information adapted to specific areas and circumstances is crucial for agricultural producers and farmers to maximize their own resources. In recent years, the development of information and communication technologies (ICT) has led to a high level of development of the national economy. Information and communication technologies provide opportunities for agricultural producers to access and utilize new and effective farming practices.

The use of ICT in the production of electronic agricultural or agricultural products is an innovative approach to designing, developing and utilizing ICT in rural areas. The use of ICT in agriculture creates enormous opportunities for addressing many agricultural issues. Establishing a national strategy for electronic agrarian is the use of industrial, financial and labor power through the use of best practices in the field of ICT to increase agricultural productivity. Today, agriculture faces a number of challenges, such as climate change, biodiversity loss, drought, food prices, and low agricultural productivity. Therefore, the agricultural sector is becoming a sector that requires a lot of knowledge. The timely availability of the necessary information is one of the key factors in the effective functioning of agriculture and other related sectors. The existence of research in agriculture, their openness to all, and the practical application of research findings help to address a number of food safety issues in our country.

LITERATURE REVIEW

The use of modern information technologies in agriculture is a key requirement for the modernization and improvement of the agricultural production management system (Tryskin and Oborin, 2015). The use of ICT in agriculture has been studied in scientific journals by Droshnev *et al.* (2015). Yushin (2015) studied the use of new telecommunications in agriculture in India. Problems of application of innovative technologies in agriculture (Shayakhmetov and Dubrov, 2013; Bikbulatova, 2008; Glazko and Glazko, 2010).

Optimization of the agricultural production structure with the help of specialized computer programs and unclear logic is crucial to ensuring food security in the country. One of the most important areas for the development of innovation in agriculture is the development of information and advisory system (Droshnev, 2015).

ANALYSIS AND RESULTS

Rapid development of ICTs creates new opportunities for sharing and accessing information. Digitization combines traditional network technologies with new emerging technologies (such as computer-to-computer (M2M), Internet access (IoTs), Cloud computing, large data, and data analysis (Data analytics). Integration of these technologies is aimed at revealing the great innovative potential of agriculture and other related sectors. These are:

- Smart phones and phones - to deliver interactive voice data.
- Computers and web pages - information on markets for agricultural and agricultural products.
- Tele- and radio broadcasts - exchange of experiences and consultations.
- Satellite's weather, universal accessibility, distance surveys.
- Mobile - consultations, tenders, banks and networks.
- Sensor networks - real-time information, the best quality and the required volume of information, decisions.
- Data storage and analysis - accurate farming and practical knowledge.

Some of the characteristics of the electronic crop are given below (Table - 1).

Table – 1: Peculiarities of Electronic Agricultural Capabilities in the Value Creation Line

Characteristics	Detailed content
Process change	Electronic agriculture changes the way farmers collect, store, analyze, and share agricultural information used to make decisions to achieve their own goals
Investments	Electronic agricultural development encourages investment in human capital and ICT infrastructure
Effective markets	Electronic agriculture leads to increased productivity in the agricultural product market: operating costs are reduced, asymmetric information is diminished, market coordination is improved, and transparency increases. Electronic agriculture reduces various losses in the value chain in pre- production processes. In the value chain, a third of food products are lost during collection, transportation and storage. Electronic agriculture also reduces these losses by sharing information in real-time mode and raising the effectiveness of the value chain
Improvement of vertical and horizontal relationships	Electronic agriculture leads to the development of trust-based relationships among participants in the value chain
Assistance to information networks	Electronic agriculture promotes the development of agricultural information and knowledge sharing networks

Provide value-added services	Electronic agriculture leads to the development of service providers in the value chain of farming and agricultural production
Institutional and individual risk reduction	Can be used to reduce uncertainty in electronic agriculture and improve preparedness for climate change, natural disaster and other agricultural risks
Security and food safety	Electronic agriculture can improve food management through effective collection, analysis and sharing of information, and tracking and managing transactions in the value chain.

Electronic agriculture allows solving many agricultural problems on the basis of ICT use. E-agriculture has a great potential in achieving the country's agricultural targets in the following areas (Figure - 1).

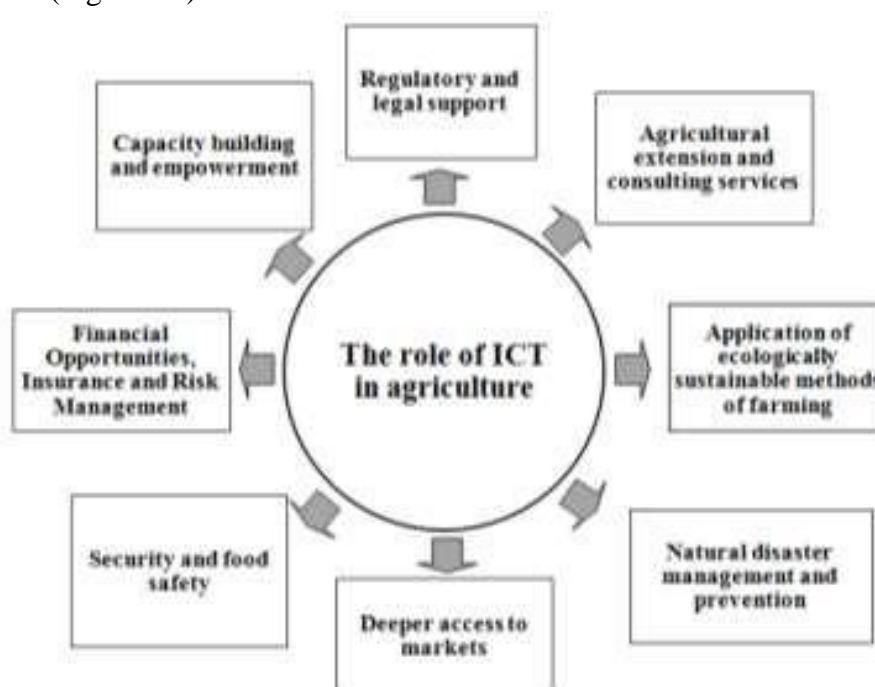


Figure – 1: The role of ICT in agriculture

The Figure - 1 shows that the use of ICT in agriculture creates the following opportunities:

- Agricultural consulting and other consulting services - ICT eliminates the gap between agricultural researchers, knowledge e-raising professionals and farmers, and promotes agricultural production expansion.
- Promoting environmentally sound agricultural practices - ICT improves climate change decision-making and access to relevant knowledge.
- Disaster Management and Prevention System - ICT provides government and agricultural professionals with tips on natural disaster prevention and risk reduction in real-time.
- Simplify and expand access to agricultural product markets - Access to ICT resource markets and various marketing and sales methods.
- Food safety - Provides more efficient and reliable information in accordance with international standards of ICT food observation.

- Creating financial opportunities, insurance and risk management - ICT expands rural access to financial opportunities.
- Capacity building, empowerment and capacity building of agricultural producers - ICT expands capacity of local population, including women and young people, creates new jobs and increases living standards.
- Regulatory and legal support - ICT promotes the implementation of state regulatory policy and monitoring.

Sectoral nature of information and communication technologies stimulates growth in other sectors, and this growth in other sectors can be more effective for agricultural producers. For example, using weather data and data analysis tools can make micro-insurance more effective. It can significantly reduce the problems of telecommunications and banking sector in the process of placement, financing, transactions, social security and investment in mobile banking or mobile cash.

Information on the use of ICT in electronic agriculture is diverse and meet the needs of agricultural producers and participants in the value chain (Figure - 2).

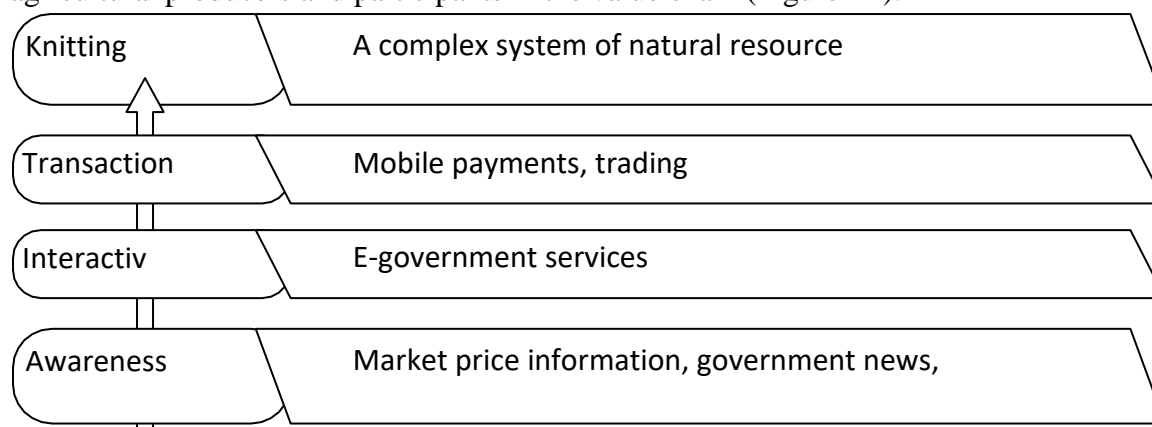


Figure - 2: Types of information exchange

The need for a national e-agriculture strategy is a prerequisite for time. The national strategy of electronic agriculture creates an important basis for the development or rehabilitation of the country's electronic agricultural strategy in line with the agricultural goals and priorities. It can give its effect in the short term in our country, which invests heavily in agriculture. The national e-Agriculture strategy can be used to build a framework for expanding agricultural projects or to upgrade existing strategies that reflect varying economic conditions. Whatever the starting point, e- agriculture can be accelerated or coordinated through national strategic planning.

Electronic agrarian strategy and its alignment with other government plans increase sustainability and capacity of initiatives in this area. Electronic agricultural strategy should be developed by the heads of the agricultural sector in ministries and agencies that coordinate the development of an electronic agricultural strategy in close consultation with potential stakeholders. These companies are usually unable to access one sector. It is therefore important to attract stakeholders such as ICT, food processing, rural development, irrigation and water management, land allocation and classification, meteorological services, transport, e-

governance, finance and trade. Successful development of the strategy requires a team of experienced strategic planning, industry and industry information, analytical analysis and communications. Methodology of developing national e-agriculture strategy is based on Figure- 3.

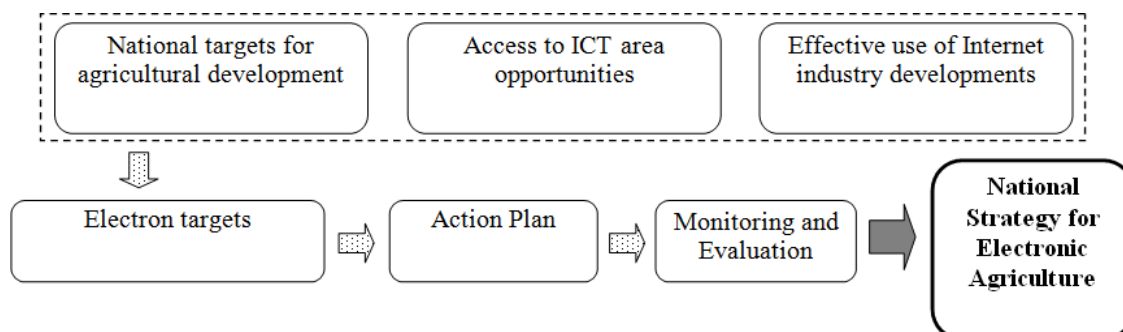


Figure – 3: Electronic industry agriculture strategy development methodology

The national approach to electronic agriculture, inclusive, with the participation of all agricultural and other stakeholders, identifies the needs for existing capacity building and promotes the active involvement of key stakeholders. In addition, these tools will provide a systematic solution to problems related to ICT (including coverage, cost and quality), especially in rural areas. Later, government policies can benefit from the benefits, including e-agriculture, at affordable prices. The national approach also contributes to the development of coherent planning and financing of e-agriculture development, avoiding duplication of processes and wasting resources. For agricultural projects, ICTs are repeated by organizations and service providers in different ministries as well as for the same stakeholders. In addition, the ICT infrastructure developed for other sectors (eg. e-governance) can also be used in agricultural systems.

CONCLUSION AND RECOMMENDATIONS

Regular action in planning and organizing the national e-agriculture approach will help to streamline the efforts of the public and private sector, ensure rational use of funds, and give clear direction to the private sector, donors and other stakeholders. In addition, the national e-agriculture approach requires the development of appropriate institutional and procedural changes or improvements, which creates a favorable regulatory environment for the introduction or integration of innovative technologies. Developing such an approach will not only raise awareness, but also identify the key components and potential use of electronic agriculture for the majority of stakeholders and their role in the realization of this potential. It is important to identify an appropriate approach to electronic agriculture. Taking into account the complexity of the agricultural sector, some stakeholders take the best decision-making approach, that is, to adopt an ICT strategy for a particular value chain segment. However, the e-agriculture approach aims to clearly define the national idea and overall strategic goals, to identify the nation's electronic agricultural priorities, and to identify the responsible- it and resources of stakeholders in order to systematically increase the potential of electronic agriculture. It provides national support to generate synergy effects between common goals and stakeholders.

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AN OUTLOOK OF POSTAL LIFE INSURANCE IN THE CURRENT ERA

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ABSTRACT

The postal department provides various types services offered to the public. They are communication, transportation, financial and value-added service. The postal department provides one of the most important services called postal life insurance. The insurance services play an important role in postal department and there are two types of insurance. One is oldest insurance services are Postal life insurance and another one Rural Postal life insurance. Postal life insurance covers employees of Central and State Governments, Central and State Public Sector Undertakings, Universities, Government aided Educational institutions, Nationalized Banks, Local bodies etc. In this study overview on Indian posts overview, Indian posts different services, Indian post financial services of postal life insurance, various types of postal life insurance schemes in India. In this paper fully based on secondary data and discussed about the current scenario in postal life insurance.

INTRODUCTION

Postal Life Insurance (PLI), introduced in 1884, is the oldest life insurance scheme for benefit of the Government and semi-Government employees. Initially meant only for the Post Office employees, today it caters to employees of the Civil and Military personnel of the Central and State Governments, Local Bodies, Government aided educational institutions, Universities, Nationalized Banks, Autonomous institutions, Public Sector Undertakings of the Central and State Government, employees of organizations such as Scheduled Commercial Banks, Credit Co-operative Societies, Deemed Universities and Educational institutes accredited by recognized bodies as much as National Assessment and Accreditation Council (NAAC), All India Council for Technical Education (AICTE), Medical Council of India (MCI) etc., joint ventures having a minimum of 10% stake of Central/State Governments/PSUs and employees engaged/appointed on contract basis by Governments where the contract is extendable.

LITERATURE REVIEW

Gupta & Nidhi Gupta (2012), made a study on perception of PLI and LIC and the quality of services. They have used factors like age, premium paid and satisfaction level of the services. The study concludes that the Postal department should focus on providing the better infrastructure and trained employees.

Vinayagamorthy and Senthilkumar (2012), in their study, they discussed about the various schemes available under the rural postal life insurance. According to them they found there is good growth in the number of policies and the performance toward the customer. Infrastructure and awareness on policies are the major factors which should be concentrated more by the Postal Department.

LIST OF POSTAL LIFE INSURANCE POLICIES: -

- Whole Life Assurance (Suraksha)
- Convertible Whole Life Assurance (Suvidha).
- Endowment Assurance (Santosh)
- Anticipated Endowment Assurance for 15 and 20 years (Sumangal).
- Joint Life Endowment Assurance (Yugal Suraksha).
- Children Policy (Bal Jeewan Bima)

1. Whole Life Assurance (Suraksha)

This is a scheme where the guaranteed amount with accrued bonus is payable to the insured either on attaining the age of 80 years, or legal representatives or assignees on death of the insured, whichever occurs earlier, provided the policy is in force on the date of claim. Minimum age is 19 years and Maximum is 55 years. Minimum Amount Assured is Rs.20,000 and the Maximum Amount is 5000000. Surrender after 3 years, the bonus not given if surrendered before 5 years. Can be converted into Endowment Assurance Policy upto 59 years of age of the insured, provided the date of conversion does not fall within one year of the date of cessation of premium payment or date of maturity. Proportionate bonus on reduced sum assured is paid if policy is surrendered. Last declared Bonus- Rs. 85/- per Rs.1000 sum assured per year

2. Endowment Assurance (Santosh)

Under this scheme the proponent is given an assurance to the extent of the sum assured and accrued bonus till he/she attains the pre- determined age of maturity i.e. 35,40,45,50,55,58 and 60 years of age. In case of death of insured, assignee, nominee or legal heir is paid full amount of sum assured with accrued bonus. Minimum age limit is 19 years and Maximum age is 55 years. Minimum amount Rs.20,000 and Maximum is 50,00,000. Avail Loan facility after 3 years, Surrender after 3 years. Not eligible for bonus if surrendered before completion of 5 years. Proportionate bonus on reduced sum assured is paid if policy is surrendered after 5 years. Last declared Bonus – Rs 58/- per Rs.1000 sum assured per year

3. Convertible Whole Life Assurance (Suvidha)

A Whole Life Assurance Policy with the added feature of an option to convert to Endowment Assurance Policy at the end of five years of taking policy. Assurance to the extent of sum assured with accrued bonus till attainment of maturity age. In case of death, assignee, nominee or legal heir paid full amount of sum assured with accrued bonus. Minimum age & Maximum age at entry: 19-50 years. This scheme converted into Endowment Assurance after 5 years not later than 6 years of taking policy. If not converted, policy will be treated as Whole Life Assurance. Minimum Amount assured Rs.20,000 and Maximum is Rs.50,00,000. Avail Loan facility after 4 years. Surrender after 3 years. Not eligible for bonus if surrendered before completion of 5 years. Last declared Bonus- Rs. 85/- per Rs.1000 per year (for WLA policy if not converted to Endowment Assurance). On conversion, bonus of Endowment Assurance will be payable.

4. Anticipated Endowment Assurance (Sumangal)

It is a Money Back Policy with maximum sum assured of ₹ 50 lacs, best suited to those who need periodical returns. Survival benefits are paid to the insured periodically. Such payments will not be taken into consideration in the event of unexpected death of the insured. In such cases, full sum assured with accrued bonus is payable to the assignee, nominee of legal heir. Policy Period: 15 years and 20 years. Minimum age limit is 19 years and maximum age at entry 40 years for 20 years term policy and 45 years for 15 years term policy. 15 years Policy- 20% each on completion of 6 years, 9 years and 12 years and 40% with accrued bonus on maturity. 20 years Policy- 20% each on completion of 8 years, 12 years and 16 years and 40% with accrued bonus on maturity. Last declared bonus –Rs.53/- per Rs. 1000 amount assured per year.

5. Joint Life Assurance (Yugal Suraksha)

Joint Life Endowment Assurance in which one of the spouses should be eligible for PLI policies. Life cover to both spouses to the extent of sum assured with accrued bonus with a single premium. Minimum amount assured Rs.20,000 and Maximum is Rs. 50,00,000. Minimum age and Maximum age at entry of spouses: 21-45 years. Maximum Age of the elder policy holder should not be more than 45 years and the couple should be between 21 years to 45 years. Minimum policy period is 5 years and maximum 20 years. Avail Loan facility after 3 years. Surrender after 3 years. Not eligible for bonus if surrendered before completion of 5 years. Proportionate bonus on reduced sum assured is paid if policy is surrendered. Death benefits are paid to either of the survivors in the event of death of spouse or main policy holder. Last declared Bonus- Rs.58/- per year Rs.1000 sum assured per year.

6. Children Policy (Bal Jeevan Bima)

The scheme provides life insurance cover to children of policy holder Maximum two children of policy holder (parent) are eligible. Children between 5- 20 years of age are eligible. Maximum sum assured Rs. 3,00,000 or equal to the sum assured of the parent, whichever is less. Policy holder (parent) should not be over 45 years of age. No premium to be paid on the Children Policy, on the death of policy holder (parent). Full sum assured and bonus accrued shall be paid on completion of term. Policy holder (parent) shall be responsible for payment of Children policy. No loan admissible. Has facility for making it paid up, provided premiums are paid continuously for 5 years. Surrender facility is not available. No medical examination of child necessary. However, child should be healthy and risk shall start from day of acceptance of proposal. Attract the rate of bonus applicable for Endowment policy (Santosh) i.e., last bonus rate is Rs. 58/- per Rs 1000 sum assured per year.

CONCLUSION:

Postal life insurance main aims at distributing the losses of individual members of a community over the whole of the community. It is a Scheme by which members of a community combine to utility a range of individual risks. No one can predict death. Therefore, every person is prepared to contribute a small savings annually to a common fund on the condition that an amount will be paid to beneficiary after death.

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TECHNOLOGY ADAPTATION, INNOVATION RESISTANCE AND NET-BANKING BEHAVIOR AMONG MIDDLE AGED ADULTS

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ABSTRACT:

Middle age is a period between young adulthood and old age. Psychologists have defined specific characteristics for this group of adults who are in the making of their own person. Unlike the EPIC generation (Fadul, 2010), it is generally agreed that the middle-aged people are poor in technology adaptation. Innovation resistance therefore can place them in a disadvantageous position in the society. The phenomenal technology boom in India in the last two decades have initiated internet and online banking and banks started offering clientele services in a more competitive way. How far the middle-aged adults have adopted this technology and live-in tune with the modern trends is an unexplored area. Do all the middle-aged consumers have adopted themselves to internet banking and the associated new technology; what are the reasons for utilizing net-banking and also innovation resistance - are the main focus of this study. The subjects of this exploratory study are middle aged adults (aged 40 to 60) from Tirunelveli region in Tamil Nadu. Convenient sampling was used to collect data. The data was analyzed using Innovation Resistance theory (Ram & Sheth, 1989) and the Technology Acceptance Model (Venkatesh & Davis, 2000) to identify online banking behavior.

INTRODUCTION

Studying the behavior pattern of middle aged adults is relatively a recent phenomenon. In the beginning of 20th century, the average life expectancy was less than 50 years. After the advent of technological developments in the field of medicine, lifestyle has changed considerably and psychologists started to focus on the various stages of human development. Thus, studies on middle adulthood started to gain considerable importance. Although there is no consensus among scholars on the chronological age brackets of middle adulthood, 40-60 is the popular understanding. During this period, many changes have been identified: the most notable changes occur in physical condition and health, career development and finance management, marriage and parenting and, leisure time activities. Psychologists generally believe midlife as a period of defining one's own self and achieving maturity towards self-actualization (Janetius, 2012). Corey (1986) and Levinson (1978) who have made extensive research in the field of midlife conclude that a more rigid life style is commonly seen among adults in midlife. In this regard, it is worth studying the middle adulthood population and to know their adaptation strategies to modern day technology as well as their innovation resistance.

The arrival of internet has changed the nature of communication in every sphere of daily living. Due to the inevitable nature of its usage, financial institutions drive consumers and businesses to change their traditional modes of operation and adopt one or other way the modern trend (Gardener et al.1999). As a result, the financial services have become easier to access and transact and, banking institutions use it lavishly and competitively in attracting clients.

Net-banking or online banking as it is popularly known has emerged as one of the

most cost-effective banking applications over the last decade. Gone are the days in which people queue up on Mondays in front of the banks to make financial transactions after a weekend closure, and wait for a new month to begin to get their salary and pay bills. Today any financial transaction could be done on mobile and at homes 24x7. ATMs, credit cards and debit cards have made purchase and pay easier than ever. The different modes of service delivery channels through which consumers can interact with the banks have increased tremendously these days and made life easier than couple of decades ago. No bank can survive today without offering ATMs, debit and credit cards, internet and other wireless banking services even in small towns and villages.

The present-day younger generation that is born and brought up in the modern technology, often labelled as "EPIC" because of its peculiar characteristics of experiential, participative, image-driven, and connected (Fadul, 2010), is very much familiar with the net-banking and other online services. On the other hand, the middle-aged people are introduced to the mobile and internet technology in the recent past and therefore it is an obvious fact that not all of them are familiar and utilizing these modern facilities. We can identify two theoretical bases for this phenomenon: i) Innovation resistance and ii) Technology adaptation.

Some customers resist innovations either because it poses potential changes from a current satisfactory status quo or because it conflicts with the consumer's belief structure (Ram & Sheth, 1989). Innovation resistance is also determined as 'a preference for existing, familiar behaviors over novel ones' and is often considered as a special form of resistance to change (Arnould et al. 2004).

The Technology Acceptance Model (TAM) introduced by Davis (1986) is one of the most cited theoretical frameworks to understand and predict the process of user acceptance and adoption of new technology. The users come to accept and adopt a technology mainly due to the perceived usefulness that is the degree to which a person believes that using a particular system would enhance his or her task performance and also perceived ease-of-use that is, the degree to which a person believes that using a particular system would be free from effort (Venkatesh & Davis 2000). Perceived usefulness directly influences the intention to use the new technology, whereas the perceived ease of use has an indirect effect through perceived usefulness and attitude on the behavioral intention.

OBJECTIVES

The objectives of this exploratory study are twofold. First it explores whether all the middle-aged consumers have adopted internet banking. Secondly the study identifies the reasons for utilizing net-banking and reasons for resistance and non-use.

METHODOLOGY

The subjects of this exploratory study are 245 middle aged adults (aged 40 to 60) from Tirunelveli region of Tamil Nadu. Convenient sampling was used to select subjects for this study. A multiple option interview questionnaire was used to collect data. The data was analysed using Innovation Resistance Theory (Ram & Sheth, 1989) and the Technology Acceptance Model (Venkatesh & Davis, 2000) to identify net-banking behavior.

RESULTS

The sex of the study population was almost equally divided (male 49% and female 51%) and their educational qualification range from high school to postgraduate college studies. None of the subject was uneducated. Nearly 40% of the respondents were diploma holders or high school graduates. Nearly 54% of the subjects were college graduates and 6% education graduates.

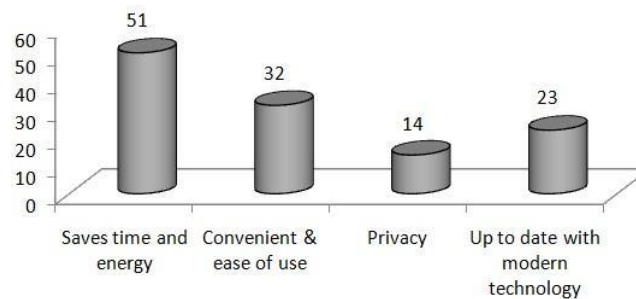
Table 1: Showing sex, age and educational background of respondents

		Number N= 245	Percentage
Sex	Male	121	49.38
	Female	124	50.62
Education	High school	70	28.57
	Diploma	28	11.42
	UG College	88	35.91
	PG and Above	45	18.36
	B.Ed or M.Ed	14	5.71
Age	40 - 45	83	33.87
	46- 50	67	27.34
	51 - 55	53	21.63
	56 - 60	42	17.14

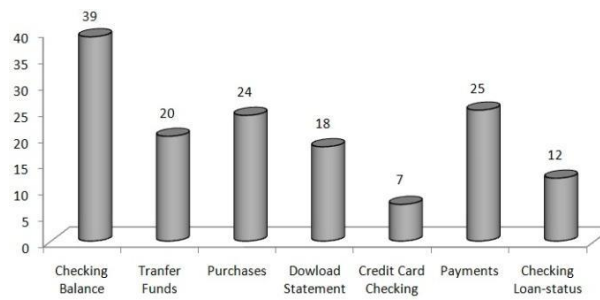
As per the overall banking tendency of the respondents, only 9% of them use banking services very rarely where as 4% use it very often. Nearly 71% of them use banking services on a monthly basis and 16% weekly. In spite of the fact that all the 245 subjects studied are educated and nearly 72% of the subjects are diploma holders, graduates from college or from educational field, it is amazing to know that nearly 77% of the of them do not use net-banking services. Only 23% of them use this modern technology. Among the post graduates, only 40% use net-banking and online banking technology.

As per the reasons for choosing a particular bank or opening an account in a bank, only 5% of the subjects choose a specific bank for the sake of online banking. Majority of the subjects prefer better customer service and some people prefer a bank that is close to home or office or easy to access. Nearly 28% of people do not have personal preference for a bank.

Graph One: Showing top reasons for using net-banking technology

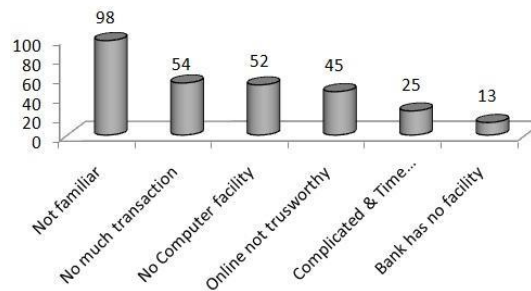


Graph Two: Showing top priorities for the use of net banking



Those who do not use net-banking technology have the following reasons. Majority of the subjects claim that they are not familiar with the technology. They also claim that they do not venture into this technology because of less transaction. Some do not use net-banking due to lack of computer facilities at home or at their workplaces. Some of the subjects believe that online transactions are not reliable and their personal information could be stolen. Few others also feel that online banking is complicated and time consuming; and yet others mentioned that their bank has no good online banking facilities.

Graph Three: Showing major reasons for non-usage of net-banking

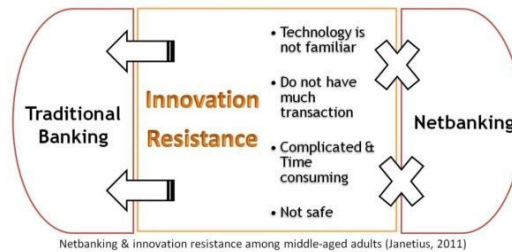


DISCUSSION:

The results of the study confirm the view of psychologists that the middle-aged people are set in their way of life, leading to innovation resistance rather than technology adaptation. As the subjects have pointed out, the top reason for using net-banking is to save time and energy as well as doing banking works at their own convenient place and time. Therefore, these innovations in the banking sector are good for the consumer and they are improvements over existing practices.

The study results reveal that the intention to use net-banking is mainly due to the perceived usefulness that is the degree to which a person believes that using a particular banking system would enhance his or her task performance (may be save time, convenient to do banking anywhere and anytime) and also perceived ease-of-use that is, the degree to which a person believes that using a particular system would be free from effort (saving energy and the hardship of visiting crowded banks). However, the majority of the subjects of the study resist the new technology for various reasons. In spite of the fact that computer technology has become popular in every sphere of life today, more than 75% of the subjects studied claim that they are not familiar with the modern technology. This reveals further their resistance and the preference for existing, familiar mode of behavior and doing things over novel ones. The research identifies the following reasons for innovation resistances among the middle-aged people.

- a) Not familiar with the modern technology b) Do not have much transaction to do net-banking c) Using net-banking is complicated and time consuming d) It is not safe to do net-banking



On the basis of these reasons for resistance, few myths and irrational thinking could be identified as they are conceived and revealed by the middle-aged adults of this study, ultimately leading to resistance to innovation and the use of modern technology.

- 1) Net-banking is for the people who have lots of money and do daily transactions - This is not true as we can venture into net-banking even if we have a single transaction in a month.
- 2) Net-banking is complicated and time consuming - This is also not true as many of the net-banking middle aged people have identified 'time saving' as the major reason for using this technology.
- 3) Net-banking is not safe and personal information can be stolen by anybody - This also shows the avoidance of risk taking behavior among the middle-aged people leading to the false belief. Certain amount of risk is there if one uses public computers at browsing centres. However, as per the directions of the bank, if proper precautions are taken by the individual customers, like changing the password regularly, using a password with alpha-numerical characters, fraudulent malicious cybercrimes could be reduced to minimal.

CONCLUSION:

The study was conducted to identify the net-banking behavior of middle-aged adults in and around Tirunelveli region in Tamil Nadu. The study has identified that nearly 77% of the people being studied do not use net banking. More than technology adaptation, innovation resistance is seen among middle aged adults. Based on the study the following recommendations are put forward for banks for a more usable online banking among middle age adults. There is a need to highlight the usefulness and ease of use for making better awareness among people on net-banking so that many more middle age adults would opt for net-banking facilities in the future.

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A STUDY ON CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY OF ONLINE BANKING SERVICES OFFERED BY BANKS WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

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ABSTRACT

The world is changing at an increasing rate and technology is considered to be the key driver for these changes around us. The wide use of internet and technology advancement in, technology-based systems, especially those related to the internet, are leading to fundamental changes in how companies interact with customers. Day by day increasing change in technology world, it leads to improve e-banking services. Online- Banking is about using the infrastructure for digital age to create opportunities, both local & global. IT enables the dramatic lowering of transaction cost and the creation of new types of banking opportunities that address the barriers of time and distance. Internet banking has many advantages over other traditional banking delivery methods. Internet banking provides banks with an increased customer base, cost savings, mass customization, product innovations, improved marketing, and communication. Our day-to-day activities are handled electronically and due to this acceptance of information technology at home as well as at workplace has been increased. Slowly but steadily, the Indian customer is moving towards new banking services like internet banking. In this paper a research on customer perception about the Online-banking is described.

Keywords: Customer Perception, Internet Banking, Online-Banking, Information Technology.

INTRODUCTION

E- Banking additionally called online banking, is an outcome of Computer/mobile banking. Internet banking utilizes the internet as the conveyance channel by which saving money action is performed, for instance, exchanging stores, paying bills, seeing and checking bank account balances, paying home loans, and buying monetary instruments and testaments of store. Net Banker characterizes a genuine internet bank as one that gives account balances and some value-based abilities to retail clients over the World Wide Web. Internet banks are otherwise called virtual, digital, net, intelligent, or web banks.

Banks Net-Banking offers you the comfort of carrying out banking transactions from the comfort of your house or office, 24x7. This means, no longer to worry about standing in queues at the bank or worry about services not being available on a holiday or weekend. Banks provide enormous benefits to consumers in terms of ease and cost of transactions, either through internet, telephone or other electronic delivery. Electronic finance (E-finance) has become one of the most essential technological changes in the financial industry. In practice, e-finance includes e-payment, e-trading, and e-banking. The paper deals the consumers' perception towards online-banking services offered by banks with special reference to Thoothukudi District of Tamil Nadu.

REVIEW OF LITERATURE

Ulun Akturan and Nuray Tezean (2012), “Mobile Banking Adoption of the Youth market; Perceptions and Intentions” This study aims to investigate consumer’s mobile banking adoption in perception and integration of the Technology Acceptance Model (TAM) with work on perceived benefits and perceived risks. Collected data from 435 university students who were non–users but future prospects are analyzed by Structural Equation Modeling (SEM). It was found that perceived usefulness, perceived social risk, perceived performance risk and perceived benefit directly affect attitude towards mobile banking, and that attitude is the major determinant of mobile banking adoption intention. In addition, no direct relationship between perceived usefulness and intention to use, perceived ease of use and attitude, financial risk, time risk, security/ privacy risk and attitude was detected. This study reflects the perception of non-users and university students-potential future prospects-in an emerging country

The main theoretical contribution of this research is the development of the risk – benefit model by extending TAM. Bank should rely on increasing the benefit perception of mobile banking. Simultaneously, decrease in social and performance risk should be promoted strongly. In the study, the adoption intention of mobile banking is tested by integrating TAM with perceived benefit and perceived risk- social risk, performance risk, financial risk, time risk, security risk and privacy risk.

STATEMENT OF THE PROBLEM

Banks are increasingly adopting innovated technology, as a result it is essential for customers to understand its importance and be aware of the latest services introduced by the banking sectors. Though customer have appreciated that new banking services has enhanced customer convenience and comfort, at the same time, they feel that they are been exposed to unforeseen issues. Some of the problems identified in my research study are listed below: -

- Customers are unaware of the innovative services of banks
- They are reluctant of availing new services, thinking it may be risky.
- Shortage of network coverage, lack of knowledge, insecurity, inconvenience in using mobile handsets, illiteracy.

OBJECTIVES

1. To identify the customer perception about the different type of online-banking services offered by banks.
2. To analyze the major factors preventing customers from using new technology.
3. To analyze the level of satisfaction of various services rendered by the bank.
4. To give valuable suggestions to improve awareness and satisfaction about E-banking services offered by banks.

SAMPLING DESIGN AND STATISTICAL TOOLS FOR ANALYSIS

Statistical techniques such as Percentage analysis, weighted average mean and Garrett ranking method were used for analyzing the data. Convenient sampling method was employed to select the sample respondents. Totally 250 customers were selected conveniently from Banks of Thoothukudi District.

SOCIO ECONOMIC STATUS OF THE RESPONDENTS

The socio-economic status influences the customer's attitude and customer awareness towards digital banking. Therefore, the researcher analyzes the socio-economic status of the respondents.

Table 1: Socio Economic Status of the Respondents

S.No	Demographic factor	No of respondents	Percentage
1	Gender:		
	Male	135	54
	Female	115	46
	Total	250	100

2	Age	No of respondents	Percentage
	Up to 25 years	53	21.2
	26 – 35 years	58	23.2
	36 – 45 years	68	27.2
	Above 45 years	71	28.4
	Total	250	100

3	Education	No of respondents	Percentage
	Post graduate	71	28.4
	Graduate	64	25.6
	10 th pass	75	30.0
	Illiterate	40	16.0
	Total	250	100

INFERENCE

54 percentages of the respondents are males and 46 percentages of the respondents are females. 28.4 percentage of the respondents belong to the age group of above 45 and the least 21.2 percentage of the respondents belong to the age group of up to 25 years. One third of the respondents have passed the 10th qualification.

CUSTOMER PERCEPTION ABOUT THE BANKING SERVICE

The table 2 reveals the results of Garrett ranking in terms of customer perception about the services rendered by digital banking.

Table 2: Consolidated Result of Garrett Ranking

S.No	E-Banking Services	Mean Score	Rank
1	Internet Banking	50.35	VI
2	Can-mobile	51.48	II
3	ECS	44.58	VIII
4	NEFT	49.36	VII
5	RTGS	51.35	III
6	Credit card and Debit card	51.86	I
7	Kiosk	50.60	IV
8	E-KYC	50.40	V

Source: Computed data

INFERENCE

Above table resulted that 51.86% of respondents have more awareness of ATM Banking or Debit & Credit card for their day-to-day activities or financial transactions, in the same way, 51.48% of respondents were in Can-mobile. 51.35% of respondents were preferred RTGS and ATM and ECS used only 44.58 % of respondents in research area.

Major Factors Preventing Customers from Using Innovative Service

The following table 3 depicts about the factors that restrict customers from using new tech services.

Table 3: Weighted Average Mean for Major Factors Restricting Customers from Using New Services

Sl No	Opinion	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Mean Score
1	Lack of direct interaction with staff	85 (425)	70 (230)	60 (180)	15 (30)	20 (20)	935	3.74
2	Unavailability of requested service	70 (350)	65 (260)	75 (225)	25 (50)	15 (15)	900	3.6
3	Poor internet connection	30 (150)	65 (340)	90 (270)	25 (50)	20 (20)	830	3.32
4	Lack of understanding of new service	90 (450)	95 (380)	25 (75)	20 (40)	20 (20)	965	3.86
5	Limited scope of personal advice	80 (400)	90 (360)	26 (78)	28 (56)	26 (26)	920	3.68
6	Uncertainty about additional service	98 (490)	80 (320)	20 (60)	26 (52)	26 (26)	948	3.79
7	Fear about security of transaction	95 (475)	90 (360)	21 (63)	20 (40)	24 (24)	962	3.84
8	No knowledge about computer	17 (85)	90 (360)	95 (285)	24 (48)	24 (24)	862	3.20
9	No internet in online transaction	40 (200)	47 (188)	98 (294)	40 (80)	25 (25)	787	3.24
10	HI-cost of mobile devices	15 (75)	90 (360)	95 (285)	24 (48)	26 (26)	794	3.27

Source: Computed data

INFERENCE

It is inferred that the factors which prevent customers from using innovative service, in that the first reason is lack of understanding of new service, the second position or reason is fear about security of transaction and the last reason is that there is no internet in online transaction.

SUGGESTIONS

1. Bank must not only explain what role does innovative services play but also let them be familiar with the functioning and related technical words used for it.
2. Customers must be well informed about the overall security of computerized transaction by

conducting workshops to prevent cyber threats and crimes.

3. Bank needs to inculcate positive and secure feeling towards customer in adopting more innovative service.

CONCLUSION

Financial system in India has grown rapidly in the last three decades with stiff competition and advancement in technology, the service provided by the bank has become easier and more convenient. Based on the research conducted, it is evident that Tech based Banks are plays a crucial role in developing a strong relationship with customers as well as trying to increase self confidence in adopting newly introduced services.

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INVESTOR'S PERCEPTION TOWARDS INVESTMENT AVENUES AND STRATEGIES ADOPTED BY FUND MANAGERS

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ABSTRACT

An attempt has been made in this research paper to study the investor's perception towards investment avenues and strategies adopted by fund managers. The investors expect more returns by taking low risk. In this regard, the fund managers and consultants offer various suggestions to the investors. The investor's perception towards selected investment avenues has been analysed. The study offers suggestion to the investors to make investment.

INTRODUCTION

Investment is the employment of funds with the aim of achieving additional income or growth in value. It involves the commitment of resources which have been saved or put away from current consumption in the hope that some benefits will accrue in future. Investment is the allocation of monetary resources to assets that are expected to yield some gain or positive return over a given period of time. These assets range from safe investments to risky investments. Investments are both important and useful in the context of present-day conditions.

In India, the presence of a large number of financial institutions under Central Government and State Government and rural bodies has encouraged the growth of savings and investment. To mention a few, there are Life Insurance Corporation and Unit Trust of India. They offer a wide variety of schemes for savings and give tax benefits also. Apart from these, there is well organized network of development banks such as the Industrial Development Bank of India (IDBI), Industrial Credit Investment Corporation of India (ICICI) and Industrial Finance Corporation of India (IFCI).

Savings and investments play a vital role in building up the household economy as well as the National economy. Most of the investors are not much aware of various investment avenues; it is only the fund manager manages the investment of money on their behalf. In this context the present study highlights the investor's perception towards investment avenues and strategies adopted by fund managers.

STATEMENT OF THE PROBLEM

Indian economy has got its distinct identity. The economy of the country is supported by a huge size of population, considerable size of areas, wide variety of natural resources, existence of various productive sectors, and growing size of the market along with growing economic problems. In such economy development of a sound sector can play an important role for all round development of a country.

Awareness about investment provides financial security to investors. To avoid the idle money, to meet future demands, it is necessary for an individual to make an attempt to invest. So, it is necessary to undertake a study on the investor's perception towards investment avenues and strategies adopted by fund managers.

OBJECTIVES OF THE STUDY

The following are the objectives of the study:

- 1) To review the previous literature related to investment.
- 2) To analyse the investor's perception towards the investment avenues.
- 3) To offer suggestions.

REVIEW OF LITERATURE

Deepak Sood and Dr. Navdeep Kaur in their study, "A study of saving and investment pattern of salaried class people with special reference to Chandigarh (INDIA)" has pointed out that the living standard of the people increasing day by day so salaried class community has started realizing the importance of savings and proper investment of their savings. They avoid spending money on heavy luxurious life style and preferring the normal living standard. It is evident from the study undertaken that most of the people are saving their money for children's education, marriage and to fulfill the other goals of life. There are bright chances to increase the saving and investment habits of salaried class people at Chandigarh.

T.M. Hemalatha & Pavithra., in their paper, "A study on savings and investment pattern of salaried women in Coimbatore district" found that the success of every investment decision has become increasingly important making sound investment decisions require both knowledge and skill. The salaried women investors have different expectations from the investment as their needs differ such as savings, safety, and the interest and value appreciation. The research identified the level of preference, level of awareness, level of intensity of problem, and level of satisfaction towards investment. Investors describe safety of funds as their priority for choosing an investment. So, the government should provide more investor protection.

Dhananjay Rakshit explains the awareness of investors in the stock market, process of trading and settlement in secondary market, modus operandi of stock prices and code of conduct for brokers / sub brokers regarding their duties to the investors.

INVESTORS PERCEPTION TOWARDS INVESTMENT AVENUES

For the study purpose the investment avenues are classified as low risk avenues, moderate risk avenues, and traditional risk avenues. The low risk avenues are savings bank account, fixed deposits public provident fund, Government securities etc. The moderate risk avenues are insurance, mutual funds, bonds, etc. High risk avenues are commodity market, foreign exchange market, etc. Traditional avenues are gold, silver, chit funds, real estate, etc.

For the analysis purpose, 150 respondents were selected using convenient sampling method. The following table shows the investors preference in the investment avenues.

Table 1 Investors Preference in the Investment Avenues

S.No	Type of investors	Low risk avenues	Moderate risk avenues	High risk avenues	Traditional risk avenues	Total
1	Bank employees	11	14	7	18	50
2	Employees in educational institution	6	19	14	11	50
3	Employees in health industries	6	21	7	16	50

Source: Primary data

Table 1 reveals that all the sample respondents do not prefer to invest their money in low risk avenues. Most of the bank employees preferred to invest their money in traditional risk avenues. Most of the employees in educational institution and health industries are preferred to invest their money in moderate risk avenues.

STRATEGIES ADOPTED BY FUND MANAGERS

The fund manager plays an important role in the field of investment. They are creating awareness to the public with their own experience. The fund manager manages the investment of money on their behalf. The common investment strategies among fund managers are:

- ✓ Top-down investing
- ✓ Bottom-up investing
- ✓ Fundamental analysis
- ✓ Technical analysis
- ✓ Contrarian investing
- ✓ Dividend investing

SUGGESTIONS

Most of the respondents are not preferring to invest in bank deposits because of the rate of interest is very low so the bank must revise their rate of interest frequently to attract the investors. Most of the women respondents prefer to invest their money in gold ornaments. Financial institutions must create awareness about various financial avenues available for investors.

CONCLUSION

Various investment avenues are available for investors in Indian market, only few areas are popular among the respondents. So, educating the public and showing the transparency about investment avenues may help the investors to select suitable investment.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SWIFT DZIRE IN PALAYAMKOTTAI

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ABSTRACT

With the development of the automobile industry, due to the growth of population and the changing life style of the people as a result of urbanization, there has been a rapid increase in demand for automobiles among Indians. At present the choices are boundless and astonishing. An average Indian can choose from a vast range of Indian and foreign brands. In spite of the presence of foreign brands, the domestic companies are still the significant players. Among the domestic companies Maruti Suzuki share a variety of models for the customers. From these varieties of models, the customers have to choose the car which suit to their life styles. The buyer behavior towards a car of a consumer can be examined by knowing their preference and perceptions about the cars in the market and about the possibility of the entrants in the market. The preference and perceptions of a customer will be helpful in understanding his opinion about a given brand of car and what are the feasible factors leading to a feasible purchase. This study is conducted to find out the factors influencing the consumers buying behaviour towards Maruti Swift Dzire in Palayamkottai. The sample size selected for this study is 150 respondents from Palayamkottai.

KEYWORDS: Customer satisfaction, Maruti Swift Dzire, factors.

INTRODUCTION

Automobile is one of the largest industries in the global market. The Indian Automobile Industry is flourishing because all the car manufacturing kingpins have come to India and invested in the Indian market. The Indian Automobile Industry has flourished never before in the recent years. Due to the liberalized policy of the government, the number of car manufacturers has been increasing. In order to survive the competition, the companies have to strive hard to do superior job of fulfilling and satisfying the customer's requirements better than their competitors since each individual is a unique product of heredity, environment and experience. The economic reforms paved the way to the entry of eminent companies. Among them Maruti Suzuki was one of the best- selling car brands which introduces variety of models.

OBJECTIVES

1. To know about the demographic background of the consumers using Maruti Swift Dzire car.
2. To know the level of satisfaction of the customers towards Maruti Swift Dzire.
3. To study the factors influencing the consumers to buy the Maruti Swift Dzire car.

STATEMENT OF THE PROBLEM

The present market situation in India is extremely competitive across all the product segments. With the continuous evolution in the demographics and psychographics of the target customers, the situation is becoming more and more complex. The ever-changing customer preferences, rising consumerism, new comers in the market and constant evolving technological innovations are resulting in product differentiation in the short run. Automobiles though considered as luxury one, now occupies a part of day-to-day life and has become vital. While there are many companies introduce variety of models with modern technology, the customer has to consume much time to survey and choose the desired one, based on their need and economic condition. Only a limited number of efforts have been made to study the effect of brand preference factors on customer satisfaction. So, the present study is restricted to evaluate the consumer's behaviour towards Maruti Swift at Palayamkottai and suggest remedial measures for its growth and success. Nowadays different models of cars are available in the market, the researcher has made an attempt to find the reasons for preferring Maruti Swift Dzire car by the consumers.

SCOPE OF THE STUDY

The scope of the study is to understand the consumer buying behaviour towards Maruti Swift Dzire car at Palayamkottai only. This study emphasis on studying various factors that causes dissatisfaction to the customers and overcome those by adopting better strategy.

METHODOLOGY

For the purpose of this study the data is collected from both primary and secondary sources. Primary data is the first-hand information collected through questionnaires whereas the secondary data is collected through Journals, Publications and Internet resources.

SAMPLE SIZE

In this study, the primary data is collected from 150 respondents through questionnaires at Palayamkottai who have purchased Maruti Swift Dzire car. Convenience sampling method has been adopted to select sample respondents. Percentage, Mean score test, and Chi-square test have been applied for analysis and interpretation of collected data.

REVIEW OF LITERATURE

Kavitha Dua & Savitha (2013) "A study of customers satisfaction with reference to Tata Motor Passenger Vehicles", examined the factors affecting the customer satisfaction towards Tata Motors passenger vehicles. The sample size is 100 respondents. The data so collected was analysed with the help of percentage table, frequency table, and mean. To conduct the statistical techniques, SPSS Package version 18 for windows was used. They concluded that the customer preferred Maruti to Tata Motors. It was found that the customers were mostly satisfied with price, design, safety, mileage, interior space, status, brand name, comfort level, spare parts and after sales service.

Suganthi & Renuka (2016) in their study "A study on customer satisfaction towards Maruti Suzuki swift cars in Udumalaipet Taluk" analysed the factors influencing the customers to purchase Marui swift cars and level of customer satisfaction towards this car. The data was

collected through convenience sampling of 200 consumers of Maruti Suzuki car users of Udumalaipet Taluk. The data was analysed with statistical tools like mean and the hypothesis was tested by using Chi- square analysis. Garret Ranking was used to find the factors that influenced the buying decision of customers.

LIMITATIONS OF THE STUDY

The study is limited to owners of the small cars manufactured by Maruti Suzuki India limited. The study is purely based on the customer’s opinion. The researcher felt that the customer might express a biased opinion, which may limit the validity of the study. As a convenience sample was used, the results of the study are only representative of those who participated in this research study. This imposes limitations on the generalization of the results of the study.

COMPANY PROFILE

Maruti Suzuki India LTD, formerly known as Maruti Udyog Limited, is an automobile manufacturer in India. Though it was established in February 1981, the actual production started only in 1983. The Maruti Swift Dzire was launched in 2008 and was based on the second generation of the swift hatch back. It was introduced as a sub-compact sedan for the Indian market in order to offer a sedan- like car in a small size. Later, in order to get the tax benefits offered to cars with a length below 4 meters in India, it was converted into a sub-4-meter sedan. Maruti Swift Dzire was never meant to be a performance car. The price to performance ratio here does not mean engine performance

DEFINITION

Customer Satisfaction: -

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or outshine a customer’s expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they cause to manage and improve their business.

LIMITATIONS OF THE STUDY

- This study was made only at Palayamkottai.
- Time and Cost are the major constraints, were taken into account only 150 respondents.
- The study is purely based on the customer’s opinion. The researcher felt that the customer might express a biased opinion, which may limit the validity of the study. As a convenience sample was used, the results of the study are only representative of those who participated in this research study. This imposes limitations on the generalization of the results of the study.

ANALYSIS AND INTERPRETATION OF DATA

Table: 1 Demographic Profile of the Respondents

S.No	Particulars	Classification	Numbers	Percentage
1.	Gender	Male	110	74
		Female	40	26
		Total	150	100

2.	Age	Up to 25	34	23
		26 – 50	82	55
		51 – 75	22	15
		Above 76	12	7
		Total	150	100
3.	Marital status	Unmarried	48	32
		Married	102	68
		Total	150	100
4.	Educational qualification	H.Sc	12	8
		Graduate	66	44
		Post Graduate	46	31
		Professional	20	13
		Others	6	4
		Total	150	100
5.	Type of family	Nuclear	104	70
		Joint	46	30
		Total	150	100
6.	Occupation	Government employee	34	23
		Private employee	70	47
		Business	16	11
		Agriculture	20	13
		Others	10	6
		Total	150	100
7.	Monthly Income	Below 20000	16	11
		20,001 – 40000	86	57
		40001 – 60000	38	25
		Above 60000	10	7
		Total	150	100

Source: Primary Data (N = 150)

The above table shows that out of 150 respondents, 74% are male, 55% of the respondents are between the age group of 26 – 50, 68% of the respondents are married, 44% of the respondents are graduates, 70% of the respondents belong to the nuclear type of family, 47% of the respondents are private employees and 57% of the respondents has the monthly income of Rs. 20,001 – 40,000.

Table 2: The Level of Satisfaction of the Customers

S.No	Satisfaction level	No. of respondents	Percentage
1.	High level	102	68
2.	Medium level	38	25
3.	Low level	10	7
	Total	150	100

Source: Primary Data (N = 150)

The above table shows that out of 150 respondents, 68% of the respondents are highly satisfied with Maruti Swift Dzire and 25% of the respondents show medium level satisfaction.

Table 3: Factors Influencing the Buyers Decision

S.No	Factors	Total Score	Mean Score	Garrett Rank
1.	Comfortable seating facility	3960	52.21	2
2.	Safety features	3117	41.56	7
3.	Attractive design	4594	61.25	1
4.	Pick up capacity	3163	42.17	6
5.	Easy availability of spare parts at reasonable price	3430	45.73	5
6.	Low maintenance cost	3890	51.8	4
7.	Fuel economy	3916	52.21	3

Source: Primary Data (N = 150)

From Table 3, it is clear that majority of the respondents prefer Maruti Swift Dzire because of its attractive design, First rank is given for it. Second rank is given for its comfortable seating facility because Maruti Swift Dzire has enormous space when compared with other cars. Third rank is given for fuel economy, as the Maruti Swift Dzire consumes very low fuel as compared to other cars. Fourth rank is given for its low maintenance cost because the maintenance cost of Maruti Swift Dzire is very low as compared to other cars in the market. Fifth rank is given for its easy availability of spare parts at reasonable price. Sixth rank is given for its pick-up capacity. Seventh rank is given for its safety features. It has the balloon facility at the time of accident.

FINDINGS

- Hence it is concluded that 74% of the respondents are male.
- 55% of the respondents are between the age group of 26 – 50.
- 68% of the respondents are married.
- 44% of the respondents are graduates.
- 70% of the respondents belong to the nuclear type of family.
- 47% of the respondents are private employees.
- 57% of the respondents are earning the monthly income between Rs. 20,001 - 40,000.
- 68% of the respondents gives high level satisfaction towards Maruti Swift Dzire.
- Majority of the respondents prefer the Maruti Swift Dzire car because of its attractive design, comfortable seating facility, fuel economy and low maintenance cost.

SUGGESTIONS

The cabin noise can be reduced at high speed.

The company should make effective advertisements to increase the sales.

CONCLUSION

The automobile industry has made huge impact on different segments of the society. The present study analysed the factors that influences the customers to buy Maruti Swift Dzire car and their satisfactory. The results of the survey conducted showed that Maruti Swift Dzire is the most preferred car followed by other cars. The manufacturers and marketers who study the behaviour of customers and cater to their needs will be successful.

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A STUDY ON CUSTOMER PURCHASING BEHAVIOUR OF DIGITAL MARKETING IN THOOTHUKUDI DISTRICT

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ABSTRACT

The latest trend is the purchase of product or services through internet basis. Now a day's customer has altered the way of purchasing product or services. Digital marketing connects the buyers and sellers on virtual platform. Digital marketing is a many type such as search engine marketing, email marketing, affiliate marketing etc. The present study is descriptive nature. The sample size of the study is 60 respondents who were selected on the basis of convenience sampling. The data was collected with the help of the structured questionnaire. The data was analyzed with the help of percentage and rank. Most of the respondents purchase the product through digital marketing cloth, recharge and tickets. The reason for the purchase is to be a time saving the selection of the product through digital marketing.

Keywords: Digital marketing, purchasing behavior, online purchase.

INTRODUCTION

Worldwide there are 3.80 billion people use social media on a regular basis, every working professional is expected to be familiar with at least the core tenets of Digital Marketing. In simple terms, Digital Marketing is the promotion of products over the internet or any form of electronic media. According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses. "Businesses need to make sure they have a good foot in with current practices to be able to gain the benefits of the advancements that are to come. Social networking websites are a great solution to this challenge. The basic technique here is to share engaging posts and the right content created for the desired audience. Then the audience helps by sharing the content further, which in turn reaches further. Hence there is another option of advertising the product, services, or ideas on the social networking websites where there is less degree of competition.

DIGITAL MARKETING

Digital marketing means has been considered a new form of marketing and provided new opportunities for companies to do businesses. Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers. New communication tools emerging with the development of technologies are called "digital marketing"

PURCHASING BEHAVIOUR

Purchasing behaviour means way of buying a product or service like search engine, social media advertising and other action.

REVIEW OF LITERATURE

Dr. Khusboo Makwana and et al, (2019), “Impact of digital marketing on consumer buying behaviour- A comparative study on the Gender basis”, This study focuses on the comparative study of the impact of digital marketing on consumer buying behaviour. The study revealed that women will get an insight on the security features and related developments about such online organized can services.

Dr. Rajiv Kaushik and Prativindhya, (2019), “Influence of Digital marketing on consumer buying behavior for Electronic products: An empirical study of Indian Urban Consumers”. This study is descriptive nature. The sample size of the study is 500 respondents who were selected on the basis of judgment sampling. The data was collected with the help of a structural questionnaire. The data was analyzed with the help of factor analysis and regression. It was found from the study that five out of the six constructs of digital marketing influence the customers buying behavior significantly.

Mohamed Anisur Rahman and et al, (2018), “Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh”. This study is undertaken to understand the behavior of online shoppers through a self-constructed questionnaire of 160 respondents from Dhaka City. The survey reveals that customers shop online to save time, and for available varieties of products and services. Both male and female both have the same type of behavior towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most. They acquire online shopping information from websites especially from the social network and purchase appeals, accessories mostly through cash on delivery method of payment.

Mahalakshmi. K.R. and Ranjith. P (2016), “A study on impact of digital marketing in customer purchase decision in Trichy”, This study carried out through survey from 50 respondents. The results of the survey are analyzed using chi-square test. The finding revealed that customers are aware of digital marketing and they prefer to by electronic and shopping goods through digital channels in their purchase behaviour. The study is performed geographical area and this may be considered as a limitation to judge the purchase decisions of all customers of various regions. As the word moving towards digital era, the digital channels play vital role in increase of sales of any firm’s products.

OBJECTIVES OF THE STUDY

1. To trace out the history of digital marketing.
2. To analysis the socio-economic background of digital marketing user.
3. To find out the customer purchasing behavior of select the product through digital marketing
4. To identify the reason for purchase product through digital marketing.

RESEARCH METHODOLOGY

The present study is descriptive survey method. Respondents were selected from various location of Thoothukudi district. Convenience sampling method was used this study. There were 60 respondents undertaken in this study. The primary data collected through structured questionnaire. Secondary data was collected website, books, journals and articles etc.

HISTORY OF DIGITAL MARKETING

The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment. In 1993, the first clickable banner went live, after which Hot Wired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, Yahoo was launched.

Also known as "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, Yahoo received close to 1 million hits within the first year. This prompted wholesale changes in the digital marketing space, with companies optimizing their websites to pull in higher search engine rankings. 1996 saw the launch of a couple of more search engines and tools like HotBot, LookSmart, and Alexa.

1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search. Two years later, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving more space for the giants in the business. The digital marketing world saw its first steep surge in 2006 when search engine traffic was reported to have grown to about 6.4 billion in a single month. Not one to get left behind, Microsoft put MSN on the backburner and launched Live Search to compete with Google and Yahoo. In the 2000s, with increasing numbers of Internet users and the birth of iPhone, customers began searching products and making decisions about their needs online first, instead of consulting a sales person, which created a new problem for the marketing department of a company. In addition, a survey in 2000 in the United Kingdom found that most retailers had not registered their own domain address. These problems encouraged marketers to find new ways to integrate digital technology into market development.

In 2007, marketing automation was developed as a response to the ever-evolving marketing climate. Marketing automation is the process by which software is used to automate conventional marketing processes. Marketing automation helped companies segment customers, launch multichannel marketing campaigns, and provide personalized information for customers. However, the speed of its adaptability to consumer devices was not fast enough.

Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives. Therefore, they expected a seamless user experience across different channels for searching product's information. The change of customer behaviour improved the diversification of marketing technology. Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time.

ANALYSIS OF DATA AND DISCUSSION

The important part of the analysis data and discussion the findings. The data analysis concern with the primary data collected in the form of questionnaire.

Table 1: Socio-Economic Background

Source: Primary Data

S.No	Factors	Classification	Number of Respondents	Percentage
1	Gender	Male	24	40
		Female	36	60
		Total	60	100
2	Age	15-25 years	12	20
		25-35 years	12	20
		35-45 years	21	35
		45-55 years	12	20
		55 years and above	3	5
		Total	60	100
3	Locality of residence	Rural	42	70
		Urban	18	30
		Total	60	100
4	Occupation	Government employees	12	20
		Private employees	15	25
		Business man	6	10
		Daily wages	3	5
		Home maker	12	20
		Student	12	20
		Total	60	100
5	Income	Below 10000	18	30
		10001-20000	9	15
		20001-30000	12	20
		30001-40000	6	10
		40000-60000	6	10
		Above 60000	9	15
		Total	60	100
6	Education	Illiterate	3	5
		School education	12	20
		Bachelor Degree	18	30
		Master Degree	12	20
		Master Degree and above	15	25
		Total	60	100

From the clear table it is clear that

- ❖ 40% of the respondents are male customers and 60% of the respondents are female customers.
- ❖ 20% of the respondents aged 15-25 years old, 20% of the respondents aged 25-35 years old, 35% of the respondents aged 35-45 years old, 20% of the respondents aged 45-55 years old and 5% of the respondents aged 55 years and above years old.
- ❖ 70% of the respondents are rural area customers and 30% of the respondents are urban area customers.
- ❖ 20% of the respondents are Government employees, 25% of the respondents are private employees, 10% of the respondents are business man, 5% of the respondents are daily wages, 20% of the respondents are home maker and 20% of the respondents are students.
- ❖ 30% of the respondent's income are below 10000, 15% of the respondent's income are 10001-20000, 20% of the respondent's income are 20001-30000, 10% of the respondents income are 30001-40000, 10% of the respondents income are 40001-60000 and 15% of the respondents income are above 60000.
- ❖ 5% of the respondents are illiterate, 20% of the respondents are school education, 30% of the respondents are bachelor degree, 20% of the respondents are master degree and 25% of the respondents are master degree and above.

Table 2: Type of product purchasing through digital marketing

Types of product	1(7)	2(6)	3(5)	4(4)	5(3)	6(2)	7(1)	Total weight	Rank
Recharge	26(182)	8(48)	5(25)	2(8)	7(21)	2(12)	6(6)	302	II
Tickets	13(91)	17(102)	8(40)	6(24)	8(24)	2(8)	4(4)	293	III
Electronics	9(63)	12(72)	11(55)	8(32)	6(18)	7(14)	7(7)	261	VI
Kids Accessories	7(49)	6(36)	9(45)	12(48)	10(30)	9(18)	7(7)	233	VII
Cloths	21(147)	11(66)	9(45)	8(32)	6(18)	3(6)	2(2)	316	I
Foods	13(91)	9(54)	9(45)	11(44)	6(18)	8(16)	4(4)	272	V
Kitchen appliances	12(84)	12(72)	15(75)	9(36)	4(12)	3(6)	5(5)	290	IV

Source: Primary data

It is clear from the table 2 that the purchasing behaviour of respondents to buy product through digital marketing cloths get first rank, recharge got second rank, Tickets got third rank, kitchen appliances got fourth rank, foods got fifth rank, electronics got sixth rank and kids accessories got seventh rank.

Table 3: Reasons for purchasing product through digital marketing

Reason for purchase	1(6)	2(5)	3(4)	4(3)	5(2)	6(1)	Total weight	Rank
Price	16(96)	11(55)	10(40)	8(24)	7(14)	8(8)	237	IV

Brand conscious	12(72)	10(50)	10(40)	11(33)	7(14)	10(10)	219	VI
Time savings	22(132)	13(65)	12(48)	9(27)	3(6)	1(1)	279	I
convenience	13(78)	10(50)	12(48)	8(24)	9(18)	8(8)	226	V
Fast shipping	20(120)	13(65)	14(56)	8(24)	2(4)	3(3)	272	II
Lot of varieties	17(102)	12(60)	10(40)	7(21)	8(16)	6(6)	245	III

Source: Primary data

It is clear from the table 3 that the reason for purchase through digital marketing are time savings get first rank, fast shipping got second rank, lot of varieties got third rank, price got fourth rank, convenience got fifth rank and brand conscious got sixth rank.

FINDINGS

- 60% of the respondents are female
- 35% of the respondent's age group is 35-45 years old.
- 70% of the respondent's rural area people.
- 25% of the respondents are private employees.
- 30% of the respondent's incomes are below 10000.
- 30% of the respondent's education is bachelor degree.
- Most of the respondents purchase the product through digital marketing cloth, recharge and tickets.
- Most of the respondent's reason for the purchase is to be a time saving the selection of the product through digital marketing.

SUGGESTION

- Customers rely on the feedbacks of existing users and opinions of expert.
- Customers seek for clear information about product and service, time saving, convenience and delivery of goods are important for digital marketing.
- Transaction should be safe and proper security should be assured to the customers.
- Many customers are sure quality of services for which is reflected in their purchasing behaviour. It is one of the critical factors in gaining customer satisfaction as well as sales promotion of the product.

CONCLUSION

Digital marketing creates a new way of business and change the way of marketing. More and more e-commerce companies are coming these days. The customer can know the full details of the product and its substitute product detail knowing through digital marketing. The customers compare and analyze the product through digital marketing. Digital marketing platform is a convenient market to the customers. Since the usage of smart phones has been increasing day by day, it is an added advantage to customers and sellers fulfilling their needs.

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IMPACT OF DIRECT-INDIRECT TAXATION ON CONSUMER

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ABSTRACT

One of the most important resources of revenue for every Government is tax which is fulfilling its commitments towards society. Taxes are classified as direct taxes and indirect taxes. Direct and indirect taxation have different impacts on the consumer, they have advantages and disadvantages in the same time. Direct taxation is equitable, certain and adverse effects can be avoided, in the same time it is unpopular, inconvenience and it is possible to evade by the tax payers. However, indirect taxation is the solution for the problem of externality and it gives the government more control over its use of fiscal policy because indirect taxes can be changed between budgets without parliamentary approval. In contrast, direct taxes can only be changed in the annual budget.

INTRODUCTION

Financing of the Government is important and universal concern. Governments in the most of the world have started number of public projects, such as social security, protection and other services of public utilities like electricity, water supply, railways, atomic energy. Public finance deals with the income and expenditures of public authorities. It deals with the financial operations or finances of the Central Government, State, Regional and Local government's revenues from various tax sources and non-tax sources.

Public expenditure is the central part of the study of public finance, which incurred by the Government for attainment of public good. Every Government has to maintain law and order armed forces for providing protection, public parks, schools, and health care of people. The importance of raising public revenue follows from the necessity of incurring public expenditure. As the modern Government has to perform several functions for the welfare of the people and like these functions require huge amount of expenditure. All governments collect taxes to fund public services. Taxes are the principal source of recurring revenue under government control, in all countries tax policy is at the heart of the political debate on the level of public services that should be provided and who should pay for them. The economic effects of taxation may be good as well as bad. Due to heavy imposition of tax, the ability of tax –payer to work may be affected adversely or he may be reluctant to work more since his additional income is taxed.

Direct taxation is defined as taxation imposed upon the person who is intended to be the final bearer of the burden of payment. Today's income tax is a form of direct taxation, which is to say the government levies the tax directly on individuals and businesses. Indirect taxation is defined as taxation imposed upon others than the person who is intended to bear the final burden. There has been a gradual shift away from direct towards indirect taxes. Increased indirect taxation has allowed the government to reduce the overall tax burden on income and capital.

Direct taxation is equitable for consumers because higher incomes are taxed more heavily and lower incomes slightly. Furthermore, direct taxes satisfy the condition of certainty because tax payer is certain as to how much he is expected to pay, and similarly the state is

certain as to how much it has to receive income from direct taxes. Disadvantages from direct taxation identified that it is possible for tax payers to make evasion, because people in the higher income groups do not reveal their full income. They do not hesitate to fill up false returns.

One advantage of indirect taxes is the solution to the problem of externality, because increases in indirect taxation will push up prices, decrease consumption and hence reduce the effects of negative externalities such as damage to the environment. Furthermore, indirect taxation gives the government more control over its use of fiscal policy because indirect taxes can be changed between budgets without parliamentary approval. In contrast, direct taxes can only be changed in the annual budget. But disadvantages from indirect taxation identified that it is inequitable because since each individual pays the same rate on their purchases, the poor pay a larger proportion of their incomes.

1. Public Finance: Expenditures and Revenues

The financing of Government is important and universal concern. Governments in the most of the world have started number of public projects, such as social security, protection and other services of public utilities like electricity, water supply, railways, atomic energy, etc. Furthermore, the Government provides social amenities in the form of education, health care and public utilities. For all these expenditures Government requires adequate revenue. The total amount of expenditures and revenues of a Government are much larger than the revenues and expenditures of a single man within the country.

Therefore, public finance deals with the income and expenditures of public authorities. It deals with the financial operations or finances of the Central Government, State, Regional and Local government revenues from various tax sources and non-tax sources, such as revenue from public service sector in the economy or from borrowing from individuals. The Government raises revenue from internal as well as external sources to incur huge expenditure on various functions the Government has to perform like; law and order, defence, economic development. Thus, public finance is concerned with the use and accomplishment of monetary resources of the Government. In fact, Public Finance deals with how and through what sources the Government gets income and how it spends to control and administrate its incomes and expenditures. These two activities: rising of revenue through taxation and other sources and spending it on various services, together constitute "Public Finance".

PUBLIC EXPENDITURE

Public expenditure is issued by public authorities; central state and local governments, either for the satisfaction of collective needs of the citizens or for promoting their economic and social welfare. It is not only the most important but also the central part of the study of public finance, which incurred by the Government for attainment of public good. Every Government has to maintain law and order armed forces for providing protection, public parks, schools, and health care of people. Furthermore, Government has to perform certain welfare measures like maternity protection, arranging for cheap food, cloth and low-cost housing for poor people. All multifarious activities that are increasing every year require huge funds. Public expenditure, thus occupies the same important place of public finance that consumption occupies in the study of economics.

Alka Gupta (2012) stated that, the aims of public expenditure are two parts:

- (i) Security of life against the external aggression and internal disorder and injustice.
- (ii) Development or up gradation of social life in the community.

1-The public authority works in different ways for the benefit and welfare of the people. The Government organizes the generalized services like public health and education and the whole society benefited by these functions of the state.

2-By using the public expenditure, the Government influences directly or indirectly, the industrial and commercial system of nation thereby helps towards the economic and social development of the society. Furthermore, public spending should be designed to optimize the level of investment in such a way as to maintain full employment with growth.

PUBLIC REVENUE

Public revenue is necessary for the Government to perform its various functions for the welfare of the society. It holds the same position in the study of public finance, which production holds in the study of economics. The importance of raising public revenue follows from the necessity of incurring public expenditure. As the modern Government has to perform several functions for the welfare of the people and like these functions require huge amount of expenditure, which can be financed only through public revenue. Alka Gupta defined “Public Revenue” in a broad and a narrow sense, it includes all the income and receipts which the Government happens to get during and period of time.

Public revenue includes income from taxes, prices of goods and services supplied by public enterprises, revenue from administrative activities, such as fees, fines, gifts and grants while public receipts include all the incomes of the government that it may have received during a given period. In the narrow sense, it includes only sources of income of government, which described as “revenue resources.” The sources of public revenue coming from:

- 1- Tax revenue
- 2- Non tax revenue

Governments will play an important role in the socio-economic development of society; social development may be in form of raising the level of living and social welfare in the form of providing social amenities to the people. Social amenities are in the form of education, health care sanitation utilities like electric supply, water supply and recreation facilities. Economic development involves two aspects:

- (i) Economic growth in the form of raising the level of per capita income.
- (ii) How best the income raised and distributed among workers and other sections of society, which involved in the process of production.

Income in every society is generated from three important sectors, they are:

- 1- Agricultural sector Industrial sector
- 2- Tertiary sector that includes trades, banks, insurance companies and services.

In order to optimize income from these sectors, the Government plays an important role in removing the problems faced by the people in each of these sectors by providing financial and other types of support.

One of the most important resources of revenue for every Government is Tax. In the past, payment of taxes was optional; a choice was given to the people to pay the tax and to avail the benefit of social amenities in the form of education health care and sanitation. But

now, tax payment became a compulsory contribution by every citizen to Government to enable the Government to fulfill its commitments towards society. Every Government imposes two kinds of taxes: 1. Direct taxes 2. Indirect taxes

I. THE IMPORTANCE OF THE TAXATION AS A PUBLIC REVENUE

In both developed and developing countries, governments collect taxes to fund public services. Although many developing countries are highly dependent on foreign aid, taxes are the principal own-revenue source. Other own-revenue sources are non-tax revenue, which includes fees, licenses, mineral rights, etc., and capital revenue, which includes income from sales of government assets, including privatizations. Since taxes are the principal source of recurring revenue under government control, in all countries tax policy is at the heart of the political debate on the level of public services that should be provided and who should pay for them. The resolution of the debate varies by country and within countries over time. In democratic countries, the resolution depends on the ability of political parties, factions and interest groups to influence policy decisions and to influence voters to support these decisions. Groups without political or economic power, such as the poor and women, are often excluded from this debate and from tax policy decisions.

II. EFFECTS OF TAXATION

Taxes have macro and micro economic effects in a modern economy. The economic effects of taxation may be good as well as bad. Due to heavy imposition of tax, the ability of tax –payer to work may be affected adversely or he may be reluctant to work more since his additional income is taxed. This in turn, may affect production adversely. There are also direct and indirect effects on the distribution of income. Taxation also affects the allocation of production and income of the community. Such changes caused by different taxes have far-reaching effects on the economic welfare of the society. Therefore, the government should not keep only revenue consideration in mind but the economic effects of taxation should also be considered.

Economics is concerned with the production and distribution of wealth. Taxation has either direct or indirect effects on almost every aspect of production and distribution in modern economies and is therefore an important aspect in economic research. Economic efficiency is about maximizing economic output given the resources available to the community. This is not just maximizing production but also producing the goods and services that consumers value most. It is possible to show that, in certain circumstances, markets are economically efficient. If a tax distorts an otherwise efficient market this is known as the excess burden of taxation, which means the extra economic cost imposed on the community because taxes have caused people to make economic decisions they would not otherwise have made.

Simon James (2017) stated that, the effects of taxation on work effort, or labor supply, has generated a huge amount of research. When an income tax is increased, this reduces the net financial return to work and individuals might substitute other activities or leisure for paid employment - and this is known as the substitution effect. On the other hand, a tax increase would make individuals worse off and therefore that might make them work harder to maintain their incomes - the income effect. The overall effect of taxation on labor supply is therefore an empirical question and has been subject to very large number of investigations.

The effects of taxation on saving have also received a considerable amount of attention. Only through saving can economic resources be released for capital investment and the rate of saving can affect the level of economic activity by influencing the aggregate level of demand.

Investment is also important and requires enterprise and a willingness to take economic risks. Some of the findings here may be unexpected. Profits from enterprise usually taxed but losses may also normally be set against profits in calculating taxable income. The government can therefore find itself as a sort of sleeping partner, sharing in both profits and losses of enterprise. In such circumstances researches shown that the overall amount of economic risk-taking could actually increase following an increase in tax. Stiglitz (1989) has analyzed this further. The government has to play a major role in exploiting the capacity to invest of the taxpayer by adopting an appropriate tax policy. The government should exempt earnings from investment to encourage savings and capital formation.

III. TYPES OF TAXES

Taxes are classified according to the point, which they are paid, and by who is paid. Direct taxes are paid to the Inland Revenue by the individual tax payer according to whom the tax is levied. Indirect taxes are paid by the consumer according to the goods that they are purchased; the taxes are collected by the firms and repaid to the government. Here are main types of taxation:

1-Taxation of Income and Wealth

These are direct taxes on households. There are problems for measurements which reduce the effectiveness of these taxes because it is hard to calculate income for groups such as the self-employed in small enterprises where salaries are not paid and it is difficult to distinguish between revenue, operating profits and income. Taxing wealth even more difficult, because there are assets maybe unique and there is no share price to indicate value.

2- Taxation of Goods and Services

There are indirect taxes levied on expenditure by households; the revenue collected by firms and repaid to the government. It is easier to manage expenditure tax than income and wealth taxes because there are fewer problems associated with measurement. However, the black economy remains and not all-economic transaction appear in accounting. Higher tax levied on those with greater levels of expenditure, but it is not fair because the average rate of tax is higher for those on low incomes because they allocate higher proportion of their income to expenditure on goods.

3- Taxes on Organizations

These are mostly taxes on firms. Firms are taxed according to their income and the level of their profits; they are also taxed according to their use of factor of production such as labor and energy. It is possible to say that governments never actually tax firms, because firms directly pas on any taxes to consumers. In the end most firms are owned by domestic peoples who themselves are liable for the tax on households and firms benefit coming from public expenditure.

IV. DIRECT TAXATION AND CONSUMER

Direct taxation is defined as taxation imposed upon the person who is intended to be

the final bearer of the burden of payment. Today's income tax is a form of direct taxation, which is to say the government levies the tax directly on individuals and businesses. The income barely affected anyone. Sales taxes, means we are agreeing to pay them by purchasing the item that is being taxed. Sales taxes are levied upon a business activity, not upon individuals or businesses directly. You determine how much you buy and you control how you spend your money. Maintaining an income tax or any direct tax on citizens has the effect of instituting an organization of government policy whose charge is to constantly review your bank accounts and your finances, leaving you alone only so long as you keep paying. You are in effect, paying the government for protection from your government.

V. ADVANTAGES OF DIRECT TAXATION:

- 1- **Equitable:** Direct taxes such as income tax, taxes on property, capital gains tax are equitable because they are based on the principle of progression. Higher incomes are taxed more heavily and lower incomes slightly, the larger the income the higher the rate of taxes. Direct taxes are taxed according to the ability to pay by the tax payers and the ability to pay is interpreted as the money income of the assessee which means any person having a flow of income is expected to pay tax. Taxes at high rate are paid by the richer section of society and lower are paid by the poorer section of society.
- 2- **Certainty:** Direct taxes satisfy the condition of certainty which involves the rate of taxes, such as income tax which are publicized. In other words, the tax payer is certain as to how much he is expected to pay, and similarly the state is certain as to how much it has to receive income from direct taxes. There is also certainty about the time of payment and manner of payment. Therefore, tax payers can plan their own budgets and other economic activities in advance they know with certainty their tax liabilities.
- 3- **Reduce inequalities:** Direct taxes are progressive in nature, and rich people are subjected to higher rates of taxation, while poor people are exempted from direct tax obligations. Rates of taxes increase as the levels of income of persons rise. As they fall heavily on the rich, they take away a large part of their income by way of income and property taxes and the revenue collected is used for providing social amenities like food, clothing and housing facilities to the poor people. The real income of the poor rises and that of the rich falls. Therefore, direct taxes help to reduce inequalities in incomes and wealth.
- 4- **Elasticity:** Elasticity in indirect taxes implies that more revenue is collected by the government by simply raising the rates of taxation. In other words, revenue of government may be increased by increasing the incomes of the people. Therefore, the income of the government from direct taxes may increase with the increase in the incomes of the people.
- 5- **Adverse effects of direct taxes can be avoided:** One of the merits of direct taxes is that their rates can be modified in time to avoid their adverse effects on willingness and ability to work, save and invest. In other words, reasonable rates of income tax, property tax may avoid adverse effects of direct taxes on tax payers. Exemptions and concessions may also avoid their adverse effects on production.

VI DISADVANTAGES OF DIRECT TAXATION:

Direct taxes are not free from disadvantages; they are criticized in the following grounds:

1- **Unpopular:** Direct taxes are unpopular because they are required to be paid in one lump sum which is inconvenient to the tax payer. Direct taxes are generally not shifted; therefore, they are painful to the tax payer. Hence, such taxes are unpopular and are generally opposed by the tax payers as they have to be borne by the assessee themselves.

2- **Inconvenience:** Direct taxes are inconvenient in nature, because tax payer has to submit the statement of his total income along with the source of income from which it is derived. Moreover, direct taxes are paid in lump sum which causes inconvenient to the taxpayers.

3- **Possibility of Evasion:** A direct tax is said to be a tax on honesty, but it can be evaded through fraudulent practices. As stated above, direct taxes are certain and tax payers know the rate of tax they have to pay. Therefore, awareness of tax liability tempts the tax payer to evade tax. It is a fact that the people in the higher income groups do not reveal their full income. They do not hesitate to fill up false returns, concealing a considerable part of their incomes.

4- **Arbitrary:** Direct taxes are found to be arbitrary because there is no logical or scientific principle to determine the degree of progression in taxation. Rates of income tax and other direct taxes are determined according to the whims of taxation authorities. They are likely to underestimate the taxable capacity of the people.

VII INDIRECT TAXATION AND CONSUMER

Indirect taxation is defined as taxation imposed upon others than the person who is intended to bear the final burden. There has been a gradual shift away from direct towards indirect taxes especially in the UK over recent years. Increased indirect taxation has allowed the government to reduce the overall tax burden on income and capital. Both income tax and corporation tax rates have been lowered. Supply-side economists believe that indirect taxes are preferable to direct taxes because they create less of a disincentive to work since employees retain more of what they earn. The argument runs that workers will respond to lower marginal tax rates by expanding the hours they work and raising productivity.

There are two effects from a tax change from direct taxes to indirect taxes; the substitution and the income effect.

1- **Substitution effect:** When income tax rates are cut the return to working extra hours rises. This means the opportunity cost of leisure time is higher than before.

2- **Income effect:** When tax rate is reduced, people can earn a particular "target" post-tax income with fewer working hours than before the tax cut. If they regard leisure as a normal good, they may prefer to switch out of work and enjoy more leisure time whilst still earning the same income.

In the comparison between these two effects the results of research are ambiguous, one group where increased indirect taxation and reduced direct taxation might improve incentives are households who affected by the poverty and unemployment traps. People in low paid jobs and the currently unemployed may have little incentive to take paid work or work extra hours if the net financial benefit of doing so is very small. Extra income may be subject to income tax and national insurance and means-tested benefits may be withdrawn as

additional income comes in from working. Lower starting rates of income tax may provide a better incentive for low-paid workers to enter the active labor market. The Labor Party has brought in a 10% starting rate of tax and has also introduced the working families' tax credit as part of a strategy to boost the post-tax incomes of families in poorly paid jobs.

VIII ADVANTAGES OF INDIRECT TAXATION:

- 1- One advantage of indirect taxes is that they can be used explicitly to correct for market failure caused by environment damage. Indeed, governments across the world are coming to the view that indirect taxes can be used more intensively to meet environmental objectives.
- 2- The use of indirect taxation is one solution to the problem of externality: the producer or consumer is charged the full social cost and demand will respond accordingly. Environmental economists argue that the most effective way to protect the environment from carbon dioxide and other energy-linked pollutants is to tax the pollutant.

Indirect tax increases will push up prices, decrease consumption and hence reduce the effects of negative externalities such as damage to the environment. However, there is a danger that using green taxation to influence demand will damage specific industries. For example, the high rate of taxation on alcohol sold in the UK, as opposed to continental Europe, has badly affected UK drink industries. A huge trade in importing alcohol has grown up, resulting in many jobs being lost in the UK. Indirect taxation gives the government more control over its use of fiscal policy. In theory, certain indirect taxes can be changed between budgets without parliamentary approval. In contrast, direct taxes can only be changed in the annual budget.

IX DISADVANTAGES OF INDIRECT TAXATION:

An important argument against indirect taxes is that they tend to be regressive. Since each individual pays the same rate on their purchases, the poor pay a larger proportion of their incomes in indirect taxes (in comparison with direct taxes which tend to be progressive and are seen as more equitable – the proportion of income paid in taxes rises as income rises when a tax is progressive). An example of this in the UK is the high level of duty on tobacco products. Evidence from the Office of National Statistics shows, which the duty on tobacco takes up a much larger percentage of the disposable incomes of lower income groups.

X. CONCLUSION

One of the most important resources of revenue for every Government is tax; tax payment became a compulsory contribution by every citizen to Government to enable the Government to fulfill its commitments towards society. In all countries tax policy is at the heart of the political debate on the level of public services that should be provided and who should pay for them. Taxation has either direct or indirect effects on almost every aspect of production and distribution in modern economies and is therefore an important aspect in economic research. Taxes are classified according to the point, which they are paid, and by who is paid. Direct taxes are paid to the Inland Revenue by the individual taxpayer according to whom the tax is levied. Indirect taxes are paid by the consumer according to the goods that they are purchased. Direct and indirect taxation have different impacts on the consumer, they have advantages and disadvantages in the sometime.

Direct taxation is equitable for consumers because higher incomes are taxed more heavily and lower incomes slightly. Furthermore, direct taxes satisfy the condition of certainty because tax payer is certain as to how much he is expected to pay, and similarly the state is certain as to how much it has to receive income from direct taxes. Disadvantages from direct taxation identified that it is possible for tax payers to make evasion, because people in the higher income groups do not reveal their full income. They do not hesitate to fill up false returns.

One advantage of indirect taxes is the solution to the problem of externality, because increases in indirect taxation will push up prices, decrease consumption and hence reduce the effects of negative externalities such as damage to the environment. Furthermore, indirect taxation gives the government more control over its use of fiscal policy because indirect taxes can be changed between budgets without parliamentary approval. In contrast, direct taxes can only be changed in the annual budget. But disadvantages from indirect taxation identified that it is inequitable because since each individual pays the same rate on their purchases, the poor pay a larger proportion of their incomes.

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FACTORS INFLUENCING TO PURCHASE ELECTRONIC GOODS THROUGH ONLINE AND PROBLEMS FACED IN ONLINE SHOPPING OF ELECTRONIC GOODS IN TIRUNELVELI CITY

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ABSTRACT

The present study has focused mainly on the factors that influence consumers to shop online and the factors which are most attractive for online shoppers. The findings has given a clear and wide picture to online traders and it will help them to understand the specific factors that influence consumers to shop online, so that they can build-up their strategies to cater online shoppers. The suggestion that has been offered based upon the findings of the study will enable both the online consumers and online traders to have a smooth customer-trader relationship. The present study is based on both primary and secondary data. The required primary data have been collected with a well structured questionnaire from the month of October to December in the year 2020. “The Statistical Package for Social Sciences” (SPSS for Windows version 20) has been used to analyse the data. Convenient sampling method has been adopted in this study to obtain data from respondents in Tirunelveli city. The researcher has targeted 150 respondents and 136 participated in the survey resulting in 90% response rate. However, after sorting 130 useful and valid responses were used for further analysis. Accumulated data were analyzed through Microsoft Excel. The present study has focused mainly on the factors that influence consumers to shop online and the factors which are most attractive for online shoppers. The suggestion that has been offered based upon the findings of the study will enable both the online consumers and online traders to have a smooth customer-trader relationship.

KEY WORDS: Factors, Problems, Electronic goods and Online shopping

INTRODUCTION

Online shopping is the easy solution for busy life in today’s world. In the past decade, there had been a massive change in the way of customer’s shopping. Despite consumers’ continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping.

STATEMENT OF THE PROBLEM

In order to gain competitive edge in the market, marketers need to know the consumers’ behaviour in the field of online shopping. The factors which influence consumers to purchase electronic goods through online are of utmost importance to know in order to satisfy the demands of consumers. Other than the factors which influence consumers to shop online, online shopper’s demography in terms of age, gender, income and education is equally important to define their strategies accordingly.

As online shopping is a new medium, the consumers’ behaviour in the field of online shopping is also pretty diverse in nature when compared to traditional consumers’ behaviour.

Hence, it is equally important to identify the factors influencing the consumers to shop online. Since the consumers are belonging to diversified socio-economic range, their level of online usage differs. The online retailers have to measure the usage pattern of retail websites by the consumers to provide various offers.

By keeping all these in mind, the present study is an attempt to identify the answers to the following questions:

1. What are the factors influencing the consumers to purchase electronic goods through online?
2. What are the problems faced by them in purchasing through online?

OBJECTIVES OF THE STUDY

- ✓ To know the factors influencing the consumers to purchase electronic goods through online
- ✓ To identify the problems faced by the consumers in purchasing electronic goods through online

METHODOLOGY

The present study is based on both primary and secondary data. The required primary data have been collected with a well structured questionnaire from the month of October to December in the year 2020. “The Statistical Package for Social Sciences” (SPSS for Windows version 20) has been used to analyse the data. The required secondary data have been collected from the well equipped libraries. Further, secondary data have been collected from the related web sites, text books, newspapers, university libraries, published and unpublished theses, various magazines and journals. On the basis of the collected secondary data, an overview of online shopping is carried out. On the basis of the collected primary data, the factors influencing the consumers to purchase through online, online usage pattern of consumers in purchase, online buying behaviour of consumers and their level of satisfaction are analysed. Further, the barriers in online shopping and the problems faced by the consumers in online shopping are also considered for analysis.

SAMPLING DESIGN

Convenient sampling method has been adopted in this study to obtain data from respondents in Tirunelveli city. The researcher has targeted 150 respondents and 136 participated in the survey resulting in 90% response rate. However, after sorting 130 useful and valid responses were used for further analysis. Accumulated data were analyzed through Microsoft Excel.

ANALYSIS AND INTERPRETATION

Factors influencing to purchase electronic goods through online among different gender group of consumers

In order to find out the significant difference in factors influencing to purchase electronic goods through online among different gender group of consumers, ‘t’ test is used with the null hypothesis as, “There is no significant difference in factors influencing to purchase electronic goods through online among different gender group of consumers in Tirunelveli City”. The result of ‘t’ test is presented in Table 1.

Table 1: Factors influencing to purchase electronic goods through online among different gender group of consumers

Sl. No	Factors	Gender [Mean Score]		T Statistics
		Male	Female	
1.	Delivery time	4.5600	4.1302	2.742*
2.	Reputation of the company	4.5906	4.2792	1.317
3.	Guarantees and Warrantees	4.2927	3.9283	2.032*
4.	Privacy of the information	4.1273	3.7830	3.439*
5.	Good description of goods	4.2698	4.0164	1.541
6.	Security	4.2321	3.9909	1.382
7.	Prices	4.2998	4.0200	1.495
8.	Amount of extra money exchanged for home delivery	4.3642	4.1727	1.091

Source: Primary data

*-Significant at five per cent level

It is understood from table 1 that reputation of the company and delivery time are the important factors influencing to purchase electronic goods through online among the male consumers as their mean scores are 4.5906 and 4.5600 respectively. It is further understood that reputation of the company and amount of extra money exchanged for home delivery are the important factors influencing to purchase electronic goods through online among the female consumers as their mean scores are 4.2792 and 4.1727 respectively. Regarding the factors influencing to purchase electronic goods through online among different gender group of consumers, delivery time, guarantees and warrantees and privacy of the information are statistically significant at 5 per cent level.

Factors influencing to purchase electronic goods through online among different age group of consumers

In order to find out the significant difference in factors influencing to purchase electronic goods through online among different age group of consumers, 'ANOVA' test is used with the null hypothesis as, "There is no significant difference in factors influencing to purchase electronic goods through online among different age group of consumers in Tirunelveli District". The result of 'ANOVA' test is presented in Table 2.

Table 2: Factors influencing to purchase electronic goods through online among different age group of consumers

Sl. No	Factors	Age Group [Mean Score]					F Statistics
		Upto 20 years	21-30 years	31-40 years	41-50 years	Above 50 years	
1.	Delivery time	4.2692	4.3241	4.3993	4.4529	4.5641	1.024
2.	Reputation of the company	4.3519	4.3974	4.4819	4.4828	4.5572	1.041
3.	Guarantees and Warrantees	3.9106	4.1067	4.2308	4.3833	4.4793	1.858
4.	Privacy of the information	3.9328	4.1471	4.2583	4.2564	4.3059	2.465*
5.	Good description of goods	4.0588	4.0830	4.2692	4.3159	4.3777	1.034
6.	Security	3.9706	4.0672	4.1795	4.2592	4.4103	1.007

7.	Prices	3.7941	4.1502	4.2051	4.2669	4.4308	1.490
8.	Amount of extra money exchanged for home delivery	4.1134	4.2647	4.3483	4.4647	4.5528	1.485

Source: Primary data

*-Significant at five per cent level

From the above table, it is understood that reputation of the company and delivery time are the important factors influencing to purchase electronic goods through online among the consumers who are in the age group of upto 20 years as their mean scores are 4.3519 and 4.2692 respectively. It is further understood that reputation of the company and delivery time are the important factors influencing to purchase electronic goods through online among the consumers who are in the age group between 21-30 years as their mean scores are 4.3974 and 4.3241 respectively. Table further reveals that reputation of the company and delivery time are the important factors influencing to purchase electronic goods through online among the consumers who are in the age group between 31-40 years as their mean scores are 4.4819 and 4.3993 respectively. Table further indicates that delivery time and reputation of the company are the important factors influencing to purchase electronic goods through online among the consumers who are in the age group of above 50 years as their mean scores are 4.5641 and 4.5572 respectively. Regarding the factors influencing to purchase electronic goods through online among different age group of consumers, privacy of the information is statistically significant at 5 per cent level.

Problems faced in online shopping of electronic goods among different gender group of consumers

In order to find out the significant difference in problems faced in online shopping of electronic goods among different gender group of consumers, 't' test is used with the null hypothesis as, "There is no significant difference in problems faced in online shopping of electronic goods among different gender group of consumers in Tirunelveli City". The result of 't' test is presented in Table 3.

Table 3: Problems faced in online shopping of electronic goods among different gender group of consumers

Sl. No	Problems	Gender [Mean Score]		T Statistics
		Male	Female	
1.	Waiting to receive the product	3.9000	4.2113	2.082*
2.	Risk of credit card transactions	4.4382	3.6400	2.764*
3.	Risk of identity theft	4.0491	3.9472	1.095
4.	Difficulty in returning products/items	4.2418	3.9472	2.156*
5.	Risk of not getting what I paid for	4.1189	3.7655	2.556*
6.	Risk of loss of privacy	4.3264	4.0964	1.371
7.	Lack of trustworthiness of Vendors	4.3736	4.1145	2.046*
8.	Not being able to touch products	4.2981	4.0236	1.878
9.	More expensive than those sold in retail stores	4.6236	4.2396	2.125*
10.	Selection of goods available on the internet is very broad	4.3219	4.0259	2.256*

Source: Primary data

*-Significant at five per cent level

It is understood from Table 3 that more expensive than those sold in retail stores and risk of credit card transactions are the important problems faced in online shopping of electronic goods among the male consumers as their mean scores are 4.6236 and 4.4382 respectively. It is further understood that more expensive than those sold in retail stores and waiting to receive the product are the important problems faced in online shopping of electronic goods among the female consumers as their mean scores are 4.2396 and 4.2113 respectively. Regarding the problems faced in online shopping of electronic goods among different gender group of consumers, waiting to receive the product, risk of credit card transactions, difficulty in returning products/items, risk of not getting what I paid for, lack of trustworthiness of vendors, more expensive than those sold in retail stores and selection of goods available on the internet is very broad are statistically significant at 5 per cent level.

Problems faced in online shopping of electronic goods among different age group of consumers

In order to find out the significant difference in problems faced in online shopping of electronic goods among different age group of consumers, 'ANOVA' test is used with the null hypothesis as, "There is no significant difference in problems faced in online shopping of electronic goods among different age group of consumers in Tirunelveli City". The result of 'ANOVA' test is presented in Table 4.

Table 4: Problems faced in online shopping of electronic goods among different age group of consumers

Sl. No	Problems	Age Group [Mean Score]					F Statistics
		Upto 20 years	21-30 years	31-40 years	41-50 years	Above 50 years	
1.	Waiting to receive the product	3.2500	3.5000	3.6094	3.8846	4.0717	2.451*
2.	Risk of credit card transactions	3.8000	4.2500	4.3984	4.3120	4.6000	2.558*
3.	Risk of identity theft	3.6000	3.7500	3.6563	3.9444	4.4000	3.329*
4.	Difficulty in returning products/items	4.0000	4.1563	4.2500	4.0893	4.2500	1.474
5.	Risk of not getting what I paid for	3.4500	3.6000	3.9453	3.9103	4.2000	1.545
6.	Risk of loss of privacy	4.1000	4.2000	4.3422	4.1966	4.3047	1.388
7.	Lack of trustworthiness of Vendors	4.0500	4.1700	4.2650	4.3510	4.4000	1.069
8.	Not being able to touch products	3.7500	3.9000	4.1484	4.1881	4.2444	1.080
9.	More expensive than those sold in retail stores	3.7924	4.1761	4.3828	4.4500	4.6500	3.433*
10.	Selection of goods available on the internet is very broad	4.0247	3.9658	4.1258	4.0789	4.3589	2.697*

Source: Primary data

*-Significant at five per cent level

From the above table, it is understood that risk of loss of privacy and lack of trustworthiness of vendors are the important problems faced in online shopping of electronic

goods among the consumers who are in the age group of upto 20 years as their mean scores are 4.1000 and 4.0500 respectively. It is further understood that risk of credit card transactions and risk of loss of privacy are the important problems faced in online shopping of electronic goods among the consumers who are in the age group between 21-30 years as their mean scores are 4.2500 and 4.2000 respectively. Table further reveals that risk of credit card transactions and more expensive than those sold in retail stores are the important problems faced in online shopping of electronic goods among the consumers who are in the age group between 31-40 years as their mean scores are 4.3984 and 4.3828 respectively. Table indicates that more expensive than those sold in retail stores and lack of trustworthiness of vendors are the important problems faced in online shopping of electronic goods among the consumers who are in the age group between 41-50 years as their mean scores are 4.4500 and 4.3510 respectively. Table further indicates that more expensive than those sold in retail stores and risk of credit card transactions are the important problems faced in online shopping of electronic goods among the consumers who are in the age group of above 50 years as their mean scores are 4.6500 and 4.6000 respectively. Regarding the problems faced in online shopping of electronic goods among different age group of consumers, waiting to receive the product, risk of credit card transactions, risk of identify theft, more expensive than those sold in retail stores and selection of goods available on the internet is very broad are statistically significant at 5 per cent level.

SUGGESTIONS

- ✓ The study reveals that, the most important barrier faced by the respondents in online shopping is safety of payment. The consumers do not pay in full for items if there is a long delivery period. Hence, it is suggested that the consumers have to check with the trader as to how long it will take for the goods to be delivered before placing a deposit or making a payment. The consumers should look for customer care number/email ID before making payment. It is always preferable to pay by 'cash on delivery' and check the product on delivery before signing or paying for it. When payment is made online, the consumers must make sure that the payment gateway is secure. Further, it is suggested that the consumers must never send cash or use a money-wiring service because there will be no recourse if something goes wrong.
- ✓ It is observed from the study that most of the respondents feel easy to use online for shopping. So, it is suggested that the online traders have to maintain better customer service and adequate set of selling methods. The companies should create more multi-platform online and offline presence that provides accurate information and convenient ways for the consumers to buy the products easily and engage them with more information.

CONCLUSION

The present study has focused mainly on the factors that influence consumers to shop online and the factors which are most attractive for online shoppers. The findings has given a clear and wide picture to online traders and it will help them to understand the specific factors that influence consumers to shop online, so that they can build-up their strategies to cater online shoppers. The suggestion that has been offered based upon the findings of the study

will enable both the online consumers and online traders to have a smooth customer-trader relationship. The online shopping is definitely a boon to the consumers in the present busy and tech-savvy environment. If the suggestions offered based on the study are considered it will make the online shopping more comfortable and satisfactory.

Unreliable online delivery system as well as personal privacy or security concerns has a significant impact on online shopping. The main barrier in the process of online shopping is the payment safety and privacy issue. This increases low level of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust on them.

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SURVIVAL APPROACHES FOR ECONOMIC ENVIRONMENT OF BUSINESS DURING COVID-19 PANDEMIC PERIOD

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ABSTRACT

The economic environment of a business will play a pivotal role in determining the success or failure of a business. The economic environment consists of different things for different people. For example, for a farmer, the weather and price of fertilizers are important factors. The economic environment influences how consumers and businesses behave, which affects company performance. Hit by the Covid-19 slump followed by social distancing and a nationwide lockdown, businesses are experiencing major impacts no matter how established they are and are having to re-look at how they manage and operate their business including re-visitation of their business plan. It has become challenging for most businesses to keep their financial wheels turning during the lockdown period due to less revenue churn and the general uncertainty in the global financial environment. Unfortunately, the impact on startups or small businesses can be way more brutal as they have scarcer cash reserves and a smaller margin for managing sudden slumps. The ripple effect of this shutdown will have a key impact on India's economy, as all business sectors get affected resulting in low revenue generation due to an eventual halt/slump on the sale of products and/or services. It is expected that India's growth rate in FY 20-21 will be down to 2% from a range of 4.7%-5.2% as was predicted. In this paper survival approaches for economic environment of business during covid-19 pandemic period is analysed.

Key Word: Economic environment, Ripple effect, Global financial, Survival

INTRODUCTION

India has been sitting over the volcanoes of corona virus since the month of February 2020. Corona virus is single stranded RNA virus having a lipid envelope studded with club-shaped projections and including pathogens of animals and humans. This disease causes severe economic and social dislocation and displacement. The GDP of Indian economy entered a negative territory in the first quarter of 2020-2021. Both the manufacturing and services output ground to a halt. These two sectors combined together contribute over 80 per cent of India's GDP. Viewed from the perspective of the geographical distribution of covid-19 the top six industrialized states that account for 60 per cent of industrial output are largely in red or orange zones.

The quality of India's economic growth has also declined in recent years as by financial stress and distress among rural households, relatively low productivity and weak job creation. This gloomy projection is expected to continue for another two-year period, given the fact that the economy has recovered fully from the virus and normalcy in production has been restored. Businesses do not operate in a vacuum but rather in a dynamic environment that has a direct influence on how they operate and whether they will achieve their objectives. This external business environment is composed of numerous outside organizations and forces that we can group into seven key sub-environments, as illustrates: economic, political and legal, demographic, social, competitive, global, and technological. Each of these sectors creates a unique set of challenges and opportunities for businesses. Business owners and managers have a great deal of control over the internal environment of business, which covers day-to-day decisions. They choose the supplies they purchase, which employees they

hire, the products they sell, and where they sell those products. They use their skills and resources to create goods and services that will satisfy existing and prospective customers. However, the external environmental conditions that affect a business are generally beyond the control of management and change constantly. To compete successfully, business owners and managers must continuously study the environment and adapt their businesses accordingly.

India is one of the fastest growing economies in the world, 5th largest overall, with a nominal GDP of \$2.94 trillion and Asia's third biggest economy with 6-year low growth of 5 per cent in the first quarter and slipping further to 4.5 per cent in the second quarter of 2019-2020.

VARIOUS ENVIRONMENTAL INFLUENCES:

Economic Influences

This category is one of the most important external influences on businesses. Fluctuations in the level of economic activity create business cycles that affect businesses and individuals in many ways. When the economy is growing, for example, unemployment rates are low, and income levels rise. Inflation and interest rates are other areas that change according to economic activity. Through the policies it sets, such as taxes and interest rate levels, a government attempts to stimulate or curtail the level of economic activity. In addition, the forces of supply and demand determine how prices and quantities of goods and services behave in a free market.

Political and Legal Influences

The political climate of a country is another critical factor for managers to consider in day-to-day business operations. The amount of government activity, the types of laws it passes, and the general political stability of a government is three components of political climate. For example, a multinational company such as General Electric will evaluate the political climate of a country before deciding to locate a plant there. Import tariffs, quotas, and export restrictions also must be considered.

In the United States, laws passed by Congress and the many regulatory agencies cover such areas as competition, minimum wages, environmental protection, worker safety, and copyrights and patents. For example, Congress passed the Telecommunications Act of 1996 to deregulate the telecommunications industry. As a result, competition increased and new opportunities arose as traditional boundaries between services provider blurred. Today the dramatic growth in mobile technology has changed the focus of telecommunications, which now faces challenges related to broadband access and speed, content streaming, and much-needed improvements in network infrastructure to address ever-increasing data transmissions. Other forces, such as natural disasters, can also have a major impact on businesses. While still in the rebuilding stage after Hurricane Katrina hit in 2005, the U.S. Gulf Coast suffered another disaster in April 2010 as a result of an explosion on the Deep water Horizon oil-rig, which killed 11 workers and sent more than 3 million barrels of oil into the Gulf of Mexico. This event, which played out for more than 87 days, severely affected the environment, businesses, tourism, and people's livelihoods. Global oil conglomerate BP, which was responsible for the oil spill, has spent more than \$60 billion in response to the

disaster and cleanup. Seven years after the explosion, tourism and other businesses are slowly recovering, although scientists are not certain about the long-term environmental consequences of the oil spill.

Business Environment Influence Business decisions:

The external business environment consists of economic, political and legal, demographic, social, competitive, global, and technological sectors. Managers must understand how the environment is changing and the impact of those changes on the business. When economic activity is strong, unemployment rates are low, and income levels rise. The political environment is shaped by the amount of government intervention in business affairs, the types of laws it passes to regulate both domestic and foreign businesses, and the general political stability of a government. Demographics, or the study of people's vital statistics, are at the heart of many business decisions. Businesses today must deal with the unique preferences of different generations, each of which requires different marketing approaches and different goods and services. The population is becoming increasingly diverse: currently minorities represent more than 38 percent of the total U.S. population, and that number will continue to increase over the next several decades. Minorities' buying power has increased significantly as well, and companies are developing products and marketing campaigns that target different ethnic groups. Social factors—our attitudes, values, and lifestyles—influence what, how, where, and when people purchase products. They are difficult to predict, define, and measure because they can be very subjective. They also change as people move through different life stages.

Application of Technology:

The application of technology can stimulate growth under capitalism or any other economic system. Technology is the application of science and engineering skills and knowledge to solve production and organizational problems. New equipment and software that improve productivity and reduce costs can be among a company's most valuable assets. Productivity is the amount of goods and services one worker can produce. Our ability as a nation to maintain and build wealth depends in large part on the speed and effectiveness with which we use technology—to invent and adapt more efficient equipment to improve manufacturing productivity, to develop new products, and to process information and make it instantly available across the organization and to suppliers and customers.

Many U.S. businesses, large and small, use technology to create change, improve efficiencies, and streamline operations. For example, advances in cloud computing provide businesses with the ability to access and store data without running applications or programs housed on a physical computer or server in their offices. Such applications and programs can now be accessed through the internet. Mobile technology allows businesses to communicate with employees, customers, suppliers, and others at the swipe of a tablet or smart phone screen. Robots help businesses automate repetitive tasks that free up workers to focus on more knowledge-based tasks critical to business operations.

SALIENT FEATURES OF ECONOMIC STIMULUS PACKAGE:

The economy has been passing through a seismic shift in its history. The economy has been on the slide. The outbreak of covid-19, coupled with the general lockdown has turned the economy upside down and snatched the livelihood security of the people. In such circumstances the government of India is obligated to lift the sagging economy by way of bolstering up of the overall economy and propelling the speed and the direction of economic recovery. Many economists have flagged the recovery uncertainty. The government of India has stepped up to the plate at the right time and honored the commitments on mitigating of dire consequences of covid-19 epidemic. The package worth of Rs 20 lakh crores announced by the prime minister focuses on creation of self-reliant India hinges on the five pillars of the economy: infrastructure, demography, technologically driven systems and to strengthen demand and supply chains being based on local sourcing. It is aimed at ramping up the economic activity to the extent possible.

CONCLUSION

Rome was not built in a day. We cannot expect radical changes to take place overnight because almost all manufacturing, services and unorganized sectors of the Indian economy except agriculture have been flattened by the corona virus-induced lockdown. In a consumer-led economy demand conditions matter much. Take for instance, though RBI had reduced both the Repo Rate to 4.4 per cent and 3.75 percent respectively in march 2020, the off take of credit from SCBs has dropped significantly due to the demand collapse. Last but not least, an evaluation mechanism and reality checks is a desideratum to see that the inputs have been converted into tangible outcome so that the economists could be able to judge whether this huge public spending is sufficient for attaining a robust economic resurgence.

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THE MEASUREMENT ON CUSTOMER BASED - BRAND EQUITY IN SUPERMARKET INDUSTRY IN MADURAI CITY

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ABSTRACT

The motivation behind this paper is to customer based-brand equity review for the market business in Madurai city. The market is significant for the present life. Most individuals like purchasing products through the stores as it were. These days' provincial individuals and metropolitan individuals additionally like the grocery store buys on the grounds that individuals feel exceptionally intriguing and interest purchasing the stuff. approval on perceived ability, atmosphere, method of approaches, nature of merchandise, consideration of products shown, charging strategy, installment for different strategies, particularly to decrease the holding up time and minimal effort costs of products. This perspective for client perspective at the time homegrown and owner perspective is increment the GDP and development of association. Give the work opportunity.

Keyword: Brand equity, Customer, Supermarket

INTRODUCTION

The retail area is seeing a colossal redoing exercise as conventional business sectors clear a path for new configurations, for example, departmental stores, markets and claim to fame stores. Retail is India's biggest industry; India is the world's fifth-biggest worldwide objective in the retail space. Indian Retail Industry has monstrous potential as India has the second biggest populace with wealthy working class, quick urbanization and strong development of web. The biggest development in flourishing has been in south where the major league salary house hold has developed the quickest around seventy level of India it's including Tamil Nadu across all the center and major league salary class, aside from the superrich, development and most noteworthy saving rate in the southern locale. In Madurai Supermarkets are places where one can go for shopping for food or to buy other family things at reasonable expenses. Certain general stores are uncommonly planned food market where one can buy a lot of high-grade nature of food, at affordable costs. It is prescribed to purchase things from markets as one can truly check the items and afterward buy them. Markets are home to a lot of public just as global brands that take into account the different prerequisites of the clients. A large portion of the markets referenced above have a lot of offers on various FMCG results of different classes and brands. Most stores are put in pretty much every business and home zone, making it helpful for clients to buy things as and when required. The stores for the most part acknowledge money in type of installments and cards even on enormous buys. Look up to browse a large number of grocery stores arranged in Madurai.

CUSTOMER-BASED BRAND EQUITY MEASURED

Customer-based brand equity involves the set of memory-based associations to a particular brand that exist in the minds of consumers (Keller, 2003). Customer equity is

defined as the value of the customer to the brand. Both brand equity and customer equity emphasize the importance of customer loyalty. A brand is a complex concept that does not have clear boundaries. The material embodiment of brands is considered as trademarks. The complexity is manifested in the fact that the brand unites a lot of various intangible assets, and therefore can bring additional benefits to its owner only with the full undivided interaction of its constituent elements. This formulation of the problem requires an integrated approach and to the evaluation of brands, which would allow not only to answer the question of the cost of such a specific asset, but also to justify it, by singling out and evaluating brand forming elements separately.

OBJECTIVE OF THE STUDY

To study the customer like brand of good or unbrand of goods

To study about customer payment system is cash or electronic payments

To know customer satisfaction from convenience and environment of supermarket

To study the satisfaction level of the customer attributes of supermarket in Madurai city.

SCOPE OF THE STUDY

The present study is confined to the analysis of market learning of customer expectation and its effect on measuring the customer satisfaction of individuals and family with emphasis to effects by product attributes and buyers perceived values with respect to particular reference to the supermarket. The study gives the description on attributes (i.e. goods buying behaviours, price, quality, packaging and availability) and other variables identifying customers buying attitude In this end of the research has conducted survey is measured the customer based brand equity supermarket on basis by administering as questionnaire with individuals in Madurai city.

RESEARCH METHODOLOGY

To Study on consumer-based brand equity in the supermarket industry and to identify the strategy of customer satisfaction levels and buying behaviours, a structured questionnaire for collecting primary data from 96 respondents. The primary data collected through questionnaires directly visited the respondents in the field in the supermarket consumer and analyzed to data and tables by statistical tools to show a clear chart of the study. The secondary data collected from internet, books, e-books, journals, e-journals, university library and published articles,

LIMITATIONS OF THE STUDY

- The study was limited to Madurai city, so it is not applicable to other district, state etc., might not be the same levels of customer satisfaction.
- The study areas are limited to Madurai city Bypass road Kalavasal, Koodal Nagar, BB Kulam, Anna Nagar, KK Nagar, Uthankudi
- Survey collection process was time taking per response and some respondents have shown regret to answer more questions and their time involvement.
- This study focused on More Supermarket and gives a comprehensive information and data regarding consumers from More Supermarket in the mentioned area of Madurai city.
- The study was undertaken at selected spots which didn't cover overall city.

- The primary data collection process involved over time cost compared to expected time and cost was been involved so few part of the process was restricted.

REVIEW OF LITERATURE

Minoo Farhangmehr, Susana Marques, Joaquim Silva (2001),

The study on “Hypermarkets versus traditional retail stores - consumers' and retailers' perspectives in Braga: a case study”. Researcher used two types of questionnaire for data analysis one is for customers and another one is for retailers for analyse the impact level of hypermarket and traditional retail stores. The study found that traditional retailers feel that, hypermarket create negative impacts towards them. Majority of the samples preferred hypermarket. The study also suggests that segmentation plays a vital role in both hyper market and traditional stores.

Ramya (2015), A study on “Customer experience in supermarkets and hypermarkets - A Comparative study”, the principle idea behind this study is to discover the associations between the casual factors and buyers opinion in these two retail formats generally seen in the Indian market. Researcher prepared a well structure questionnaire and collect data from 418 respondents. Sample respondents are the hyper market and super market customers. The study suggested that the retailers catch note of the important predictors while developing retail format strategies.

Shashikala, Ashwini Gangatkar (2015), A study on customer’s perception towards super market and provision store. The area of the study is Bangalore. Questionnaire was prepared by the researcher and got data from 100 respondents in Bangalore. The study found that, customers have enhanced observation towards super market because super market are more cleanliness, multiplicity and store environment.

Rajan Saxena (2009), Book on “Marketing Management” examine the drivers of growth, the retailing industry, managerial, strategic and technological issues in retailing and finally new horizons in retailing. He is explaining the strategic decisions in retail: Location decision, target market selection, business model, merchandise mix and positioning the retail store and explain comprehensively each in details. The book highlights the types of retail stores: specialty stores, department stores, supermarket, convenience stores, and discount stores.

Adrain Palmer (2009), The study on “Introduction to Marketing” focuses more on classification of retailers and explain each retail classes in details. According to Plamer, retailers classified in to the following classes: Department store, supermarkets, discount sheds, specialty shops, convenience stores, cash and carry warehouses, market traders and finally online retailers. Supermarket chains are often the first with new initiatives such as loyalty cards and in store bakeries.

Alka Sharma, Palvi Bharatwaj (2015), The study on “hypermarkets: growth and challenges perspective in India”. The main objective of the study is to analyze the hyper market scenario and challenges faced by the hypermarkets in Indian retail market. The study is based on both primary and secondary data. 25 store managers were interviewed by the researchers in the region on Hyderabad and Mumbai.

V. K. Joshi and V. D. Joshi (2019), Evaluated the current problem with direct loans is that the debt issued by the firms at risk of default depending on the nature of the business investment. The study examines the basic function of taking deposits from households and

lending loans and advance to firms to resolve these conflicts of lenders and borrowers banks as financial intermediaries

RESULTS AND INTERPRETATION

After collecting data from respondents with the help of structured questionnaire, following are the results interpreted.

Table-1: Responses from Supermarket Customers

Particulars	Category	No. of Respondents	Percentage of Respondents
Gender	Male	96	68.571
	Female	44	31.429
	Total	140	100.000
Marital Status	Single	65	46.429
	Married	75	53.571
	Total	140	100.000
Occupation	Employee	38	27.143
	Housewife	43	30.714
	Student	27	19.286
	Others	32	22.857
	Total	140	100.000
Monthly Income	Below Rs.10,000	61	43.571
	Rs.10,000-Rs20,000	39	27.857
	Rs.20,000-Rs40,000	28	20.000
	Above Rs.40,000	12	8.571
	Total	140	100.000
Monthly Expenses	Rs. 30,000-Rs. 50,000	114	81.429
	Above Rs. 50,000	26	18.571
	Total	140	100.000

Table-2: Payment System of the Respondents

Particulars	Category	No. of Respondents	Percentage of Respondents
Payment System	Cash	52	37.143
	Card	68	48.571
	Cash and Card	11	7.857
	UPI	9	6.429
	Total	140	100.000

Table-3: Staff Behavior

Particulars	Category	No. of Respondents	Percentage of Respondents
Staff Behavior	Very satisfied	45	32.143
	Satisfied	66	47.143
	Neither	23	16.429
	Dissatisfied	6	4.286
	Total	140	100.000

Table-4: Products Price

Particulars	Category	No. of Respondents	Percentage of Respondents
Products price	Very satisfied	15	10.714
	Satisfied	80	57.143
	Neither	24	17.143
	Dissatisfied	21	15.000
	Total	140	100.000

Table-5: Product Quality

Particulars	Category	No. of Respondents	Percentage of Respondents
Product Quality	Very satisfied	32	22.857
	Satisfied	46	32.857
	Neither	28	20.000
	Dissatisfied	34	24.286
	Total	140	100.000

Table-6: Products Availability

Particulars	Category	No. of Respondents	Percentage of Respondents
Products Availability	Very satisfied	20	14.286
	Satisfied	93	66.429
	Neither	17	12.143
	Dissatisfied	10	7.143
	Total	140	100.000

Table-7: Supermarket Opening and Closing Time

Particulars	Category	No. of Respondents	Percentage of Respondents
Supermarket Opening Time: 08.00 AM Closing Time:09.00 PM	Satisfied	135	96.43
	Dissatisfied	5	3.57
	Total	140	100.00

Table-8: Environment of Supermarket

Particulars	Category	No. of Respondents	Percentage of Respondents
Environment of Supermarket	Very satisfied	17	12.143
	Satisfied	92	65.714
	Neither	18	12.857
	Dissatisfied	13	9.286
	Total	140	100.000

Table-9: Parking Facilities of Supermarket

Particulars	Category	No. of Respondents	Percentage of Respondents
On Parking Facilities of supermarket	Very satisfied	14	10.000
	Satisfied	93	66.429
	Neither	21	15.000
	Dissatisfied	12	8.571
	Total	140	100.000

STATISTICAL TOOLS

Chi Square Test 1: To study the relationship between customer occupation and product quality.

Table 10: Relationship between customer occupation and product quality

Product Quality	Very satisfied	Satisfied	Neither	Dissatisfied	Total
Occupation					
Employee	8	16	11	3	38
Housewife	3	10	6	24	43
Student	6	9	7	5	27
Others	15	11	4	2	32
Total	32	46	28	34	140

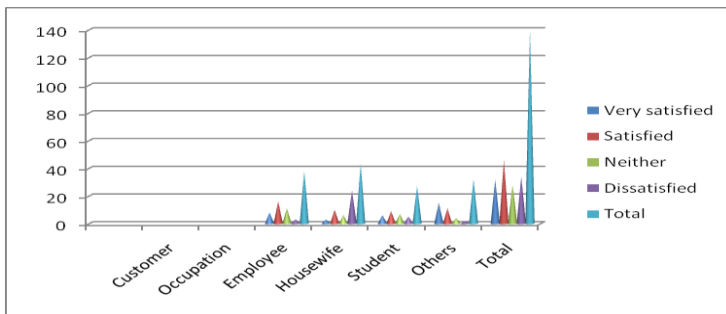


Figure: 1

Calculated value is 62.009. Chi square table value for 9 df at 0.50% is 16.919 so that The calculate vale of chi square table value is much greater than the table value. Hence, the null hypothesis is rejected and concluded that customer occupation are not product quality preferred.

CHI SQUARE TEST 2:

To study the relationship between customer monthly income and product price

Table 11: Relationship between customer monthly income and product price

Product Price	Very satisfied	Satisfied	Neither	Dissatisfied	Total
Monthly income					
Below Rs.10,000	7	38	7	9	61
Rs.10,000-Rs20,000	4	26	4	5	39
Rs.20,000-Rs40,000	2	15	8	3	28
Above Rs.40,000	2	1	5	4	12
Total	15	80	24	21	140

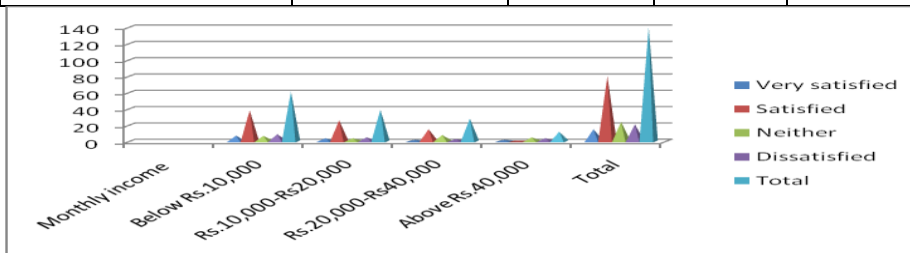


Figure: 2

Calculated value is 82.985 .chi square table value for 9 df at 0.50% is 16.919 so that the calculate vale of chi square table value is much greater than the table value. Hence, the null hypothesis is rejected and concluded that customer monthly income are not product price preferred.

CONCLUSION

This study of The Measurement On Customer Based - Brand Equity in Supermarket Industry in Madurai City these days client are appreciate and like to purchase an item this extremely fundamental and new pattern of the grocery store buying. The observer is the retail chains, hypermarkets, markets, brand stores, etc. Clients presently favor the coordinated retailers than sloppy retailers and it is a result of items quality, items accessibility, worldwide and perceived items, marked items and child. There is all the more market in Madurai dependence, Kannan departmental, Vasantham, Enormous bazaar, Boomika, Spending plan, Wings, Jeyaram, Bharathi Store, More Store and so on. As referenced before coordinated retailers are assuming a job simply in metropolitan territories uncommonly in the urban communities and we will see there is a major market for developing of the coordinated retailers in rustic zones and someone years from now there will be enormous number of the rivals on the lookout and the current contenders will grow their piece of the overall industry in the sources. The individual practically over 90% of the client are eager to propose to other people, with the end goal that a fulfilled client will be faithful to mark just as get new client (better verbal) to the brand client base. Subsequently the general exploration results show that the greater part of the clients was fulfilled towards market to the picked ascribes.

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ISSUES AND CHALLENGES IN MARKETING OF BAKERY PRODUCTS IN MADURAI DISTRICT

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ABSTRACT

Bakery products, due to high nutrient value and affordability, are an item of huge consumption. Due to the rapid population rise, the rising foreign influence, the emergence of a female working population and the fluctuating eating habits of people, they have gained popularity among people, contributing significantly to the growth trajectory of the bakery industry. With regard to bakery products, consumers are demanding newer options, and the industry has been experiencing fortification of bakery products in order to satiate the burgeoning appetite of the health-conscious Indian. This article deals in detail about the issues and challenges faced by bakery products in Madurai district of Tamil Nadu.

Keywords: Bakery products, affordability, foreign influence.

INTRODUCTION

India is the world's second largest producer of food next to China, and has the potential of being the biggest with its food and agricultural sector. The Indian bakery industry is one of the biggest sections in the country's processed food industry. Bakery products, which include bread and biscuits, form the major baked foods accounting for over 82 per cent of the total bakery products produced in the country. It enjoys a comparative advantage in manufacturing, with an abundant supply of primary ingredients required by the industry, and is the third-largest biscuit manufacturing country (after the United States and China).

The bakery segment in India can be classified into the three broad segments of bread, biscuits and cakes. India's organised bakery sector produces about 1.3 millions tonne of bakery products (out of three million tonnes) while the balance is produced by unorganized, small-scale local manufacturers. Despite the fact that there are many automatic and semi-automatic bread and biscuit manufacturing units in India, many people still prefer fresh bread and other products from the local bakery.

OBJECTIVES OF THE STUDY

- To study about the Issues and Challenges of Marketing Bakery Products in Madurai District

METHODOLOGY

Research Type : Descriptive

Data Collection Technique : Secondary data collected through journals, articles, periodicals and the like have been used for the present study.

ISSUES AND CHALLENGES OF MARKETING BAKERY PRODUCTS

The following are the major issues and challenges faced by Bakery products in the Madurai district:

1) Rising Prices of Raw Materials

Rising prices of flour (maida), the major ingredient, and other raw materials such as oil, fat and eggs poses a biggest challenge for bakery products in Madurai District. Some Bakers who were unable to cope up with the rise in the price of the raw materials would opt for compromising the quality aspects. This would in turn lead to other issues such as shift of customers, bad reputation, decrease in sale and profits.

2) Competition

The competitors of the bakery products are huge and varied in numbers. Few decades back, the customers could buy the bakery products such as Buns, Breads, Biscuits, and Cake etc only through a Bakery. This is not a case in the recent times. There are Tea shops which sells Buns, Breads, Biscuits, Cake etc and there are street vendors too who sells the above said products at the door steps of the customers. This poses a biggest challenge in marketing the bakery products, as the customer would hesitate to visit the bakery due to the availability of bakery products nearby their locality itself. Other challenges include the development of modern retailers in the cities, malls, supermarket shopping culture, food courts, bakery, etc.

3) The price-sensitivity of the market

To overcome the challenge of rising raw material costs, the bakers would in turn increase the price of the bakery products. This would automatically affect the demand and supply of the bakery products adversely. There are price variation too between one bakery and the other for the same product. This would create a confusion and dissatisfaction in the minds of the potential customers.

4) Usage of modern technology

There are many types of bakers in market which include large scale bakeries, medium scale bakeries, cottage / home based bakeries. Large scale bakeries would use modern technologies and equipments for producing and delivering bakery products which will not be possible for the other too. For instance, Customers demand their favorite choice of puffs or samosa etc fresh from the oven. Large scale bakers can afford to do the same, which will not be possible for the medium and cottage bakers. This is an opportunity to large scale bakers but a major challenge to medium and cottage bakers in marketing their products.

5) Promotion

Bakeries would use attractive promotional strategies such as an advertisement to market their products, in which they would highlight about the taste, quality, hygiene aspects, and protein content of their product. There are two major issues connected to these aspects;

- 1) In reality there is always a Gap between what has been portrayed or communicated and what has actually been delivered to the customers. This would lead to dissatisfaction among the customers.
- 2) Every Baker could not afford to invest in promotional activity as it requires huge investments.

6) Channels of Distribution

Large Scale Bakers (MNCs) have taken Internet as a weapon for Marketing and delivering their products. They use online food delivery platforms such as Zomato, Uber Eats, Swiggy to deliver their products. This is the biggest challenge for the local bakers who do not possess any knowledge about internet.

7) Method of buying

Large scale buyers would pay through digital modes such as G Pay, Paytm, Cards etc. Small scale buyers tend to pay in cash mode. There is also Gap between these two payment modes. There are issues such as technical errors, Amount not credited to vendor account and the like.

8) Out Break of COVID 19

The novel corona virus/COVID-19 pandemic has significantly impacted the whole food and beverages industry among which bakery industry is one of them. This pandemic has resulted into mass production shutdowns and supply chain disruptions which has also affected the economy as well. This has made the marketing of bakery product very tougher.

9) Government regulations

The implementation of packaging standardization norms, prohibition of plastic usage etc appears to be the big challenge. Also numerous laws have been stipulated by ministry of food and related ministry to check consumer interest and stop malpractices by manufacturers. Apart from above food related laws Bakeries in India have to adhere and following laws for their smooth business. In addition to Commercial licenses and registration following are major laws to be followed by bakeries;

- 1) Factories Act (Occupational related issues)
- 2) Boiler Act (Safety)
- 3) Air and Water pollution Act (Pollution Control)
- 4) Petroleum Act (Storage of LDO , HSD , and LPG in factory premises)

10) Consumption Pattern

Bakery products were once bought by the customers only during certain occasions. But today its consumption pattern has been changed as it is purchased frequently. Cake and confectionaries has become a vital and unavoidable food item in every function. This change has also changed the expectation and demand pattern of the customers and the bakers find it very hard to fulfill the growing customer expectations.

CONCLUSION

Bakery products have become a regular food in most part of the study area and are essential commodities today. There is a high potential for business growth in selling bakery products. Bakeries are innovating and adapting their production process and trade every year by diversification of products and services to meet the customer's needs and demands. With a rich history that spans centuries of existence, bakeries attract consumers of different ages, genders, social classes and cultures so far. The existing competition in the bakery market, along with society's demands for healthy and varied food poses a greatest issue to them. By tackling these issues and challenges effectively would lead to the success of Bakery Business in the study area.

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MICRO FINANCE INSTITUTIONS IN THOOTHUKUDI DISTRICT: A VIEW WITH GROWTH OF PERFORMANCE AND PROBLEMS FACED BY THE BENEFICIARIES

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ABSTRACT

In microfinance, small amounts of loan, coupled with financial discipline, ensure that loans are given more frequently; thus credit needs for a variety of purposes and at shorter time intervals can be met. Microfinance can thus play an effective role in extending the reach of credit in rural India. Microfinance is a powerful tool to alleviate poverty and empowerment of rural women and it is effective in bringing social and economic changes in the rural India with improved managerial abilities of women. This paper analyses the growth and performance of microfinance in India and problems faced by the microfinance beneficiaries in Thoothukudi District of Tamil Nadu.

Keywords: Performance, Growth rate, Compound Growth Rate and Problems.

INTRODUCTION

Credit plays an important role in rural development and poverty alleviation. In India the majority of operational holdings are small and marginal, which are not economically viable. The condition of other rural poor, who largely depend on off and non-farm activities, is also precarious as their resource and income status is even below that of tiny land-holders. Perpetual poverty and lack of adequate credit have remained the major constraints in the economic upliftment of rural households. Credit promotes capital investment and adoption of new technology, leading ultimately to better standards of life due to increased production and incomes. The structure of rural financial market in India has both formal and informal financial intermediaries. It is widely accepted that formal financial sector is not effectively serving the rural poor in developing countries. The performance of formal financial institutions in India especially in lending the poor has been unsatisfactory. There are a number of constraints viz. limited land and small economic activity but the demand for credit has been increasing with the growing family size, higher consumption expenditure and social obligation and so on. Poverty and unemployment are the major problems of any underdeveloped countries, and India is no exception. In India about 26 percent of the population is living below poverty line. In the rural area 27.1 percent of the population is living under poverty. The overall unemployment rate is 7.32 percent. The female unemployment rate is 8.5 percent. The rate of growth of women unemployment in the rural area is 9.8 percent. This is because of the low growth rate of new and productive employment.

REVIEW OF LITERATURE

Tripathy and Jain (2010) analyzed the conducted in two districts each of Haryana and Orissa State. It assessed the governance issues in the operation of self-help groups. The main problem areas were found to be low financial base due to absence of appropriate credit linkages, non-provision of socio-economic incentives to members and lack of group's

commitment to task accomplishment. It is concluded with policy lessons which can help in improving the implementation of rural self-employment programmes.

Namita Rajput et.al (2013) explored that the role and performance of National Bank for Agriculture and Rural Development in self-help group bank linkage program during last 20 years through various delivery models of microfinance in India. After the analysis, we still observed some skewness in southern states and there were major drifts in the framework of microfinance functioning from nation to states and from states to districts to ensure increase in efficient functioning of micro finance machinery in India to achieve its true essence. To speed up this process of helping the underprivileged the regulatory and surveillance mechanism needs a big push.

An overview of the studies shows that the present study differs from other earlier studies in the aspect of area of the study, period of the study, methodology, tools and objectives. Hence, the present study is an attempt to fill the research gap.

STATEMENT OF THE PROBLEM

Poverty is all over in the world with its varied genesis and dimensions. However, the third world countries including India people are the main sufferers. Since Independence, the Government of India has taken several initiatives to tackle the scourge of poverty through area development approach and sectoral approach. Poverty eradication is not only a development goal. It is a central challenge for human rights in the 21st century. It is necessary to consider things like increase the income of the poor, reduce their vulnerability and increase their self-confidence at the time of framing policy for eradication of poverty. In this regard, Microfinance is often advocated as a solution to multiple social problems like increase income, poverty eradication and employment creation etc. Poor households with access to credit can make investments that bring them out of poverty, household and regional income and wealth disparities are reduced, and group meetings provide forums for collective action that improve gender relations and local governance. The beginning of the microfinance movement was started way back in 1992 with National Bank for Agriculture and Rural Development (NABARD) initiating self-help group bank linkage program. In the initial stages, microfinance institutions are operating mainly as societies, trusts and co-operatives also initiated microfinance activities through donor funding.

The extent to which microfinance programs are able to reach the poorest of the poor remains an open debate. Access to finance and inexperience are the dominant factors distressing small business owners in the current down turn. Administrators of federal government have responded by slackening monetary policy, firming up banks, reassuring lending and providing demand stimulus through fiscal policies. It is moreover early to express which policies will be effective in supporting recovery of small businesses. A large number of microfinance institutions that serve the poor have modified their microfinance products so as to make them more responsive to poor and small businessmen in both rural and urban contexts.

OBJECTIVES

- To evaluate the growth and performance of microfinance in India.
- To analyze the problems faced by the microfinance beneficiaries in Thoothukudi District.

RESEARCH METHODOLOGY

The present study is an empirical research based on survey method. For this present study both primary and secondary data have been used. Required secondary data have been collected from websites of status of microfinance in India. Such collected secondary data have been used to examine the performance of microfinance institutions. Required primary data have been collected from 75 sample beneficiaries by using simple Random Sampling Method.

FRAME WORK ANALYSIS

To examine the performance of microfinance institutions in India, the collected secondary data for the last five years relating to number accounts in microfinance institutions and loans disbursed by banks have been analyzed with Mean, standard Deviation, Range, Growth Rate, Co-efficient of Variation and Compound Growth Rate. Details of the findings are shown Table 1 and 2.

Table 1 Performance of Microfinance Institutions [Amount (Rs. in Crore)]

Year	Commercial bank				Regional rural bank			
	No. of A/Cs	Growth Rate	Amount	Growth Rate	No. of A/Cs	Growth Rate	Amount	Growth Rate
2015-16	336		4950.98		113		13.28	
2016-17	368	8.69	7422.66	33.29	14	-707.14	4.58	-189.96
2017-18	484	23.96	9468.83	21.62	16	12.5	163.18	97.19
2018-19	541	10.54	13858.64	31.67	15	-6.66	47.69	-242.16
2019-20	564	4.09	19324.14	28.28	31	-707.14	52.42	9.02
Mean	458.60		11005.05		37.80		56.23	
SD	102.20		5683.21		42.61		63.32	
Range	228.00		14373.16		99.00		158.60	
CGR (%)	1.153		1.398		0.777		1.663	
CV	0.22		0.52		1.13		1.13	

Source: Status of Microfinance in India

Table 1 shows that the performance of microfinance institutions in India. From this Table, it is easily conferred that compound growth rate of commercial bank number of accounts is 1.153%, Loan amount is 1.398% and regional rural bank compound growth rate is 0.177% of no of accounts and loan amount growth rate is 1.663%.

Table 2 Performance of Microfinance Institutions [Amount (Rs. in Crore)]

Year	Co-operative bank				SIDBI			
	No. of A/Cs	Growth Rate	Amount	Growth Rate	No. of A/Cs	Growth Rate	Amount	Growth Rate
2015-16	4	-	1.61	-	12	-	239.42	-

2016-17	3	-33.33	4.00	59.75	41	70.73	408.27	41.36
2017-18	4	25	4.48	10.71	41	0	646.01	36.80
2018-19	2	-100	5.34	16.10	33	-24.24	1283.80	49.68
2019-20	3	33.33	6.00	11	49	32.65	1413.01	9.14
Mean	2.80		3.22		35.20		798.10	
SD	1.64		2.39		14.15		524.70	
Range	4.00		6.00		37.00		1173.59	
CGR (%)	0.907		1.339		1.297		1.599	
CV	0.59		0.74		0.40		0.66	

Source: Status of Microfinance in India

Table 1 show that the compound growth rate of co-operative bank number of accounts is 0.907%, Loan amount is 1.339% and regional rural bank compound growth rate is 1.297% of no of accounts and loan amount growth rate is 1.599%.

PROBLEMS FACED BY THE MICROFINANCE BENEFICIARIES

On the basis of review of previous studies and on the basis of consulting some experts and microfinance beneficiaries, it is found that various problems (as per Table 3) faced by the microfinance beneficiaries in Thoothukudi District. To identify the most of important problems faced by the microfinance institutions, Garrett's Ranking Technique has been applied. Details of the findings are shown in Table 3.

Table 3: Problems Faced by the Microfinance Beneficiaries

Problems	Scale Value	83	72	66	60	56	52	47	43	39	33	27	16	Mean Score	Rank
Lengthy Process getting loans	F	7	3	5	10	9	6	5	4	4	10	7	5	49.4	VIII
	f_x	581	216	330	600	504	312	235	172	156	330	189	80		
Documentation getting loans	F	4	4	9	4	8	4	3	6	5	6	9	13	44.71	X
	f_x	332	288	594	240	448	208	141	258	195	198	243	208		
Inadequate loan amount	F	12	5	8	5	3	12	6	6	3	8	4	3	54.04	I
	f_x	996	360	528	300	168	624	282	258	117	264	108	48		
Account opening procedure	F	5	14	8	4	4	6	4	3	7	6	11	3	51.47	VI
	f_x	415	1008	528	240	224	312	188	129	273	198	297	48		
Demand for bribe	F	3	6	4	5	3	2	6	8	16	3	9	10	43.59	XII
	f_x	249	432	264	300	168	104	282	344	624	99	243	160		
Security of loans	F	13	3	4	7	5	8	6	8	4	7	4	6	51.89	V
	f_x	1079	216	264	420	280	416	282	344	156	231	108	96		
Delay in sanction of loans	F	4	16	4	4	5	6	8	15	3	4	4	2	53.20	II
	f_x	332	1152	264	240	280	312	376	645	117	132	108	32		
Recovery Procedures	F	4	5	3	2	5	6	13	2	8	9	8	10	43.79	XI
	f_x	332	360	198	120	280	312	611	86	312	297	216	160		
Levied interest	F	4	2	11	9	10	4	13	5	4	3	5	5	50.75	VII

installment	f_x	332	144	726	540	560	208	611	215	156	99	135	80		
Staff's poor response	F	9	7	4	13	4	7	2	2	13	8	4	2	52.99	III
	f_x	747	504	264	780	224	364	94	86	507	264	108	32		
Lack of proximity	F	2	5	9	7	8	4	2	10	2	8	6	12	45.55	IX
	f_x	166	360	594	420	448	208	94	430	78	264	162	192		
High rate of interest	F	8	5	6	5	11	10	7	6	6	3	4	4	52.64	IV
	f_x	664	360	396	300	616	520	329	258	234	99	108	64		
Total		75	75	75	75	75	75	75	75	75	75	75	75		

Note: X=Scale Value; f=Number of Beneficiaries; fx=Score

From the Table 3 it is clear that the main problem faced by the microfinance beneficiaries in Thoothukudi district is inadequate loan amount with mean score of 54.04. Other problems are in the following order delay in sanction of loans, staff's poor response, high rate of interest, security of loans, account opening procedure, levied interest installment, lengthy process getting loans, lack of proximity, documentation getting loans, recovery procedures and demand for bribe.

CONCLUSION AND SUGGESTION

On the basis of findings of the present study, it is clear that performance of the microfinance institutions and problems faced by them are examined further, it is clear that microfinance beneficiaries are suffering a lot with inadequate loan amount.

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RISKS AND THREATS IN ONLINE SHOPPING - A STUDY WITH SPECIAL REFERENCE TO PERCEPTION AND BEHAVIOUR OF CUSTOMERS IN THOOTHUKUDI CITY

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ABSTRACT

The purpose is to study about the consumer's perceived risk and analyze the various threats which consumer perceived as a risk in online transaction. The source of data is collected through primary data and also collected by conducting direct structured questionnaire. Size of the sample refers to the number of items to be selected from the universe to constitute as a sample. In this study the sample size consists of 200 respondents from various parts of Thoothukudi city. The sampling technique used in this study is random sampling method. This method is also called as the method of chance selection. Each and every item of population has equal chance to be included in the sample. In this paper, an attempt has been made to examine the factors perceived as a risk with the product/service in online transaction.

Key words: Online Shopping, Perception, Behaviour, Customers

INTRODUCTION

Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. The trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Easy access to internet has driven consumers to shop online in fact according to the University of California, Los Angeles (UCLA) communication policy (2001); online shopping is third most popular activity on the internet after email using and web browsing. Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity. It includes the study of what they buy, why they buy, when they buy, where they buy, how often they buy and how often they use. Perceived risk is one of the factors affecting online consumers purchasing intentions. Though there are lot of convenience prevailed in online shopping still it has many disadvantages, risks and threats like time consuming, inability to physically touch, sense or see product, inability to reverse a transaction once the order has been placed, Charge of additional fee, Complexion in returning the product etc. These factors affect the online shopping behaviour of customers. In this study consumer's perceived risk are classified into eight types of risk such as time, financial, performance (functional), delivery, social, physical, economic and after-sales

service.

OBJECTIVES

Primary Objective:

- To study about the consumers perceived risk in online transaction.

Secondary Objective:

- To examine the factors perceived as a risk with the product/service in online transaction.
- To analyze the various threats which consumer perceived as a risk in online transaction.
- To identify the opinion and suggestion about the consumer perceived risk in online transaction.

NULL HYPOTHESIS (H₀)

The following are the Null Hypothesis of the Study:

1. There is no significant association between monthly income and amounts spend in online shopping.
2. There is no significant association between monthly income and duration of purchase.

ALTERNATIVE HYPOTHESIS (H₁)

The following are the alternative hypothesis of the study:

1. There is significant association between monthly income and amount spends in online shopping.
2. There is significant association between monthly income and duration of purchase.

SCOPE OF THE STUDY

The scope of the study covers following aspects:

- It helps to identify the various threats in online transaction.
- To reduce the number of risk consumer perceived in online transaction.
- To know about the security level in online transaction.

NEED FOR THE STUDY

The following aspects are the need for the study:

- This study examines the consumer perceived risk in online transaction.
- To find out the factors perceived as a risk with the product/service in online transaction.
- To find out the various threats which consumer perceived as a risk in online transaction.
- To analyze the factors perceived as a risk under functional loss, delivery loss, financial loss, social loss, time loss, physical loss, economic loss and after-sales loss.

LIMITATIONS OF THE STUDY

- The market size is too big and sample survey conducted to this study is limited to 200 customers
- This study does not examine the reactions of the research variables from consumer with no online shopping experience
- Time is main limiting factor, so elaborate study could not be done.

RISKS IN ONLINE SHOPPING

Functional Risk:

Functional risk can be defined as the perception that a product or service may not perform as needed or expected and suffering from the loss of the desired benefits (Stone and Gronhaug, 1993). The loss incurred when a brand or product does not perform as expected, is largely due to the shopper's inability to accurately evaluate the quality of the product online (Bhatnagar, et al., 2000).

Time Risk:

Time risk is the perception that time, convenience, or effort may be wasted when a product purchased is repaired or replaced (Hanjun, et al., 2004). Time risk includes the inconvenience incurred during online transactions, often resulting from difficulty of navigation and/or submitting orders, or delays receiving products (Forsythe et al., 2006).

Financial Risk:

Consumers are worried that the internet still has very little security with respect to using their credit cards and disclosing personal information (Pallab, 1996). The potential net loss of money, and includes consumer's sense of insecurity regarding online credit card usage, which has been evidenced as a major obstacle to online purchases (Maignan & Lukas, 1997).

Social Risk:

The possibility of being embarrassed, disappointed, or suffering from status loss from family or friends by making a poor choice describes social risk (Herrero Crespo, et. al., 2009). The potential loss of status in consumer's social group due to either the inappropriateness of the product or disapproval of using internet as a shopping channel (Stone and Gronhaug, 1993).

Economic Risk:

Perceived economic risk is when an individual may sense that there is financial harm or loss in the initial purchase price of a product or service as well as future costs due to maintenance and/or loss due to potential fraud (Herrero Crespo, et. al, 2009). The potential monetary outlay associated with the initial purchase price as well as the subsequent maintenance cost of the product, and the potential financial loss due to fraud (S.M. Cunningham).

After-Sales Risk:

Potential loss of after-sales associated with products problems, commercial disputes, and service guarantee (Zhang et al., 2012).

Delivery Risk:

Potential loss of delivery associated with goods lost, goods damaged and sent to the wrong place after shopping (Dan, et al., 2007). Consumers fear that delivery will be delayed due to various circumstances; the delivery company won't deliver within the time frame agreed with customers, or consumers fear that the goods may be damaged when handled and transported, or no proper packaging and handling during transportation (Claudia, 2012).

Physical Risk:

This kind of a risk is perceived when a consumer doubts about his and his family's safety with respect to the usage of a product. It refers to the dangers that the product usage could bring with itself. A potential threat to an individual's safety, physical health and wellbeing is termed as physical risk (Mitchell & Greatorex, 1993).

DATA ANALYSIS & INTERPRETATION**Table I: Gender of Respondents**

Gender	Frequency	Percentage
Male	130	65
Female	70	35
Total	200	100

Analysis: Table 1 shows that majority of respondents are male (65%).

Table II: Age of Respondents

Age of Respondents	Frequency	Percentage
18 to 25	80	40
26 to 30	84	42
31 to 35	27	13.5
36 and above	9	4.5
Total	200	100

Analysis: Table 2 reveals that large no of respondent are between 26 years to 30 years followed by 18 years to 25 years.

Table III: Educational Qualification

Educational Qualification	Frequency	Percentage
Under Graduate	135	67.5
Post Graduate	56	28
Others	9	4.5
Total	200	100

Analysis: Table 3 reveals large no of respondent are Under Graduate (67.5%).

Table IV: Occupation of Respondents

Occupation	Frequency	Percentage
Professional	28	14
Salaried	152	76
Business	14	7
Other	6	3
Total	200	100

Analysis: Table 4 shows majority of respondent salaried persons (76%).

Table V: Monthly Income of Respondents

Monthly income	Frequency	Percentage
Less than Rs.10,000	19	9.5
Rs.10,001 – Rs.20,000	97	48.5

Rs.20,001 – Rs.50,000	76	38
More than Rs.50,000	8	4
Total	200	100

Analysis: Table 5 reveals larger size of respondent earns a monthly income between Rs.10, 001 – Rs.20, 000 (48.5%).

Table VI: Type of Goods Purchased by Respondents

Types of Goods Purchased	Frequency	Percentage
Apparels	37	18.5
Electronics	63	31.5
Books	31	15.5
Others	69	34.5
Total	200	100

Analysis: Table 6 shows majority of respondent purchase other type of goods on online purchase.

Table VII: Primary Place to Use Internet by Respondents

Place of use Internet	Frequency	Percentage
Home	100	50
College	16	8
Workplace	57	28.5
Others	27	13.5
Total	200	100

Analysis: Table VII reveals common size of respondent use internet at Home (50%) followed by their Workplace (28.5%).

Table VIII: Frequency of Internet Usage for Online Shopping

Frequency of Internet usage	Frequency	Percentage
Few Times a month	81	40.5
Once a month	78	39
Once a week	37	18.5
Few times a day	4	2
Total	200	100

Analysis: Table 8 shows frequency of internet usage for online shopping by respondent and majority of them use few times a month (40.5%) followed by once a month (39%).

Table IX: Spending in Online Purchasing by Respondents

Spending in Online Purchasing	Frequency	Percentage
Rs.1, 000 to Rs.3, 000	89	44.5
Rs.3, 001 to Rs.5, 000	91	45.5
Rs.5, 001 to Rs.7, 000	19	9.5
Above Rs.7, 000	1	0.5
Total	200	100

Analysis: Table 9 shows majority of respondent spend between Rs.3, 001 to Rs.5, 000 (45.5%) of amount in online purchasing followed Rs.1, 000 to Rs.3, 000 (44.5%).

Table X: No. of Times Purchase in Online Shopping by Respondents

No. of Times Shopping	Frequency	Percentage
1 – 2 times	69	34.5
3 – 5 times	91	45.5
6 – 10 times	39	19.5
More than 10 times	1	0.5
Total	200	100

Analysis: Table 10 reveals common size of respondent purchase 1 to 2 times through online purchase.

MEAN BASED RANKING

Threats considered as a risk in online shopping by respondent with their relative importance based on mean values are given in table.

Table XI: Threats considered as a risk in online shopping

S.No.	Threats considered as a risk	N	Mean	Rank
1	E-mail address may be abused by others	200	4.19	3
2	Phone number may be abused by others	200	4.13	4
3	Personal information disclosed to other companies	200	4.21	2
4	Stealing credit card number	200	4.34	1
5	Digital Signature	200	3.83	5
6	Data Integrity	200	3.77	6

Inference: Table 11 shows Stealing credit card number is the most important risk in online shopping followed by Personal information may be disclosed to other companies.

MAJOR FINDINGS OF THE STUDY:

- Majority of the respondents are Male. Sizeable portion of the respondents are Under Graduates, Sizeable portion of the respondents who perceive online risk is between 26 to 30 years of age. Sizeable portion of the respondents are salaried earning Monthly Income between Rs.10,001 to Rs.20,000.
- Majority of the respondents who perceive risk in online shopping use their home as a primary place for purchasing other types of goods only few times a month by spending Rs 3,001- 5,000.
- Eleven independent factors have been extracted out of 26 risk variables of which social factor (SF) is the dominant one followed by Economic factor (EF), Opportunity factor (OF), Quality factor (QF), Delivery factor (DF), After-sales factor (AF), Financial factor (FF), Health factor (HF), Product factor (PF), Functional factor (FF) and Time factor (TF) in the order of dominance and all the factors together explaining **60.772%** of variance.
- Mean based ranking have been applied to find out the rank in which Stealing credit card number is the most important risk in online shopping followed by Personal information may be disclosed to other companies.

SUGGESTIONS:

- To lower the transactional risk, should establish a robust mechanism.
- To reduce consumer risk with product/service, should build trust with consumers by giving them complete confidence on the product/service such as reliability, responsiveness and assurance.
- Shipping cost of the product should be reduced in online transaction.

CONCLUSION

From the perspective of a consumer's perceived risk, the consumer is willing to purchase product/service from an online vendor that is perceived low risk, even if the consumer's perceived ease of use on e-Commerce is relatively low. From the study we infer that consumers consider the risk related to the online transaction (i.e., privacy, security, and non-repudiation.) as one of the important factors when they purchase on the internet. Thus, diminishing such risk is considerably important to online vendors. There are eight risk factors perceived by the respondents, who perceived the most risk with the financial aspects and time loss of online shopping. Finally we conclude that, thus the respondents perceiving less overall risk with online shopping.

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PASSENGERS' SATISFACTION TOWARDS THE TOWN BUSES SERVICES OF TAMIL NADU STATE TRANSPORT CORPORATIONS WITH SPECIAL REFERENCE TO THOOTHUKUDI

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ABSTRACT

Roads and highways are considered as veins and arteries of a transported are likened to blood in circulation, enlivening economic activity of the country. Tamil Nadu has a well established transportation system that connects all parts of the state. The Government of Tamil Nadu is one of the first States to take a bold decision of encouraging the public sector co-operation for bolstering the infrastructure of the State. The road network of the Tamil Nadu has been influencing considerably passenger's perception, service quality, and access to social responsibility and above all the quality of life. This study is focused to measure the various problems and suggest ways to reduce problems and to provide higher perception, in addition to identifying the level passengers' perception towards service quality in Tamil Nadu state transport corporation Thoothukudi.

Key words: Passengers Perception, Service Quality, social responsibility

INTRODUCTION

Bus – Meaning: The large motor vehicle consists of a long body, equipped with seats or benches for passengers, usually operating as part of a scheduled service is called bus. Which vehicle designed to carry many passengers; used for public transport in road is a bus, such as omni bus, multi bus, motor bus and auto bus. Passenger should travels to reach a required destination and facilities in bus. The buses classified into autobus, bus, double-decker, jitney, motor bus, omni bus, coach. Mini bus is a light bus (4 to 10 passengers). The public transport provided services for passengers to travel from one place to another. A bus have roof – protective covering on top of a motor vehicle, window and ownership. Window should be transparent opening in a vehicle that allows passengers to see outside the window and also facilitates emergency exit in few.

Passenger – Meaning: One who travels in vehicles with the payment of minimal fee. One who stays comfy while the others make reach his destination is passenger. In a vehicle apart from the driver or anyone associated with the movement of the particular vehicle is passenger.

Passenger Perception

Perception or sensitivity varies from person to person. Different people make out different things at a similar situation. A passenger is a term broadly used to describe any person who travels in a vehicle, but bears little or no responsibility for the tasks required for that vehicle to arrive at its destination.

Passenger perceptions are developed over time through a variety of sources, including:

- Passenger's Past experience
- Interactions with SETC , TNSTC
- Recommendations from friends and colleagues
- Reviews by trust worthy sources

REVIEW OF LITERATURE

Van Vugt et al. (1996) the researcher states that the conducted an investigation on motivational factors which lead to making decisions to travel by car or by public transportation modes. 192 employees participated and filled out a given questionnaire which contains questions related to social value orientation, the commuting situation and a series of post experimental questions. The findings provided strong evidence for the conclusion that the individuals saving travel time and need more trips of public transport.

Tor Wallin Andreassen, (1995) in his research work argued that the Public services are offered to the public based on the principle of equality. Private services on the other hand are based on differentiation. These differences raise the question of whether customer preferences for public services are homogeneous while preferences for private services are heterogeneous. Builds on an empirical study of 1,000 customers using bus, train or tram in and around the greater area of the capital of Norway, discusses customer (dis)satisfaction with public transportation services. Concludes by claiming that individual customer preferences exist and that high – and low-frequency users of public transportation services have different preferences. As a consequence, the industry has a low overall customer satisfaction score. Implementing differentiated public services will improve the satisfaction score, i.e. expected utility, and thereby reduce the need for privatizing the industry

Oktiani Astuti Budiono (2009), in his research study draft that, an increase in population generates increasing in travel demand. This study focuses on traveler's satisfaction with service quality attributes. Using self-rate questionnaire to investigate overall customer satisfaction and factor that influence public transport users' satisfaction. Data were analyzed using descriptive, correlation, factor and regression analysis. One main finding reported that customer is not satisfied yet with public transport service ($M=2.5$, $SD=0.9$). The correlation analysis reported frequency ($r=.50$, $p=.001$), comfort travel by bus ($r=.49$, $p=.001$), on board security ($r=.48$, $p=.001$), and travel time ($r=.48$, $p=.001$), are top four factors that positively correlate with overall satisfaction. Factor analysis grouped fourteen specific service quality attributes into two factors, functional and soft factor. Both the functional quality factor and soft quality factor demonstrated significant effect on overall customer satisfaction with public transport in Indonesia. The standardized regression coefficient reported that functional quality factors ($\beta=.393$, $p=.001$) that consist of frequency, price, punctuality and travel time, plays stronger influence on overall customer satisfaction than soft factor ($\beta=.288$, $p=.001$). It is highly recommended to pay more attention on functional factor in order to improve and develop attractive and marketable public transport. From regression analysis suggested that two factor that were measure only have low influence on overall customer satisfaction, and it is interesting to investigates another original factor from Indonesia perspectives that also has influence in overall satisfaction.

RESEARCH METHODOLOGY

Sample Design The study adopts a disproportionate stratified random sampling method for sample selection. The study has been carried out among the passengers, at the two city bus stand of Thoothukudi District. The data were collected by distributing a well-structured 54 items of questionnaires to 600 passengers. However, the valid response turned out to be 480 due to incomplete responses, yielding a response rate of 80%. The analysis was conducted through Statistical Package for Social Sciences (SPSS) version 21.0. The population size of the passengers is flexible. Making use of the sample size calculator (Right size) software the required sample size was calculated as 462 with Confidence level of 99% and confidence interval of $\pm 6\%$. The researcher has used a sample size of 480, which is higher than the calculation made through sample size calculator and therefore it is feasible.

Data Collection This study is based on both primary and secondary data. The primary data were collected by using structured questionnaire method. A questionnaire was framed with utmost care to fulfill the objective of the study. Secondary data were collected from 27 books, journals, magazines, daily reports of various agencies and relevant websites. This study is empirical in nature. To prepare questionnaire and collect the data, pre-test of the questionnaire and pilot study were carried out to verify face validity and reliability of the variables. The main study was conducted with a questionnaire to collect the information regarding personal characteristics towards passenger's satisfaction among city bus travelers. Respondents were asked to give opinion on environmental factors, infrastructure factors, social factors, financial factors, psychological factors adopted by the industry using a Five Point Likert Scale ranging from Highly Dissatisfied to Highly Satisfied to identify the key factors.

Data Analysis Tools In the Present study; the collected data were edited, coded and tabulated to make the study meaningful. Then data were interpreted and analyzed to get the results for conclusions and recommendations. The data so collected has been analyzed with the help of cross Chi-square test, T- test, F-test, ANOVA test, factor analysis and techniques to fulfil the research objectives. These include percentage table, frequency table, and mean keeping in context with the objective of the study.

LIMITATIONS OF THE STUDY

The study is limited to Thoothukudi District only. The findings of the study cannot be generalized due to demographical differences. The researcher aims to study the satisfaction of services rendered by the TNSTC city buses. The researcher focuses and collects the data only from the respondents who are able to understand and to give their answers for the questions asked for this research work. The respondents of Thoothukudi District only were taken for this study.

STATEMENT OF THE PROBLEM

Transport sector occupies a place of pivotal importance in Indian economy. The tremendous growth in transport sector has expanded trade, commerce and industries phenomenally. Technological advancement has resulted in newer vehicles with advanced features in the buses. Burgeoning gap between expectation of passengers and existing level

of facilities and convenience offered in the buses have a definite bearing on the service quality in bus transport sector. Besides, the numbers of buses are not adequate in proportion to phenomenal growth in population. The non – revision of bus fares in most of the State Governments for a long time and the ever growing establishment cost do not allow the various bus corporations to offer additional facilities either in the existing buses or in the new ones added. Massive corruption in the public transport corporation is one of the reasons for their inability to renew and maintain the existing fleet in a good shape. However, the private sector bus companies are able to maintain their fleet in a good condition due to their ability to reduce establishment cost by offering poor pay without any welfare measures whatsoever for the bus crew. Private bus operators are focusing a great deal on adding more physical features to the buses, like seat comfort, responsive bus crew, interior entertainment like audio – video facilities, speed, cleanliness etc. Though the bus fare in Tamil Nadu has been reduced manifold, the service quality of public transport corporation is said to be far from satisfaction, while long distance private operators attract the passengers by investing heavily on various physical features in the buses, thereby registering a handsome profit. Hence profitable operation of buses under the fold of TNSTC assumes significance. If the corporation knows the service gap it can fine tune the services to the 25 satisfaction of passengers. The present study seeks to explore what the passengers using public transport corporation in Thoothukudi perceive in general, and in specific about the various aspects of the services provided by the corporation in particular. In other words, the entire study explores whether Transport Corporation in Thoothukudi measures up to the expectation of passengers, and if not, what problems hinder the Corporation in Thoothukudi from providing quality service. This is the research problem pursued in the study.

NEED AND IMPORTANCE OF THE STUDY

Movement of the people from one place to another place and the increase in population resulted in heavy demand for quick, efficient transport services. Under these circumstances, there is every possibility for deterioration of the quality of services provided by transport industries because of healthy competition. Yet, the private sector transport industries have to provide better services because it is a question of survival for them. The importance of the study is to find out answer for the question, how far the private sector transport industries are able to withstand the competition extended by their powerful counterpart (public sector), the survival of any service industry depends on how well they serve and satisfy their passenger. A satisfied passenger is always the biggest asset of any service industry. Especially, with the advent of private and global players into this market, the competition has become still more shift. Therefore, Tamil Nadu State Transport Corporation also has to improve its services in order to service.

Table-1 Cross tabulation of passenger's responses on three levels of environmental factors and occupation of the bus passengers

Occupation * Environmental factors					
Occupation		Environmental factors			Total
		Low	Medium	High	
Private employee	Count	37	70	37	144
	% within Occupation	25.7%	48.6%	25.7%	100.0%

Govt. employee	Count	38	31	34	103
	% within Occupation	36.9%	30.1%	33.0%	100.0%
Student	Count	17	40	24	81
	% within Occupation	21.0%	49.4%	29.6%	100.0%
Business	Count	31	92	29	152
	% within Occupation	20.4%	60.5%	19.1%	100.0%
Total	Count	123	233	124	480
	% within Occupation	25.6%	48.5%	25.8%	100.0%

Source: Primary data

Table 1 shows the distribution of passenger's opinion at three levels (low, moderate and high) among the variable environmental factors and occupation of the bus passengers. The cross tabulation depicted in table (Table-1) shows 48.6% of the passengers from private employee category have moderate level, 25.7% have low level and 25.7% have high level of opinion on environmental factors. 30.1% of the passengers from government employee category have moderate level, 36.9% have low level and 33.0% have high level of opinion on environmental factors. 49.4% of the passengers from student category have moderate level, 21.0% have low level and 29.6% have high level of opinion on environmental factors. 60.5% of the passengers from businessmen category have moderate level, 20.5% have low level and 19.1% have high level of opinion on environmental factors.

Table-2 Cross tabulation of passenger's responses on three levels of infrastructure factors and occupation of the bus passengers

Occupation * Infrastructure factors					
Occupation		Infrastructure factors			Total
		Low	Medium	High	
Private employee	Count	42	63	39	144
	% within Occupation	29.2%	43.8%	27.1%	100.0%
Govt. employee	Count	34	39	30	103
	% within Occupation	33.0%	37.9%	29.1%	100.0%
Student	Count	15	55	11	81
	% within Occupation	18.5%	67.9%	13.6%	100.0%
Business	Count	42	53	57	152
	% within Occupation	27.6%	34.9%	37.5%	100.0%
Total	Count	133	210	137	480
	% within Occupation	27.7%	43.8%	28.5%	100.0%

Source: Primary data

Table 2 shows the distribution of passenger's opinion at three levels (low, moderate and high) among the variable infrastructure factors and occupation of the bus passengers. The cross tabulation depicted in table (Table 2) shows 43.8% of the passengers from private employee category have moderate level, 29.2% have low level and 27.1% have high level of opinion on infrastructure factors. 37.9% of the passengers from government employee category have moderate level, 33.0% have low level and 29.1% have high level of opinion on infrastructure factors. 67.9% of the passengers from student category have moderate level, 18.5% have low level and 13.6% have high level of opinion on infrastructure factors. 34.9% of the passengers from businessmen category

have moderate level, 27.6% have low level and 37.5% have high level of opinion on infrastructure factors.

Table -3 Cross tabulation of passenger's responses on three levels of social factors and occupation of the bus passengers

Occupation * Social factors					
Occupation		Social factors			Total
		Low	Medium	High	
Private employee	Count	42	54	48	144
	% within Occupation	29.2%	37.5%	33.3%	100.0%
Govt. employee	Count	23	47	33	103
	% within Occupation	22.3%	45.6%	32.0%	100.0%
Student	Count	19	37	25	81
	% within Occupation	23.5%	45.7%	30.9%	100.0%
Business	Count	39	57	56	152
	% within Occupation	25.7%	37.5%	36.8%	100.0%
Total	Count	123	195	162	480
	% within Occupation	25.6%	40.6%	33.8%	100.0%

Source: Primary data

Table 4 shows the distribution of passenger's opinion at three levels (low, moderate and high) among the variable social factors and occupation of the bus passengers. The cross tabulation depicted in table (Table 4) shows 37.5% of the passengers from private employee category have moderate level, 29.2% have low level and 33.3% have high level of opinion on social factors. 45.6% of the passengers from government employee category have moderate level, 22.3% have low level and 32.0% have high level of opinion on social factors. 45.7% of the passengers from student category have moderate level, 23.5% have low level and 30.9% have high level of opinion on social factors. 37.5% of the passengers from businessmen category have moderate level, 25.7% have low level and 36.8% have high level of opinion on social factors.

Table -5 Cross tabulation of passenger's responses on three levels of financial factors and occupation of the bus passengers

Occupation * Financial factors					
Occupation		Financial factors			Total
		Low	Medium	High	
Private employee	Count	28	76	40	144
	% within Occupation	19.4%	52.8%	27.8%	100.0%
Govt. employee	Count	24	47	32	103
	% within Occupation	23.3%	45.6%	31.1%	100.0%
Student	Count	20	36	25	81
	% within Occupation	24.7%	44.4%	30.9%	100.0%

Business	Count	41	71	40	152
	% within Occupation	27.0%	46.7%	26.3%	100.0%
Total	Count	113	230	137	480
	% within Occupation	23.5%	47.9%	28.5%	100.0%

Source: Primary data

Table 5 shows the distribution of passenger's opinion at three levels (low, moderate and high) among the variable financial factors and occupation of the bus passengers. The cross tabulation depicted in table (Table -5) shows 52.8% of the passengers from private employee category have moderate level, 19.4% have low level and 27.8% have high level of opinion on financial factors. 45.6% of the passengers from government employee category have moderate level, 23.3% have low level and 31.1% have high level of opinion on financial factors. 44.4% of the passengers from student category have moderate level, 24.7% have low level and 30.9% have high level of opinion on financial factors. 46.7% of the passengers from businessmen category have moderate level, 27.0% have low level and 26.3% have high level of opinion on financial factors.

Table-6 Cross tabulation of passenger's responses on three levels of financial factors and occupation of the bus passengers

Occupation * Psychological factors					
Occupation		Psychological factors			Total
		Low	Medium	High	
Private employee	Count	40	60	44	144
	% within Occupation	27.8%	41.7%	30.6%	100.0%
Govt. employee	Count	25	52	26	103
	% within Occupation	24.3%	50.5%	25.2%	100.0%
Student	Count	16	35	30	81
	% within Occupation	19.8%	43.2%	37.0%	100.0%
Business	Count	45	63	44	152
	% within Occupation	29.6%	41.4%	28.9%	100.0%
Total	Count	126	210	144	480
	% within Occupation	26.3%	43.8%	30.0%	100.0%

Source: Primary data

Table -6 shows the distribution of passenger's opinion at three levels (low, moderate and high) among the variable psychological factors and occupation of the bus passengers. The cross tabulation depicted in table (Table-6) shows 41.7% of the passengers from private employee category have moderate level, 27.8% have low level and 30.6% have high level of opinion on psychological factors. 50.5% of the passengers from government employee category have moderate level, 24.3% have low level and 25.2% have high level of opinion on psychological factors. 43.2% of the passengers from student category have moderate level, 19.8% have low level and 37.0% have high level of opinion on psychological factors. 41.4% of the passengers from businessmen category have moderate level, 29.6% have low level and 28.9% have high level of opinion on

psychological factors.

SCOPE FOR FURTHER RESEARCH

The result of this study confirms that there are many factors that can be pursued towards TNSTC Town bus services passenger's satisfaction level and their judgments in Thoothukudi town bus services.

In depth discussion it involves higher number of respondent who will be more suitable for greater response and create more relevant passenger's satisfaction measurement. It is possible to attract TNSTC Town Bus passengers who use other local private buses. The possibilities for further research which can be done on the comparison between public transport and private transport or it can be used to influence the passenger's expectation to use the private transport in the future to suit their needs. The future researcher has a high scope to study the town busses services of all regions of TNSTC in overall Tamil Nadu. The future researcher has a good opportunity on long route bus services of Tamil Nadu and will be able to compare it with the private transport service providers. Also the study on the neighboring regions of TNSTC Town Bus Services can be done with the data of this analysis and as we have not done any research on the city route busses it can be carried out in the same time. The research has a scope for further study on mofussil busses of TNSTC bus services in Tamil Nadu.

CONCLUSION

Transportation is very essential services for any living being to travel from one place to another so, transport plays a vital role in every country economy. It acts as nerves of the country because the transport company brings in a lot of revenue to the country. Many countries try to build as much roadways as possible and India is also the second largest country which has connected many places through roadways. So in the same way here we are looking about the services offered by the TNSTC Tamil Nadu State Travel Corporation in India. In the complete research that we have done on the services provided by the TNSTC Town buses in Thoothukudi, are well and good but the public that is the passengers' are satisfied by the services only in moderate level provided by the state transport service so we have found some way to improve them.

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IMPACT OF ONLINE PAYMENT ON EDUCATION WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN TENKASI

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INTRODUCTION

Digital India is a campaign launched by the Government of India to ensure that Government service are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. All schools and colleges are contending with the impact of the digital revolution on both the delivery of education and on the learning styles of our students. Online courses are now in greater demand than the corresponding face-to-face courses. Online education has become the latest trend and has broken the age-old bastion of the brick and mortar institutions the online platform is available 24*7, so the students can participate whenever convenient, Since they are not tied down to a fixed schedule. Moreover, the online education is easily accessible across the various devices that we are all so familiar with and to top it all, they are eco-friendly too. We get to possibly save a lot of trees from being cut by changing our habits from books made of paper to subscribe to the digital realm. The present paper is an attempt to analyze the impact of digital revolution in the field of Education.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

- To know the purpose of using digital sources.
- To trace out the problems in using digital sources.
- To offer suggestions for the important in future.

ROLE OF DIGITALIZATION IN EDUCATION

Anytime, Anywhere

One defining features of ICTs is their ability to transcend time and space. ICTs make possible asynchronous learning, or learning characterized by a time lag between the delivery of instructions and its reception by learners. Online course materials, for e.g. may be accessed 24 hours a day, 7 days a week.

Access to Remote Learning Resources

With the internet and the world wide web, a wealth of learning materials in almost every subject and in a variety of media can now be accessed from anywhere at any time of the day and by an unlimited number of people. ICTs also facilitate access to resource persons- mentors, experts, researchers, professionals, business leaders and peers- all over the world.

Motivating to learn

ICTs such as videos, television and multimedia computer software that combine text, sound and colourful moving images can be used to provide challenging and authentic content that will engage the student in the learning process.

Facilitating the Acquisition of Basic Skills

The transmission of basic skills and concepts that are the foundation of higher order thinking skills and creativity can be facilitated by digital sources through drill and practice.

RESEARCH METHODOLOGY**Research Type**

The present study is descriptive one.

Data Collection

The study consists of both primary and secondary data. Primary data consists of a well-structured questionnaire. Secondary data consists of books, journals, websites, etc.

Sample Size and Sampling Method

130 college students residing in Tenkasi are taken as respondents using simple random sampling.

Tools for Analysis

Simple percentage, weighted ranking methods are the statistical tools used for analyzing data.

ANALYSIS AND INTERPRETATION**Table 1: Profile of the respondents**

S. No	Personal Profile	No. of respondents	Percentage
1	Gender		
	Male	62	47.69
	Female	68	52.31
	Total	130	100
2	Year of Study		
	First Year	21	16.15
	Second Year	25	19.23
	Third Year	84	64.62
	Total	130	100
3	Course of Study		
	Arts	31	23.85
	Science	27	20.77
	Commerce	56	43.07
	Management	16	12.31
	Total	130	100
4	Monthly Income		
	<20000	28	21.54
	20000-30000	48	39.92
	30000-40000	31	23.85
	40000-50000	11	08.46
	Above 50000	12	09.23
Total	130	100	

Source: Primary Data

The above table depicts majority of the respondents are female 52.31% and pursuing their Third Year of study 64.62%. Most of the respondents are doing their degree in commerce 43.07% and the family monthly income of the most of the respondents is ranging from Rs 20,000- Rs 30,000.

Table 2: Gadgets owned by respondents

S. No	Response	No. of respondents	Percentage
1.	Laptops	38	29.23
2.	Desktop/Personal Computer	27	20.77
3.	Mobile with internet facility	42	32.31
4.	i pod	15	11.54
5.	Others	08	06.15
	Total	130	100

Sources: Primary Data

From the above table, it is understood most of the respondents use mobile with internet facility (32.21%) and laptops (29.69%).

Table 3: Duration of Browsing in a week

S. No	Frequency	No. of Respondents	Percentage
1.	>2 Hours	07	05.38
2.	2-4 Hours	29	22.31
3.	4-6 Hours	36	27.69
4.	6-8 Hours	23	17.69
5.	8-10 Hours	25	19.23
6.	<10 Hours	10	07.70
	Total	130	100

Sources: Primary Data

Majority of the respondents (27.69%) browse in the internet for 4-6 hours in a week. Very few respondents (5.38%) have habit of using internet for less than 2 hours in a week.

Table 4: Reason for using Online Education Portals

S.No	Reason	SA	A	NO	DA	SDA	Mean	Rank
1.	Low cost	54	32	12	14	18	32.00	III
2.	Open source	42	39	14	24	11	31.13	VI
3.	Reliable	40	45	18	15	12	31.73	V
4.	Flexibility	49	26	23	18	14	31.20	IV
5.	Easy access	57	30	17	14	12	33.06	II
6.	Chance for any time learning	66	42	06	10	06	36.10	I

Source: Primary Data

The above ranking analysis clears the possibility of any time learning is the maximum reason for using online portals and it occupies first place with mean score of 36.10. Easy access 33.06 and low cost 32 are second and third reason for using online education portals.

Table 5: Purpose of using Online Education Portals

S. No	Purpose	No. of Respondents	Percentage
1.	Doubt clarification	31	23.85
2.	Syllabus based access	26	20
3.	Research purpose	15	11.54
4.	Job opportunities	22	16.92
5.	To seek information for higher studies	24	18.46
6.	Preparation for competitive Exams	12	09.23
	Total	130	100

Source: Primary Data

The above table shows 23.85% of the respondents mainly use online education portals for the purpose of Doubt clarification. 20% of the respondents use education portals for syllabus based access. 18.46% of the respondents use online education portals to seek information for higher studies. 16.92% use education portals for seeking job opportunities. Very few respondents prefer these portals for research purpose and preparation for competitive exams.

Table 6: Activities to be done with mobile

S. No	Description	Most Often	Often	Sometimes	Rarely	Never	Mean	Rank
1.	E-mail	49	46	19	09	07	34.07	III
2.	Online shopping	47	43	22	13	05	33.60	IV
3.	Ticket Booking	38	34	32	17	09	31	VIII
4.	Assignment and Seminar Presentation	41	47	16	17	09	32.27	VII
5.	Use social networking sites	63	31	14	15	07	32.53	VI
6.	Movies/songs Download	52	37	23	12	06	33.80	IV
7.	Play games	56	35	23	12	04	34.47	II
8.	Search for news updates	61	33	21	11	04	35.07	I
9.	Others	33	39	28	18	12	30.20	IX

Source: Primary Data

The above ranking analysis depicts most of the respondents use mobile phones for news update (score 35.07) Playing games (scores 34.47) and to sent E-mail (score 34.07).

Table 7: Barriers while using ICT devices

S. No	Description	SDA	DA	NO	A	SA	Mean	Rank
1.	Lack of Time	07	12	16	41	54	34.20	II
2.	Syllabus pressure	13	13	13	40	51	32.80	VI
3.	Infrastructure inability	09	13	14	35	59	34.10	III
4.	Addiction to the technology	08	09	17	32	64	35	I
5.	Not interacting face-to-face with people	08	12	13	45	52	34.07	IV
6.	Owing ICT tools are expensive	08	11	18	38	55	33.47	V
7.	Lack of skill to handle the ICT tools for learning	12	16	12	41	49	32.60	VII

Sources: Primary Data

Regarding the barriers to use ICT devices Addiction to the technology (score 35), Lack of Time (score 34.20), Infrastructure inability (score 34.10) are ranked at first, second and third place respectively.

RECOMMENDATIONS OF THE STUDY

To safeguard students from harmful internet content, parents, guardians and teachers must take care of the young students by giving proper guidance.

Parents and teachers must explain the effects of unproductive use of digital sources and discourage them to excessive access to digital sources.

CONCLUSION

The primary objective of the study is to throw the light on impact of digitalization on education. With reference to the study, it was evidently figured out how smart, intelligent, witty and aware the youth is in the current era. The youth today is not only aware of what fits in best for them. But are also keen and enthusiastic to draw their own priorities and fix on to which ones are most important the young people come to terms with gaining relevant and quick information about what goes around in their near and dear one's lives through the digital sources. Perhaps, like a coin with two sides digital sources also have their own way adversely affected the youth. Though these sources had made tremendous impact in the field of education, the youth must set their own limits as to how and when to use digital sources. The youth today must be not only techno savvy and socially existent but also embody social consciousness.

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PROBLEMS BEING FACED BY WOMEN ENTREPRENEURS IN RURAL AREAS

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ABSTRACT

Women have been successful in breaking their confinement within the limits of their homes by entering into varied kinds of professionals and services women entrepreneurs have proved to be on par with their men counterparts in business acumen and are emerging as smart and dynamic entrepreneurs. Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. „Women Entrepreneur“ is a person who accepts challenging role to meet her personal needs and become economically independent. The state of Tamil Nadu is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Thus, the study aims at undertaking the entrepreneurial development among women highlights their motivational forces and relationship between socio-economic background of women entrepreneurs, motivational factors and their existing entrepreneurial traits.

INTRODUCTION

Women have been successful in breaking their confinement within the limits of their homes by entering into varied kinds of professionals and services women entrepreneurs have proved to be on par with their men counterparts in business acumen and are emerging as smart and dynamic entrepreneurs. There are many reasons for women to enter into entrepreneurial ventures in a predominantly society. Entrepreneurship among women is an important avenue through which women can overcome their subordination within the family and the family and the society as a whole. Therefore, development of entrepreneurship among women has received special attention of the policy makers. In this direction, a special character in the seventh plan has converted into the integration of women in economic development. The new industrial policy has stressed the need for conducting special Entrepreneurial Development Programme (EDPs) for women. Besides this, today, a network of institutions exists in the country to promote women entrepreneurship. The commercial banks and the financial institution are an integral part of this network. Many organizations / institutions and association promote and develop women entrepreneurship by providing financial assistance at concessional rates of interest

and also organize industrial fairs and exhibitions. Entrepreneurship Development Programme (EDPs) for women creates entrepreneurial awareness among them.

“WOMEN” AS ENTREPRENEURS IN INDIA

Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. “Women Entrepreneur” is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world. But the Indian women entrepreneurs are facing some major constraints like Lack of confidence in their strength and competence.

- ❖ Socio-cultural barriers
- ❖ Market-oriented risks
- ❖ Motivational factors
- ❖ Knowledge in Business Administration
- ❖ Awareness about the financial assistance
- ❖ Exposed to the training programs
- ❖ Identifying the available resources

OBJECTIVES OF THE STUDY: The present study has been carried out with the following objectives:

1. To study the socio-economic background of the women entrepreneurs in Erode District.
2. To analyze the motivational factors and other factors that influence women to become entrepreneurs.
3. To analyze the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote the entrepreneurship.
4. To offer suggestions to improve the satisfaction of women entrepreneurs and to framework for the promotion of women entrepreneurship of selected districts in Tamil Nadu.

SCOPE OF THE STUDY: The study focuses on the women entrepreneurs in selected districts in Erode district, Tamil Nadu selected depends on industrial growth has been phenomenal. The selected districts with its good infrastructural facility, offers sound prospects for industrial developments. The scope of the study encompasses women entrepreneurs in Erode District and the problems faced by women entrepreneurs who are engaged in starting a new enterprise. The study is limited only to the women entrepreneurs of selected groups in Erode District.

SAMPLING DESIGN: Women entrepreneurs who are the main source of primary data are collected from the women entrepreneurs through a well structured questionnaire. As the area of study is limited in Erode district of Tamil Nadu and as the total population of women population is numerable, the researcher has proposed the sampling techniques for the selection of respondents. To identify the right respondents which are also very essential for the collection of primary data the following process has been adopted scientifically. Finally 90 respondents were selected and included the study from various Taluks of Erode districts who have engaged to start an enterprises and running successfully.

I. TOOLS OF ANALYSIS:

Personal interview is the major tool of data collection. Interview technique is to be made at women entrepreneurs. The secondary data are also proposed to collect from various departments. All these data are to be arranged in various form of tables and proposed to critically analyse with the help of a number of statistical tools. Percentage Analysis and Chi-Square Test are the various statistical tools applied.

Socio Economic Background: The personnel characteristics of the selected respondents like age, educational status, marital status, family income, business type, size of the business, financial sources and spend expenses are discussed in this section.

Table 1.1: Socio-Economic Background of the Respondents

Factors	Category	No. of Respondents	Percentage (%)
Age	Below – 30	20	22.22
	30 – 40	32	35.56
	40 -50	26	28.89
	50 and above	12	13.33
Marital Status	Unmarried	31	31
	Married	69	69
Educational Qualification	Illiterate	5	5.56
	Primary	9	10
	Secondary	16	17.78
	Higher Secondary	42	46.67
	Graduate Level	18	20
Annual Income	Below 10,000	15	16.67
	10,000 – 20,000	32	35.56
	20,000 – 30,000	21	23.33
	30,000 – 40,000	14	15.56
	40,000 and above	8	8.89

Analysis and Interpretation: This study is aims the problems and prospects of women entrepreneurs in erode districts. For this purpose the study conducted for 90 respondents of the women entrepreneurs. An attempt has been made in this section to analyse the collected data with reference to activities of the women entrepreneurs a detailed analysis are given below. The table 1.1 shows that problems faced by women entrepreneurs, the weighted ranking method applied. It inferred that the most number of the respondents have given First rank for Lack of strong leadership; the respondents have given Second rank for financial deficit. The third rank was lack of systematic planning and working and followed by health problem, Non-awareness of Government scheme, Non- repayment of loan by the members,

Leaders misusing the group's money, other problems, Lack of Education.

Chi-Square Analysis: The opinion of the respondents and socio-economic characters relationship is applied for chi square test. The selected variables only to applied in this model. Table 1.3 reveals that the summary of the respondents. The chi-square analysis reveals that the factors are Age and Education are significant at 1% level. Marital status, business type and sources of finance are significant at 5% level of significance. The remaining factors are not significant at 5% level.

1.2 Table: Opinion of Women Entrepreneurs

S.No.	Factors	Chi-Square Value	Degree of Freedom	Table Value	Result
1	Age	17.26	6	16.81	Significant**
2	Educational Qualification	14.97	4	13.28	Significant**
3	Marital Status	12.56	2	5.99	Significant*
4	Family Income	3.65	6	12.59	Not significant
5	Business Type	11.54	4	9.49	Significant*
6	Size of the Business	7.23	4	9.49	Not significant
7	Sources of Finance	13.68	6	12.59	Significant*
8	Amount Spend	7.26	4	13.28	Not significant

Note: * - Significant at 5% Level, ** - Significant at 1% Level

II. FINDINGS

- [1] 35.56% of the respondents are belonging to 30 – 40 years age group of the entrepreneurs. 28.89% of the respondents are between the age of 40 – 50 year. The 22.22% of the respondents are below the 30 years age group and rest of the respondents are above the 50years.
- [2] 46.67% of the respondents are belonging to higher secondary level of the entrepreneurs. 20% of the respondents are graduates and 17.78% of the respondents are secondary level of education. The 10% of the respondents are primary level and rests of the respondent are illiterates.
- [3] 35.56% of the respondents are belonging to 10,000 to 20,000 incomes of families. 23.33% of the respondents are Rs. 20,000 to 30,000 income group and only 8% of the respondents are their family income of above 40,000.
- [4] 42.22% of the respondents are deals with manufacturing types of business. 26.67% of the respondents who are engaged in trading type of business. Only 16% of the respondents are doing our business for service sectors. 10% of the respondents are combined all type of business.
- [5] 69% of the respondents are married category and rest of the respondents are unmarried. Therefore, marital status is important factor to determine the women entrepreneurs.
- [6] 46.67% of the respondents are invested below 1 lakhs in their business. 24.44% of the respondents are 1 lakh to 5 lakhs category.

- [7] 35% of the finance sources from spouse income, 30% of the respondents financed from personnel savings and 25.56% are loan from banks as well as 8% respondents financial sources are other sources.

III. SUGGESTIONS:

- [1] Most of the women entrepreneurs are of the opinion that because of lack of training, they are not able to survive in the market. Hence, the government should conduct frequent training programmes with regard to new production techniques, sales techniques, etc. This training should be made compulsory for women entrepreneurs.
- [2] Finance is the first major problem for women entrepreneurs. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.
- [3] Since the number of entrepreneurs from scheduled caste and most backward communities is very low, awareness is to be created those women, by providing special attention.
- [4] Women entrepreneurs should be encouraged to start their entrepreneurs as joint stock companies rather than as a sole trade and partnership concerns to avail the advantages of large scale operation.
- [5] Parents of unmarried potential women entrepreneurs should be encouraged in spending money on setting up business rather than giving preference to their marriage.
- [6] Marketing product is one of the main problems for women entrepreneurs. Here, women co-operative societies can be started to procure the products from women entrepreneurs. They will help them in selling their products at a reasonable price.

VI CONCLUSION:

It is evident from the study that women are ready to face the challenges associated with setting up of business. Society is very much receptive to the concept of women entrepreneur, so is the family. Women are not into business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Women education is contributing to a great extent to the social transformation. The future will see more women venturing into areas traditionally dominated by men. The socio background including factors, type and mode of business, training programmes are the important problems of women entrepreneurs in Erode District.

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A STUDY ON RED CHILLI MARKETING PRACTICES AND MARKETING CHANNELS IN INDIA

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ABSTRACT

Chilli is one of the most important commercial crops of India. It is grown almost throughout the country. There are more than 400 different varieties of chillies found all over the world. It is also called as hot pepper, cayenne pepper, sweet pepper, bell pepper, etc. Its botanical name is capsicum annual. The world's hottest chilli Naga Jolokia is cultivated in hilly terrain of Assam in a small town Tezpur, India. Different varieties are grown for vegetables, spices, condiments, sauces and pickles. Chilli occupies an important place in Indian diet. It is an indispensable item in the kitchen, as it is consumed daily as a condiment in one form or the other. Among the spices consumed per head, dried chilli fruits constitute a major share. Currently, chillies are used throughout the world as a spice and also in the making of beverages and medicines. If some varieties of chillies are famous for red colour because of the pigment 'capsanthin,' others are known for biting pungency attributed to 'capsaicin.' India is the only country which is rich in many varieties with different quality factors

Keyword: red chilli, marketing, practices-channels

INTRODUCTION

Chilli is one of the important vegetable spices grown all over the world except in colder parts. It is also known as red pepper or hot pepper and it constitutes an important well-known commercial crop used as a condiment, culinary supplement or as a vegetable. Chilli is mainly used as culinary supplement to add colour, vitamin and pungency. Chilli is virtually an indispensable item in the kitchen. Different varieties are grown for vegetables, spices, condiments, sauces and pickles. Chilli is one of the most valuable crops and grown throughout the country. Chillies are known from pre-historic times in Peru. They are believed to have originated in the tropical America. It is also said that chillies have originated in the Latin American regions of the New Mexico and Guatemala as a wild crop around the remains of the pre-historic Peru. The people native to these places domesticated this crop in and around 5000. Chilli is said to be the first ever domesticated crop in America. The three species *C. annum*, *C. frutescens* and *C. Chinense* evolved from a common ancestor located in the North of the Amazon basin (NW-Brazil, Columbia). Further evolution brought at that time, chillies were cultivated by the farmers together with a primary crop to protect the primary crop from any damage from birds. Columbus carried chilli seed to Spain in 1493. The cultivation of chilli and Capsicum spread rapidly from Spain to Europe. The Portuguese brought capsicum from Brazil to India during the year 1584. Chillies became popular in the whole of Asia rapidly and native Asians started cultivating this crop as well.

OBJECTIVES OF THE STUDY

- To study the marketing pattern of Red chilli
- To study about Red chilli marketing information and marketing Channels
- To analyze in detail the trend at arrivals in all the regulated market
- To offer suggestions to improve the existing system in marketing.

STATEMENT OF THE PROBLEM

India ranks second among the world chilli exporters and has showed a Steady decline in chilli export trade to higher consumption level in the domestic market. It is grown in India over an area of 17.76 lakh hectares with production of 17.82 erstwhile U.S.S.R., Mexico are the major chilli growing countries in the world. Some problem of trade in marketing such as, Presence of unlicensed traders, Lack of Storage facility, Low out turn over, Less Proper Contact, Seasonal Production, and Capital gets locked up, Inelasticity of demand and Insufficiency of Production compared to demand.

REVIEW OF LITERATURE

[1] S. Mahendra Dev (2012) in his studied that the Small Farmers in India: Challenges and Opportunities, to examine the roles and challenges of small holding agriculture in India. It covers trends in agricultural growth, cultivation patterns, participation of small holding agriculture, productivity performance of small holders, linking small holders with markets including value chains, role of small holders in enhancing food security and employment generation,

[2] G S Biradar and D M Chandrgi (2013) have studied, Socio Economic Profile of Chilli Farmers and their Constraints in Chilli Cultivation in North Eastern districts of Karnataka, on technological gap in adoption of chilli cultivation practices in Raichur and Yadgir districts of North Eastern Karnataka during 2011-12 based on highest area under chilli marketing.

[3] Tahir and Riaz reported several impediments in agricultural commodity markets that could affect the efficient functioning of markets. These impediments include “inadequate transportation infrastructure, difficulties in access to market information, government-imposed restrictions on movement of goods between regions, government monopoly over the marketing and distribution system, and poor enforcement of anti-trust regulation that results in price fixing and oligopolistic market structures.

[4] A research by Firdaus and Gunawan (2012) on integration among regional vegetable markets in Indonesia used co-integration approach and Ravallion model to identify whether market integration exist between four producing area in Sumatera and Java island and central market in Jakarta (PIKJ).

[5] R. Sudaresan and M. Thanasekaran in their study on production and marketing of groups in identified severity of diseases and pest attack, lack of adequate capital facilities to meet the initial establishment costs and high cost of inputs as major problems of production while unorganized market structure, high marketing costs and unnecessary deduction and lack of financial rank as the other problems of marketing.

RED CHILLI MARKETING PRACTICES

Chillies are brought to the regulated markets in different parts of the country mostly by primary producers. Unlike the other perishable commodities, dry chillies are sold in the market by many producers in a phased manner. The producers try to get the best advantage of the prices. They store the produce as long as they can and bring to the market when prices are favourable to them. Only during glut the producer-seller come to the market with entire produce and try to dispose off the lots as quickly as possible because storing and selling may result in further loss due to crash in prices. The other agencies selling the produce in the market yard are village merchants, itinerant merchants, wholesalers, commission agents and cooperatives. Unfortunately, the role of cooperatives in bringing the Chillies into the market is very less. Only in Tamil Nadu it is reported that one per cent of the total arrivals in Tirunevelli and Kovipatti markets, chillies are brought by the local cooperative societies. The cooperatives were also active in Kozhikode and Sangli markets of Kerala and Maharashtra States.

Major Markets of Chilli Producing States

Andhra Pradesh, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Punjab Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal are the important states in the country in terms of production and market arrivals.

Arrivals:

Arrive into markets mostly packed in gunny bags of 30-40 kgs. Farmers dry the chillies and store them in gunny bags. Arrival into the markets is largely influenced by prices. Wherever the information net work is adequate, farmers try to know the prevailing prices in the markets before disposing the goods. Arrivals are erratic during glut as the farmers try to hold the produce initially and when the prices start declining, they rush the produce to market for sale thereby further aggregating the situation

Despatches:

Chillies are mostly dispatched to the markets within the same state or to the markets of adjoining states. It is found that large quantity of chilli is mainly dispatched from Andhra Pradesh to other states, while in most of the other states it is observed that 90-95% of the total arrivals are consumed within the state only.

Distribution:

Wholesale merchant plays an important role in distribution also. Wholesale merchant export most of the produce provides storage facilities to the farmers who want to store their produce. These wholesale merchants store the produce for some time to create demand in other markets. After getting good price they distribute the chillies. The following agencies are involved in distribution of chilli at various stages of marketing:

- Producers
- Pre-harvest contractors
- Commission agents
- Transport
- Wholesale merchants
- Retailers
- Co-operative organizations
- Government organisations

EXPORTERS AND IMPORTERS OF RED CHILLI

Export: India has immense potential to export different types of chillies required by various markets around the world. It is the leader in export, with 25% share in world trade, followed by China with 24% share in total global export. Clearly, China is a serious competitor to India in the international markets, penetrating all major markets like Indonesia and the US. Indian chilli exports are mainly affected by domestic demand and uneven production which is due to erratic monsoon, drought, and yield factor. It is observed that India's chilli exports are showing an increasing trend from the last decade on rising export demand coupled with short supply from other major producing countries, and ban by the European Union on imports of chilli from Pakistan due to presence of aflatoxin in its produce. Pakistan's export share in global trade has been grabbed by India that resulted in historic high export from India in the last couple of years.

Table1: Red Chilli Supply and Demand (in Lacs Tonnes)

PARTICULARS	YEAR 2017-2018	YEAR 2018- 2019	YEAR 2020-2021 (EXPECTED)
Opening Stock	38.84	1.87	2.39
Production	10.73	13.76	10.50
Import	0.00	0.00	0.00
Total Supply	14.57	15.63	12.89
Consumption	8.70	8.80	8.50
Export	4.00	4.44	3.85
Total Demand/Usage	12.70	13.24	12.35
Ending Stock	1.87	2.39	0.54
Average Monthly Consumption	0.73	0.73	0.71
Stock to Month Use	2.58	3.26	0.76
Stock to Consumption Ratio %	14.72	18.05	4.37

Source:agriwatch.com

MARKETING CONSTRAINTS:

- ✓ Lack of marketing information: Due to lack of market information regarding prices, arrivals etc., prevailing in other markets, producers sell chillies to the merchants
- ✓ Adoption of grading: Grading of chillies ensures better prices to producers and better quality to consumers. However, most of the markets are lagging behind in providing grading service.
- ✓ Inadequate cold storage & other facilities: Due to inadequate cold storage facilities farmers are forced to sell their produce at lower rate.
- ✓ Training of producer: The farmers are not properly trained in harvesting, transportation and marketing of chillies. Training will improve their skill for better marketing of their produce.
- ✓ Financial problem: Lack of market finance is one of the major marketing constraints in operating of marketing chain.
- ✓ Infra-structure facilities: Due to inadequate marketing infra-structural facilities with

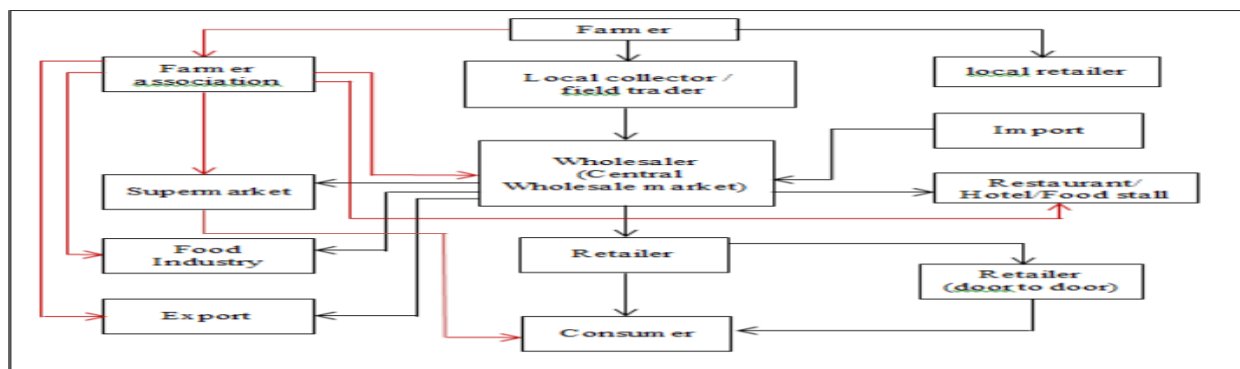
producers, traders and at market level, the marketing efficiency is affected adversely.

- ✓ Inadequate processing units: Due to the inadequate number and capacity of processing units, excess production during peak season is sold at distress rate or even gets perished at farm level.

MARKETING CHANNEL OF RED CHILLI

Farmers producing agricultural produce are scattered in remote villages while consumers are in semi-urban and urban areas. The produce has to reach consumers for its final use and consumption. There are different agencies and functionaries through which this produce passes and reaches the consumer. A market channel or channel of distribution is therefore defined as a path traced in the direct or indirect transfer of title of a product as it moves from a producer to an ultimate consumer or industrial user. Thus, a channel of distribution of a product is the route taken by the ownership of goods as they move from the producer to the consumer or industrial user. Commodity Market channel of vegetables differ by commodity and region, but some features are similar throughout the country. Vegetable’s marketing channel embraces link that happened between farms gate (producers) and final consumer. According to Stern et al. (1996: Marketing channels can be viewed as sets of interdependent organizations involved in the process of making a product or service available for consumption or use. In the case of vegetable markets in Indonesia, we will focus on the existence of all trade intermediaries, economics facilities and institutions that operate in different channels of distribution as well as the availability of marketing infrastructure.

Figure1: Marketing Channels



MARKETING CHANNELS

Marketing channels have great influence on marketing costs which includes transport, commission charges, etc. and market margins received by the intermediaries such as trader, commission agent, wholesaler and retailer. Thus the price to be paid by the consumer and share of it received by the farmer producer is decided by the market channel involved. Channel is considered as good or efficient which makes the produce available to the consumer at the cheapest price and also ensures the highest share to the producer.

Following are the marketing channels through which chillies are marketed in India:

Channel I: - Producer → Village Merchant → Middle Men → Commission agent → Wholesaler → Retailer → Consumer

Channel II: - Producer → Retailer → Consumer

Channel III:- Producer → Pre harvest contractor → Wholesaler → Retailer → Consumer

Channel IV:- Producer → Commission agent/ Wholesaler → Retailer → Consumer

Channel V: - Producer → Commission agent → Retailer → Consumer

CRITERIA FOR SELECTION OF CHANNELS

- ✓ There are many marketing channels involved in marketing of red chilli.
- ✓ The following are the criteria for the selection of efficient marketing channels.
- ✓ Channel which ensures reasonable return to producer
- ✓ Transportation cost in the channel are minimized
- ✓ Commission charges and market margins received by the intermediaries, such as trader, commission agent, wholesaler and retailer are relatively low.
- ✓ Short channel with minimum market cost.

Table 2: Production Disposal pattern of red chilly on sample farms

S. No	Particulars	Year 2019-2020 qty (tonnes)	Percentage
1	Production	13.76	100
2	Consumption	8.80	63.95
3	Foodstuff Consumption	2.78	20.28
4	Marketable Surplus	2.18	15.84

RESULT AND DISCUSSION

- Processed products such as dehydrated chilli, pickle, powder, paste, sauce, etc., can be prepared for higher returns.
- Generally growers sell chilli directly even though real return can come only from processed products. Hence, farmers must be educated in the processing of chilli for value addition.
- Juice of chilli brings a warming flush to the skin and eased soreness. Capsicum has a tonic and carminative effect and is especially useful in tonic dyspepsia.
- Pungent types of chillies are used by the pharmaceutical industry in the preparation of stimulant and counter irritant balms and in stomach ache, carminative and stimulant formulation.
- Red chilli marketing is showing a decreasing trend over the years.
- Emphasis should be given for providing good quality seeds, pest and diseases resistant with high yielding varieties and hybrids to augment the area under this spice crop.
- The Lack of technical knowledge was major problem occupies is reduced and then increased commercial trade.

CONCLUSION

From the analysis, chilli growers need to be educated regarding the use of treated seeds, maintaining correct spacing and irrigating the crop at the recommended intervals. The farmers need to be minimum supporting pricing and subsidies, so that they can get the high returns by reducing the expenditure. The government of India should make proper arrangement for storage facilities so as to encourage the farmers to store, sell and use the

pledge loan system at their convenience. Such precautions and measures would enable the farmers to obtain a decent price for their produce. The consumer price forms a major portion of the marketing cost. The government should also encourage the farmers to start co-operative societies and regulated chilli market. Therefore the government should direct the co-operative and commercial banks in the study area to provide loan facilities at reasonable rate of the interest to the farmers without any rigid formalities.

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CONSUMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS ELECTRONIC GOODS THROUGH ONLINE IN TIRUNELVELI CITY

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ABSTRACT

The buying behaviour of the consumers will determine their tastes and preferences and also their expectations. The present study is based on both primary and secondary data. The required primary data have been collected with a well structured questionnaire. The required secondary data have been collected from the well equipped libraries. Further, secondary data have been collected from the related web sites, text books, newspapers, university libraries, published and unpublished theses, various magazines and journals. On the basis of the collected primary data, online buying behaviour of consumers and their level of satisfaction are analysed. Convenient non-probability sampling method has been adopted in this study to acquire data from respondents in Tirunelveli city. The researcher has targeted 200 respondents belong to different age-group, student, service holder, business person and the homemaker with various experience in online shopping for a personal interview and 179 participated in the survey resulting in 90% response rate. However, after sorting 160 useful and valid responses were used for further analysis. Accumulated data were analysed through Microsoft Excel. The findings will give a clear and wide picture to online retailers and will help them understand the consumer's satisfaction towards online shopping of electronic goods and buying behaviour of consumers towards online shopping of electronic goods, so they can build up their strategies to cater the need of online shoppers.

KEY WORDS: Online Purchase, Buying behaviour, Satisfaction and Electronic goods

INTRODUCTION

Now-a-days, the Indian consumers are well versed with the concepts about quality of products and services. Shopping is increasingly seen as the leisure activity and, as such, fulfils a role in family and social life which goes beyond the traditional shopping activities of buying in provisions and other goods when required. The business world and society have changed very much due to the information technology and impact of internet is high. Internet is becoming essential for every business activity. The internet is quickly becoming the major choice for electronic commerce transactions. The internet will definitely change the global economy as all organizations and companies are looking towards the e-commerce. The increase in e-commerce via internet is definitely moving the society a little closer to the "global village". More importantly, it is changing the face of business.

STATEMENT OF THE PROBLEM

The buying behaviour of the consumers will determine their tastes and preferences and also their expectations. In order to meet out the expectations and provide satisfaction to the consumers in online buying, it is necessary to know the extent of online purchase by the

consumers. Though online traders offer various products according to the needs of the consumers, there are certain barriers in online purchase and the consumers face problems while purchasing online. These problems have to be identified in order to overcome the loopholes that are prevailing in online marketing. By keeping all these in mind, the present study is an attempt to identify the answers to the following questions:

1. How do consumers behave when purchasing through online?
2. What is the level of satisfaction of online consumers?

OBJECTIVES OF THE STUDY

1. To know the buying of consumers regarding electronic goods through online
2. To identify the level of satisfaction of consumers towards electronic goods through online

METHODOLOGY

The present study is based on both primary and secondary data. The required primary data have been collected with a well structured questionnaire. The required secondary data have been collected from the well equipped libraries. Further, secondary data have been collected from the related web sites, text books, newspapers, university libraries, published and unpublished theses, various magazines and journals. On the basis of the collected primary data, online buying behaviour of consumers and their level of satisfaction are analysed.

SAMPLING DESIGN

Convenient non-probability sampling method has been adopted in this study to acquire data from respondents in Tirunelveli city. The researcher has targeted 200 respondents belong to different age-group, student, service holder, business person and the homemaker with various experience in online shopping for a personal interview and 179 participated in the survey resulting in 90% response rate. However, after sorting 160 useful and valid responses were used for further analysis. Accumulated data were analysed through Microsoft Excel.

ANALYSIS AND INTERPRETATION

Buying behaviour regarding electronic goods through online among different gender group of consumers

In order to find out the significant difference in buying behaviour regarding electronic goods through online among different gender group of consumers, 't' test is used with the null hypothesis as, "There is no significant difference in buying behaviour regarding electronic goods through online among different gender group of consumers in Tirunelveli City". The result of 't' test is presented in Table 1.

Table 1: Buying behaviour regarding electronic goods through online among different gender group of consumers

Sl. No	Particulars	Gender [Mean Score]		T Statistics
		Male	Female	
1.	Elaborate information is available while shopping online	4.0566	3.9200	1.330

2.	The website design helps me in searching the products easily	4.0189	3.8436	1.542
3.	I believe that familiarity with the website before making actual purchase reduce the risk of shopping online	3.9906	3.7345	2.259*
4.	I prefer to buy from website that provides me with quality of information	3.9236	3.8208	1.071
5.	Online shopping doesn't waste time	4.5113	4.0818	1.398
6.	I like to shop online from a trustworthy website	4.4075	3.9636	1.066
7.	It is great advantage to be able to shop at any time of the day on the internet	4.5600	4.1094	1.012
8.	The description of products shown on the web sites are very accurate	4.4091	4.1113	1.023
9.	I will prefer online shopping only if online prices are lower than actual price	3.9434	3.7636	1.524
10.	Promotion and advertisement – Influence Online Shopping	3.7673	3.4340	2.422*

Source: Primary data*-Significant at five per cent level

It is understood from table 1 that great advantage to be able to shop at any time of the day on the internet and online shopping doesn't waste time are the important buying behaviour regarding electronic goods through online among the male consumers as their mean scores are 4.5600 and 4.5113 respectively. It is further understood that the description of products shown on the web sites are very accurate and great advantage to be able to shop at any time of the day on the internet are the important buying behaviour regarding electronic goods through online among the female consumers as their mean scores are 4.1113 and 4.1094 respectively. Regarding the buying behaviour regarding electronic goods through online among different gender group of consumers, believe that familiarity with the website before making actual purchase reduce the risk of shopping online and promotion and advertisement – influence online shopping are statistically significant at 5 per cent level.

Buying behaviour regarding electronic goods through online among different age group of consumers

In order to find out the significant difference in buying behaviour regarding electronic goods through online among different age group of consumers, 'ANOVA' test is used with the null hypothesis as, "There is no significant difference in buying behaviour regarding electronic goods through online among different age group of consumers in Tirunelveli City". The result of 'ANOVA' test is presented in Table 2.

Table 2: Buying behaviour regarding electronic goods through online among different age group of consumers

Sl. No	Buying Behaviour	Age Group [Mean Score]					F Statistics
		Upto 20 years	21-30 years	31-40 years	41-50 years	Above 50 years	
1.	Elaborate information is available while shopping online	3.7059	3.9086	3.9655	4.0013	4.3308	1.384
2.	The website design helps me in searching the products easily	3.7077	3.8576	3.9077	4.0000	4.1500	1.191
3.	I believe that familiarity with the website before making	3.5588	3.6923	3.7866	3.9655	4.2026	1.692

	actual purchase reduce the risk of shopping online						
4.	I prefer to buy from website that provides me with quality of information	3.7059	3.8462	3.9419	4.0724	4.3308	2.040
5.	Online shopping doesn't waste time	4.0462	4.1529	4.2478	4.4615	4.5513	3.243*
6.	I like to shop online from a trustworthy website	4.0304	4.2059	4.2508	4.3103	4.4462	1.018
7.	It is great advantage to be able to shop at any time of the day on the internet	4.2000	4.3471	4.5020	4.6471	4.7241	1.037
8.	The description of products shown on the web sites are very accurate	4.1923	4.2964	4.3448	4.4290	4.5118	1.139
9.	I will prefer online shopping only if online prices are lower than actual price	3.7391	3.8529	3.9718	4.0526	4.1724	1.464
10.	Promotion and advertisement – Influence Online Shopping	3.5769	3.6289	3.7410	4.0294	4.2379	2.783*

Source: Primary data*-Significant at five per cent level

From the above table, it is understood that great advantage to be able to shop at any time of the day on the internet and the description of products shown on the web sites are very accurate are the important buying behaviour regarding electronic goods through online among the consumers who are in the age group of upto 20 years as their mean scores are 4.2000 and 4.1923 respectively. It is further understood that great advantage to be able to shop at any time of the day on the internet and the description of products shown on the web sites are very accurate are the important buying behaviour regarding electronic goods through online among the consumers who are in the age group between 21-30 years as their mean scores are 4.3471 and 4.2964 respectively. Table further reveals that great advantage to be able to shop at any time of the day on the internet and the description of products shown on the web sites are very accurate are the important buying behaviour regarding electronic goods through online among the consumers who are in the age group between 31-40 years as their mean scores are 4.5020 and 4.3448 respectively. Table indicates that great advantage to be able to shop at any time of the day on the internet and online shopping doesn't waste time are the important buying behaviour regarding electronic goods through online among the consumers who are in the age group between 41-50 years as their mean scores are 4.6471 and 4.4615 respectively. Table further indicates that great advantage to be able to shop at any time of the day on the internet and online shopping doesn't waste time are the important buying behaviour regarding electronic goods through online among the consumers who are in the age group of above 50 years as their mean scores are 4.7241 and 4.5513 respectively. Regarding the buying behaviour regarding electronic goods through online among different age group of consumers, online shopping doesn't waste time and promotion and advertisement – influence online shopping are statistically significant at 5 per cent level.

Level of satisfaction towards online shopping of electronic goods and Gender Group of consumers

For finding out the relationship between level of satisfaction towards online shopping of electronic goods and gender group of consumers, the following null hypothesis is formulated, “**There is no significant relationship between level of satisfaction towards online shopping of electronic goods and gender group of consumers**”. To test the above hypothesis, chi-square test is applied. The computed results of chi-square test are presented in Table 3.

Table 3: Level of satisfaction towards online shopping of electronic goods and Gender Group of consumers

Particulars	Chi-square Value	p Value	Inference
Variety of choices	14.235	0.000	Significant
Getting orders/services in a timely manner	13.280	0.000	Significant
Customer service and after sales support	11.375	0.000	Significant
Internet vendor's reliability	17.500	0.000	Significant
Easy payment procedures	13.420	0.000	Significant
Ease of orders	15.450	0.000	Significant
Ease of contacting the vendor	12.725	0.000	Significant
Quality of information about purchase choices	11.625	0.000	Significant
Privacy & Security of sensitive information	13.175	0.000	Significant
Customer friendly	16.125	0.000	Significant

Source: Primary Data

Table 3 indicates that the ‘p’ value for level of satisfaction towards online shopping of electronic goods namely variety of choices, getting orders/services in a timely manner, customer service and after sales support, internet vendor’s reliability, easy payment procedures, ease of orders, ease of contacting the vendor, quality of information about purchase choices, privacy & security of sensitive information and customer friendly is less than 0.05, the null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between gender group of consumers and level of satisfaction towards online shopping of electronic goods namely variety of choices, getting orders/services in a timely manner, customer service and after sales support, internet vendor’s reliability, easy payment procedures, ease of orders, ease of contacting the vendor, quality of information about purchase choices, privacy & security of sensitive information and customer friendly.

Level of satisfaction towards online shopping of electronic goods and Age groups of consumers

For finding out the relationship between level of satisfaction towards online shopping of electronic goods and age group of consumers, the following null hypothesis is formulated, “**There is no significant relationship between level of satisfaction towards online shopping of electronic goods and age group of consumers**”. To test the above hypothesis, chi-square test is applied. The computed results of chi-square test are presented in Table 4.

Table 4: Level of satisfaction towards online shopping of electronic goods and Age group of consumers

Particulars	Chi-square Value	p Value	Inference
Variety of choices	21.960	0.000	Significant

Getting orders/services in a timely manner	27.000	0.000	Significant
Customer service and after sales support	17.280	0.000	Significant
Internet vendor's reliability	14.375	0.000	Significant
Easy payment procedures	18.450	0.000	Significant
Ease of orders	21.725	0.000	Significant
Ease of contacting the vendor	15.325	0.000	Significant
Quality of information about purchase choices	18.175	0.000	Significant
Privacy & Security of sensitive information	13.125	0.000	Significant
Customer friendly	21.000	0.000	Significant

Source: Primary Data

It is noted from Table 4 that the 'p' value for level of satisfaction towards online shopping of electronic goods namely variety of choices, getting orders/services in a timely manner, customer service and after sales support, internet vendor's reliability, easy payment procedures, ease of orders, ease of contacting the vendor, quality of information about purchase choices, privacy & security of sensitive information and customer friendly is less than 0.05, the null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between age group of consumers and level of satisfaction towards online shopping of electronic goods namely variety of choices, getting orders/services in a timely manner, customer service and after sales support, internet vendor's reliability, easy payment procedures, ease of orders, ease of contacting the vendor, quality of information about purchase choices, privacy & security of sensitive information and customer friendly.

Level of satisfaction towards online shopping of electronic goods and Educational Status of consumers

For finding out the relationship between level of satisfaction towards online shopping of electronic goods and educational status of consumers, the following null hypothesis is formulated, "**There is no significant relationship between level of satisfaction towards online shopping of electronic goods and educational status of consumers**". To test the above hypothesis, chi-square test is applied. The computed results of chi-square test are presented in Table 5.

Table 5: Level of satisfaction towards online shopping of electronic goods and Educational Status of consumers

Particulars	Chi-square Value	p Value	Inference
Variety of choices	9.450	0.098	Not Significant
Getting orders/services in a timely manner	15.256	0.169	Not Significant
Customer service and after sales support	8.540	0.254	Not Significant
Internet vendor's reliability	6.548	0.325	Not Significant
Easy payment procedures	24.589	0.000	Significant
Ease of orders	4.569	0.372	Not Significant
Ease of contacting the vendor	5.879	0.311	Not Significant
Quality of information about purchase choices	23.458	0.000	Significant
Privacy & Security of sensitive information	5.687	0.289	Not Significant
Customer friendly	6.789	0.198	Not Significant

Source: Primary Data

It is observed from Table 5 that the ‘p’ value for level of satisfaction towards online shopping of electronic goods namely easy payment procedures and quality of information about purchase choices is less than 0.05, the null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between educational status of consumers and level of satisfaction towards online shopping of electronic goods namely easy payment procedures and quality of information about purchase choices.

Level of satisfaction towards online shopping of electronic goods and monthly income of consumers

For finding out the relationship between level of satisfaction towards online shopping of electronic goods and monthly income of consumers, the following null hypothesis is formulated, “**There is no significant relationship between level of satisfaction towards online shopping of electronic goods and monthly income of consumers**”. To test the above hypothesis, chi-square test is applied. The computed results of chi-square test are presented in Table 6.

Table 6: Level of satisfaction towards online shopping of electronic goods and monthly income of consumers

Particulars	Chi-square Value	p Value	Inference
Variety of choices	24.360	0.000	Significant
Getting orders/services in a timely manner	27.575	0.000	Significant
Customer service and after sales support	21.280	0.000	Significant
Internet vendor’s reliability	25.375	0.000	Significant
Easy payment procedures	15.420	0.000	Significant
Ease of orders	16.450	0.000	Significant
Ease of contacting the vendor	21.725	0.000	Significant
Quality of information about purchase choices	24.325	0.000	Significant
Privacy & Security of sensitive information	21.175	0.000	Significant
Customer friendly	16.125	0.000	Significant

Source: Primary Data

It is observed from Table 6 that the ‘p’ value for level of satisfaction towards online shopping of electronic goods namely variety of choices, getting orders/services in a timely manner, customer service and after sales support, internet vendor’s reliability, easy payment procedures, ease of orders, ease of contacting the vendor, quality of information about purchase choices, privacy & security of sensitive information and customer friendly is less than 0.05, the null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between monthly income of consumers and level of satisfaction towards online shopping of electronic goods namely variety of choices, getting orders/services in a timely manner, customer service and after sales support, internet vendor’s reliability, easy payment procedures, ease of orders, ease of contacting the vendor, quality of information about purchase choices, privacy & security of sensitive information and customer friendly.

SUGGESTIONS

- ✓ It is suggested that the consumers must shop on a familiar or recommended site and make sure that it has the name and full contact details, including postal address. They should not rely on just an e-mail address or a post office box. They should beware of sites that have been recently set up because fraudulent sites may come and go very quickly.

- ✓ The buyers must always research the background of unfamiliar web traders before purchase. A simple internet search can reveal any negative feedback about the trader left by other consumers but they must be aware of some unscrupulous traders who may also leave false positive feedback about themselves, especially on their own websites.

CONCLUSION

The online shopping is becoming more popular day by day with the increase in the usage of internet. Understanding customer's needs and desires for online buying, the selling has become challenging task for marketers. Specially understanding the consumer's satisfaction towards online shopping of electronic goods and buying behaviour of consumers towards online shopping of electronic goods. The findings will give a clear and wide picture to online retailers and will help them understand the consumer's satisfaction towards online shopping of electronic goods and buying behaviour of consumers towards online shopping of electronic goods, so they can build up their strategies to cater the need of online shoppers.

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A PRAGMATIC ANALYSIS OF BUYING BEHAVIOUR OF CUSTOMERS TOWARDS JEWELLERY IN NAZARETH TOWN

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ABSTRACT

India is considered to be one of the fastest growing markets in the world for gold jewellery. Also known as yellow metal, gold is considered to symbolize perfection, immortality and prosperity. The study deals with buying behaviour of customers towards jewellery in Nazareth Town and also to study the demographic and economic factors influencing customer behaviour, customer perception towards gold jewellery, customer preferences towards various jewellery models, designs, type of jewellery, their buying pattern and factors influencing customer buying behaviour of jewellery in Nazareth Town.

Keywords: Buying Behaviour, Economic, Psychological, Psychoanalytical, Sociological

INTRODUCTION

The gold market in India is predominantly a market for buying and selling physical gold and Gold in the form of ornaments. Buying of customers is a matter of study on how individuals make decisions to spend their available resources time, money and effort on consumption related items. Hence this study deals with the purchase of jewellery buyers in Nazareth town. The results of the study reveal the customer have purchased gold jewellery for the purpose of investment. Design has been considered as an important factor influencing the customers purchase decision followed by purity.

OBJECTIVES OF THE STUDY

1. To understand customer's buying behavior of jewellery in Nazareth Town.
2. To find out the occasion for which the buyers purchase the jewels.
3. To identify the factors that influence Customers buying behavior of jeweler in Nazareth Town.

METHODOLOGY

For this analysis the researcher used the primary data. A questionnaire was used by the researcher to collect primary data. For the present study, the respondents are selected based on convenience sampling method. The researcher has selected 150 of the customers for the study in Nazareth Town. The statistical tools used for the present study was percentage analysis and factors analysis.

RESULTS AND DISCUSSION

Analysis of Demographic Variable of the respondents:

Gender of the Customers

Men and Women differ in buying due to factors like genetic makeup and socialization. Jewellery is mainly related to women. Men also wear jewels like chain, rings and bracelets.

The gender of the customers was found and it is given in Table 1

Table 1: Gender of the Customers

Gender	No of Customers	Percentage
Male	50	33
Female	100	67
Total	150	100

Source: Primary data

Table shows that 67 percent of the customers are women and the remaining 33 percent are men. Data has been collected from men also because men are behind every Jewellery purchase either as a father or brother or husband or son they play an active role in decision making and buying process.

Religion of the Customers

Religion has great impact on culture and buying of customers. Three major religions which exist in Nazareth are Hinduism, Christianity and Islam. Every religion has its own values, faiths and beliefs which greatly affect customer buying behaviour.

Table 2: Religion of the Customers

RELIGION	NO OF CUSTOMERS	PERCENTAGE
HINDU	70	47
CHRISTIAN	50	33
MUSLIM	30	20
TOTAL	150	100

Source: Primary data

From the table it could be seen that 47 percent of the customers are Hindus, followed by 33 percent Christians and 20 percent are Muslims. Majority of the customers are Hindus who form a predominant part of the population.

Age of the Customers

Gold Jewellery gives a sense of pride and social status to the wearer irrespective of their age. However, motives for buying gold Jewellery preference towards various models and designs may be different for different age groups.

Table 3: Age of the Customers

Age of customers	No of customers	Percentage
Below 20 years	10	7
20 to 30 years	45	30
30 to 40 years	50	33
40 to 50 years	20	13
50 to 60 years	15	10
Above 60	5	3
Total	150	100

Source: Primary data

Table 3: - Highlights the fact that 33 per cent of the customers belong to the age group of 30 to 40 years, 30 percent of them fall under the age group of 20 to 30 years, 13

percent are aged between 40 to 50 years, 10 percent of the surveyed customers are above 50 years and 7 percent of them are age below 20 years.

Marital Status of Customers

Married people have a moral responsibility to take care of their family. Thus, they are given more authority to take buying decision and to purchase a product.

Table 4: Marital Status of Customers

Marital status	No of customers	Percentage
Married	130	87
Unmarried	20	13
Total	150	100

Source: Primary data

Table 4 Indicates the 87 percent of the customers are married while the remaining 13 percent are unmarried. Thus, married people constitute a larger market for gold Jewellery.

Literacy level of customers

The level of education also affects the buying behavior of a customer. Education widens the horizon of the people. Gold Jewellery is preferred and worn by people irrespective of their literacy level.

Table 5: Literacy Level of Customer

Literacy level	No of customers	Percentage
Upto SSLC	10	7
Higher secondary level	20	13
Under Graduation level	70	47
Post Graduation level	50	33
Total	150	100

Source: Primary data

Table 5: Reveals that 47 percent of the customers are under graduates, 33 percent have completed post graduation, 13 percent have completed higher secondary level, 7 percent are educated up to SSLC

Type of Family

Family members of customers play an essential part in influencing their buying behaviour. Two types of families exist in India- joint family and nuclear family.

Table 6: Type of Family

Type	No. of customers	Percentage
Joint family	30	20
Nuclear family	120	80
Total	150	100

Source: Primary data

It is found that 80 percent of the customers belong to nuclear family. And 20 percent are joint family. This shows that majority of the people are opting for nuclear family in order to lead an independent and financially stable life.

Most Preferred Jewellery Design

Gold Jewellery comes in three different forms. They are traditional Jewellery, modern designer Jewellery and antique Jewellery. India is well known and famous for its traditional Jewellery.

Table: 7 Most Preferred Jewellery Design

Design	No of customers	Percentage
Bridal design	15	10
Floral design	100	67
Spiritual design	55	37
Astronomical designs	10	7
Geometrical Designs	20	13
Total	150	100

Source: Primary data

Flower is one of those designs that will never go out of fashion hence it is preferred by a greater proportion of customers 67 percent. Next to floral design, the spiritual design has occupied an important place in the minds of customers. The survey also reveals that 13 percent of the customers prefer geometrical designs like circle, oval, square and rectangle which are used in rings, earrings and bracelets. 10 percent of the customers are impressed by bridal design. Which are generally used in neckwear ornaments. Astronomical design such as sun, moon and stars are not preferred by majority of customers. Only very few people 7 percent like such design.

Frequency of Buying Gold Jewellery

People may buy gold Jewellery periodically or randomly as the need arises

Table: 8 Frequency Of Buying Gold Jewellery

Frequency of purchase	No of customers	Percentage
Monthly	2	1
Once in 3 months	18	12
Once in 6 months	20	13
Once in a year	80	53
Very rarely	30	20
Total	150	100

Source: Primary data

It is found that 53 percent of the customers buy jewellery once in a year. 20 percent of the customers buy jewellery very rarely. 13 percent of the customers buy jewellery once in six months. 12 percent of them buy once in three months. And one

percent of the customers buy jewellery monthly.

Source of Finance for Buying Jewellery

People generally buy jewellery according to their budget and savings.

Table: 9 Source of Finance For Buying Jewellery

Source of finance	No of Customers	Percentage
Own funds	100	67
Private money lenders/Bank loan	40	27
Borrowings from friends/relatives	10	7
Total	150	100

Source: Primary data

From the above data it is seen by 67 percent of the customers buy Jewellery on their own fund. 27 percent of the customers buy Jewellery by bank loans. And 7 percent of the customers buy Jewellery by borrowing money from friends and relatives

Buying of Jewellery

Customers buy Jewellery according to their needs and requirements. They buy jewelers in their favourite showrooms

Table 10: Buying of Jewellery

Buying of Jewellery	No of customers	Percentage
Traditional Family Jewellers	90	60
Branded store	50	33
Online Retailers	10	7
Total	150	100

Source: Primary data

From the above table it is seen that 60 percent of the customers buy Jewellery from Traditional Family stores. 33 percent of them buy Jewellery from Branded stores. And 7 percent of them buy Jewellery from Online Retailers.

Occasion of Buying Gold Jewellery

People in Nazareth buy gold Jewellery on special occasions like weddings, birthdays, births, anniversaries and for saving purpose.

Table 11: Occasion of Buying Gold Jewellery

Occasion	No of customers	Total No of customers
Special days		
Marriage/other ceremonies	80 (53)	150
Birthdays/ Anniversaries	20 (13)	150
Festival Days		
Diwali	3 (2)	150

Pongal	2 (1)	150
Christmas	3 (2)	150
Ramzan	2 (1)	150
New Year	5 (3)	150
Auspicious Days		
Aadiperuku	40 (26)	150
Akshaya Tritiya	50 (33)	150
Special income days		
After harvest	20 (13)	150
On receiving bonus	20 (13)	150
Maturity of savings	70 (47)	150
Price decrease	100(67)	150
No such occasion	10 (7)	150

Source: Primary data

It is found that 67 percent of the customers are buying Jewellery during price reduction. 53 percent are them are buying Jewellery for the marriage functions. 47 percent are buying Jewellery on the maturity of their savings. 33 percent of them are buying Jewellery during Akshaya Tritiya. 26 percent of them buy Jewellery during Aadiperku.13 percent of them buy Jewellery on receiving bonus and for birthdays and anniversaries. After Harvest.3 percent buy on New Year.2 percent buy Jewellery during Diwali and Christmas.1 percent buy Jewellery on Pongal and Ramzan.

Table 12 shows the adequacy of the sample. KMO value is 0.733 which confirms the adequacy of sample for further analysis of data.

Table 12 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.733
Bartlett's Test of sphericity	Approx. Chi-Square	816.11
	Df	321
	Sig.	.000

Table 13 depicts the rotated components matrix. All nine components can be classified into four components. First to Four components contents Three variables

Table 13: Rotated Component Matrix

Variables	1	2	3	4
Value Proposition	0.826			
Offering	0.753			
Advertisement	0.711			
Consumer learn from experience		0.836		

Marketers should arrange for product demonstrations		0.753		
Consumer Satisfaction		0.621		
Culture			0.826	
Opinion leadership			0.741	
Social Group appeals			0.621	
Branding				0.712
Brand Management				0.631
Brand Association and Imagery				0.610

Extraction method: Principal Component Analysis Rotation method: Varimax with Kaiser Normalization

Table 14 shows summary of explored factors. All these four factors show 52.31 percent variation in consumer buying behavior of Jewellery. Economic factor contributes the 33.214 percent variation in buy decision making process followed by second factor Psychological factor which contribute 27.142 percent variation. Third factor is Psychoanalytic, which shows the around 18.023 percent variation in decision making process of Jewellery. And fourth is a sociological factor of different person influence the buying behavior of consumer.

CONCLUSION

Customer buying behavior is dynamic process which is static in nature. Every individual contains different psychology and family and social structure Gold the bright yellow metal is purchased to mark the beginning of a prosperous time. The purchase of gold jewellery in India needs no occasion. However, during festival time there is renewed enthusiasm as everyone wishes to buy at least a small piece of gold jewellery on festival days. People also buy gold jewellery on special occasions like weddings, birth, birthdays and anniversaries for the purpose of gifting to their dear ones. For the purpose of the study the occasions on which consumers buy gold jewellery are grouped into four heads namely, special days, festival days, auspicious days and special income days.

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POLICY HOLDERS SATISFACTION TOWARDS MEDI- CLAIM INSURANCE IN THOOTHUKUDI CITY

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ABSTRACT

‘The first Wealth is Health’- Emerson. Insurance is a mechanism of risk transfer and sharing by pooling of risks and funds among group of individuals who are exposed to similar kinds of risks for the benefit of those who suffer loss on account of the risk. Health and wealth are two sides of a coin. One can have health without wealth and vice-versa. But in an ideal world one should have both. Health care is wealth care. When disease attacks, it becomes highly doubtful regarding meeting of hospital expenses. Insurance is, thus, a financial tool specially created to reduce the financial impact of unforeseen events and to create financial security. To overcome such inconvenient situation “medical insurance” plays a major role in today’s context. This study attempts to find out the customer satisfaction towards medical insurance in Thoothukudi city. The required data is collected from 100 respondents those who are insured and received claim. The study helps to find out the awareness level on medi-claim insurance, period of awareness, satisfaction particulars and also to suggest suitable measures for improvement.

Key Words: Medi-Claim, Health & Expenses.

INTRODUCTION

Human life is perhaps the most important and invaluable asset. This asset is subject to risks of death and disability due to natural and accidental causes. When human life is lost or a person is disabled permanently or temporarily, there is a loss of income to the household. Though human life cannot be valued, it is possible to estimate the loss of income that would be suffered in future years in the event of a risk like death or disability.

Insurers try to place a monetary value on such loss and provide insurance cover for such loss. Insurance is a financial cover for a contingency linked with human life, like death, disability, accident and retirement. A suitable general insurance cover is an absolute essential for every family. Insurance industry is classified into life and non life insurance. Insurance other than ‘Life Insurance’ falls under the category of General Insurance. General Insurance comprises of insurance of property against fire, burglary etc, personal insurance such as Accident and Health Insurance, and liability insurance which covers legal liabilities. Non-life insurance companies have products that cover property against Fire and allied perils, flood storm and inundation, earthquake, burglary; theft forms a major chunk (heads) of non-life insurance business. General insurance companies have willingly catered to these increasing demands and have offered a plethora of insurance covers that almost cover anything under the Sun. This is a necessity to overcome uncertainties and risks prevalent in life. Indeed, everyone who wants to protect himself against financial hardship should consider insurance. India with more than 1.2 billion population needs a better management

of health conditions. The saying “Health is Wealth”, carries a lot of meaning for the well-being of the people and the country as a whole. Health care is wealth care. It is estimated that 22 million people are pushed below poverty line annually due to health care expenditure alone, 40% hospital expenditure is funded by borrowed money. Almost 80% of healthcare expenses in the country were borne out of pocket. Even worse, 47% of rural and 37% of urban population either borrowed money or sold assets to pay for medical expenses. Quality health care and affordability did not go hand. Those seeking affordability had to be content with government hospitals, while quality seekers had to spend their way into private hospitals. The wealth of nation has little to do with quality of health care its citizens can enjoy.

REVIEW OF LITERATURE

Ramesh Bhat Nishant Jain in their study (2006) “A Study of Factors Affecting the Renewal of Health Insurance Policy” in Anand district of Gujarat. We have used econometric analysis to find the factors affecting renewal of health insurance decision. Bhat and Jain have used Heckman two-step method to analyse factors affecting health insurance purchase. This method has been used to take care of the sample selection problem. In addition to income and health expenditure as independent variables, we use age, gender, education as control variables. One variable which represents that whether household have availed benefits of its health insurance policy or not was also used in the binary form where it took value of 1 if they have used the policy and 0 if not. As discussed above we have identified ten qualitative factors, which effect health insurance purchase decision. Six of the factors are same as used in our previous study Bhat and Jain (2006), four extra variables are added here specifically to address issues related to renewal of health insurance policy. These factors have been identified after interviews and discussions with various stakeholders and based on references from health insurance literature. Respondents were asked to rate these variables on the scale of one to five where five indicates highest significant importance. These variables have been used as interval variable. Health insurance policies are not long-term policies and they are required to be renewed each year. The health insurance both private voluntary and micro health insurance schemes are growing and understanding the factors that affect the demand and renewal decisions of continuing in health insurance programme is imperative for future growth and development of this sector.

Jawaharlal (2007), in his article on “Health care versus Health Insurance” linked the health care scenario and the need for priorities. There is a huge demand on curative care – both in the case of health care management of the country and when it comes to providing commercial health insurance.

Joseph, Mathew; Stone, George and Anderson, Krista (2008) In his study, he stated that insurance being a subject matter of solicitation, competence of the agent helps in creating consumer confidence and purchase. Consumers of insurance frequently rely on the perceived competence of the agent in terms of the advice he provides.

Chen, Kalra and Sun (2009) in their research article stated that “Health Insurance has taken more meanings now. Insurance literature identifies the major determinants of purchase as being the probability of loss, the extent of loss, the insurance premium charged,

and buyer's risk. These determinants have been shown to influence purchase of flood, life and health insurance”.

P. Jain et al., (2010) in their paper, “Problems faced by the Health Insurance Policyholders of Different Public and Private Health Insurance Companies for Settlements of their Claims” measure the problem faced by customers. The objectives were to study reason for rejection of claim, satisfaction level of customer and difficulties faced by insured in getting their claim. Main reason for claim rejection was pre-existing disease and incomplete document. From public sector Undertaking (P.S.U.) out of 56, 48 respondents were satisfied with their insurer. From private sector undertaking, out of 44, 16 are satisfied and 20 are highly satisfied with their insurer.

Bawa et al (2011) in their paper “Third party administrators (TPAs) in India: An insight into role defined and role played with reference to IRDA” tell about introduction of TPAs was made by IRDA in order to regulate the healthcare services and costs. In this paper an attempt was made to examine all those conditions, code of conduct/role which is defined by IRDA and role in practice played by TPAs. The results of the study provided that parity exist in case of: providers of services as and when need; streamline and simplifies the claim process; automatic development of information system etc. Alternatively, deviation exist in case of: lack of knowledge about coverage and exclusion in policies; failure to meet the expectations of parties involved; delay in settlement of claims; failure to meet the service responsibility; indirect cost to consumer etc.

Ruchita Verma (2012) in her article, “A study of perspective and productivity of health insurance Business in India with reference to key determinants” examine productivity as well as change in productivity of health insurance business and to identify the various derives behind such changes. A period of 8 years from 2002-03 to 2009-10 is considered and public sector companies are mainly taken as key area of investigation. Data Envelopment Analysis (DEA) and two key determinants of input and one determinants of output is considered the result of DEA provides that TEPC, which comprises of EC, TC, PTEC and SEC followed diverse path during the period under consideration. In almost all the year the TFPC lies between first two categories i.e., either less than 1 or 1-2, except for the year 2004-05 to 2005-06 as during this year TFPC lies in 3rd category i.e., it was even more than 2.

K. Selva Kumar and Dr. S. Vijay Kumar (2013) in their article, “Attitude of policy holders towards administration of general insurance companies with reference to Madurai region” The study reveals that 23% policy holders belongs to low level of attitude, 46% to medium level of attitude and 31% to high level of attitude. There is significant relationship between ages, sex, education, and marital status, type of family, community and level of their attitude towards Administration of services of public sector general insurance companies holds good. Out of nine factors eight factors are significant; only one factor i.e., social group of policy holder is not significant.

Praveen Yadav Co Authors: - Dr Geeta Bhardwaj, Dr. Anuradha Monga, Ms. Poonam Desai (2015) in their article – Achieving economy of Scale for sustainability in Health Insurance Discussed: With escalating costs of healthcare in India, it is time that payers of healthcare services gear up to minimize unwarranted costs and utilize the scarce financial resources for benefit of insured and provision of quality healthcare. While

increasing the premium is an unattractive way of compensating the losses, insurance companies should aim at reduction of cost incurred per policy.

STATEMENT OF THE PROBLEM

India has thousands of hospitals and lakhs of doctors. For a population of billion, we have Only 17,000 public hospitals, 24,000 government run primary health centers and 1,40,000 sub enters. Health care structures presently available are insufficient to meet all the requirements of the people. Even facilities which are available, have not reached them properly. So long as there is the dominant private sector and people are paying huge proportion of their incomes on health care. Time has therefore come to shift attention to the important and critical health system issues and develop more effective strategic approaches by way of providing health-based insurance. In this context it is important to study how far people of Thoothukudi area are aware of various aspects of medic aim insurance policy. To check their awareness, level of satisfaction and problems faced by them during the claim settlement of medi claim insurance policy.

STUDY OBJECTIVES

- ✓ To examine the awareness of the respondents about the policy.
- ✓ To find out the problems faced by policy holders with regard to policy.
- ✓ To review the level of satisfaction of policyholders.

SAMPLING PLAN AND TOOL

The study depends on both primary and secondary data. Primary data have been collected by questionnaire method from respondents. For this collection respondents were selected through convenient sampling method. Tools used for analysis includes percentage method and chi-square test.

AREA AND PERIOD OF STUDY

The proposed study is based on primary and secondary sources of data. The study is confined to Thoothukudi city of Tamil Nadu. The period of study ranges from September 2020 to December 2020

SCOPE OF THE STUDY

Thoothukudi has a diversified economic base anchored by the automobile, software services, hardware manufacturing, health care and financial services industries. People work on shift basis which acts as major threatening factor for health issues of floating crowd. People protect themselves from medical emergencies, they are brought into the umbrella either individually or group covered by family or company which acts as shield or protecting factor. This study confined to test the customer satisfaction in Thoothukudi city in medi claim insurance. It brings to light the factors influencing the awareness of policy holders towards their companies. It identifies the problems faced by policy holders at the time of buying the policy and during lodging claim. It also measures the level of satisfaction, difficulties faced while claim processing and claim settlement.

ANALYSIS AND INTERPRETATION

1.Age	Frequency	Percentage
Below 30 years	23	23
30 to 50 years	49	49
Above 50 years	28	28
Total	100	100
2.Gender	Frequency	Percentage
Male	54	54
Female	46	46
Total	100	100
3.Marital Status	Frequency	Percentage
Married	83	83
Unmarried	17	17
Total	100	100
4.Educational Qualification	Frequency	Percentage
Up to HSC	27	27
Degree/Diploma	38	38
PG	35	35
Total	100	100
5.Occupation	Frequency	Percentage
Salaried employee	42	42
Business	34	34
Profession	24	24
Total	100	100
6. Claims Made	Frequency	Percentage
Yes	65	65
No	35	35
Total	100	100
7. Problems Faced Relating to Claim Processing	Frequency	Percentage
Yes	12	12
No	88	88
Total	100	100

(Source: Primary data)

The age distribution of the respondents consisting (23%) below 30 yrs, (49%) are 30-50 yrs and (28%) are above 50 yrs. The gender distribution of respondents consist of (54%) of male and (46%) of female. Marital status (83%) married and (17%) unmarried. Education wise (27%) are upto HSC, (38%) consist of degree/diploma holders, (35%) of respondents are post graduates. Regarding occupation (42%) of respondents are salaried employees, (34%) are involved in business and (24%) are professionals. Out of 100 respondents (65%) made claim from insurance company and (35%) respondents have not made any claim from insurance company. Regarding problems faced while claim processing (12%) faced problems and (88%) have not faced any problems while processing claims.

Table 2: Chi-Square Test between Medical Coverage and Satisfaction

Hypothesis: There is no association between medical coverage and satisfaction

Medical Coverage	Satisfaction			
	Low	Medium	High	Total
Below Rs.50,000	7 (18.42)	28 (73.68)	3 (7.9)	38 (100)
RS.50,000 – 1,00,000	8 (17.77)	25 (55.55)	12 (26.68)	45 (100)
RS.1,00,000 – 2,00,000.	7 (63.63)	1 (9.09)	3 (28.28)	11 (100)
Above RS.2,00,000	1 (16.66)	2 (33.33)	3 (50.01)	06 (100)
TOTAL	23	56	21	100

Calculated value of chi-square is 22.28, Table value is 12.6. Values within parenthesis denote percentage. Calculated value of chi square is 22.283 is greater than the table value 12.6 at 5% level of significance. The hypothesis is rejected. Hence it is inferred that there is association between medical coverage and satisfaction.

Table 3: Type of Policy and Satisfaction

Hypothesis: There is no association between type of policy and satisfaction

Type of Policy	Satisfaction			
	Low	Medium	High	Total
Single	10 (26.31)	21 (55.26)	07 (18.43)	38 (100)
Family	13 (20.96)	35 (56.45)	14 (22.59)	62 (100)
Total	23	56	21	100

Calculated value of chi-square is 0.611, Table Value: 7.81. Values with in parenthesis denote percentage. Calculated value of chi-square is less than the table value 7.81 at 5% level of significance. The hypothesis is accepted. Therefore, it is inferred that there is association between type of policy and satisfaction.

SUGGESTIONS:

- ✓ More awareness should be created among people regarding Medi-claim insurance policy through various media.
- ✓ The process of claim should be minimized.
- ✓ Renewal of policy by the policy holders should be encouraged.
- ✓ Network hospitals must be well trained to deal the cashless benefits to the policyholders.
- ✓ Renewal notices to be sent to the policy holders in advance.(repeated reminders).
- ✓ Customer relations can be improved.
- ✓ Procedures can be minimized at the time of claim settlement.

CONCLUSION:

India is a nation with a large population and portion of this population belongs to below average income group. Quality health care and affordability do not go hand in hand. Only about 17% (2,162 lakh) of the Indian population currently has some type of health insurance cover. Various comprehensive health insurance schemes launched by the Central and State governments is a welcome step in expanding the horizon and extending some sort of health cover to the remaining 83% of the population. In India, majority of the population comprises of young adults who would enter the elder age bracket in a couple of decades.

The youth population (under the age of 35) at 825 million comprises of 66% of the Indian population as of November 2014. It is the largest in the world and will be the middle-aged to senior citizens of India in the coming decades, forming a large section of the population needing healthcare insurance and services. The study reveals that medi-claim insurance is not so popular in our country and awareness should be spread among individuals and in work place.

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A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES OF GARMENTS RETAILING IN THOOTHUKUDI

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ABSTRACT

Customer Relationship Management is a systemic approach that combines people and technology to understand the needs of the customer to be satisfied. Customers are the vital key for the growth of every business. CRM application helps the retailers to satisfy and increase the loyalty of the customers. The major focus of the present research is to identify the major factors that influence the retailers to implementing CRM practices in garments retail outlet. What are the CRM practices implemented by the garments retailer and evaluating them is the primary aim of the present research. It also focuses on the major problems of retailers while adopting the CRM practices. Sample data was collected both from retailers and 270 completed questionnaires from the retailers were selected for the present research. The researcher has applied the convenience sampling method from non- probability method to collect the primary data for the retailers. The findings of the study suggested that there is a strong relationship between the customer and the CRM practices maintained by the retailers. Therefore, it is imperative that a retailer must implement CRM practices in order to increase their business.

KEY WORDS: CRM, Retailer, Problems and Outcomes.

INTRODUCTION

CRM is a systemic approach that combines people and technology to understand the needs of the customer to be satisfied. Customers are the vital key for the growth of every business. CRM application helps the retailers to satisfy and increase the loyalty of the customers. It manages customers more effectively and maintains competitiveness in the present economy. The Retailers realize the importance of becoming customers centric in today's world; they adopted CRM as their strategy. It provides long term relationship with customers and retailers. Major thing to be taken care under CRM practices are the store attributes. They are Products and its prices. Customers search for new products and all its categories and varieties in Garments. Brands and variables are also attracting more number of customer. Next thing is price of the garments. The buyers notice from minimum retail price to maximum retail price. Store service provided by the management influence the buyers to Purchase more in the Garment out let. Basic facilities given by the shop keeper s also push the buyers to purchase more garments. This will retain their customers for a long period of time. The loyal customers influence their acquaintance to visit the outlet; this in turn adds new customers to the retailers. Apart from these, there are some other factors that attract customers. Maintaining a clean and orderly store will definitely enhance the view of the Garments Outlet. Everything, starting from the cash counter to the rest room and trail room facilities influences the shoppers. Creating an atmosphere friendly to your buyers will do wonders for the improvements of the outlets. The ambiance of the store is the important thing that the customers desire from the shops.

Next, offers and discounts influence many customers to arrive to the outlets. A team of salespersons collect the customer database and they separate according to their birthday

and anniversary dates. By sending greeting cards on festivals and holidays, they attract new customers and are able to sustain the old customers. Thus, CRM practices help to build a healthy relationship between customers and retailers.

OBJECTIVES OF THE STUDY

The main objective of the study is to analyses:

1. To evaluate the CRM practices followed by garments retailer in Thoothukudi.
2. To identify the major problems of retailers to adopt the CRM practices in Thoothukudi.
3. To analyze the outcome of CRM practices in garments retail outlet in Thoothukudi.

STATEMENT OF THE PROBLEM

CRM practice followed by the shopkeepers is the hospitality provided to their consumers. Fully air-conditioned stores, lifts and escalators give a sense of relief to the customers. In their hurried life, the people who come to purchase, expect a happy shopping with their family. These things definitely meet the supposition of the customers. It is the big question to answer that these CRM practices change the outlook of the shoppers. Another question that needs to be kept in mind is that, and is it worthy to spend and satisfy customers. The obstacles of retailers in following this CRM practices have to be considered too. Whether the CRM practices produce loyal customers should also be kept in mind. With all these considerations the researcher starts the study.

SAMPLING TECHNIQUE

The researcher has applied the convenience sampling method to collect the primary data of retailer. Sample sizes of 300 retailers were selected for this study for the accuracy of the result. Out of 300 filled questionnaires received, 270 were found to be completed. The data have to be collected by personal interviews through a pre-tested interview schedule with the help of retailers' recall method, subject to the limited memory power of the respondents to give authentic data. The collected data was carefully processed, edited and tabulated for analytical purposes.

ANALYSIS AND DISCUSSION

Table 1 Day to day CRM practices of garments retailers

S.No	Statement of CRM activities	Mean	S. D
1	Reorganize loyal customers meet in order to identify the needs and Wants	4.34	0.76
2	We conduct periodical market survey to find out pattern change	2.43	1.23
3	In our outlet, we ensure and keep the changes in terms of customers' Preferences	3.49	0.84
4	We implement new technologies to meet the competitors	3.71	0.89
5	We ensure the availability of products according to customers' need	4.27	0.45
6	We categorize the customers according to their importance	3.99	0.79

7	We organize departmental meetings and discussion periodically regarding customers needs	4.04	0.39
8	Our retail outlet has centralized complaint management system	2.96	1.33
9	We Share the CRM strategies to other functional departments in the retail outlet	3.28	0.98
10	We have the centralized “communication system” to share various information to the employees and customers.	3.3	0.82
11	We update the information daily	4.17	0.29
12	We conduct training program for our employees at regular intervals	2.88	1.61
13	We empower employees to deliver excellent service to the customers	4.49	0.25
14	We conduct performance appraisal for all employees yearly	3.15	0.77

The above table shows about the day to day CRM practices of the garment retailers. Among the other practices, the first practice with the mean value of 4.49 is the practice of empowering employees to deliver excellent service to the customers. Next is the act of reorganizing loyal customers meet in order to identify the needs and wants. This has got mean value of 4.34. The third item in the list is the updating of information that occurs daily. This has got the mean value of 4.17.

Next comes the items like organizing departmental meetings and discussions periodically regarding customer needs (4.04), categorizing the customers according to their importance (3.99), implementing new technologies to meet the competitors (3.71), ensuring and carrying out the changes in terms of customers’ preferences (3.49), centralizing the communication system to share various information to the employees and customers (3.3) and sharing the CRM strategies to other functional departments in the retail outlet (3.28). These operations occupy a secondary position next to the primary practices.

Some other practices that take the backstage with a low mean score are practices like maintaining a centralized complaint management system (2.96), conducting training program for the employees at regular intervals (2.88) and conducting periodical market survey in order predict the changes in the market (2.43). These are some of the CRM practices followed by the garment retailers on a daily basis.

The employees in a garment retail outlet should be kept up-to-date with the CRM practices and that is the reason why empowering the employees to deliver excellent service to the customers occupies the most important position among the other daily CRM practices of the garment’s retailers.

Table 2 Consolidated garret ranking table for problems of retailers in CRM practices

S.No.	Problems of retailers	Total Garrett score	Avg. Garrett	Rank
1	Identification of loyal customers	19684	72.90	I
2	Cost is very high	16437	60.87	V
3	Less benefit from investment of CRM	17767	65.80	III
4	Difficult to measure CRM benefits in each garments segment	17252	63.89	IV
5	To retain customers	18295	67.75	II
6	Changing the value of customers	13984	51.79	VIII
7	Changing lifestyle	14774	54.71	VII
8	Different purchasing pattern of the customers	15793	58.49	VI
9	Keep customers as life time	12485	46.24	IX
10	Technological up gradation process	12055	44.64	XI
11	Frequent maintenance cost for CRM	11626	43.05	XIII
12	Promotional schemes need to launch	11778	43.62	XII
13	Analysis of customer behavior	12078	44.73	X
14	Decision making to set the seasonal schemes	9740	36.07	XIX
15	Execution of targeted marketing strategies	9384	34.75	XX
16	Possibility of misuses of database	11500	42.59	XIV
17	Probability of loss of data base due to technological error	9915	36.72	XVI
18	Tracking customers	9785	36.24	XVIII
19	Communication with the customers	9880	36.59	XVII
20	CRM Knowledge up gradation for employees at regular interval	10998	40.73	XV

The above table shows about the consolidated Garrett ranking of the problems faced by the retailers in CRM practices. Among other problems the issue of identification of loyal customers is the major problem which has the Garrett score of 72.90. The second problem is the retaining of the customers with the Garrett score of 67.7. Next comes the problem of less benefit from investment of CRM with the Garrett score of 65.8

Table 3: Outcome of CRM practices in garments retail outlet

S.No.	Outcome of CRM practices	Mean Value	SD
1	We realize the higher sales volume	4.14	II
2	Fast movement of the product	4.37	I
3	Frequency of product re-arrangement is improved	2.28	XI

4	Improved quality of garments which driven by customers	3.21	X
5	Positive changes in the purchasing pattern of customers	3.81	IX
6	Overall sales volume is higher due to CRM investment	3.39	VII
7	increased number of customer queries on variety of garments	3.77	VI
8	Enquiries about new arrivals of garments	3.56	VIII
9	Higher responsiveness of customers on spending time with us	4.03	IV
10	Customers demanding on purchases in the retail outlet	3.88	V
11	Satisfactory feedback from the customers	4.11	III

The above table shows about the outcome of CRM practices in garment's retail outlet. When CRM practices are followed in an outlet the above results can be achieved. Among them the most important with the mean value of 4.37 is the fast movement of the product. The second outcome is the realization of higher sales volume which has got the mean value of 4.14.

The third outcome is the satisfactory feedback from the customers (4.11). Other outcomes discussed in the above table are higher responsiveness of customers on spending time with the retailer (4.03), customers demanding on purchases in the retail outlet (3.88), increased number of customer queries on variety of garments (3.77), overall sales volume is higher due to CRM investment (3.39), and enquiries about new arrivals of garments (3.56). Next comes the outcome of positive change in the purchasing pattern of customers (3.81) and improved quality of garments which is driven by customers (3.21). Finally comes the improved frequency of product re-arrangement which got the mean value of 2.28.

When the CRM is actively and perfectly implemented, the customer base of the outlet increases which increases the profit margin of the retail outlet. This results in the fast movement of products in the outlet and therefore it occupies the first rank in the above table.

SUGGESTIONS

Businesses may be open and transparent between customer and retailer for improving the customer experience and the employees should be loyal and this should be a part of retailer's ambition in looking forward for many new customers. Another thing is CRM in promoting customers and garment outlets relation. On coming in to the context of CRM, it develops a path where retailers get more profit and increase their customers. To say the main factors that influence the customers are advertisements and discount. Maximum advertisements influence the customers and place the people to purchase the garments. Thus, the management collects databases while purchasing any garments. Then the shopkeepers deliver their offers through proper advertisements and mobile messages. The arrival of new product also could be known through advertisements and messages.

CONCLUSION

Garment outlets needs to take special efforts to develop the image of their shop. Best CRM practices increase the sales and build a strong customer base. For the efficient implementation of CRM in Garment retails the followed steps should be taken, such as Identifying & customer perspective on Garments, using recent networks and technologies,

Evaluation the performance of customer and retailers, focus on increasing the number of customers by effective service, giving proper solution customer problems through phones and e-mails., Adding number of salespersons to attend more no of customers, setting new standards to increase sales performance. There are the CRM practices that help to them in this competitive world.

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PRODUCTION OF PROTEASE FROM RICE MILL WASTES BY ASPERGILLUS NIGER IN SOLID STATE FERMENTATION

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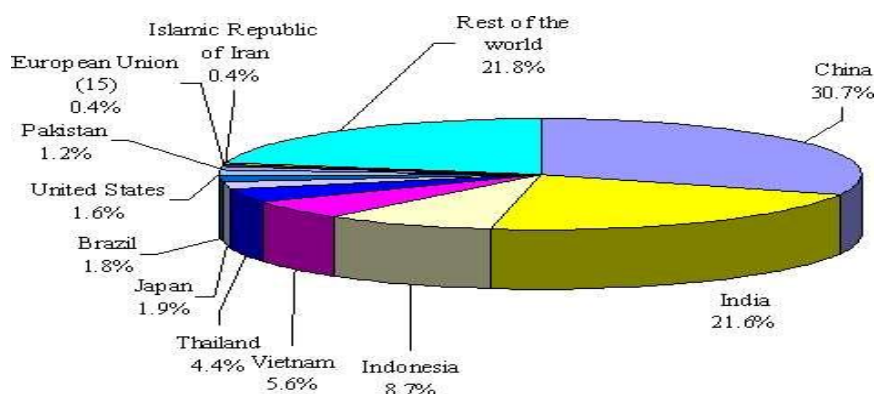
ABSTRACT

The production of enzymes by bioprocesses is a good value added to agro industry residues. A comparative study was carried out on the production of protease using different varieties of Rice brokens (PONNI, IR-20, CR-1009, ADT-36 and ADT-66) from Rice mill wastes as substrates in solid-state fermentation (SSF) by *Aspergillus Niger*. Among the all-tested varieties of rice broken PONNI produced the highest activity as 67.7 U/g while ADT-66 produced lowest protease as 44.7 U/g/ under solid state fermentation conditions. The optimized conditions for producing maximum yield of protease were incubation at 35°C, 96 h and pH 7.0. The protease production from waste treatment could be commercially used in detergents and leather industry.

INTRODUCTION

Rice cultivation is the principal activity and source of income for millions of households around the globe. Several countries of Asia and Africa are highly dependent on rice as a source of foreign exchange earnings and government revenue. Asia is the biggest rice producer, accounting for 90 % of the world's production and consumption of rice. China and India, which account for more than one-third of global population supply over half of the world's rice. (Fig.1) Broken rice is the rice kernel that does not survive the milling process. They have length dimensions smaller than $\frac{3}{4}$ of the whole grains.

Rice kernels can develop cracks in the field during drying or during milling, quick drying and verdrying (below moisture content levels of 12%) or dehydrating oven dried kernels are the major causes for the breakage of kernels during milling. Most broken rice was used for beer making in the past. But, nowadays, high quality of brewers prefers whole rice than broken rice for beers. Broken rice is used as feed for livestock or for making pet foods. Some lower brewers still use broken rice. This low valued by-product of rice milling industry can effectively be used for better economic returns and are, for instance, alternate uses of the rice broken kernels.



Enzymes commercially available now are not economically comparable to the chemical process. Hence, any substantial reduction in the cost of production of enzymes will be a positive stimulus for the one of the most important groups of industrial enzymes and account for nearly 60% of the total enzyme sale. The major uses of free proteases occur in dry cleaning, detergents, meat processing, cheese making, silver recovery from photographic film, production of digestive and certain medical treatments of inflammation and virulent wounds. Solid-substrate fermentation (SSF) was chosen for the present research because it has been reported that previously as much greater productivity than does submerged fermentation (Ghildyal & Hesseltine). Economically, SSF offers many advantages, including superior volumetric productivity, of simpler machinery, use of inexpensive substrates, simpler downstream processing and lower energy requirements with submerged fermentation. Present study was undertaken to produce the proteases under solid state fermentation of *Aspergillus niger* using rice broken as a substrate, and to determine effect of pH, temperature and incubation time on protease production.

MATERIALS AND METHODS

Substrate: The substrate Rice broken of different varieties i.e. PONNI, IR-20, CR-1009, ADT-36 and ADT-66 were obtained during milling process of rice mills in Indian Institute of Crop Processing Technology, Thanjavur.

MICROORGANISM AND MAINTENANCE OF CULTURE:

The organism used in the present study was *Aspergillus niger* MTCC 281 which kindly obtained from Microbial Type Culture Collection & Gene Bank (MTCC), Chandigarh, India. The culture was routinely maintained on potato dextrose agar slants. The organism was subculture for protease production every month.

Inoculum Preparation: It was prepared by dispersing the spores from a week-old slant culture in 0.1 % Tween-80 solution with a sterile inoculation loop.

Solid-State Fermentation: Five grams of each tested variety of rice broken was taken in a 250 ml Erlenmeyer flask moistened with 10 ml of the salt solution [composition (% w/v) (g/100ml): ammonium nitrate, potassium di hydrogen orthophosphate 0.2, sodium chloride 0.1 and magnesium sulphate 0.1]. Sterilized at 121.5°C for 15 min, cooled, inoculated with 1ml of fungal spore suspension (10^6 spores/ml) and incubated at 35°C for

120 hr. Extraction of Crude Enzyme: A solution of Tween-80 (0.1 %) was added in to the 100 ml of distilled water. 10 ml of the water was added to the 2 g of fermented substrate and the substrate was homogenized on a rotary shaker at 180 rpm for 1 h. The solids were removed by centrifuging the homogenate at 8000 x g at 4°C for 15 min and the resultant clear supernatant was used for analytical studies. Assay for Neutral Protease: To 200 µl of crude enzyme and extract, 500 µl of casein (1 %) and 300 µl of 0.2 mol/l phosphate buffer (pH 7.0) were added. The reaction use mixture was incubated at 60 °C for 10 min and arrested by the addition of 1 ml of 10 % tri chloro acetic acid. The reaction mixture was centrifuged at 8000 x g for 15 min and 5 ml of 0.4 mol/l Na₂CO₃, 1 ml of 3-fold diluted Folin and Ciocalteau’s phenol reagent was added. The resulting solution was incubated at room temperature for 30 min and the absorbance of the blue colour developed was read at 660 nm using a tyrosine standard. One unit of enzyme activity was defined as the amount of enzyme that liberated 1 µg of tyrosine from substrate (casein) per minute under assay conditions and reported in terms of protease activity per gram dry fermented substrate.

Effect of Incubation Period: The effect of incubation period on protease was determined by incubating production medium for different incubation periods viz. 24, 48, 72, 96 and 120 h.

Effect of Incubation Temperature: The inoculated Substrates were incubated at different temperatures viz. 20, 25, 30, 35 and 40 °C to find the effect of temperature on protease production. Effect of pH: Different levels of pH i.e., 5.0, 6.0, 7.0 & 8.0 were evaluated for protease production

RESULTS AND DISCUSSION

The process parameters for the production of protease by *A. niger* grown on different varieties of rice broken (PONNI, IR-20, CR-1009, ADT-36 and ADT-66) as a substrate were done under optimized conditions. The results are presented and discussed as follows.

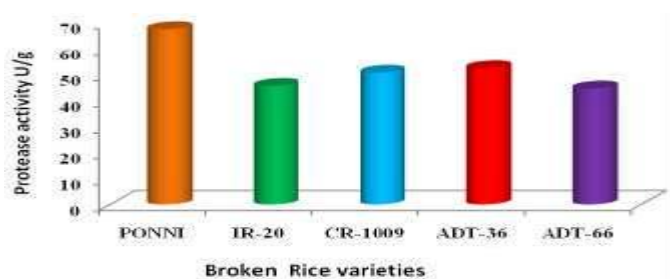


Fig. 2: Protease production from rice broken by Solid State fermentation

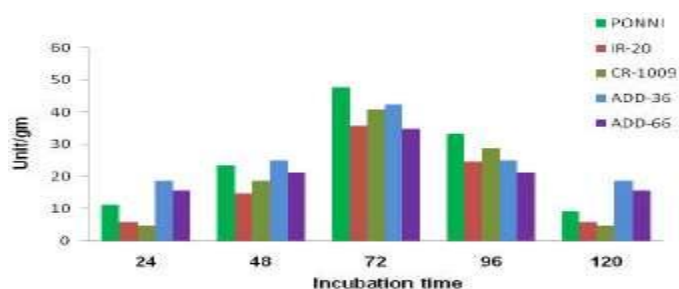


Fig. 3: Effect of incubation period on the production of protease enzyme using different varieties of rice broken used as solid substrate.

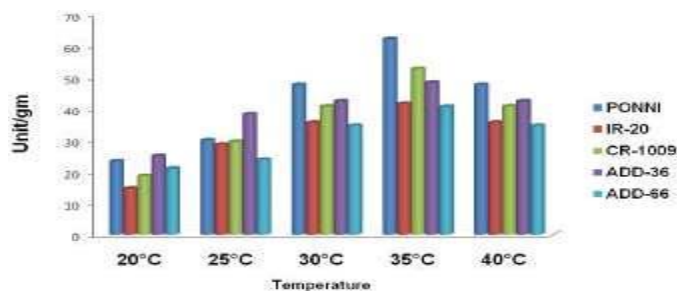


Fig. 4: Effect of different incubation temperature on the production of protease enzyme different rice broken varieties used as solid substrate Protease Activity: The selection of an ideal agro-biotech minimum protease production 44.7 U/g biomass was waste for enzyme production in a solid-state fermentation noticed with ADT-66 variety process depends upon several factors, mainly related with cost and availability of the substrate material and thus Effect of Incubation Period: Result of this study showed may involve screening of several agro-industrial residues that protease production increased with incubation. In the present study the maximum enzyme production period. Maximum enzyme production was observed at of 67.7 U/g biomass was observed in PONNI, while 72 h of incubation (Fig. 3) in all varieties of rice broken. Gradual decrease in enzyme units was observed with increasing incubation period clearly suggesting the enzyme's role as a primary metabolite, being produced phase of the growth of the fungus for utilization of nutrients (proteins) present in the solid substrate. The subsequent decrease in the enzyme units could probably be due to inactivation of the enzyme by other constituent proteases. Bacterial DNA content increased with increase in incubation period similar to protease production suggesting that enzyme production was growth associated in nature.

CONCLUSION

On the light of the obtained results, it could be concluded that fermented PONNI rice broken by the fungus *Aspergillus niger* at 35°C for 72 h and pH 7.0 are the most suitable conditions for protease production.

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SERVICE QUALITY OF BUS SERVICES IN TIRUNELVELI

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ABSTRACT

Transportation acts as a catalyst in the economic development. In Tamil Nadu, the State Road Transport Corporation (SRTC) operates with an objective of connecting all villages and towns in the state. The SRTC is now facing hectic competition from private fleet operators and other competitive service providers. The success and survival of the SRTC rest on its service quality and the passenger's satisfaction. The present study has made an attempt to study the service quality in bus services and passenger's satisfaction with the help of structural equation. The non- profitability judgement sampling technique was followed to select 980 samples in Tirunelveli district, Tamil Nadu. The response on the questionnaire was only 624. The study concludes that the important service quality factors are service planning, network, safety and cleanliness; comfort and receptivity. The service quality factors with a major effect on passenger satisfaction are service planning and network. The reliability, personnel and information variables have a significant impact on service planning whereas the bus stop availability route characteristics and frequency have a significant impact on network.

INTRODUCTION

Transport facility is one of the important factors leading to the economic development of any Nation. Though various transport modes are available, the road-based transport is the most popular since its peculiar advantages such as flexibility, capital requirements, capacity, infrastructure, accessibility and adaptability, route, direction, time and speed (Friman et al., 2001). The private bus operators' main objective is to make maximum profits. Their social concern is too thin (Saikumar, 2011). The public transport was introduced by the State Governments to maximize the social welfare with reasonable profit (Kanagaluru, 2012).

Public sector service provides (State Road Transport Corporation) plays a significant role in rendering road transport services to all the people in India to increase their connectivity and communication even though the route is not profitable. During the past 20 years, the delivery of public services has been subjected with so many changes in its roles, management, staffing and delivery of service since the introduction of globalization and liberalization (Bigne et al., 2003). Many private plays have been seeking ways to differentiate themselves from their competitors (Tam, 2000).

They have taken the service quality as competitive weapon in the market (Gowan et al., 2001; Hensher et al., 2002). The improvement in the service quality of road transport has become apparent in the public sector also (Lagrosen and Lagrosen, 2003). Control of service quality is an increasingly prevalent trend in the context of public management (Ancarani and Capaldo, 2001).

In India the transportation is treated as a part of public service and the primary focus is provision of an affordable, safe and reliable bus service to the people (Nagadevara and Ramanyya, 2009). In Tamil Nadu, the State Road Transport Corporation operates with an objective of connecting all villages and towns in the state. The market share of the State Road Transport Corporations (SRTCs) is declining especially after liberalization and globalization (Nagadevara and Ramanyya, 2007). The SRTC is facing competition from private fleet operators, share-autorickshaws and also sub-urban/metro railways. The corporations are in a position to evolve appropriate strategies to increase their passenger's satisfaction and improve their market share. The passengers' satisfaction largely depends upon the service quality of the bus service. The service quality promotes passenger's satisfaction and stimulates intention to turn, and encourages recommendations (Nadiri and Hussain, 2005).

Customer satisfaction increases profitability, market share, and return on investment (Barsky and Labagh, 1992; Stevens et al., 1995; Legohere, 1998; Metri, 2006). In a highly competitive environment, the authorities of SRTC must understand their customer needs and then set out to meet these needs. In this juncture, the present study has made an attempt to analyze the Linkage between the service quality in bus transport and repurchase intention among the passengers.

Establishing Current Understanding of Service Quality

Throughout the past two decades there has been a distinct devotion to service quality research (Brady and Cronin, 2001, Carman, 2000, Dabholkar, 1996, Klaus, 1985 and Lewis and Booms, 1983) from which possibly three dominant models of service quality emerged: Gronroos (1984) perceived service quality (PSQ) model; Parasuraman et al. (1988, 1985) Gap analysis model; and Boulding et al., (1993) dynamic process model of service quality (Gronroos 1984).

Since, these variables are related to measure the service quality of bus service, it is termed as 'BUSQUAL' as did by Shainesh and Mathur (2000) in the case of RAIL QUAL; Ekiz et al., (2006) in the case of AIRQUAL and Tsoukatos and Rand (2007) in case of GIQUAL. Service quality in bus services were highlighted by Too and Earl (2010) whereas Wang et al., (2010) analysed the gap between perceived and expected quality in urban transport. Benevento et al., (2012) used 15 items to measure the service quality in bus services.

Passengers' Satisfaction

Customers' satisfaction is defined, "as an emotional response to the experiences provided by, associated with particular products and services purchased, retail outlets, or even molar patterns such as shopping and buyer, as well as the overall market place (Yi, 1990). There are so many empirical evidences on the measurement of customer satisfaction by the product or service performance (Anderson and Sullivan, 1993; Churchill and Suprenant, 1982). It is also an outcome of service quality (Anderson et al., 1994).

LITERATURE REVIEW

Johns et al., (2004) reported that dimensions of SERVQUAL scale were not validating in measuring service quality and customer satisfaction. Dean (2007); and Kau

and Lou (2004) identified the failure in linkage between the service quality with repurchase and words-of-mouth intentions. Vanniarajan and Stephen (2008) identified the strong impact of RAILQUAL on passengers' satisfaction. Amira (2008) identified the mediator role of patient satisfaction in between service quality of healthcare organisation and patient intentional behaviour. Leetal, (2000) and Lasseretal (2000), revealed the direct and indirect effect of service quality on behavioural intention among the customers in banking. Yan and Yoo (2008) identified that the service quality dimensions, personal interaction was the strongest predictor of both grey consumers' satisfaction and overall loyalty. The study on service quality in bus transport and public transport were conducted by Beirao et al., (2007); Felleson and Friman (2008); Hutchinson (2009); and Laith and Chen (2010). But, there is no exclusive study on the linkage between the service quality of road transport (bus service), consumer satisfaction and their behavioural intention in Indian context. Hence the present study has made an attempt to fill up the research gap.

In order to fill up the research gap, the objectives of the study are confined to i) identification of service quality factors in bus services; ii) measurement of passengers' perception the service quality factors and overall passengers' satisfaction; and the evaluation of linkage between the service quality factors and passengers' satisfaction on bus services.

METHODOLOGY

Instrument Development

The instrument used in this study is composed of two parts. The service quality in bus services was measured by seven variables whereas the overall passengers' satisfaction was measured by seven variables. Each variable is measured at five point Likert scale from highly satisfied to highly dissatisfied. These are shown in Table 1.

Table 1: Variables in service quality of bus transport and overall passengers' satisfaction

Sl.No.	Attributes	Description	Related Reviews
	Passengers Satisfaction		
1.	Assurance	Overall satisfaction on bus services	Saikumar (2011)
2.	Empathy		Vanniarajan and Alleswari, 2010
3.	Service Frequency		Ferguso, 2002
4.	Service Cost		Collins and Bulter, 1995
5.	Reliability		Friman, et al., 2001
6.	Comfort		Sanchez (1999) Sreusson (2004)
7.	Responsiveness		Malhotra et al., (1994)

DATA COLLECTION

In total, 980 questionnaires were distributed to the passengers. The passengers were requested to fill up these questionnaires in a self-administered manner. Of these, 734

questionnaires were returned. In all, only 624 questionnaires were found to be useful which represents the response rate of 63.67 per cent from the original sample of 980. AMOS package was employed for the scale measurements. Descriptive analysis such as means and standard deviation are calculated.

RESULTS

In the proposed structural equation model, the observed variables are the service quality variables and 7 passenger satisfaction variables evaluated by the user sample. The service quality variables were narrated by the Exploratory Factor Analysis (EFA) in the form of principal component analysis. EFA was conducted by using a correlation matrix. To determine the number of factors, only the eigen values greater than or equal to one were considered (Cuttman, 1954; Kaiser, 1960). An orthogonal rotated solution (Quartimax) was adopted (Carrol, 1953). In addition, the Kaiser-Meyer-Ohlin measure of sampling adequacy and the Bartlett Sphericity test were effected (Fabbis, 1997) in order to test validity of data for EFA. The results are given in Table2.

Table 2: Service Quality Factors (SQFB) in Bus Services

Sl. No.	SQFB	Number of variables in	Eigen value	Per cent of Variation explained	Reliability co- efficient	Cumulative per cent of variation explained
1	Service Planning	4	3.8417	22.59	0.8218	22.59
2	Network	3	3.0656	18.03	0.7809	40.62
3	Safetyand cleanliness	3	2.7882	16.40	0.8033	57.02
4	Comfort	4	2.5085	14.75	0.7664	71.77
5	Receptivity	3	1.8917	11.13	0.7902	82.90
KMO measure of sampling adequacy:0.8213			Bartletts best of sphericity: Chi-square value : 96.37*			

* Significant at zero per cent level

By means of EFA, five service quality factors were identified. The first factor, service planning related to the variables namely reliability, information, personal and complaints. The second factor network consists of three variables namely bus stop availability, route characteristics and frequency. The third factor, safety and cleanliness include cleanliness, safety on board and personal security. The fourth factor, comfort consists of bus stop facility, crowding, cost and bus stop maintenance. The fifth factor includes fast services, comfortable services and readiness to respond customer's request.

User's Perception on Various Service Quality Factors and Passengers Satisfaction

The users' perception on the constructs namely service planning, network, safety and cleanliness, comfort receptivity and passengers' satisfaction have been computed by the mean score of the variables included in each constant since its reliability co-efficients are greater than 0.60. The discriminate validity among the constructs has been tested

with the help of mean of average variance extracted by the pair of the construct and its square of correlation co-efficients between the pair. The computed mean score, standard deviation, average variance extracted and the inter-correlation co-efficients among the construct are given in Table3.

Table 3: Users' Perception on Construct

Sl.No.	Constructs	Mean	Standard Deviation	Average Variance Extracted (in %)	Inter-correlation co-efficient					
					1	2	3	4	5	6
1.	Service planning	3.2084	0.4568	56.67		.4917	.3086	.4249	.3844	0.4241
2.	Network	3.0996	0.3909	54.08			.4022	.4565	.4081	0.3973
3.	Safety and Cleanliness	2.4507	0.3011	55.42				.3774	.4217	0.3541
4.	Comfort	2.6563	0.4217	51.04					.4669	0.4229
5.	Receptivity	2.4511	0.4919	52.41						0.4606
6.	Passengers' satisfaction	2.4142	0.4039	50.02						

The level of perception on the various constructs are ranging from moderate to satisfied since their respective mean scores are from 2.4142 to 3.2084. The correlation between all pair of the constraints is significant at five per cent level. The mean of AVE of all pair of the constructs included in the present study is greater than the square of correlation co-efficient between the respective pairs. Hence, the discriminant validity among the constructs has been confirmed.

Results of the Proposed Model

The model was calibrated by using the AMOS 4.0 package from Small Waters Corporation (Arbuckle and Wothke, 1995). The goodness of fit indices is given in Table 4.

Table 4: Goodness of Fit Indices

Sl.No.	Indices	Value
1.	Chi-square	316.763
2.	Goodness of Fit Index	0.9574
3.	Comparative Fit Index	0.9016
4.	Adjusted goodness of fit index	0.9304
5.	Root mean square residual	0.1317
6.	Root mean square error approximation	0.0431

The tests on the goodness of fit are quite satisfactory. The goodness of fit index (GFI) is at 0.9574, the adjusted goodness of fit index (AGFI) is 0.9304, and the comparative fit index (CFI) is 0.9016. The indices are bounded above by 1 which indicates a perfect fit. Therefore, the indices obtained from the model are very good. The root mean square residual (RMR) index has a value of 0.1317, and the root mean square error of approximation (RMSFA) has a value of 0.0431; the value of these indices are

low and therefore are quite good (Bollen, 1989). The minimum value of the discrepancy function is 316.763; this value is statistically significant according to the chi-square test.

The model offers empirical findings and practical implications. It can be used for improving the particular services in order to strengthen the passengers' satisfaction. In this case, the model suggests that an improvement in service planning and networks can be convenient for transport operators because these two service quality factors have the greatest effect on passenger satisfaction.

CONCLUSION

The present study used the structural equation model to evaluate the passengers' perception on service quality in bus services and then overall satisfaction towards bus services. The proposed model identifies service quality factors to improve, with the aim of offering bus services characterized by high level of quality. The bus operators have been advised to improve their service planning especially through the behavior of drivers and conductors (personnel). And they are asked to concentrate on the improvement of network especially through bus stop availability to the passengers. Similarly, they may enrich their quality factors namely safety and cleanliness; and comfort through cleanliness of interior and seats & windows; and physical conditions of bus stops. The receptivity can be enriched with the help of improvement in fast services and readiness to respond on passengers' request.

The major limitation of this study is the scope of the study is limited to Tirunelveli District, Tamil Nadu. A more accurate analysis of service quality in public transport should be based on a survey addressed to all districts in Tamil Nadu and also at the national level. However, the present study will be a base for future research on service quality of public and private transportation. And also, the comparative study on transit quality may be focused in Bus and Railways made in near future.

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IMPACT OF GOODS AND SERVICE TAX ON DIGITAL MARKETING SECTOR

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ABSTRACT

GST (Goods and Service Tax), a new tax structure was introduced in India from 1st July 2017. Under this, India is starting a new journey to much talked one nation one tax system. GST is the single value-added tax across the nation applied on goods and services. Economy experts are saying that it is a radical change by which service sectors, businesses, enterprises, and consumers will be taxed. It is one of the biggest reforms in economy done so far by Mr. Narendra Modi's government. GST impact on sales and marketing is the most notable and protuberant change for which Indian economy is waiting since the year 2000.

Key Words: Digital Marketing, GST, Tax and Cost.

INTRODUCTION

GST impact on sales and marketing is the most notable and protuberant change for which Indian economy is waiting since the year 2000. Economy experts are postulating that GST will have or play a critical role in improvising the reliability, timeline, and transparency across industries. But still some sectors are unaware and need an answer for how they will be impacted and what pros and cons it will bring to them, a digital marketing sector is one of them.

As the service tax is increased from 15 per cent to 18 per cent and digital marketing companies comes under service industry and operates in multiple states, so GST will definitely take them to a difficult situation as now they need to charge SGST / CGST / IGST depending upon the base/state of the client. They need to work on the differential increase of 3 per cent i.e., where to adjust this. Whether they should get it recovered from the clients by increasing the prices or they should get it adjusted from lowering their production. But one thing is confirmed that every organization or brands will not change their budgets for advertising. At the initial level, they may feel issues but gradually it will get sorted out.

BENEFIT OF GST

Benefit to Consumer: All supply chain businesses like suppliers, manufactures, wholesalers and retailers are able to recover GST incurred on input. This will reduce the cost of doing business, thus enabling fairer prices for consumers. Certain basic good and service are not subject to GST for socio economic objectives. Include basic food, residential accommodation, education, health service, public transport, domestic consumption etc.

Benefit to Industry, Trade and Agriculture: GST will give more relief to the industry through a more comprehensive and wider coverage of input tax set-off and service tax set-off, subsuming of several central and state tax in the GST.

Benefit to the Exporters: complete set-off of input goods and services and phasing out of CST would reduce the cost of locally manufactured goods and services and this will increase the competitiveness of Indian goods and services in the International marketing and give to boost to Indian exports.

OBJECTIVES OF THE STUDY

1. To understand the concepts and fundamental of GST.
2. To understand the impact of GST on digital sector.

IMPACT OF GST ON DIGITAL SECTOR INPUT

Credit

Currently, advertising spend is considered as a manufacturing expense that is subject to sales tax and VAT. Thus, no input credit is available and advertisers are incurring huge losses. However, in the post-GST era, expenses incurred on advertising will be available for input credit of 18 per cent on taxes paid on advertisements. This is great news as it will help cut down advertisers' losses.

Advertising Cost

GST is essentially a tax only on the value addition at each stage. A unified GST chargeable through the supply chain should significantly mitigate the cascading impact of tax and thereby reduce the cost of creating an ad.

Advertising Spend

As advertising costs will go down, so advertising spends will rise. A report released by Kotak Mutual Fund states that the companies which will gain from the lower cost of creating a creative will likely plow back the savings into advertising again. This will increase ad spending by about 10% or more than Rs 5,000 crore for the year 2017-18.

Service Tax

Service tax is going to be set at 18% – that's 3% higher than what the industry is paying today. While some may find this increase troublesome, the reality is that with input credit available, the 3% hit will not significantly impact advertising spends.

Teething Problems

As with any new reform, brands and individuals will face some implementation and teething problems for the first 2-3 months. While bigger brands may already have prepared themselves for GST, smaller brands may adopt a wait and watch strategy causing them to incur a few losses during the initial period.

Digital Costs

It is important to take note of the equalization levy or 'Google tax' directed towards foreign multinational digital companies like Facebook, Google, Yahoo, Twitter, etc. from June 1st, 2017. The levy may drive up costs for advertisers in the country, with the digital companies expected to pass on the tax cost. The tax may soon be charged on services offered digitally like online collection of payments, website hosting, design and creation of websites,

email, blogs, radio and television advertising, online sale of goods and services that include software, movie and song downloads, books and games, and even online consumption of news. This might affect companies that sell hosting, website development, bulk emails, online advertising, etc.

When it comes to social media marketing, Facebook has stated that for advertisers in India, it is necessary to update the business's Facebook ad account settings with the GST registration number before continuing to advertise on Facebook. However, no GST will be charged to the costs of Facebook Ads. With respect to other social platforms, it will be wise to keep an eye on what their new prices are and when they start levying GST.

CONCLUSION

This paper only lightly overview about the GST and related point bases on secondary data. GST is reform of Indian taxation. The say that after the implementations of GST, tax burden on consumer and businesses will be reduce and number of extra taxes will be cover under this model. GST help to improve the transparency in taxation and make a healthy environment to the investors and government polices implementations. To conclude, while the overall tension is palpable across all industries, it is an exciting and revolutionary period in India that all industries will eventually benefit from. The Digital Industry, in particular, will generate an enormous amount of revenue benefit.

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SERVICE QUALITY IN INDIAN BANKING SECTOR – A LITERATURE REVIEW

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ABSTRACT

The purpose of this paper is to analyse the various articles published in various journals on service quality of Indian banking sector. The service quality is very important because, it plays vital role in customer satisfaction. So that only private and nationalized banks are fully concentrating on better quality service to capture new customers and to retain existing customers. Service quality is measured based on SERVQUAL model. This model is proposed by Parasuraman et.al (1988) which involves five dimensions of service quality namely Reliability, Responsiveness, Empathy, Assurance and Tangibles.

Key words: Service Quality, Customer Satisfaction, SERVQUAL

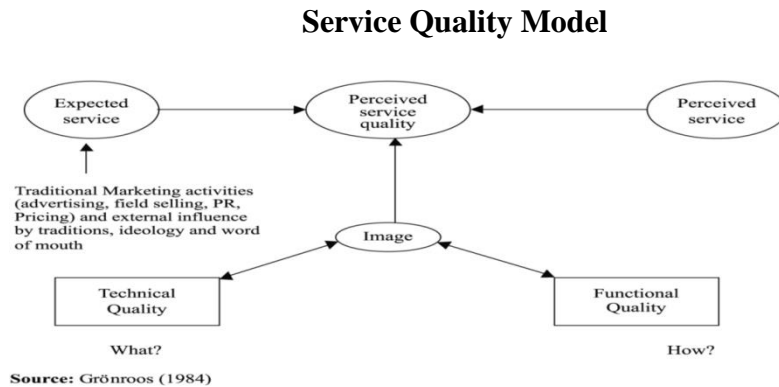
INTRODUCTION

Nowadays service quality has become one of the important determinants in assessing the success of any service-based organizations such as banking, insurance, hospitals, hospitality, public utility services, etc. Kotler (2003) define service as any behaviour or act based on a contact between two parties: the provider and the receiver and the essence of this reciprocal process is intangible. Service quality can be defined as the difference between customer expectation for service performance prior to the service encounter and their perceptions of service received. The customers form service expectations from many services, such as past experience, word of mouth, and advertisements. Generally, customers compare the perceived service with the expected service. If the perceived service falls below the expected service customers are disappointed or dissatisfied. If the perceived service meets or exceeds their expectations customers are satisfied or delighted (delight involves when the service exceeding the customer expectations) and they will continue to use the same service provider. Product differentiation is very difficult in a competitive environment like the banking industry. Banks everywhere are delivering the same products. Thus, bank tends to differentiate their firm from competitors through service quality. Service quality is an important element impacting the level of customers' satisfaction in the banking industry. In banking, quality is a multi-variable concept, which includes differing types of convenience, reliability, services portfolio, and critically, the service staff delivering the service.

DIMENSIONS OF SERVICE QUALITY – Based on following factors the customers judge the quality of service provided by the banks:

- ✓ **Reliability:** The ability to perform the promised service dependably and accurately.
- ✓ **Responsiveness:** The willingness to help customers, employee attention in solving problems, and provide prompt service.

- ✓ **Assurance:** Safe feeling for transaction, able to create trust, competitive loan rates, interest rate on saving and time deposit.
- ✓ **Empathy:** Provision of caring, and individualized attention to customers.
- ✓ **Tangibles:** Well-maintained waiting cues, appearance of physical facilities, appearance personnel, clear and easy bank statement and convenient location, faster operation with modern technology.



INDIAN BANKING SECTOR

Banking is backbone of any economy. After independence Government of India initiated measures to play an active role in the economic life of the nation including banking and finance. Government undertook nationalization of 14 major banks in India on 19 July 1969. A second dose of nationalization of 6 more commercial banks followed in 1980. With the second dose of nationalization, the Government of India controlled around 91 percent of the banking business in India. Until the 1990s, the nationalized banks grew at a pace of around 4%, closer to the average growth rate of the Indian economy. In the early 1990s, Narsimha Rao government embarked on a policy of liberalization, licensing a small number of private banks such as Axis Bank (UTI Bank), ICICI Bank and HDFC Bank. This move, along with the rapid growth in the economy of India, revitalized the banking sector in India, which has seen rapid growth with strong contribution from all the three sectors of banks, namely, government banks, private banks and foreign banks. The next stage for the Indian banking was set up with the relaxation in the norms for Foreign Direct Investment. The new policy shook the Banking sector in India completely. The new wave ushered in a modern outlook and tech-savvy methods of working for traditional banks. All this led to the retail banking boom in India.

Currently banking in India is fairly mature in terms of supply, product range and reach- even though reach in rural India still remains a challenge for the private sector and foreign banks. In terms of quality of assets and capital adequacy, Indian banks are considered to have clean, strong and transparent balance sheets as compared to other parts of the world. It is said that our prudent banking practices saved our economy from global recession. Even developed western countries are now following prudent Indian banking practices.

OBJECTIVES OF THE STUDY

- ❖ To identify the influencing factors of service quality and overall customer satisfaction by analysing the various published articles in various journals on service quality of Indian banking sector.

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- ❖ To know the service quality strategies adopted by private and nationalized banks in India.
- ❖ To identify the factor contributing more to quality of service among five dimensions of service quality.

LIMITATIONS OF THE STUDY

- ❖ Researcher used secondary data, mainly published articles. So, research findings lies on the views of other researchers.

RESEARCH METHODOLOGY

The researcher has adopted descriptive research design to analyse and to make a critical evaluation on the published articles in various journals on service quality of Indian Baking Sector. Secondary data were collected from books, journals and websites etc.

LITERATURE REVIEW

Majority of the research in the area of service quality has been based on the SERVQUAL model proposed by Parasuraman (1988), which incorporates a comparison of customer expectations and perception of service performance.

A. Ananth, et al (2020) analysed the service quality gap in private sector banks. Through structured questionnaire data they collected from 200 customers of Private Sector Banks in Nagapattinam district, Tamil Nadu and convenience sample technique was used. Gap analysis and Multi regression were used for the analysis of data. The result showed that the dimension of service quality such as Empathy and Accessibility has more gap, as the customer expectations are high to their perceived service. The result also indicates that Empathy-Reliability-Assurance positively influences the service quality.

Arpita Khare, (2019) examined Customers' perception and attitude towards service quality in multinational banks in India. Random sampling technique was used for data collection. Customers visiting the five major banks in two cities in Northern India (Allahabad and Ghaziabad) were contacted on Monday and Tuesday during bank working hours in the months of October 2009 to February 2010. The Banks selected were ICICI, HDFC (Private Banks), State Bank of India, Union Bank, and Punjab National Bank (Public sector banks). The sample size for each city was kept as 150 each. ANOVA, post-hoc analysis and, multiple regression tests were used to analyse the data. The results showed that Indian customers' quality perceptions differ between the two genders and across age categories. The multinational banks can use the results for planning their expansion and marketing strategies in Indian subcontinent.

Dr. N. Ragavan, (2019) examined the influence of service quality dimensions on customer satisfaction in new private sector banks in Chennai city. They had selected and conducted survey among 400 customers of Axis bank, HDFC bank, ICICI bank and Yes bank. Multi stage random sampling technique was adopted to select the samples for this study. In order to analyse the data, researchers applied descriptive statistics, correlation analysis, and multiple regression. The result showed that the most important service quality practice on customer satisfaction is "responsiveness" as it is perceived as a dominant service quality.

Dr. Rupa Rathee et al. (2018) identified Service Quality Gaps in private Banks. The data has been collected from National Capital Region (NCR) using convenience sampling and sample size of 100. The banks covered under the study were ICICI, IDBI, Yes Bank, HDFC, Axis and Dena Bank. In order to analyze the data researchers used statistical tools such as percentage analysis, mean, standard deviation, and weighted average method. The study concluded that highest gap was found in the dimension of reliability and empathy; finally, researcher suggested that private banks have to reduce these gaps by giving individual personal attention to understand customer specific needs and private sector banks to train their employees to treat the customers with empathy.

Ganesh Patidar et al. (2017) compared the Service Quality between Government and Private Banks in Indore. There were two banks selected one government bank and one private bank in Indore. The customer who has current account in Government Bank and Private Bank were selected for survey. The current account holders have daily transaction therefore current account holders are selected. 100 customers of Government Bank and 100 customers of Private Bank were taken for survey and finally the gap score calculated. They concluded that customer satisfaction level in Private Bank is more than Government Bank. The Assurance services in Government Bank are better as compare to Private Bank. The Reliabilities services in Government Bank and Private Bank are same. Responsiveness services include willingness to help the customer, provide prompt service to customers etc. In order to improve the service quality, it was concluded to contact employee regularly, provide adequate training and knowledge of the latest technology.

Gaura Nautiyal, et al. (2014) measured impact of service quality on customer satisfaction in the retail banking sector. For this purpose, a survey was conducted among of 225 private bank customers across Delhi using a 22-item instrument based on the SERVQUAL model. Convenience sampling method was used to collect data. To analyse the data, correlations, ANOVA, Regression analysis were used. All the five dimensions considered in this study exhibited a positive correlation with customer satisfaction. However the impact of Tangibility and Reliability on customer satisfaction was of little statistical significance.

Joshua A J, (2005) in his study on ‘Expectation and perception of service quality in old and new generation banks’, observed that the performance of the new generation banks across all the service quality dimensions are better than those of old generation banks.

Sarika Bindal, et al. (2014) evaluated and compared the customer perception about services offered by HDFC Bank that represents private sector banks. Exploratory research design is used and for data collection questionnaires are provided to the customers of HDFC bank at Meerut. The survey was conducted in two branches of HDFC Bank Meerut, with 50 customers as respondent. Statistical tool percentage analysis used to analyze. Study concluded that HDFC bank at Meerut got high score for reliability and very low score for tangibility in service quality dimensions so researchers had suggested that Modern equipment, new improved technology should be replaced with the old ones.

Reji Kumar, et al (2016) analysed the Service quality parameters among co-operative banks in Kerala. The study was conducted by selecting residents of Ernakulam district. Sample size of 200 customers were selected for the purpose of the study, convenience sampling technique

was used. To analyse the data, statistical tools such as Reliability Analysis, Factor Analysis were used. This study revealed that perceived service quality is low. In none of the five dimensions of service quality, co-operative banks could score a mean score above 3 in the five-point scale. The study highlights the need to look inwards by the co-operative banks to develop standards to satisfy its customers and to avoid possible drain of its customer base.

Sudesh (2007) revealed that poor service quality in public sector banks is mainly because of deficiency in tangibility, lack of responsiveness and empathy. Private sector banks, on the other hand, were found to be more reformed in this regard. Above all, the foreign banks were relatively close to the expectations of their customers with regard to various dimensions of service quality. Further, the study revealed that there existed service quality variation across demographic variables and suggested that management of banks should pay attention to potential failure points and should be responsive to customer problems.

Vijay Gajera, (2016), measured service quality in retail banking sector with reference to Surat District, this research focused on quality of credit card service offered by retail banks in Surat District, the researchers selected and conducted survey among 280 customers of ICICI Bank, HDFC Bank, Citi Bank, SBI Bank, Axis Bank, Kotak Bank. Convenience sampling technique which comes under non-probability sampling method was used for the purpose of survey. Percentage analysis and Chi – Square test was used to analyze the data. The result showed that all the banks are providing good services but most of the customers of SBI are getting better services as compared to their expectations and most of the customers are more concerned about interest on borrowed money as a cost rather than annual fees of having credit card.

CONCLUSION

From the analysis of various published articles on Indian banking sector, it indicates that dimensions of service quality highly are influencing the overall customer satisfaction. But customers' perceptions vary according to the nature of service. To get competitive advantage private and nationalized banks are introducing various service quality strategies such as fast operation with modern technology through online banking facilities, mobile banking, and sending clear and easy statements through email etc. Researchers of above articles had conducted study in different areas in India, so preference of customers in service quality dimensions differ place to place. However, clearly understanding of customers need, internal marketing, ability to create trust or safe feeling, promptness in service delivery and updating the with modern technology will give positive results to the Indian banking sector and this will strengthen the Indian economy.

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BUDGETARY ALLOTMENT AND PUBLIC EXPENDITURE ON HIGHER EDUCATION IN INDIA

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ABSTRACT

This paper attempts to estimate the contribution of public expenditure on education to economic growth by using the central government expenditure on education. It has been observed that the public expenditure on higher education is positively associated with increasing gross ratio and growing higher educational institutions in India. The cumulative growth rate of public expenditure on higher education is 16.18 per cent per annum and GER in higher education growing at 5.75 per cent in every year during the 1991 to 2014. This work suggests to the government that focus must be given on small towns, rural areas, remote villages and backward regions where GER is very low compare to the urban area. Government should allow ability to pay fee policy after studying the unit cost of education at different levels, programmes, quality and scale of higher education. An essential aspect of the fee policy should be discrimination in favour of poor and full cost recovery from the rich.

Keywords: Higher Education, Government, Trend Analysis, Human Capital, Enrollment

INTRODUCTION

Education is an important and basic input required to improve the quality of human resources. Indeed, education is the most important factor required to make labour, a productive factor. Labour without education and skill cannot be graded as human resources. It becomes a hindrance to development. Therefore, one of the necessary conditions for development is the improvement in the quality of human resource through education. Government expenditure on education is justified mainly on this ground and as matter of fact an increased proportion on education is justified mainly on this ground and as a matter of fact an increased proportion of expenditure on education is advocated to achieve a higher rate of economic growth.

However, expenditure on education does not yield immediate return to the individual as well as to the economy. The time lag and the size of return depend on many economic and non-economic factors. Moreover, time lag and the size of return may also vary from time to time and from economy to economy.

EDUCATION IN THE THIRD WORLD

The educational systems in India, Pakistan and Bangladesh are highly developed, giving an over production of teachers, administrators, entrepreneurs, even scientists and doctors, who are generally in short supply in the Third World. There is an ancient and still influential cultural base. But the present system of education does little or nothing to encourage rural development. If there were to be the kind of transformation that appears to be essential for the future development, then education would have to undergo a profound change in order to play a key role in the transformation, whereas the present educational system is perpetuating a deep-rooted imbalance. The balance sheet of the inflated educational system has strong credit-side as well as debits. The concept of education has broadened in

recent years, and education was one of the human rights set out in the United Nations Charter. The aim of education is twofold, first is to raise the level of human skills, and second is to support economic growth, and it can be seen as an important key to the riddle of national economic development.

EDUCATION AND ECONOMIC GROWTH

Economists right from Adam Smith have realized that education plays an important role among the factors that contribute to economic development. Marshall regarded education as a national investment and most valuable of capital and the most valuable of all capital is one that is investment in human beings. Studies in this regard are many and recent studies made by Schultz, Kuznets, Denison & Bowman started a new era of economics – “Economics of Education”.

Schultz analysed the contribution of education to growth in national income in the United States from 1900-56 and came to the conclusion that investment in education contributed 3.5 times more to the increase in gross national income than investment in physical capital. Denison estimated that investment in education contributed 25 per cent of the growth of the real income and 42 per cent of the growth of total national income per person employed in United States.

According to the estimation of economist Strumlin, education at primary and elementary level resulted in as much as 79 per cent increase in the output and wages of a labourer in the erstwhile Soviet Union. Further studies have established that secondary level prepares people for pre-vocational and vocation skills, while higher education contribute significantly to the expansion of output in engineering, architecture and machine building etc.,

Stirred up with the revolutionary economic thought of human investment, India too, like many other newly independent developing economies made heavy investment on education. The government accorded special importance to education not only in the country's constitution but also in the Five-Year Plans. However, the Education Commission (Kothari 1966) that stressed relationship between education and productivity and considered education as one only instrument of social change on grand scale in India.

In nutshell, as people become more health and educated, they contribute more to economic growth as education enhances their capabilities, efficiency and productivity. Its importance lies in the fact that development does not yield education, but education yields development.

ECONOMICS OF HIGHER EDUCATION

Access to higher education needs to be widened in the country, in the formal system through effective innovative measures, such as a truly open system and networking of Universities. It is now imperative on the part of Indian Universities to generate their own resources to a large extent. This could be done through several methods, like raising tuition fee and collecting capitation fee (both having severe limitations); and others like, launching courses for foreign students, obtaining donations from philanthropists, etc., which have a good potential.

In the globalized World, the State-protected educational system cannot withstand the

pressure without making itself competitive. There seem to be four reasons to new policy initiatives should be taken by the Government in this connection. They are:

(i) the economic returns of primary education far exceed the returns of higher education; (ii) the private returns on higher education far exceed the social returns; (iii) that the State funding for higher education is insufficient in countries like India; and (iv) since private sector benefits the most from higher education, it is only just that it should make a decisive contribution.

Whether one accepts the Government's rationale or not, new strategies need to be developed for the survival and well-being of the higher education system in the present scenario. Taking the problem of resource crunch in higher education at face value, some alternative ways were considered at the present situation, such as: research grants from industries, donations for admissions etc. which were found to be inadequate. It was observed that an organized structure for higher-educational fund raising and creating a culture of giving are the only possible solutions.

OBJECTIVES OF THE STUDY

1. To estimate the trend of expenditure, number of institutions and enrollment in higher education in India.
2. To compare the trend and changes in first and second decade after economic reforms.
3. To analyze the relationship between public expenditure of higher education and gross enrollment of students in higher education.

STATISTICAL TOOLS USED

Frequency table were used to understand the divergence in various levels of growth of higher education in India. Various functional forms like Linear Regression Model and Log Linear Model were used to estimate the cause & effect relationship between the dependent and independent variables.

Table – 1: Growth of Number of Recognized Educational Institutions and Budgeted Expenditure on Higher Education in Government of India

Year	Colleges for General Education	Colleges for Professional Education	Universities	Total No. of Colleges and Universities	Budgeted Expenditure on Higher Education (Rs. In crores)
1991	4862	886	184	5932	2157
1992	5058	950	196	6204	2986
1993	5334	989	207	6530	3854
1994	5639	1125	213	6977	4122
1995	6089	1230	219	7538	4714
1996	6569	1354	226	8149	5161
1997	6759	1770	228	8757	5738
1998	7199	2075	229	9503	6482
1999	7494	2113	237	9844	8190
2000	7782	2124	244	10150	10707
2001	7929	2223	254	10406	11723
2002	8737	2409	272	11418	10647
2003	9166	2610	304	12080	11679
2004	9427	2751	304	12482	12518
2005	10377	3201	343	13921	19959
2006	11698	5284	350	17332	24582

2007	11458	8354	371	20183	28759
2008	13381	9718	406	23505	32916
2009	15852	12030	440	28322	40286
2010	16958	14097	482	31537	44686
2011	19368	14898	642	34908	55896
2012	19790	15048	712	35550	59174
2013	20528	15420	723	36671	73064
2014	21583	15716	757	38056	81891

Source: Analysis of Annual Reports (Various Years), Ministry of Human Resource Development, New Delhi.
 Various Annual Reports (1991-1992 to 2014-2015), University Grants Commission, New Delhi.
 All India Survey on Higher Education 2014-2015, MHRD, New Delhi

Economic reforms initiated in India in the beginning of 1990's consist of structural adjustment and stabilization policies. Following the structural adjustment policies, a fiscal squeeze is experienced in all social sector investments in many developing countries, including in India. This has trickled down to public expenditure on education in general and higher education in particular on account of the cut in the budget for higher education; there are severe pressures for the higher education system to mobilize resources from non-governmental resources, including privatization. The data found that Education expenditure accounted for 2157 crores in 1991 and it has grown 81891 crores in 2014.

Gross Enrolment Ratio (GER) in Higher Education in India

Another parameter of the size of the Indian higher education system is reflected in the current enrolment of students in the institutions of higher learning. The number of students enrolled in the universities and colleges (formal system) has increased since independence to 13,642 million in the beginning of the academic year 2014-15, with 1,669 million (12.24%) in the university departments and 11.973 million (87.76%) in the affiliated colleges. This does not include enrolment in higher education offered through Open and Distance Learning. Table – 2 provides the information about the drifts in gross enrolment in higher education for last two decades.

Table – 2: All India Growth of Student Enrolment 1991 to 2014

Year	Gross Enrolment in Higher Education	Year	Gross Enrolment in Higher Education
1991	49,98,457	2003	95,16,773
1992	52,65,886	2004	1,00,49,712
1993	55,34,966	2005	1,06,62,744
1994	58,17,249	2006	1,13,38,253
1995	61,13,929	2007	1,21,02,521
1996	65,74,005	2008	1,29,81,179
1997	68,42,598	2009	1,37,82,837
1998	72,60,418	2010	1,46,24,990
1999	77,05,520	2011	1,78,36,758
2000	80,50,607	2012	2,02,37,746
2001	83,99,443	2013	2,34,98,456
2002	89,64,680	2014	2,65,76,146

Source: Various Annual Reports (1991-1992 to 2014-2015), University Grants Commission, New Delhi.
 All India Survey on Higher Education 2014-2015, MHRD, New Delhi.

Trend Analysis

This model is like any other linear regression model in that the parameters α and β are linear. The only difference is that regress and is the logarithm of Y and the regressor is “time”, we can write this model as: $\text{Ln } Y_t = \alpha + \beta (\text{Time}) + U_t$

Adding that the simple growth rate term as

$$\text{SGR} = \hat{\beta} \times 100$$

And the compound growth rate term as

$$\text{CGR} = (\text{anti Ln } (\hat{\beta}) - 1) \times 100$$

Growth of Gross Enrolment in Higher Education

$$\text{Ln (GEHE)}_t = \alpha + \beta(\text{time}) + U_t$$

$$\text{Ln (GEHE)}_t = 15.35 + 0.056 (\text{time}) + e_t$$

$$t (105.27) \quad \text{sig} (0.001) \quad r^2 = 0.99 \quad F = 1108$$

The above result shows the percentage increase in gross enrolment in higher education over twenty-four years (1991-2014) is 5.6 %. The R^2 value of 0.99 shows the co-efficient of determination. The gross enrolment in higher education has increased at the rate of 5.6 percent per annum. And also, gross enrolment in higher education has increased at the compound growth rate of 5.75 per cent per annum during the 1991 to 2014.

Growth of Colleges for General and Professional Education

$$\text{Ln (CG \& PE)}_t = \alpha + \beta(\text{time}) + U_t$$

$$\text{Ln (CG \& PE)}_t = 8.456 + 0.083 (\text{time}) + e_t$$

$$t (17.051) \quad \text{sig} (0.001) \quad r^2 = 0.942 \quad F = 1027$$

The above result reveals the percentage increase in colleges for general and professional institution over twenty four years (1991-2014). The R^2 value of 0.942 shows the co-efficient of determination. The colleges for general and professional institution have increased at the rate of 8.3 percent per annum and also colleges for general and professional institution have increased at the compound growth rate of 8.6 per cent during the 1991-2014 time periods.

Growth of Universities and Institutions of National Importance

$$\text{Ln (U \& NII)}_t = \alpha + \beta (\text{time}) + U_t$$

$$\text{Ln (U \& NII)}_t = 5.124 + .047 (\text{time}) + e_t$$

$$t (18.591) \quad \text{sig} (0.001) \quad r^2 = 0.950 \quad F = 345.618$$

The result found that after the new economic policy (1991 to 2014) number of Universities, Deemed Universities, Research Institutes and National Importance Institutions has grown 4.7 per cent per annum and also researcher calculated compound growth rate which is 4.82 per cent per annum during the 1991 – 2014 time periods.

Growth of Total Number of Higher Education Institutions in India

$$\text{Ln (THEI)} = \alpha + \beta (\text{time}) + U_t$$

$$\text{Ln (THEI)} = 8.490 + 0.082 (\text{time}) + e_t$$

$$t (17.046) \quad r^2 = 0.942 \quad \text{sig} (0.001) \quad F = 1145$$

The study enlightens that after adopting the new economic policy (1991 to 2014), the total number of colleges and universities in India has grown at 8.2 per cent per annum and also the total number of colleges and universities in India increased at the compound growth rate of 8.5 per cent per annum.

Growth of Budgeted Expenditure for Higher Education (Rs. In Thousand Crores)

$$\ln(\text{BE})_t = \alpha + \beta(\text{time}) + U_t$$

$$\ln(\text{BE})_t = 7.651 + 0.150(\text{time}) + e_t$$

$$t(30.371) \quad \text{sig}(0.001) \quad r^2 = 0.981 \quad F = 922.377$$

The above result reveals the percentage increase in budgeted expenditure on higher education in India over twenty four years (1991-2014). The R^2 value of 0.981 shows the coefficient of determination. The budgeted expenditure on higher education in India has increased at the rate of 15 percent. On other view also budgeted expenditure on higher education in India has increased at the compound growth rate of 16.8 per cent during the 1991 – 2040 time periods.

Table – 3: Comparison of Growth Rate in First and Second Decade after Economic Reforms

Variable	First Decade		Second Decade		Total	
	S.G.R	C.G.R.	S.G.R	C.G.R.	S.G.R	C.G.R.
Budgeted Expenditure for Higher Education (Rs. In Crores)	15.3	16.5	17.7	19.3	15.0	16.18
Gross Enrolment in Higher Education	5.4	5.5	6.2	6.3	5.6	5.75
Colleges for General Education and Professional Education	6.6	6.82	13.1	13.9	8.3	8.6
Universities and National Importance Institutions	2.8	2.83	6.8	7	4.7	4.82
Total No. of Higher Education Institutions	6.5	6.7	12.9	13.7	8.2	8.5

S.G.R. – Simple Growth Rate, C.G.R. – Compound Growth Rate

Table – 3 explains the differences in growth rate of budgeted expenditure for higher education between First (1991-2000) and Second Decade (2001-2014) after Economic Reforms. Budgeted expenditure for higher education has grown significantly 15.3 per cent and 17.7 (S.G.R) and 16.5 to 19.3 per cent respectively. But gross enrolment of student in higher education has not increased significantly. The researcher found that the total number of higher education institutions has grown 6.5 per cent per annum in first decade and 12.9 per cent per annum in second decade, but gross enrolment of students in higher education institutions shows 5.4 per cent in first decade and 6.2 per cent in second decade. Even though the number of educational institutions rate of growth is good, the growth in enrolment rate is not satisfactory.

The result elucidates that during the ten years period (1991 to 2000), the increase in the colleges for general and professional education of higher education has grown at the rate of 6.6 per cent (SGR) and 6.82 per cent (CGR) per annum. In the second decade after economic reforms from 2001 to 2014, it leads to 13.1 per cent (SGR) in simple growth rate and also calculate compound growth rate which is 13.9 per cent (CGR).

Public Expenditure and Enrolment of Higher Education

The researcher attempts to find out the relationship between budgeted expenditure on higher education and enrolment of students in higher education. Regression analysis has been used to find out the relationship.

Table – 4: Budget Expenditure and Gross Enrolment in Higher Education Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	R ²	F
	β	Std.Error	Beta				
(constant)	5.604E6	273122.349	-	20.518	0.001	0.93	243.04
BEHE	220.936	14.172	.965	15.589	0.001		

Dependent Variable: Gross enrolment on higher education. BEHE : Budgeted Expenditure on Higher Education.

$$Y_t = \beta_1 + \beta_2 X_t + U_t$$

$$(\text{GEH})_t = 560400 + 220.936 (\text{Pub. Exp.}) + e_t$$

$$t (15.589) \quad \text{sig} (0.001) \quad r^2 = 0.93 \quad F = 243.04$$

The regression results show that Rs. 1 crore increase in the Budgeted Expenditure on Higher Education leads to enrolment of additional 221 students in higher education in various institutions across India significantly. This result clearly shows that annual per student expenditure (unit cost education) is Rs. 45,2548.00 it is need to every year for each student who enrolled in higher education in India.

Table – 5: Budget Expenditure and Gross Enrollment in Higher Education Log – Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	R ²	F
	β	Std.Error	Beta				
(constant)	12.530	.105	.992	119.37	.000	0.983	106.5
Ln_BEHE	.370	.011		32.641	.000		

Dependent Variable: Gross enrolment on higher education

$$\text{Ln } Y_t = \beta_1 + \beta_2 \text{Ln } X_t + U_t$$

$$\text{Ln } (\text{GEH})_t = \beta_1 + \beta_2 \text{Ln } (\text{Pub.Exp.})_t + e_t$$

$$\text{Ln } (\text{GEH})_t = 12.53 + 0.37 (\text{Pub.Exp.}) + e_t$$

$$t (119.37) \text{ sig} (0.001) \quad r^2 = 0.98 \quad F = 1065$$

The researcher also made an attempt to analyse the relationship with log – linear regression model, this result shows that a 1 per cent increase in the budgeted expenditure on higher education, on average leads to 0.37 per cent increase in the student enrolment of higher education significantly.

FINDINGS AND CONCLUSION

This study has prepared a detailed investigation of enrolment of students in higher education, budgeted expenditure on higher education, total number of colleges and universities in India in the post economic reforms period, and identified the factors that affect the likelihood of the enrolment. Researcher also used with the help of linear and log-linear models it has been found out that the budgeted expenditure on higher education shown 15 per cent growth whereas gross enrolment of students in higher education shown only 5.6 per cent growth rate. It elucidates that need more consideration to policy improvement to increase enrolment in higher education across different states.

The fourth largest economy of the world cannot lag behind in education. The development of a nation-wide or region-wide role and mission of higher education is an

essential step to understand the altitude of higher education system today and how to make forward our goals for the system. As of now inclusive higher education is necessary, which in turn require a strategy of inclusive planning, which must deliver quality and effective management of higher educational institution.

RECOMMENDATIONS OF THIS STUDY

The following suggestions are made on a pragmatic basis and with a view to provide a new base-line of action.

1. Focus must be given on small towns, rural areas, remote villages and backward regions where Gross Enrolment in Higher Education is very low compare to the urban area.
2. The expansion strategies must not rely upon the private sector alone. Public investment in higher education has to be increased substantially.
3. A rational analysis based on historical trend in the financing of higher education shows that public expenditure on higher education as a proportion to GDP is not good. It was only 4 per cent during the 11th plan. A realistic assessment of resource availability would then help to develop alternative strategies and priorities for the allocation of resources efficiently.
4. The strategy in the financing of higher education should revolve round the diversified source of funding. The government should evolve a twin strategy of cost sharing with students, parents and other beneficiaries of society to mobilize resources for government supported universities and colleges and attracting private investment to establishing institutions under the regulatory framework guiding admission and fees policy and quality accreditation.
5. Government should allow a fee policy after studying the unit cost of education at different levels, programmes, quality and scale of higher education. An essential aspect of fee policy should be in favor of poor. Policy of subsidizing rich can no longer be a rational strategy in a fiscally constrained situation.

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GREEN CONSUMERISM – A CONCEPTIONAL REVIEW

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ABSTRACT

Green consumerism is looking forward about buying and consuming products and services by the customer through considering environmental safety as well as healthy habit of their family. Now-a-days it is one of the emerging trends due to many health conscious habits inculcated by the consumers. Eco labelling is one of the standards set by the government where the organizations have to take care of following the standards pertaining to their products and usually counter check by the third party organizations. This habit of Green consumerism may support in safeguarding the environment as well as healthy habits of the consumers.

INTRODUCTION

Green consumerism refers to a state in which consumers demand products and services that have undergone an eco-friendly production process or one that involves recycling and safeguarding the planets' resources. In other words, green consumerism entails the production, promotion, and advancement of the utilization or use of goods and services based on their pro-environment benefits. Economic, social, and cultural forces have set the framework for green consumerism. This is a social attitude and movement in the modern era, especially aimed at encouraging people to be more aware of the firms' production processes and only to buy or use products and services that do not harm the environment. For this reason, green consumerism has created a balance between the buyers 'behaviours and the organizations' profit objectives as it mostly based on the sustainable and pro-environmental behaviour of consumers.

IMPORTANCE OF GREEN CONSUMERISM

Green consumerism is a holistic and responsible process of management that satisfies, identifies, fulfils, and anticipates the needs of the stakeholders in maintaining the natural well-being of the environment and one that does not endanger the health of humans. The importance of green consumerism, therefore, includes:

1. Reduced waste in packaging

Green consumerism advocates for frugal packaging options. It has social attitudes such as the preference to purchase loose products like vegetables and fruits instead of pre-packaged products. Also, it encourages reuse of paper and plastic packaging bags and tins that often cause environmental degradation.

2. Increased energy efficiency

Green consumerism attitudes advocate for the efficient use of energy, ultimately helps in saving money, reducing utility bills, lowering emissions of greenhouse gas, and enabling economies to meet the growing energy demands. Through green consumerism, environmental and economic benefits of utility systems, as well as the management of risk associated with inefficient production processes, have also been attained.

3. Decreased release of emissions and other pollutants during production and transportation processes

Thanks to green consumerism, emissions from the transportation sector and industries have been considerably reduced. Also, because of green consumerism advocacies and programs, stringent standards against emission have been put in place thus lowering emissions from engines and motors and the advancement of clean-burning fuel options.

4. Consumption of more healthy foods

Through green consumerism advocacies, there has been an increasing need for more eco-friendly food production. As a result, people are gradually developing a culture of buying more organic and local food, which is arguably healthier as they are not cultivated or produced using artificial chemical fertilizers, antibiotics, hormones, or pesticides.

How to Become a Green Consumer?

1. Saving energy consumption in your surroundings

Though it is challenging to conduct a door-to-door alert on saving energy, a lot can still be done at a personal level, that is, saving as much energy as possible while at home and work. This involves switching off lighting and other sources of power when they are not in use both at work and in our homes. One can also develop a habit of sitting in a single room daily rather than having many sources of electricity on by operating in different rooms in a building.

2. Change of mindset

It is difficult to force people to consume products or use services that prevent the depletion of natural resources and that result in habitat loss or environmental degradation. As such, every person needs to change their mindset regarding green conservation and know the dangers of environmental degradation by taking it a daily green habit.

3. Use of solar products and renewable energy sources

Using solar products that rely on the sun's energy rather than electricity is a major way to prevent environmental depletion. Some of the products include solar heaters, solar streetlights, solar backpacks, solar geysers, and solar bulbs. Although some of these products cost more than traditional products, they tend to be more environment-friendly and last longer as they utilize natural energy. Other renewable energy sources such as wind should also be utilized. Governments, energy production facilities, industries, manufacturers, and consumers should, therefore, all join hands towards investing in renewable energy options such as bio fuels, biogas, solar, and wind power.

4. Checking energy labels in daily utility products

One can become a green consumer by, for instance, checking the energy labels on appliances before their purchases. Products that consume too much energy ought to be boycotted and replaced by equipment that uses less energy. Additionally, a green consumer should prioritize green energy and use as much green electricity as he or she can.

5. Recycling and using eco-friendly products

You can easily become a green consumer by opting for the recycling of the products you use or using those that are eco-friendly. Instead of buying bottled water, for instance, you

can opt for a water bottle you can always use to carry water. And instead of using paper wipes, you can have a cloth wipe that you can wash and use over and over. Generally, attaining this should also involve the purchase of eco-friendly products.

6. Buy locally grown and organic foods

Buying locally grown and organic foods significantly contribute to lowering the effects of carbon emissions during transportation and the effect of artificial pesticide or fertilizer use on the environment.

7. Purchasing a hybrid car

These cars hardly use fuel or have minimal fuel needs. Using hybrid cars relieves the environment from high carbon emission that is a primary contributor to climate change and global warming, which is also a contributing factor to biodiversity loss and habitat destruction

GREEN CONSUMERISM EXAMPLES

1. Consumers of seafood such as cockles, herring, rock lobster, salmon, and Hoki demand for foods that have the Marine Stewardship Council's logo that shows harvesting under responsible environmental management.
2. There has been a demand from coffee drinkers in Canada and the United States in buying coffee brewed from beans that have met standards of organic production and shade farming. This type of beans contains Bird-Friendly seals, approved by the Smithsonian Migratory Bird Centre.
3. There have been certifications of more than 25 million hectares of forest gardens in 54 nations by the Forest Stewardship Council based in Mexico. These forests meet environmental and social standards for sustainable forestry and are more than twice the area covered in 1998.
4. In more than 20 European states, ranks of the European Blue Flag campaign have been followed by many beachgoers who have found 2,750 marinas and beaches to be environmentally friendly, with sanitary and safer facilities.
5. Consumers in Thailand applied the appliance-labelling program's information to encourage the use of energy-efficient single-door refrigerators. The usage rose from 12 percent in 1996 to 96 percent by 1998.
6. Need for almost 40 medium coal-fired power plants has been abolished worldwide by consumers who have embarked on energy-saving compact fluorescent lamps.
7. The installation of solar grid or wind turbine by governments, organizations, and homeowners instead of relying on the main power grid.

GREEN MARKETING STRATEGIES

The following are strategies that could earn consumers' trust in greenery conservation.

1. Being transparent

This entails being radical and exposing any bad news. Organizations need to find a competitive edge by exposing as much information as possible about their sourcing and production processes. For instance, sustainability pathfinders like Patagonia have reported with transparency through its "Footprint Chronicles." Access to the corporate practices and details

of products and services should be provided to the consumers as part of a green marketing strategy.

2. Walking the talk

Companies are well graced by consumers when they gain a perception of sustainability and commitment. Companies holding advocacy for greening the environment should employ a clear vision of pro-green product and service solutions.

The companies should be proactive in sending leadership messages that assure investors of minimized environmental damage risks. The corporate social responsibility strategy and values also need to be communicated and advanced to establish emotional connections with consumers.

3. Focussing on pro-environmental solutions and benefits

Since buyers want information about the personal benefits of products provided, companies ought to focus on incorporating more pro-environmental benefits of products. For instance, organizations should question whether their products save the consumers' money or if the products are appealing to the style-conscious of the consumers.

For example, American Apparel is one company that has profited from marketing itself as an enterprise that ensures good working conditions for its employees and the use of organic cotton.

4. Producing durable products that ensure extended utility over their life cycle

Companies that have taken the responsibility of minimizing the life cycle impacts of their products have attained noticeable benefits as green consumers always want a product that not only provides value for their money but also lasts longer in their lifetime use. A good example is Toyota vehicles, which are touted to last longer and breakdown less owing to their lean manufacturing and Kaizen principle.

5. Cause marketing, eco-labels, and environmental product declarations through third parties' support

Cause marketing, eco-labels, and environmental product declarations (EPDs) are among the common forms of third-party support today. Promotional efforts or cause marketing in which an organization channels part of the product's profits into an essential non-profit, cause-related marketing can bring about differentiation of brands within a marketplace.

Eco-labels such as Energy Star (93 percent), USDA's Certified Organic (75 percent), and the chasing-arrows recycling logo (93 percent) have been able to gain influence on products' purchase. In addition, EPDs have issue detailed explanations of products' life cycle impacts to consumers.

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A STUDY ON THE CHALLENGES FACED BY ENTREPRENEURS

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ABSTRACT:

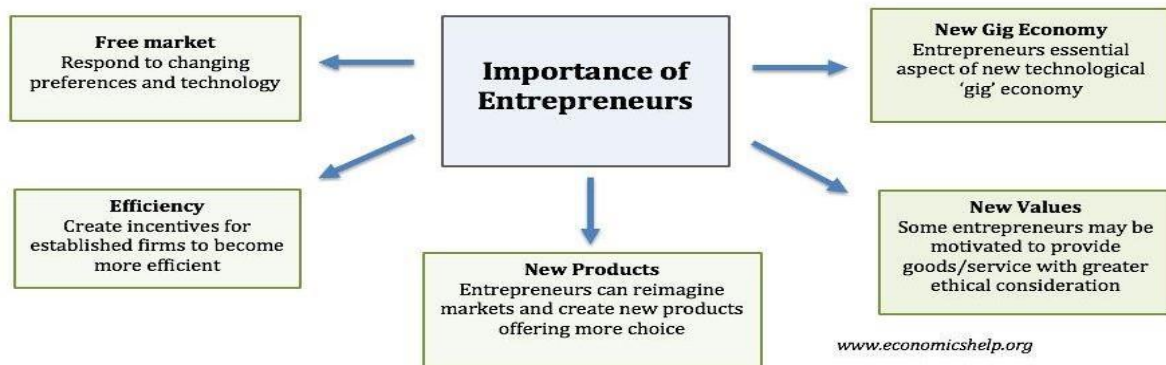
Entrepreneurship is a key component of development and advancement prospects for all nations. The just arrangement is advancement and improvement of Entrepreneurship, as business. The principal issues looked by the business people are money related issues, creation issues, work and government related issues.

Keywords: Business and administration.

INTRODUCTION

- ❖ Today, with the quick advancement of our general public, business enterprise has turned out to be one of the most unique powers in the economy.
- ❖ It is driving the mechanical blast, which in its turn is driving a lot of the world's monetary development.
- ❖ This viewpoint makes enterprise significant from a large scale monetary point of view.
- ❖ Hence the business visionaries face numerous difficulties while beginning their business.

IMPORTANCE:



OBJECTIVES

- ❖ To study the difficulties looked by the business people.
- ❖ To study the approaches to conquer the boundaries looked by business visionaries.

CHALLENGES FACED BY ENTREPRENUER

1. Relinquishing another profession:

In case you will commit yourself to beginning and sustaining a business to progress, it will be almost difficult to all the while deal with another profession. You may have the option to deal with the early stages of your business as an afterthought, during

weeknights and ends of the week, yet on the off chance that you need an opportunity of developing altogether, constantly you'll need to stop your normal everyday employment.

2. Financing:

Experienced business visionaries don't have it simple with regards to financing another business; however they do have a couple of focal points over newcomers. They may have a pool of capital from a business they recently sold or a constant flow of income they can use to support another business' income.

3. Being the visionary:

As the organizer of your beginning up, you'll be relied upon to concoct the thoughts. At the point when a contender rises, it will be your duty to think of a reaction plan. At the point when your group hits an invulnerable hindrance, your activity will be to concoct an elective plant to push ahead.

4. Managing the obscure:

That obscure factor implies your activity security is going to dive, and a large number of your long-haul plans will stay in motion as new improvements develop. Managing this instability is probably the hardest piece of developing as another business person

5. Basic leadership:

In all honesty, this is presumably the most unpleasant test on this rundown. New business visionaries are compelled to settle on several choices every day, from enormous, organization affecting choices, to modest, hour-influenced.

HINDRANCES TO ENTREPRENEURS

First: Corrupt and unsupportive business condition:

Absences of steady and market-expanding legislative guidelines fill in as an obstruction to enterprise. Russia drives all other huge countries in having an unsupportive business condition since they need principle of law, have inadequately characterized contract and property laws, implement guidelines conflictingly, permit widespread defilement and influencing, enable administrative specialists and monitors to act in a savage nature which along these lines requires benevolent ties with Government authorities and officials to smooth the route for organizations to work.

Second: Employee related troubles:

Building a representative resource base for the Endeavor is one of the all the more overwhelming and once in a while disregarded assignment. Business visionaries must discover and choose the best-qualified workers who are persuaded and willing to develop with the endeavor. At that point they should guarantee the workers don't leave.

Third: Shortage of assets and assets:

Finding the cash to fire up a venture is a main obstruction to business enterprise. Without assets, any individual can't start to sort out, train, create and sell item.

Fourth: Lack of Appropriate Technical and Practical Skills:

Individuals will in general utilize the aptitudes they have procured to seek after enterprising activity. Coming up short on the fitting aptitudes and learning restrains financial improvement.

CONCLUSION

To be fruitful in maintainable strategic policies regularly requires enterprise and development. This section gives a review of enterprise and development as it identifies with supportable business. The talk is most applicable to reasonable organizations concentrated on offering new items and administrations in light of cultural concerns. The significance of business and advancement likewise applies to organizations that change how they produce items and administrations. The last organizations can utilize imaginative practices and business enterprise to build up their image name and to be showcase pioneers in doing things that make shared an incentive for society and their organizations and furthermore, after some time, add to changes in practices in their industry.

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A STUDY ON FINANCIAL INCLUSION THROUGH SELF HELP GROUP (SHG'S) IN THIRUVALLUR DISTRICT

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ABSTRACT

Financial inclusion is delivery of banking services at an affordable cost to the vast sections of disadvantaged and low-income groups. Unrestrained access to public goods and services is the *sine qua non* of an open and efficient society. As banking services are in the nature of public good, it is essential that availability of banking and payment services to the entire population without discrimination is the prime objective of the public policy. In India the focus of the financial inclusion at present is confined to ensuring a bare minimum access to a savings bank account without frills, to all. Internationally, the financial exclusion has been viewed in a much wider perspective. Having a current account / savings account on its own, is not regarded as an accurate indicator of financial inclusion. There could be multiple levels of financial inclusion and exclusion. At one extreme, it is possible to identify the 'super-included', i.e., those customers who are actively and persistently courted by the financial services industry, and who have at their disposal a wide range of financial services and products. At the other extreme, we may have the financially excluded, who are denied access to even the most basic of financial products. In between are those who use the banking services only for deposits and withdrawals of money. But these persons may have only restricted access to the financial system, and may not enjoy the flexibility of access offered to more affluent customers.

INTRODUCTION

In recent years, the women have joined hands for their development and self-employment in the form of Self Help Group. This movement comes from the women's desire to meet their needs and determine their own destinies through the principle "by the women, for the women and of the women". Self Help Group is a small economically affinity group of the rural poor voluntarily coming together to save small amounts regularly, which are deposited in a common fund to provide collateral free loans as decided by the group to meet the emergency needs of the members. It enhances the equality of status of women participants, decision makers and beneficiaries in the democratic, economic, social and cultural spheres of life. To focus on women empowerment, Mahalir Thittam which is based on "Self Help Group" approach is implemented in partnership with the Non-Governmental Organization (NGO). The Endeavour is to combine the wide research and resources available to the state, with the grassroots presence, goodwill, commitment and innovative work of the NGO's, together with support from NABARD and credit from banks and other funding sources. .

OBJECTIVES OF THE STUDY

- *To study the socio economic profile of the respondent in the study area.
- *To analysis the marketing of SHG's in the study area.
- *To offer suitable suggestion, findings and conclusion.

METHODOLOGY

The primary data has been collected through the interview schedule s applying convenience sampling method. The sampling unit comprises of 80 SHG members. The statistical tools like Growth Percentage, Rank Matrix Data Analysis are used for the data analysis.

RESULTS AND DISCUSSION

Types of activity:

Buying can be regarded as the first step in the process of marketing. The manufacturer who wishes to manufacture certain products for meeting the needs of the consumers has to buy the raw materials. The traders or the middle men, whose existence depends on selling the products at a profit to the consumers, have similarly to buy the products. The Self Help Group may be a manufacturer and/ or a trader. It may purchase within a district, state or a country.

Type of Activity	No. of respondents	Percentage to total
Manufacturing	50	62.5
Trading	15	18.75
Both	15	18.75
Total	80	100

Majority (62.5%) of the respondent belongs to the manufacturing activity. Only (15%) of the respondent belongs to trading.

Finance:

Finance is the life blood of the business. It is needed for doing any or all of the marketing activities. SHGs raise finance through its savings, revolving fund, economic assistance, subsidy, etc. the SHG are asked to state whether they obtain finance from bank or not.

Finance	No. of respondents	Percentage to total
Yes	60	75
No	20	25
Total	80	100

75% of the SHGs obtain finance from the bank.

Earnings:

Annual profit earned by SHGs is given below:

Profit	No of respondents	Percentage to total
Below 25000	5	6.25
25000-50000	17	21.25
50000-75000	28	35
75000-100000	20	25
Above 100000	10	12.5
Total	80	100

Majority (62.5%) of the groups earn profit upto Rs.75,000/-

Problems:

All the self help groups are asked to rank the problems faced by them in production and marketing. Weighted average method is used to find out the problem which is ranked first by

the groups. The first rank is assigned with five points, the second rank with four points, the third rank with three points, the fourth rank with two points and the fifth rank with one point.

Problems	Rank 1		Rank 2		Rank 3		Rank 4		Rank 5		Total		Rank
	No	W	No	W	No	W	No	W	No	W	No	W	
Delay in getting raw material	30	150	11	44	15	45	12	24	12	12	80	275	II
No expected sales	10	50	25	100	10	30	10	40	25	25	80	245	III
Severe competition	36	180	14	56	15	45	8	16	7	7	80	304	I
Inadequate finance	15	75	10	40	14	42	20	40	16	16	80	213	IV
No proper transport facility	10	50	11	44	9	27	25	50	25	25	80	196	V
Total	80		80		80		80		80				

The above table reveals that respondent given first rank to severe competition followed by delay in getting the raw material in second rank respectively.

FINDINGS

The analysis of the data collected reveals that

- Total number of Self Help Groups in India is increased enormously.
- The saving potential is increased and around 13 respondents have more than Rs.4000 as their savings now.
- Bank loans are availed under Mahalir Thittam mainly to start business.
- 60 percent of the respondents repaid the loan in time.
- 7 percent of the respondents are economically empowered.
- There is a significant difference in family income, amount of savings, internal loan and bank loan of the respondents before and after joining the group.

SUGGESTIONS

More trade fairs and exhibitions are to be conducted to create the demand for the goods manufactured by the SHG members.

- The society to take steps to remove the disparity of the gender bias to develop the SHG.
- SHG members have to come forward to utilize the facilities arranged by the banks and Government.
- Latest marketing strategies, that is e-marketing can be implemented that would provide worldwide shopping facilities.

CONCLUSION

It can be concluded that today, SHG movement is a very vibrant movement spread across all districts of the state. The training by the NGO's had increased their confidence and

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restored self worth. Even though the members have joined the SHGs for various reasons, most of the SHG members have developed their own small business with the credit linkage and are standing on their own legs. Mahalir Thittam- a bank linkage program to SHGs has emerged as an effective program in extending credit to rural women to enhance rural development in par with the empowerment of women.

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HEALTH CARE INDUSTRY AND ITS DEVELOPMENTS

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ABSTRACT

The Indian Constitution makes the provision of healthcare in India the responsibility of the state governments, rather than the central federal government. It makes every state responsible for "raising the level of nutrition and the standard of living of its people and the improvement of public health as among its primary duties". The National Health Policy was endorsed by the Parliament of India in 1983 and updated in 2002, and then again updated in 2017. The recent four main updates in 2017 mentions the need to focus on the growing burden of non-communicable diseases, on the emergence of the robust healthcare industry, on growing incidences of unsustainable expenditure due to health care costs and on rising economic growth enabling enhanced fiscal capacity. In practice however, the private healthcare sector is responsible for the majority of healthcare in India, and most healthcare expenses are paid directly out of pocket by patients and their families, rather than through health insurance. Government health policy has thus far largely encouraged private sector expansion in conjunction with well-designed but limited public health programs.

Keywords: Healthcare, The central federal government, Public health programs, Economic growth.

INTRODUCTION

Healthcare industry in India comprises of hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The industry is growing at a tremendous pace owing to its strengthening coverage, services and increasing expenditure by public as well private players. The hospital industry in India, accounting for 80% of the total healthcare market, is witnessing a huge investor demand from both global as well as domestic investors. The hospital industry is expected to reach \$ 132 bn by 2023 from \$ 61.8 bn in 2017; growing at a CAGR of 16-17%. The medical tourism industry in India is expected to double its value to become a \$ 6 bn industry by 2018 from \$ 3 bn in 2017. Medical tourist arrivals in India increased by over 50% to 200,000 in 2016 from 130,000 in 2015. The diagnostics industry in India is currently valued at \$ 4 bn. The share of organized sector is almost 25% in this segment (15% in labs and 10% in radiology). The primary care industry is currently valued at \$ 13 bn. The share of organized sector is practically negligible in this case.

PUBLIC HEALTHCARE

Public healthcare is free and subsidized for those who are below the poverty line. The Indian public health sector encompasses 18% of total outpatient care and 44% of total inpatient care. Middle and upper class individuals living in India tend to use public healthcare less than those with a lower standard of living. Additionally, women and the elderly are more likely to use public services. The public health care system was originally developed in order to provide

a means to healthcare access regardless of socioeconomic status or caste. However, reliance on public and private healthcare sectors varies significantly between states. Several reasons are cited for relying on the private rather than public sector; the main reason at the national level is poor quality of care in the public sector, with more than 57% of households pointing to this as the reason for a preference for private health care. Much of the public healthcare sector caters to the rural areas, and the poor quality arises from the reluctance of experienced healthcare providers to visit the rural areas. Consequently, the majority of the public healthcare system catering to the rural and remote areas relies on inexperienced and unmotivated interns who are mandated to spend time in public healthcare clinics as part of their curricular requirement. Other major reasons are long distances between public hospitals and residential areas, long wait times, and inconvenient hours of operation.

Different factors related to public healthcare are divided between the state and national government systems in terms of making decisions, as the national government addresses broadly applicable healthcare issues such as overall family welfare and prevention of major diseases, while the state governments handle aspects such as local hospitals, public health, promotion and sanitation, which differ from state to state based on the particular communities involved. Interaction between the state and national governments does occur for healthcare issues that require larger scale resources or present a concern to the country as a whole. Considering the goal of obtaining universal health care as part of Sustainable Development Goals, scholars request policy makers to acknowledge the form of healthcare that many are using. Scholars state that the government has a responsibility to provide health services that are affordable, adequate, new and acceptable for its citizens. Public healthcare is very necessary, especially when considering the costs incurred with private services. Many citizens rely on subsidized healthcare. The national budget, scholars argue, must allocate money to the public health sector to ensure the poor are not left with the stress of meeting private sector payments. Following the 2014 election which brought Prime Minister Narendra Modi to office, the government unveiled plans for a nationwide universal health care system known as the National Health Assurance Mission, which would provide all citizens with free drugs, diagnostic treatments, and insurance for serious ailments. In 2015, implementation of a universal health care system was delayed due to budgetary concerns. In April 2018 the government announced the Aayushman Bharat scheme that aims to cover from Rs. 5 lakhs to 100,000,000 vulnerable families (approximately 500,000,000 persons – 40% of the country's population). This will cost around \$1.7 billion each year. Provision would be partly through private providers.

PRIVATE HEALTH CARE

Since 2005, most of the healthcare capacity added has been in the private sector, or in partnership with the private sector. The private sector consists of 58% of the hospitals in the country, 29% of beds in hospitals, and 81% of doctors. Max Health hospital facility in Delhi, India. According to National Family Health Survey-3, the private medical sector remains the primary source of health care for 70% of households in urban areas and 63% of households in rural areas.[13] The study conducted by IMS Institute for Healthcare Informatics in 2013, across 12 states in over 14,000 households indicated a steady increase in the usage of private

healthcare facilities over the last 25 years for both Out Patient and In Patient services, across rural and urban areas. In terms of healthcare quality in the private sector, a 2012 study by Sanjay Basu, et al., published in PLOS Medicine, indicated that health care providers in the private sector were more likely to spend a longer duration with their patients and conduct physical exams as a part of the visit compared to those working in public healthcare. However, the high out of pocket cost from the private healthcare sector has led many households to incur Catastrophic Health Expenditure, which can be defined as health expenditure that threatens a household's capacity to maintain a basic standard of living. Costs of the private sector are only increasing. One study found that over 35% of poor Indian households incur such expenditure and this reflects the detrimental state in which Indian health care system is at the moment. With government expenditure on health as a percentage of GDP falling over the years and the rise of private health care sector, the poor are left with fewer options than before to access health care services. Private insurance is available in India, as are various through government-sponsored health insurance schemes. According to the World Bank, about 25% of India's population had some form of health insurance in 2010. A 2014 Indian government study found this to be an over-estimate, and claimed that only about 17% of India's population was insured. Private healthcare providers in India typically offer high quality treatment at unreasonable costs as there is no regulatory authority or statutory neutral body to check for medical malpractices. In Rajasthan, 40% of practitioners did not have a medical degree and 20% have not completed a secondary education. On 27 May 2012, the popular actor Aamir Khans program Satyamev Jayate did an episode on "Does Healthcare Need Healing?" which highlighted the high costs and other malpractices adopted by private clinics and hospitals. In response to this, Narayana Health plans to conduct heart operations at a cost of \$800 per patient.

The following are the major problems of health services:

1. Neglect of Rural Population:

A serious drawback of India's health service is the neglect of rural masses. It is largely a service based on urban hospitals. Although, there are large no. of PHC's and rural hospitals yet the urban bias is visible. According to health information 31.5% of hospitals and 16% hospital beds are situated in rural areas where 75% of total population resides. Moreover, the doctors are unwilling to serve in rural areas. Instead of evolving a health system dependent on paramedical (like bare-footed doctors in China) to strengthen the periphery, India has evolved one dependent on doctors giving it a top-heavy character.

2. Emphasis on Culture Method:

The health system of India depends almost on imported western models. It has no roots in the culture and tradition of the people. It is mostly service based on urban hospitals. This has been at the cost of providing comprehensive primary health care to all. Otherwise speaking, it has completely neglected preventive, pro-motive, rehabilitative and public health measures.

3. Inadequate Outlay for Health:

According to the National Health Policy 2002, the Govt. contribution to health sector constitutes only 0.9 percent of the GDP. This is quite insufficient. In India, public expenditure on health is 17.3% of the total health expenditure while in China, the same is 24.9% and in Sri Lanka and USA, the same is 45.4 and 44.1 respectively. This is the main cause of low health standards in the country.

4. Social Inequality:

The growth of health facilities has been highly imbalanced in India. Rural, hilly and remote areas of the country are under served while in urban areas and cities, health facility is well developed. The SC/ST and the poor people are far away from modern health service.

5. Shortage of Medical Personnel:

In India shortage of medical personnel like doctors, a nurse etc. is a basic problem in the health sector. In 1999-2000, while there were only 5.5 doctors per 10,000 population in India, the same is 25 in the USA and 20 in China. Similarly, the number of hospitals and dispensaries is insufficient in comparison to our vast population.

6. Medical Research:

Medical research in the country needs to be focused on drugs and vaccines for tropical diseases which are normally neglected by international pharmaceutical companies on account of their limited profitability potential. The National Health Policy 2002 suggests to allocate more funds to boost medical research in this direction.

7. Expensive Health Service:

In India, health services especially allopathic are quite expensive. It hits hard the common man. Prices of various essential drugs have gone up. Therefore more emphasis should be given to the alternative systems of medicine. Ayurveda, Unani and Homeopathy systems are less costly and will serve the common man in better way. Concluding the health system has many problems. These problems can be overcome by effective planning and allocating more funds.

SUGGESTIONS

Remedying Indian Healthcare

Healthcare should not be restricted merely to medical care but cover aspects of preventive care as well. Primary health care needs to be recognized as a public good which is non-excludable and nontrivial consumption. Hence, its supply and demand cannot be left to be regulated by the invisible hand of the market. Elements of health like sanitation, vaccination, health education and primary healthcare have large positive and negative externalities and hence need public funding to be provided at socially optimal levels. Lately, a lot of public funding has been directed to improve our secondary and tertiary care systems that mostly provide private benefits. While there is a need to work at all the three levels of primary, secondary and tertiary healthcare, the main focus of the government today should be on improving the primary healthcare as a public good.

Governance

While more spending on public healthcare remains a central point of NHP 2017, it is important to realize that one of the key problems of the Indian healthcare system is its poor management, administration and the entire governance structure. The importance of management and governance structure can be observed through the variations in the health indicators as seen across the various states of India. It is seen that the states with better capacity and stronger management have utilized the National Rural Health Mission funds more

effectively than the states with poor initial conditions. Years of misgovernance and neglect have vitiated our public management systems with perverse incentives. Chronic absenteeism, corruption and private practice have become very integral to our systems (Shamika Ravi, 2015).

National Health Service (NHS) of United Kingdom

It is a successful implementation of such a model at a much larger scale. The corporation mostly acts as an independent entity even though the government sets its mandate and targets. Local health boards are made responsible for their finances. They ‘purchase’ or contract NHS primary care providers and hospitals on a service rendered basis, ensuring accountability at the local as well as the highest levels (Guardian, 2016).

Feasibility Analysis:

Any change in the governance structure of a system requires both time and the willingness of the people to change. Under the proposed solution, the various state governments would have to lay out the most effective structures for their respective states, hire the most competent individuals and lay out comprehensive rules and regulations for the functioning of the corporation. This could take several years’ time but once the corporation is in place, the functioning of the same would bring in many improvements in the system. Also, this improvement would require only moderate government expenditure.

Information Management Systems

Another major problem plaguing the Indian healthcare system is the lack of information that is available about the patient’s history. Take for instance a migrant worker who moves from Bihar to Delhi for work. He falls ill and consults a doctor in Delhi, gets the required treatment and moves to Mumbai in search for better work. There he falls ill again and consults another doctor but unfortunately, the doctor knows no medical history of the patient as there are no medical records other than what the patient can himself explain to the doctor of his past treatments based on his limited medical knowledge. Such is the case with more than 80 percent of our population.

Healthcare Financing

Because of the uncertainty associated with healthcare needs, it is often not possible for people to plan their healthcare costs, which can be huge. Large uncertain expenditures are typically covered by insurance, but with over 70 percent of uninsured population, the burden of these expenditures on the pockets of common man is huge. The problem of adverse selection and moral hazard plagues health insurance throughout the world. One solution to these theoretical problems is medical savings accounts (MSAs). These are like the regular savings accounts; however, the savings here are tax exempt as long as the money is used only for healthcare expenditures arising for the individual or their immediate family (Shamika Ravi, 2015).

CONCLUSION

The healthcare sector in India is poised at a crossroads where the right policy action is extremely critical in determining the future course of the sector. The industry faces major

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challenges owing to the changing demographics of the country, the poor state of the public infrastructure, lack of financial resources, paucity of human capital and poor governance. The staggeringly low contribution of the public sector in the healthcare industry sits at the centre of all these problems. While the National Health Policy tries to address the majority of these challenges, it lacks significantly in terms of the feasibility of implementation and also inadequate finances. Through this paper, I have suggested multiple solutions to attack these problems from different directions through different approaches. Although the government realizes the need to increase public spending in healthcare, it would be important to ensure that the spending is done in the right manner. Countries like Sri Lanka and Bangladesh which have much lower spending on healthcare when compared to India actually perform much better on several health indicators. This shows the importance of not just increasing the spending but also spending it more effectively. All said and done, it may not be very accurate to directly compare the Indian situation with any of the other countries in the world given its huge population, unique demographics and democratic governance. We need our own solutions to our own problems which are best suited to our population and our systems.

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DEVELOPMENTS OF GREEN BANKING IN INDIA

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ABSTRACT

Green banking is like a normal bank, which considers all the social as environmental/ecological factors with an aim to protect the environment and conserve natural resources. It is also called as an ethical bank or sustainable bank. Green banking requires a paradigmatic change in thinking about economics, business and finance. The banking sector influences the economic growth and development in terms of both quality and quantity, there by changing the nature of the growth. Banking sector is one of the major sources of financing investment for commercial projects which is one of the most important economic activities for economic growth. Basically, green banking avoids as much paper work as possible and rely on online/electronic transactions for processing so that you get green credit and green mortgages.

Banks can provide important leadership for the required economic renovation that will provide new opportunities for financing and investment policies as well as portfolio management for creation of a strong and successful low carbon economy. It has also presented the status of Indian as far as green banking adoption is concerned. Banks should go green and play a pro-active role to take environmental and ecological aspects as part of their leading principle. This paper tries to find out the ways to go green through “green banking”.

INTRODUCTION

Green banking refers to the banking business conducted in such areas and in such a manner that helps the overall reduction external carbon emission and internal carbon footprint. To aid the reduction of external carbon emission, banks should finance green technology and pollution reducing projects. Although, banking is never considered as a polluting industry, the present scale of banking operations has considerably increased the carbon footprint of banks due to their massive use of energy. (e.g. lighting, air conditioning, electronic equipment, IT, high paper wastage, lack of green buildings etc.) banks should adopt technology, process and products which are results in sustainable reduction of their carbon footprints as well as develop sustainable business. Green banking means promoting environment friendly practices and reducing carbon footprint from banking activities.

Green banking, socially responsible banking, community investment banking, and eco banking are all terms that mean relatively the same thing. Banks have an ecological and ethical outlook into their business model. These mostly include supporting human rights, not investing in the unsustainable harvest of the world’s natural resources, nuclear power, arms trade or the development of genetically modified organisms and considering animal welfare and the environment.

Green banks promote under the following:

- Forest preservation
- Water production

- Responsible farming practices
- Recycling
- Eco-tourism
- Loans to displaced timber workers to help them start environmentally friendly businesses
- Help for low-wage earners to purchase homes
- Community education and mentoring programs

METHODS ADOPTED IN GREEN BANKING

A. Online savings account :

Online savings account and mobile banking is the easiest way that you can do your part to bank green and help the environment. Green banking includes setting up direct deposit to receive your paychecks, receiving electronic statements from your bank and by paying bills online.

B. Paperless statements:

Sending out bank statements by mails is a big waste of paper. Signing up for online banking at most banks include an option for customers to receive their statements electronically through a secure log-in.

C. Use direct deposit:

Most Employers will give employees the option to receive their paycheck electronically.

D. Online bill payments:

Paying bills online is something of a lifestyle change, but it can be done. Telephone bills, cable bills, utility bills, credit card payments and mortgage payments can all be paid electronically.

E. Reward debit and credit cards:

Some banks have joined up with environment-friendly groups like the sierra club or defenders of wildlife to create reward debit cards and reward credit cards.

F. Net banking:

Online banking is when customers perform most of their banking related functions without visiting the bank, personally.

FINDINGS

- Basically green banking avoids as much paper work as possible and rely on online/ electronic transactions for processing so that we get green credit cards and green mortgages. Less paper work means less cutting of trees. It also involves creating awareness to banking business people about environmental and social responsibility enabling them to do an environmental friendly business practice.
- Green ethical banks adopt and implement environmental standards for lending, which is really a proactive idea that would enable eco-friendly business practices which would benefit our future generation.
- When we are awarded with a loan, the interest of that loan is comparatively less with normal banks because green banks give more importance to environmental friendly factors- ecological gains.

- Natural resources conservation is also one of the underlying principles in a green bank while assessing capital/operating loans to extracting/ industrial business sector.
- Green banking as a concept is a proactive and smart way of thinking with a vision for future sustainability of our only spaceship earth- as design science explorer Richard Buckminster fuller called our earth.

DEVELOPMENTS IN GREEN BANKING

There has been a growing interest in the development of sustainable and green financial regulation globally. The interest is based on the increasing climate change risk for the financial sector on the one hand and on the other, a need to integrate the financial sector into a transition to a green economy. A regulative approach would be a significant departure from banks' approach to rely on purely voluntary codes of conduct as it concerns the integration of sustainability issues into their business. Interestingly most of these regulatory approaches exist in developing and emerging countries such as China, Brazil, Bangladesh and Nigeria. Industrialised countries can learn from emerging countries than have conducted this step successfully. However, more research is needed to explore why emerging countries follow a regulative approach, what the effect of the financial sustainability regulation are on the industry and sustainable development in the respective countries and what is the barriers and opportunities are for implementing sustainable financial regulation in industrialised countries.

RECENTS

Recently, the governor of the bank of England, Mark Carney, asked the financial sector to examine their financial risks rising from standards assets in the oil and coal sector. That can be allowed a request by the bank of England to analyse climate change-related risks for the insurance sector in particular, with regard to their risk profile, and was a response to the findings of the intergovernmental panel on climate change (IPCC) that stated only a small part of the remaining fossil fuel reserves can be burned in order to mitigate climate change (Field et al.2014). This is a rare example of central banks' and other financial regulators' intervention in accessing financial risks caused by environmental or sustainability issues.

Banks can reduce carbon footprints by adopting the following measures:

- a. Paper-less banking
- b. Energy consciousness
- c. Using mass transportation system
- d. Green buildings

SUGGESTIONS THAT CAN BE ADOPTED BY BANKS TO ENCOURAGE GREEN BANKING:

- ❖ Construct a website and spread the news
- ❖ Educate through the bank's intranet and public website
- ❖ Participate in events
- ❖ Setup outlets to promote green business
- ❖ Communicate through the press
- ❖ Disseminate info through leaflets
- ❖ Social responsibility services and done by banks
- ❖ Carbon foot print reduction by energy consciousness

- ❖ Carbon foot print reduction by mass transportation
- ❖ Impact education through E-learning programs
- ❖ Making it a part of annual environment report

CONCLUSION

Banks are responsible corporate citizen. Banks believe that every small “GREEN” step taken today would go a long way in building a greener future that each one of them care work towards better global environment. “Go Green” is an organisation wide initiative that is moving to words banks, the processes and their customers. The purpose is to provide cost efficient automated channels and to build awareness and consciousness of environment, nation and society. Green banking is really a good way for people to get more awareness about global warming. Green banking if implemented sincerely will act as an effective exante deterrent for the polluting industries that give a pass by to the other institutional regulatory mechanism. The discussion about the development of sustainability and green banking regulation is an ongoing and evolving process that can help chart a new course for sustainable banking and finance in the coming years. Countries adopt sustainable finance regulation; there is an opportunity to explore why such approaches may be successful and whether they should be implemented in industrialised countries as well.

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IMPACT OF BIG DATA IN THE PROGRESSION OF INDIAN DIGITAL MARKETING

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ABSTRACT

Any form of marketing that is not online refers to conventional marketing. This includes publishing, broadcasting, direct mail, internet, and billboards like outdoor advertisements. The use of the Internet to attract customers is digital marketing. Digital marketing is a wide field, including email, content marketing, search platforms, social media, and attracting customers. Digital advertisement is a method of marketing. Digital marketing is a type of advertisement that enables digital platforms for the promotion of brands and goods. Both marketing activities that use an electronic device or the internet are included in digital marketing. To communicate with existing and prospective clients, companies exploit digital platforms such as search engines, social media, email, and other websites. Big data now determines crucial marketing decisions. This relates to the analysis and implementation of massive, complex databases that traditional data-processing applications do not process. These statistics provide perspectives that can translate to informed management choices and strategic steps. The use of the right technologies increases the efficiency of decision-making and procedures that are comprehensive. This paper is an attempt to study the impact of big data in growth trend of digital marketing in India.

Keyword: Big data, Digital Marketing

INTRODUCTION

The huge Indian market is rapidly shifting. Internet access among professionals is becoming popular and smartphone use is increasing. With new platforms continuously increasing in scale and power, the speed of transition continues to be high. Every year, more individuals spend more time online in India, and the digital tools and sites they use play an ever-increasing role in people's lives. Indian customers are now spending more time on social media and web surfing. The visibility of any product is therefore more visible than traditional marketing techniques through the digital medium. The main growth in digital marketing comes from social media, and people are now spending their time on social media. The digital market in India is rising day by day and it is clear that digitization is taking place at a high pace. Today, e-commerce websites provide all goods and services online through online portals.

OBJECTIVE OF THE PAPER

- To study the importance of big data in modern digital marketing
- To study the various types of big data
- To highlight the important features of big data over all.

Digital Marketing: Digital Marketing Industry in India Almost all business segments are protected by the digital marketing industry in India. Shopping and order monitoring, online banking, payment systems and content management are some of E-applications. The power of digital marketing causes geophysical obstacles to vanish, creating future consumers and suppliers for all customers and businesses on earth. It is known for its ability to allow businesses to connect anywhere and at any time and to form a transaction. A booming

profession today is the digital marketing industry in India. In a country with a rapidly rising economy, substantial digital marketing career growth is expected to be very high. The emergence of digital media trends has had a very important effect on advertising and marketing.

Big Data: Big Technology has emerged as the data pattern of transition, distinct from the conventional computer awareness of the past. A shift in the way researchers gather and analyse data with enormous capacity has been created. Big Data refers to the vast amounts of data typically collected by companies from their own business processes and from their customers by various means. This information can actually be obtained from various sources such as online transactions, emails, videos, audios, images, click streams, logs, posts, search queries, health records, and interactions with social networks, science data, sensors, mobile phones, and their software.

Big data often characterized by 4Vs

Volume: It refers to a large amount of data (Size of data)

Velocity: It refers to the speed at which the data is generated, stored, analysed and utilized.

Variety: It refers to the different sources of data as well as different types of data that is structured, semi-structured and unstructured data. Nowadays data comes from different sources like social media, emails, apps, wearable devices, smart phones, and IOT connected appliances.

Veracity: It refers to the uncertainty of data. Veracity is the quality, accuracy, and trustworthiness of the data.

Big Data in Digital Marketing: Enterprise management and the maintenance of big data will have more accurate and advanced strategic marketing decisions. This will enable digital marketers in an organization to acquire better insights and transparency. In digital marketing strategy, Big Data plays a key role. It is a large group of data that is evaluated on a computational basis to release results and demonstrate the company's continuing exploration. It has changed how corporations use the actions of their consumers around the world to assess them.

It may also envision the future consumer behaviour and unbar various new possibilities for an organization, along with the opportunity to examine the previous patterns. Marketers rely on predictive analytics on an ongoing basis as it offers valuable insights into the end-consumer base, allowing them to keep track of the distribution of demand. It also helps to prepare how they can engage their clients effectively by leveraging the data from the database of their business to achieve precision in demand forecasts, efficient use of fleet and drive advantages. Here are some reasons why digital marketers trust big data,

- Real-time customer insights
- Personalized targeting
- Increasing sales
- Improves the efficiency of a marketing campaign
- Budget optimization
- Measuring campaign's results more accurately

Real-time customer insights: Marketers can grasp their target group very well with the aid of Big Data processing. Understanding the target customer in this intense rivalry period is really critical for businesses to remain ahead of the market. The business will get a large amount of data from the beginning through consumer engagement, such as what they expect

from the brand, what they think about the brand, and when they purchase from which channel. An organization will provide better consumer data with Sentiment research and it can assist advertisers for future campaigns. Analysis of sentiment is a tool that analyzes details about how the client feels about a company, its brand, and its product or service. It is known as opinion mining as well.

Benefits of sentiment analysis

- It helps refine the marketing campaign depending on the opinion of the consumer.
- It helps recognize the strengths and disadvantages of a brand.
- It helps to improve customer support.
- It helps to develop a product quality
- It also helps to identify new business opportunities.

Personalized targeting: Nowadays, the key strategy for every marketer is personalization. Engaging customers with the right message at the right moment is the biggest problem for marketers. Big data helps marketers create campaigns that are targeted and personalized. Personalized marketing is creating and delivering messages to the individuals or the group of the audience through data analysis with the help of consumer's data such as relocation, browsing history, click stream behavior, and purchasing history. It is also known as one - to - one marketing. Examples of personalized marketing are:

Product recommendation: An excellent example of a product recommendation is Amazon. Based on your searches, interests, and previous purchase history, it offers a better suggestion.

Targeted Emails: Personalized marketing enables a particular audience to be reached by marketers. If businesses send the correct email to the right person at the right time, businesses help build a personal bond with their customers and this leads to higher sales. Depending on their interest, demography, search history, and preferred content, you can create an efficient email campaign for your target audience.

More targeted Advertisements

In order to create more targeted and effective ad campaigns, information collected from browsing history, such as website visits, and which deals or offers they consider are used. Digital advertising means displaying company advertisements to site visitors on third-party websites that will help businesses earn more revenue. The best examples of digital advertising are Google and Face book.

Increasing sales

Companies can learn more about their clients, such as what they buy, with the help of Big Data analysis? How often do they purchase a certain product? And which method of payment do they prefer? At the right time, it will help to make the right offer that leads to increased sales.

Demand forecasting

Big data also helps to forecast a product's market. With the aid of Predictive and Prescriptive analytics, companies will specifically enhance their demand forecasting. Does this help firms to decide how much they generate? About which product? When do they make it? And which place? It provides advice based on predictions. Demand forecasting reduces the risk of stock outs. It allows companies to control their production costs as well.

Price optimization

Big data processing helps enterprises to assess the right price for goods depending on the price of rivals, the seasonal price, the quality of products, among other factors. The price can also be defined by advertisers according to the demand. Optimizing costs will increase profits and income.

Improves the efficiency of a marketing campaign

Marketers should answer some questions to increase campaign effectiveness as to whom to contact? When to contact? How to contact? And what to offer?

Predictive analytics with data visualization

Predictive analysis forecasts the future on the basis of actual facts and historical knowledge. With the help of Predictive Analytics, advertisers will determine the client or user segments to target and the right content for each customer. It also helps determine the right channels and the correct timings for the campaign. That will help increase response times. Data visualization for predictive analytics aims to increase the efficacy of a marketing strategy. The method of displaying information or data in graphic formats, such as graphs, charts, tables, diagrams, and maps, is data visualization. Since people are visual by default, it helps to grasp large data sets more effectively and efficiently.

Data visualization for predictive analytics aims to increase the efficacy of a marketing strategy. The method of displaying information or data in graphic formats, such as graphs, charts, tables, diagrams, and maps, is data visualization. Since people are visual by default, it helps to grasp large data sets more effectively and efficiently.

Benefits of data visualization

- Data analysis helps enterprises to consider which object is good for which categories.
- Marketers can recognize the changes in buying behavior and the peaks in shopping times with the aid of data visualization.
- It helps to consider which variables influence the actions of customers.
- Data visualization allows enterprises to recognize changing industry patterns.
- It helps to locate the areas that need improvements as well.

Budget optimization

One of the main problems for digital marketing is budget optimization. Does a client go to the website directly and make a purchase? Seldom. In this new age, customers use social media platforms for peer feedback before making a buying decision, and they still consume a lot of digital content for analysis and comparison.

Marketers use many ways of contacting their clients, such as websites, tweets, and platforms of social media, partner networks, and ad words. Marketers need to assess which platform or touch point leads significantly to conversion, income, ROI, and which channels generate more possibilities for purchases. The platform that has a low click-through rate must be overlooked. That will allow advertisers to smartly plan their budget, and with the Attribution model, that is feasible.

Google describes, as a law or collection of rules, an attribution model that specifies how revenue and transaction credit is distributed to touch points on conversion paths. Marketers can

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consider what drives clients to purchase with the aid of the Attribution model? Throughout their buying process, and how consumers communicate with various platforms. So you can spend better in networks that have a high rate of conversion.

Measuring campaign's results more accurately

Data review can also be used to assess the success of the campaign and the efficacy of each campaign. Marketers are assisted by accurate marketing outcomes for potential campaign plans.

CONCLUSION

Through data analytics, companies can increase their profitability. Apart from that big data is also used to identify the right and related keywords to your website and that helps to drive more traffic to your website. With the help of big data analytics, you can discover the customer needs that help you to create quality content so that you can increase your audience engagement. Day by day growing Digital Market in India is an evident that the digitization is taking place with a high speed.

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FUNCTIONS AND COMPONENTS OF HUMAN RESOURCE INFORMATION SYSTEM (HRIS) IN SMALL SCALE INDUSTRIES

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ABSTRACT

The purpose of this paper is to study the functions and benefits of Human Resource Information System in Small Scale Industries. The theoretical framework of this study is based on the previous study of HRIS research in various prospects. In this study, Human Resource Information System (HRIS) has a significant functions and benefits in small and medium scale industries in rural areas. It specifically found that the ERP function of Human Resource Management has high significant benefits as well as related functions of Human Resource department in large scale. The functions include strategic planning, manpower planning, performance appraisal, recruitment, internal and external communication in organization, knowledge management, employee relations, record management etc. whereas it has high benefits through these functions of HRIS.

Keywords: HRIS, functions, benefits, small scale industry

INTRODUCTION

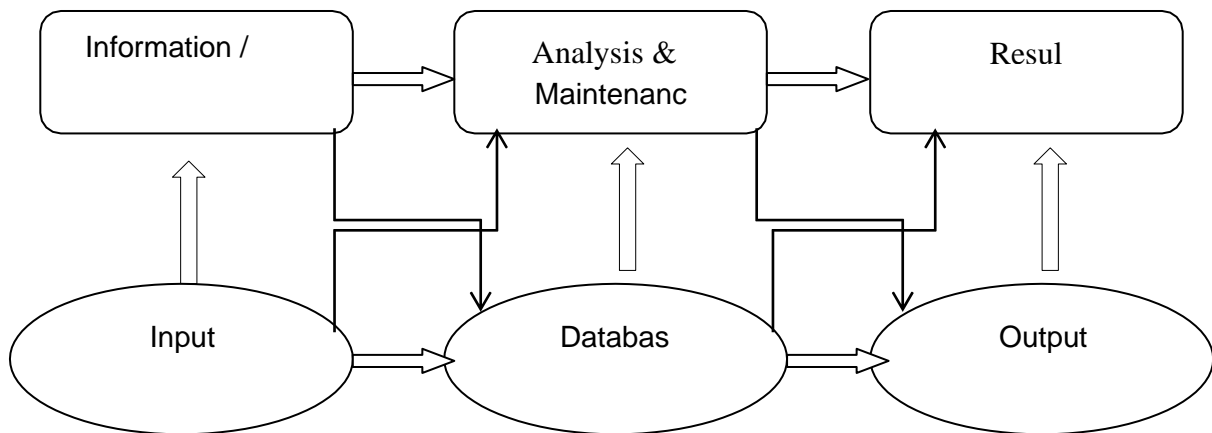
Human Resource Information System is one of the important tools in human resource department. This HRIS tool is most popular in developed countries for the past decades. In developing countries, it is the emerging trend in human resource in industries. Small, medium and public industries are failed to realize the importance of Human Resource Information System tools. The main limitation of this Human Resource Information System tool is high cost, so the small-scale industries are unable to implement Human Resource Information System tool. Once this Human Resource Information System ERP tool is implemented in the organization the employees and management will get huge benefits. The Human Resource Information System tool is a combination of both human resource management and Information Technology. It makes the Information System of the organization most easily than ever. It helps the Human Resource Manager to provide accurate information at right time on the time of major decision- making process and supporting functions required to manage Human Resource in the organization. It covers all the functions of Human Resource Management. It collects the necessary information, store, manage, deliver, manipulate and present all the data of Human Resource. This paper aims at providing the functions and of Human Resource Information System in small and medium scale industries. It also highlights the elements and components of Human Resource Information System.

DEFINITION

Human Resource Information System is a process that utilise the information technology for the effective management of Human Resource function and application. It is the computerised system typically comprising a database or inter-related database that track the employees and their employment specific information. [Gill and Johnson, 2010].

Human Resource Information System is an ERP system/tool used to simplify the

Human Resource function and to maintain and transfer necessary in Human Resource department whenever it is necessary.



COMPONENTS OF HUMAN RESOURCE INFORMATION SYSTEM

- i) **Information / Data:** it is main components of Human Resource Information System. It includes all the input data of the employee that the Human Resource professional feed in the system. First step is to gather the information. Once the data collected it must be entered into the system. The system checks the acceptable data automatically, Human Resource Information System has a capability to update and edit the data easily. So, this component has all the information or data about the employees and whole organisation.
- ii) **Database:** It is the component where the information is stored. The main function of database is to storing, maintaining, analysing, updating and transferring the data. The data are stored in various storage devices. All the data get access through Human Resource Information System database of the particular organisation.
- iii) **Result:** It is the output component Human Resource Information System. The first component gathers the raw data second component store, analyse and maintain data and third component generate the valuable output with numerical, graphical or pictorial presentation of data.

FUNCTIONS AND ELEMENTS OF HUMAN RESOURCE INFORMATION SYSTEM

The function of Human Resource Information System is related to the functions of Human Resource department such as manpower planning, staffing, training, performance management, compensation and benefits, career development, relationship management, record management and communication.

1) Human Resource Planning and Analysing

The main function of Human Resource Information System is planning and analysing the human resource requirement. It includes elements like Staffing projection [forecasting demand and supply], Job analysis, Inventory of skills, Turnover analysis, Organisation chart, Policies and procedure making and Organising Human Resource activities.

2) Equal Employment

It is the function of Human Resource Information System which includes the element like

affirmative action plan, applicant tracking and utilisation of workforce and availability of analysis.

3) Staffing

It plays an important role in human resource management. It means placing right person in the right place, on the right time. It includes the elements like sources of recruiting, process of selection, job offers and placements and refusal analysis

4) Human Resource Development

This function includes the training and performance appraisal of the employees. It includes elements like employee training profile, assessment of training need and succession planning.

5) Benefits and Compensation

It is necessary to provide the benefits and compensation to the employees at right time. This function includes the elements like structure of pay, cost of salary / wages, leave usage, benefit usage, health, safety and security.

6) Employer – Employee Relationship

It is one of the major functions of Human Resource Information System to maintain cordial and sound employer – employee relationship. It includes the elements like union negotiation, employee work history, interview analysis, auditing records and survey result of attitude.

7) Create and Maintain Employee Record

It creates employee record at the time hiring and maintains and updates the record throughout the employment. Human Resource Information System professional is responsible for creating and maintaining these employee records.

8) Ensuring Legal Compliance

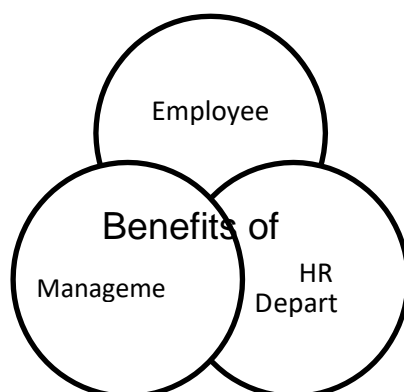
Reporting is the important function of Human Resource Information System. It helps the organisation to comply with the Government regulation at on time with accuracy. Ensuring accuracy of information is a key responsible for Human Resource administrator.

9) Strategic Planning

The information of Human Resource Information System helps the professionals to align the activities of Human Resource more effectively with their strategic plans.

10) Decision Making:

Human Resource Information System not only creates and store data but also improves the decision quality by providing relevant, accurate and timely information.



BENEFITS OF HUMAN RESOURCE INFORMATION SYSTEM

1. Benefits to the Management:

- a) It increases the accuracy of decision making
- b) It reduces the cost
- c) It gives the clear picture of business organisation
- d) It simplifies the process of hiring and firing of employees in the organisation

2. Benefits to the Employees:

- a) Time management
- b) Independent access of data through system software
- c) Increase morale
- d) Automatic tracking and reminding the important events
- e) 24*7 data availability
- f) Encourage to take initiatives and decisions
- g) Provide training and appraisal at on time

3. Benefits to the HRDepartment:

- a) Standardization of business processes
- b) Reduction in duplication of work
- c) Improve management system
- d) Minimises the error caused by humans
- e) Access all data to single database
- f) Free flow of communication

CONCLUSION

The Human Resource Information System is a tool which has a combination of Human Resource and Information Technology. It is a kind of ERP tool which has a capable of performing the Human Resource functions effectively and efficiently. The benefits if Human Resource Information System is high. It has a high potential in making decision and communicating the relevant information to the concerned person within or outside the organisation. So, implementation of Human Resource Information System in small and medium scale industries will ensure huge benefits in concern of whole organisation. The Information Technology enhances the free flow of information through ERP system.

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A STUDY ON BANANA CULTIVATORS IN THOOTHUKUDI DISTRICT

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ABSTRACT

Banana is the most widely consumed fruit, and is an attractive perennial fruit crop for small farmers. This is due to its high economic gains throughout the year compared to other crops like rice and wheat. Apart from the imputed value of family effort, the other effects like cost of production, on the whole income etc., are not favourable to the small farmers. Their agricultural lands depend on torrential rains. The greater parts of the lands are rain-fed areas. If the monsoon fails, then the farmers will be in hitch. In these circumstances, the government should shore up the agriculturists by granting financial assistance. Different strategies should be adopted to reduce the losses taking place out of high humid content of the banana. The banana is also fatally affected by some ailment. Therefore, an enduring research station may be elevated to protect the banana from various syndromes. By examining various research results as one; the government generates awareness among the farmers concerning banana cultivation and may push more farmers to cultivate this precious food, which is greatly vital in our habitual diet system. Among 29 districts of Tamil Nadu, Thoothukudi district ranks first in exporting banana. So Thoothukudi district is selected for the present study

Keywords: Banana, Farmers, Government

INTRODUCTION

In India Banana ranks second next to Mango in area and production, occupying an area of about 83 lakh hectares with an annual production of 46.26 lakh tons. The important banana growing states are Maharashtra, Tamil Nadu, Andhra Pradesh, Kerala, Karnataka, West Bengal, Bihar and Gujarat. However, the present production of banana in the country is highly inadequate. It is estimated that, the present annual per capita consumption of banana in India is 50 kg per head which is very low compared with other progressive banana growing countries such as Jamaica, Congo, Equator, Kenya and Uganda. Thus, there is an immense scope of increasing banana production in the country. Banana is a nutritious, palatable and easily digested fruit, rich in carbohydrates, minerals such as potassium, magnesium, sodium and phosphorus; and is even richer in calorific value than potato. Being relatively cheaper than other fruits, and owing to its availability almost throughout the year, banana should be regarded as a subsidiary food and forms a part of common man's diet. Apart from fresh fruit, banana can be consumed as processed in various forms such as chips, powder. Flakes, etc.

OBJECTIVES OF THE STUDY

1. To study the income level of the banana cultivators
2. To study their level of satisfaction

STATEMENT OF THE PROBLEM

Banana is one among the important plantation crops cultivated in various parts of the country. It requires adequate water with good soil also affected with environmental factors. The cultivation of Banana increased to a certain extent due to the benefits, utility, earnings, market potentialities etc. The production and marketing of banana helped a lot to promote the economic conditions of the farming community as well as the village economy. Various organizations/ institutions are also supporting and helping in various ways and means in the production and marketing.

THE LEVEL OF SATISFACTION AND PRODUCTIVITY OF THE CULTIVATORS

An attempt was made to understand the level of satisfaction of the cultivators the “chi-square test” and Analysis of variance techniques were applied. The test is carried out in the succeeding pages.

Level of Satisfaction of Banana Cultivators

An attempt to understand the level of satisfaction of banana Cultivators is made. To study the level of satisfaction, Cultivators are asked to give their opinion towards 10 statements that signify the level of satisfaction.

To measure the levels of satisfaction scaling technique is applied for the opinion namely strongly Agree, Agree, No opinion, Disagree, Strongly disagree. The scores +2, +1, 0, -1, -2 are given respectively for 300 respondents from the total score calculated, arithmetic mean and standard deviation.

High level satisfaction = Arithmetic mean + standard deviation

Low level satisfaction = Arithmetic mean - standard deviation

Medium level satisfaction = Score varying between the high level satisfaction and low level satisfaction

Arithmetic mean is 12 mean of 300 respondent scores is calculated. The standard deviation is found to be 4 High level satisfaction scores 12 plus 4 equal to 16. Low level satisfaction 12 minus 4 equal to 8 scores from 8 to 16 are medium level satisfied banana cultivators.

Level of Satisfaction of Banana Cultivators

Level of satisfaction	Number of Banana Cultivators	Percentage
Low level	50	17
Medium Level	88	29
High Level	162	54
Total	300	100

Source: Computed data

From the table it is clear that out of 300 banana cultivators, 54 percent of the cultivators fall under the high level category of satisfaction. 29 percent of the cultivators fall under medium level category satisfaction. 17 percent of the cultivators fall under low level satisfaction.

Income of the Banana Cultivators: Income is an important factor in determining the level of satisfaction.

Income of the Banana Cultivators

Income	Number of Cultivators	Percentage
Upto Rs.20000	32	10
Rs.20000-30000	33	11
Rs.30000-40000	57	19
Rs.40000-50000	65	22
Rs.50000 above	113	38
Total	300	100

Source: Primary data

Table reveals the fact that 38 percent of the cultivators earn an income above Rs.50000. 22 Percent of the cultivators earn an income of Rs.40000 to Rs.50000. 19 percent of the cultivators earn an income of Rs.30000 to Rs.40000. 11 percent of the cultivators earn an income of Rs.20000 to Rs.30000 and 10 percent of the cultivators earn an income up to Rs.20000. As to find out whether there is any relationship between income and the level of satisfaction a two-way table have been framed.

Income of Banana Cultivators and their Level of Satisfaction

Income of the Cultivators	Level of Satisfaction			Total
	Low	Medium	High	
Below 37500	43(34)	35(28)	48(38)	125
Above 37500	32(19)	55(31)	87(50)	175
Total	75	90	135	300

Source: Computed Data

Table reveals that out of 125 banana cultivators' family income below 37500. 34 Percent of them come under low level satisfaction. 28 Percent are under medium level and 38 Percent falls under high level category. Family income of cultivators are above Rs 37500. 19 Percent of cultivators are under low level category. 31 Percent of cultivators are under medium level and 50 percent of cultivators fall under high level category.

In order to find out whether there is any relationship between the income of banana cultivators and the level of satisfaction. Chi-square test has been applied. Table shows the computation of chi-square test. To verify whether there is any relationship between income of the banana cultivators and the level of satisfaction, chi-square test has been applied.

The chi-square test is a useful method of comparing experimentally obtained data with those expected theoretically. The following formula has been used to compute chi-square test.

$$\text{Chi-square} = \sum (o-E) / E$$

Where,

O = Observed frequency

E = Expected frequency

D = Degree of freedom

D.F = (R-1) (C-1)

R = Row

C = Column

$$E = \frac{\text{Rowtotal} \times \text{Columntotal}}{\text{Grand Total}}$$

If the calculated value is greater than the table value of a particular confidence level, say 5 percent level, it could be concluded that the level of altitude is dependent upon the variable when chi-square is completed. It shows the computation of chi-square test.

Income of Banana Cultivators and the Level of Satisfaction

Calculated value	Table Value	Degrees of freedom	Result
2.83	5.991	2	Accepted

The table indicates that the calculated chi-square value is less than the table value at 5 percent level. Hence it could be inferred that relationship between the income of cultivators and the level of satisfaction is not significant.

FINDINGS OF THE STUDY

The attempt to study the relationship between the income of the banana cultivators and the level of satisfaction reveals the fact that the income does not influence the level of satisfaction.

CONCLUSION

Banana production was found high in India. India is the leading country in banana production and utilizing huge land for cultivating banana, but in productivity the country pulled into fourth place. The country may adopt innovative methods in order to improve productivity of in producing banana. The Government should concentrate in the states where production and productivity of banana were found lower. Major variation was found in productivity of banana from state to state. Reasons for the variation may be found and rectified in order to increase productivity of banana and which will lead to give more income to banana cultivators in the country. Similarly, wide variation was found in both production and productivity of banana in different districts in Tamil Nadu. Steps can be taken in order to increase productivity of banana in the districts where low productivity was found. So, an attempt is made in this study to know the level of satisfaction of the banana cultivators with their income.

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STUDY ON MARKETING STRATEGIES ADOPTED BY FLIPKART & AMAZON

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ABSTARCT

Internet grew to be greater effective and simple device for every person's want and consequently the way humans work. By integrating a number of on-line statistics administrations equipment, the use of internet, more than a few revolutionary groups have discovered out structures for taking purchaser orders, facilitate making of payments, client service, series of promoting data, and online comments respectively. These things have jointly referred to as e-commerce or internet commerce. Online purchasing made very convenient for anyone with their product editions and simple thanks to purchase things. An effort has been made to seriously look at a range of company and commercial enterprise degree techniques of two huge e-tailers and humans are Flipkart and Amazon. Comparison are accomplished thinking about e-commerce challenges, their enterprise model, funding, income generation, growth, survival strategies, Shoppers' on-line buying experience, price delivered differentiation, and merchandise offerings. Both these huge gamers made their very own mark in India, however who goes to be final winner or be the best one goes to be. A comparative find out about of Flipkart.com with one amongst the shut competitor Amazon.com promises the know-how about the variety of techniques to reap e-commerce market and one of kind possibilities handy in India.

INTRODUCTION

Nowadays, E-Commerce has emerged as most famous enterprise sector. It's a method of buying and promoting merchandise online, so its desires are as easy as the commercial enterprise means. Every E-commerce commercial enterprise focuses on some most important targets like excessive sales, purchaser reaching, products satisfactory and on time delivery. Mostly E-commerce groups attempt to center of attention on these objectives for commercial enterprise success. The consumer is the important phase of any E-commerce company and purchaser pleasure is their high motive, it's very essential to make your customer happy. So, most organizations attempt to grant properly first-rate products, higher customer support, deals, offers, and on time delivery. When any E-commerce employer begins selling their merchandise then what they require consumer attain to their on-line buying portal so high customer reach is additionally their principal objective. Social recognition for any E-commerce company is imperative due to the fact you can't set up your company till until you are not popular and well-known amongst people. So, advertising and marketing and digital advertising and marketing are so essential for any E-commerce commercial enterprise to make them famous amongst people. Marketing in its vast feel is publicizing of a product/service as a way to effortlessly access targeted clients by using the producer and ease of determination on the phase of the customer. Marketing is very necessary for the sale of

items and offerings as it is the reach of the product to the public that decides its popularity. It is a way of growing focus among the purchaser base concerning the items produced and offerings provided through an organization. It is very visible in its outreach and virtually helps the boom of the association by means of branding and brand promotion. Traditional advertising techniques encompass advertising and marketing boards alongside the roads, publishing in newspapers, advertising through telecommunication (Radio and Television). But ordinary advertising and marketing used to be fantastic before however now digital applied sciences are taking place of standard advertising methods or methods. It is the quickest developing zone in the marketing field. It's booming with assist of quickly net speeds and superior digital devices like smartphones, computers, and laptops. The essential hassle in E-commerce enterprise is competition. Flipkart and Amazon India are top two rivals in Indian E-market. Amazon is already world's pinnacle E-commerce company and Flipkart is Indian primarily based E-commerce company, which is developing very fast.

IMPORTANCE & SIGNIFICANCE OF THE STUDY

Marketing may also be a social and managerial procedure via which people and agencies reap what they have and want thru developing and changing merchandise and values with others. It is a built-in system thru which groups create fee for customers and construct robust patron relationships so as to seize price from purchaser reciprocally.

Marketing is employed to make the customer, to remain the client and to fulfil the customer. With the clients due to the fact the focal point of its activities, it is frequently concluded that advertising administration is one amongst the foremost elements of enterprise management. The evolution of promoting used to be triggered thanks to mature markets and overcapacities inside the closing decades. Companies then shifted the principal goal from manufacturing to clients so as to continue to be profitable.

LITERATURE REVIEW

1. According to Mohammed Rafiq and Pervaiz K. Ahmed (1995), the time period advertising and marketing combine was once first used with the aid of Borden and that it used to be cautioned to him with the aid of Culliton's (1948) description of a commercial enterprise govt as "mixer ingredients". Borden did not outline the advertising and marketing mix; it clearly consisted of necessary factors of substances that make up an advertising programme (Borden, 1965, p. 389). McCarthy (1964, p. 35) sophisticated this in addition and described the advertising and marketing combine as a aggregate of all of the elements at a advertising and marketing managers command to fulfil the goal market. Later McCarthy and Perreault (1987) collectively described the advertising combine as the controllable variables that an organization can co-ordinate to fulfil its goal market, which is broadly regularly occurring as "the set of controllable advertising variables that the association blends to produce the response it needs in the goal market" (Kotler and Armstrong, 1989, p. 45).

2. According to Armstrong and Kotler (2007) advertising combine equipment are labelled into 4 extensive groups, referred to as the 4 Ps of marketing: product, price, region and promotion. In order to supply on its fee proposition, the association should first create a need-satisfying market providing (product). It should determine how plenty it will cost for the

price and how it will make the offer accessible to the goal clients (place). It ought to talk with goal clients about the gives and persuade them of it deserves (promotion) (Armstrong and Kotler, 2007 p.53)

3. Baker & Hart (2008, p 463) the good judgment of 4Ps is straight forward; a provider desires product, wants to rate them, to promote them and distribute them to the region the place the client can purchase them.

SCOPE OF THE STUDY

- To study the effect of corns of the corporate that effect on sales and consumers behaviour.
- To know the importance of selling strategies applied by company to the market share.

OBJECTIVES OF THE STUDY

- To understand about the advertising approach adopted via Amazon & Flipkart.
- To be aware of about influence of technique on productiveness degree of company.
- To recognize about a number of advertising and marketing strategies of company.
- To find out about the advertising approach supplied by way of the Amazon & Flipkart.

RESEARCH METHODOLOGY

Research methodology is a way to discover out the end result of a given trouble on a unique remember or trouble that is even referred as lookup problem. In methodology, researcher makes use of special standards for solving/searching the given lookup problem. Different sources use unique kind of strategies for fixing the problem. If we issue about the phrase “Methodology”, it is the way of looking or fixing the lookup problem.

SAMPLE SIZE

The pattern dimension is used on 50 Respondents.

DATA ANALYSIS AND INTERPRETATION:

Table No 1: Motive for using Amazon / Flipkart

PRICING	27
QUALITY	16
RANGE OF PRODUCT OFFERED	20
EASE OF OPERATION OF THE WEBSITE	10
DELIVERY TIME	4
COD	12
REPLACEMENT POLICY	4
SAFETY	7

Interpretation

From the above Table No 1 it is clear that purpose of 27% respondents are the usage of Amazon or Flipkart is pricing, cause of 16% respondents are the usage of Amazon or Flipkart is Quality, cause of 20% respondents are the usage of Amazon or Flipkart is Range of product offered, purpose of 10% respondents are the usage of Amazon or Flipkart is Ease of operation of the website, purpose of 4% respondents are the usage of Amazon or Flipkart is Delivery time, purpose of 12% respondents are the usage of Amazon or Flipkart is COD, cause of 4% respondents are the use of Amazon or Flipkart is alternative policy, cause of 7% respondents are the use of Amazon or Flipkart is Safety.

Table No.2: Internet Site used for Shopping

AMAZON	51
FLIPKART	35
OTHER	14
TOTAL	100

Interpretation

From the above Table No.2 it is clear that 51% respondents prefer E-commerce internet site Amazon for shopping, 35% respondents prefer E-commerce website Flipkart for shopping, whereas solely 14% respondents prefer E-commerce different internet site for buying.

Table No 3: Payment Method

VALID	FREQUENCY	PERCENT
DEBIT CARD	14	27.1
CREDIT CARD	5	10
CASH ON DELIVERY	31	62.9
TOTAL	50	100

INTERPRETATION: From the above Table No. 3 it is clear that E-commerce gamers have to obtain self-assurance in phrases of imparting protection to customer's touchy data. When respondent is puzzled with charge approach, they will use whilst doing on line purchasing most of the respondent pick money on shipping approach which is of 62.9%. We can analyse that money on shipping is easy and best way to patron to proceed. Even shipping boys are carrying swipe laptop and made greater convenient.

CONCLUSION

The find out about consisted with all the work flows of main e-commerce gamers in India. Flipkart and Amazon how they are performing and how they are strolling flawlessly in the aggressive world has been explained. The innovation wondering of them to attain greater and extra customers is appreciable. They improved their community as tons as feasible with closing intention of accomplishing extra and greater customers. They made purchaser work greater convenient and comfortable. In the aggressive market one has to be lead and relaxation will follow. Based upon consumer's survey we received our clear winner and it is amazon. Even though it is a global employer it understood Indians very nicely and made its roots improved in India. Flipkart is additionally giving very hard completion to amazon even although it is new agency when in contrast to amazon may additionally be it takes some time to overcome. But virtually they are doing very nicely in Indian e-commerce market.

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TOURISM INDUSTRY IN INDIA – A SWOT ANALYSIS

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INTRODUCTION

Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in western Europe in the 17th century, although it has antecedents in Classical antiquity. Tourism is distinguished from exploration in that tourists follow a “beaten path,” benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as “business tourism”, “sports tourism”, and “medical tourism” (international travel undertaken for the purpose of receiving medical care). One of the oldest civilisations in the world, India is a mosaic of multicultural experiences. With a rich heritage and myriad attractions, the country is among the most popular tourist destinations in the world. It covers an area of 32, 87,263 sq. km, extending from the snow-covered Himalayan heights to the tropical rain forests of the south. As the 7th largest country in the world, India stands apart from the rest of Asia, marked off as it is by mountains and the sea, which give the country a distinct geographical entity.

Fringed by the Great Himalayas in the north, it stretches southwards and at the Tropic of Cancer, tapers off into the Indian Ocean between the Bay of Bengal on the east and the Arabian Sea on the west. As you travel the expanse of the country, you are greeted by diverse nuances of cuisines, faiths, arts, crafts, music, nature, lands, tribes, history and adventure sports. India has a mesmeric conflation of the old and the new. As the bustling old bazaars rub shoulders with swanky shopping malls, and majestic monuments accompany luxurious heritage hotels, the quintessential traveller can get the best of both worlds. Head to the mountains, enjoy a beach retreat or cruise through the golden Thar, India has options galore for all.

INTERNATIONAL TOURISM

International tourism refers to tourism that crosses national borders. Globalization has made tourism a popular global leisure activity. The World Tourism Organization defines tourists as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". The World Health Organization (WHO) estimates that up to 500,000 people are in flight at any one time.

In 2010, international tourism reached US\$919B, growing 6.5% over 2009, corresponding to an increase in real terms of 4.7%. In 2010, there were over 940 million international tourist arrivals worldwide. By 2016 that number had risen to 1,235 million, producing 1,220 billion USD in destination spending. The COVID-19 crisis had significant negative effects on international tourism significantly slowing the overall increasing trend.

International tourism has significant impacts on the environment, exacerbated in part by the problems created by air travel but also by other issues, including wealthy tourists bringing lifestyles that stress local infrastructure, water and trash systems among others.

OBJECTIVES FORMULATED

The following objectives are formulated in order to analyze the “Tourism Industry in India- A SWOT Analysis”

- ❖ To analyse the Strength of Tourism Industry in India
- ❖ To exhibits the Weakness of Tourism Industry in India
- ❖ To identify the Opportunities of Tourism Industry in India
- ❖ To elaborate the Threats of Tourism Industry in India

IMPORTANCE OF TOURISM

The importance of tourism is demonstrated throughout the world. From the economic advantages that tourism brings to host communities to the enjoyment that tourism brings to the tourists themselves, there is no disputing the value of this industry. The importance of tourism can be viewed from two perspectives: the tourism industry and the tourist. In this article I will explain how both the industry and the tourist benefit from the tourism industry and why it is so important on a global scale.

When many people think about the tourism industry, they visualise only the front-line workers- the Holiday Representative, the Waiter, the Diving Instructor. But in reality, the tourism industry stretches much, much further than this. As demonstrated in the info graphic below, tourism matters in many different ways. The tourism industry is closely interconnected with a number of global industries and sectors ranging from trade to ecological conservation.

IMPORTANCE OF TOURISM TO THE TOURIST

When we discuss the importance of tourism it is often somewhat one-sided, taking into consideration predominantly those working in the industry and their connections. However, the tourist is just as important, as without them there would be no tourism! Below are just a few examples of the importance of tourism to the tourist:

Enhanced quality of life

Taking a holiday can greatly benefit a person’s quality of life. While different people have very different ideas of what makes a good holiday (there are more than 150 types of tourism after all!), a holiday does have the potential to enhance quality of life.

Ability to broaden way of thinking

Travel is known to help broaden a person’s way of thinking. Travel introduces you to new experiences, new cultures and new ways of life. Many people claim that they ‘find themselves’ while travelling.

Educational value

The importance of tourism can be attributed to the educational value that it provides. Travellers and tourists can learn many things while undertaking a tourist experience, from tasting authentic local dishes to learning about the exotic animals that they may encounter.

Foreign exchange earnings

The importance of tourism is demonstrated through foreign exchange earnings. Tourism expenditures generate income to the host economy. The money that the country makes from tourism can then be reinvested in the economy. How a destination manages their finances differs around the world; some destinations may spend this money on growing their tourism industry further, some may spend this money on public services such as education or healthcare and some destinations suffer extreme corruption so nobody really knows where the money ends up! Some currencies are worth more than others and so some countries will target tourists from particular areas. Currencies that are strong are generally the most desirable currencies. This typically includes the British Pound, American, Australian and Singapore Dollar and the Euro.

Tourism is one of the top five export categories for as many as 83% of countries and is a main source of foreign exchange earnings for at least 38% of countries.

Contribution to government revenues

The importance of tourism is also demonstrated through the money that is raised and contributed to government revenues. Tourism can help to raise money that it then invested elsewhere by the Government. There are two main ways that this money is accumulated.

Direct contributions are generated by taxes on incomes from tourism employment and tourism businesses and things such as departure taxes.

According to the World Tourism Organisation, the direct contribution of Travel & Tourism to GDP in 2018 was \$2,750.7billion (3.2% of GDP). This is forecast to rise by 3.6% to \$2,849.2billion in 2019.

Indirect contributions come from goods and services supplied to tourists which are not directly related to the tourism industry.

There is also the income that is generated through induced contributions. This accounts for money spent by the people who are employed in the tourism industry. This might include costs for housing, food, clothing and leisure Activities amongst others. This will all contribute to an increase in economic activity in the area where tourism is being developed.

STRENGTH OF TOURISM INDUSTRY IN INDIA

1. India as geographical location is a culmination of forests, deserts, and mountains and beaches. Diversity of culture i.e., a blend of various civilizations and their traditions. A wealth of archeological sites and historical monuments.

2. Important cultural sites (UNESCO World Heritage Site) suggest strong potential for cultural tourism.
3. Strong cultural attractions in Aleppo hinterland, potential as hub and excursion tourism.
4. Large export sector suggests high potential for business and convention tourism.

WEAKNESS OF TOURISM INDUSTRY IN INDIA

1. Limited airport size, quality and flight destination flexibility
2. Limited hotel capacity as a result of administrative hurdles
3. Severe hotel constraints at the 3rd Class level and below
4. Limited night life and entertainment
5. Lack of marketing and promotion
6. Lack of web presence
7. Weak presence at international tourism fairs
8. Limited human resource capacity (language, hospitality services) and limited training capacity
9. Limited local acceptance of tourism
10. Lack of branding of handicraft products

OPPORTUNITIES OF TOURISM INDUSTRY IN INDIA

1. Political constraints and lack of international acceptance of the country as tourism destination
2. Risks of conflict and instability in the region
3. Displacement of local handicrafts by imports from China and Pakistan

THREATS OF TOURISM INDUSTRY IN INDIA

1. Multi-country tourism and increased interest in region by China and Korea
2. Cooperation with Turkish tour operators

RECOMMENDATION AND CONCLUSION

One of the biggest charms of Indian tourism is its architecture and wealth of historic monuments. And there's a long list of heritage monuments that are still sitting in squalid environments. An effective solution for this would be to outsource the maintenance and exterior lighting of the heritage monument to corporate giants in return for some branding opportunity at the monument. Many think this is outright commercialisation. But this is a much better option than leaving it an abandoned state and let it decay. We're not promoting India as the land of snakes and charmers anymore, but the tourism ministry should surely pursue aggressive online and other marketing strategies to promote India as a must-visit location. Whether it is broadcasting 'Incredible India' campaigns abroad, holding tourism seminars or offering Indian locations with facilities to promote foreign film productions in the country. Aggressive marketing is absolutely critical to be seen and heard well.

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CONSTRAINTS IN ADOPTION OF GREEN INSURANCE SCHEME: A STUDY WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT

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ABSTRACT

Agriculture sector holds a significant position in the Indian economy. Conditions like variations in weather, pest attack, erratic rainfall and humidity affecting agricultural produce is a common problem in India. Thus, it is important to get coverage in the form of green insurance for the yield and yield-based losses. Green insurance is a way to reduce farmers' distress and to promote their welfare. This paper aims to identify the farmers' perception toward Green Insurance Scheme and to know the Constraints in adoption of Green Insurance Scheme. Both Primary and Secondary data were used for the study. 150 sample respondents were selected by adopting simple random sampling method. The collected data were analysed with required statistical tools such as Percentage analysis and Garrett ranking technique. The study revealed that the farmers faced constraints in adoption of green insurance in the study area. So, the service providers have to look on the product innovations and appropriate distribution channel to make crop insurance reach more effectively.

Keywords: Green Insurance, Constraints, Perception and Farmers.

INTRODUCTION

In India, agriculture played a vital role in the economic development. At present 70 per cent population of the country depended on agriculture but Indian agriculture depended on monsoon which is always flexible. Agricultural development is an index of our country's progress because agriculture is the largest sector and main lifeline of Indian economy. The development of all other sectors depends upon the development of agriculture sector because it provides food, raw material and employment opportunity to two-third proportion of population. But, agriculture in India has always been risky business, when compared to industrial sector. As a result, an Indian farmer is not able to make the maximum use of his time, labour and productive capacity of his land due to the risk such as inconsistent monsoon, low level of productivity, technological backwardness and inadequate financial facilities.

Agricultural production and farm incomes in India are frequently affected by natural disasters such as drought, floods, cyclone, storm, landslide, earthquake etc. Susceptibility of agriculture to these disasters is compounded by the outbreak of epidemics and man-made disasters such as fire, sale of spurious seeds, fertilizers and pesticides, price crashes, etc. All these events severely affect farmers through loss in production and farm income, and are beyond the control of farmers'. With growing commercialization of agriculture, the magnitude of loss due to unfavorable eventualities is increasing. In recent years, the erratic and unpredictable behavior of Monsoon, accentuated by Climate Change has caused extensive financial losses in terms of crop failures, damage to agricultural infrastructures, loss of lives and properties etc. due to natural and manmade disasters and destruction to environment and farmlands. This has aggravated food insecurity in the country.

The most important problem that requires immediate attention is perils present in the agriculture field. The agriculturist cannot carry on his business without facing the perils in the

agriculture activity. Especially, they cannot bear all the loss arise due to the perils involves in agriculture activity. The loss may heavy or recurring nature. Hence, farmers' should depend upon bank or other insurance corporation to share their loss. In this phenomenon availability of green insurance at reasonable terms being right strategy for speedy agriculture development and to improve the standard of farmers'. An effective green insurance scheme is significant to reduce income loss to farmers. Green insurance was intended to provide farmers with insurance coverage and financial support against failure of any notified crop as a result of agricultural calamities.

REVIEW OF LITERATURE

Pandaraiah, Sashidhar (2015) revealed that the government's role was restricted in advertising the risk mitigating strategies in agriculture. Short-term credit was distributed to small farmers by co-operative banks and medium term loans by commercial banks. It was suggested that there is a need to publicize the information to small and medium farmers about crop insurance. Recommendation was made by the authors to encourage the private sectors to offer crop insurance to the farmers.

Sona and Muniraju (2018) have tried on "Status of crop Insurance in India: A Study with Reference to Kodagu District of Karnataka State." The main aim of the study was to know the factors influencing and constraints in adoption of crop insurance schemes and to ascertain the status of crop insurance scheme. The study was conducted in Kodagu district of Karnataka which is highly exposed to climate variability. They concluded that the earnest efforts should be taken to make the farmers realize the real purpose of the scheme, beyond perceiving it as mere fund granting development programme.

Kumbalep and Devaraju (2018) they examined on "Awareness and Perceptions of Farmers about Crop Insurance – A Study in Kolar District of Karnataka State". The main objectives of the study was to examine awareness and perceptions of farmers about crop insurance, to analyse the perception of beneficiaries and non-beneficiaries regarding the existing crop insurance schemes and to document the constraints faced by the farmers as well as the Insurance Agency in covering farming risks.

OBJECTIVES OF THE STUDY

- ❖ To identify the farmers perception toward Green Insurance Scheme.
- ❖ To know the Constraints in adoption of Green Insurance Scheme.

RESEARCH DESIGN

Sources of Data

Primary and Secondary data are used for this study. The Interview schedule was used to collect the primary data from the respondents. The secondary data were collected from journals, banks and websites.

Sampling Design

The respondents were selected by adopting Simple Random Sampling Techniques from October 2020 to January 2020.

Sample Size

Five Taluks were selected for the study, 30 respondents were selected from each Taluk. Totally 150 respondents were taken from Manur, Nanguneri, Alangulam, Palayamkottai and Tirunelveli Taluks for this study.

Statistical Tools

To analyse the data collected, the following statistical tools have been used.

- ❖ Simple Percentage Analysis
- ❖ Garrett Ranking Techniques

ANALYSIS AND INTERPRETATION

- ❖ Simple Percentage Analysis

Table 1: Total Number of Years involved in Farming Activity

Years	No.of Respondents	Percentage (%)
0 – 10yrs	35	23
10yrs – 20yrs	70	47
20yrs – 30yrs	45	30
Total	150	100

Source: Primary Data

Table 1 reveals that 47% of the respondents involved in farming activity from 10yrs-20yrs and 30% of the respondents possessing their activity from 20yrs – 30yrs.

Table 2: Reasons for destruction of the crop

Reasons	No.of Respondents	Percentage (%)
Flood	-	-
Drought	50	33
Unseasonal rain	70	47
Insect Attack	30	20
Total	150	100

Source: Primary Data

Table 2 implies the farmers were asked about major risks which affects their crop production. Unseasonal rain (47%) and Drought (33%) is the major reasons for destruction of crop loss.

Table 3: Sources of Obtaining Information about Green Insurance

Sources	No.of Respondents	Percentage (%)
Newspaper	20	13
Radio	30	20
Television	40	27
Insurance Agent	10	7
Kisan Sabha	10	7
Agriculture department	40	27
Total	150	100

Source: Primary Data

The above table shows that the farmers acquire information about green insurance schemes from various sources including Television and Agriculture department (27%), Radio (20%), Newspaper (13%) and remaining Insurance Agent, Kisansabha play an important role

in disseminating information about green insurance schemes implemented by the government.

Table 4: Constraints in Adoption of Green Insurance

Sources	Garrett Total Score	Garrett Mean Score	Garrett Rank
Lack of Awareness about Green Insurance	8635	57.57	I
Availability of relief fund from the Government	6570	43.80	VI
Low Premium paying Capacity	7656	51.04	V
Lengthy Procedures	8545	56.96	II
Delay in Payment of Indemnity	8200	54.67	IV
Delay in Payment of Claim	8345	55.63	III

Source: Primary Data

The Table shows the scores for constraints in adoption of Green Insurance. The Garrett ranking is done according to the scores. First rank is given for the Lack of awareness about green insurance (57.57). Second rank is assigned for lengthy procedures to avail insurance coverage were the main constraint in adoption of insurance as expressed by farmers. The Category of 'Delay in Payment of Claim' (55.63) has got third rank. Fourth rank is given to 'Delay in payment of indemnity'. Fifth rank is given for 'Low Premium paying Capacity' and 'Availability of relief fund from the Government' has got sixth rank. Lack of awareness about the scheme was the major constraint in adoption of green insurance.

FINDINGS OF THE STUDY

Total Number of Years involved in Farming Activity

The majority (47%) of the farmers' involved in farming activity from 10yrs-20yrs.

Reasons for Destruction of the Crop

It is observed from the study that the most significant factors for the destruction of crop production are 'Unseasonal Rain' and 'Drought'.

Sources of Obtaining Information about Green Insurance

The majority (27%) of the farmers acquire information about Green Insurance Schemes from 'Agriculture Department' and Television.

Constraints in Adoption of Green Insurance

Lack of Awareness about Green Insurance and Lengthy Procedures were the first and foremost constraints in adoption of green insurance by the farmers. The result is supported by the Garrett Ranking Techniques.

SUGGESTIONS

- ❖ Insurance guidance should be given from the service provider to the farmers about the operation and producer of Green Insurance Scheme.
- ❖ The service provider should be actively engaged in public awareness and capacity building campaign for farmers through bank personnel, Agricultural department and village administrative offices.

- ❖ Green insurance should be easily accessible to all the farmers through insurance agencies and Banks. Hence, the insurance agencies should attract the farmers' by reducing the formalities.
- ❖ The farmers were sensitive to premium rate and returns in time. The service providers have to concentrate on both. The company should provide compensation in time. For that the loss assessment was major factor which delays the claim in time. A person will be appointed by the service provider for every district may take over this function so that loss assessment carried out in every district at the same time and it shortens the returns in time. It will greatly help the farmers to recover from bad agricultural years.

CONCLUSION

Agriculture in India is highly susceptible to risks like droughts and floods. It is necessary to protect farmers from natural calamities and ensure their credit eligibility for the next season. For this purpose, the government of India introduced many agriculture crop insurance schemes throughout India. Bank officials place a major role in making awareness among farmers but they are not suits to explain the real terms and condition of crop insurance among farmers. So the service providers have to look on the product innovations and appropriate distribution channel to make crop insurance reach more effectively.

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A STUDY ON INVESTOR'S PERCEPTION TOWARD LIC WITH SPECIAL REFERENCE TO TIRUCHENDUR

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ABSTRACT

Insurance has evolved as a process of safeguarding the interest of people from loss and uncertainty. Insurance does not only protect against risks and uncertainties, but also Provides an investment channel too. Life insurance enables systematic savings due to payment of regular premium. Life insurance provides a mode of investment. It develops a habit of saving money by paying premium. The insured get the lump sum amount at the maturity of the contract. Thus, life insurance encourages savings as well as investment. In this point of view in this research article, the researchers have formulated the objective of the investor's perception towards LIC while making their investment decision. Both primary and secondary data have used for this study. Primary data have collected from 70 LIC policy holders by using well structured questionnaire. Various statistical tools have used for the study like percentage, Chi square, Weighted Average, etc. The analyzed data have presented as various table and chats.

Keywords: LIC- Insurance Policies – Policy Holders – Investors - Perception

INTRODUCTION

LIC is a more secure financial future for family if the unexpected happens. It is a crucial part of financial strategy. Life Insurance Corporation of India (LIC) offering number of insurance plans/policies, providing various benefits and providing appropriate options to the requirements of different parties or individuals. So that, ever individual may avail the benefits of insurance and protect their lives against future uncertainties.

- ✓ It provides safeguard against risk of early death
- ✓ It can be used as a collateral for taking loans from banks
- ✓ Life of key men in an association can be protected
- ✓ It provides tax benefits to the insurer
- ✓ It is a sum of money received at the end of a particular number of years

Investors are the back bone of the life insurance business. Every company tries to attract new investors and retain existing investors in order to keep their profits high. The proper understanding of investors, their needs and expectations helps insurance provider to bring better in their product and service. In present, the investment habits of Indian consumers are changing very frequently. The investors have their own perception towards various investment plans. The study of this research work was focused over investor's perception towards life insurance policies.

STATEMENT OF THE PROBLEM

Insurance is a secured against uncertain events that may made in future. Company image is the highly important criteria that customer consider before taking up a life insurance. This is important because people expect safety and secure for their money which they invest

followed by the factor premium which we pay to the insurer and then bonus and interest paid by the company.

OBJECTIVES OF THE STUDY

- To study the socio economic profile of the insurance investors
- To find out the various factor influencing at the time of buying policy from LIC
- To find out the expectation on investment alternatives according to its importance
- To offer suggestion for improving their level of perception.

SOURCES OF DATA

The data are collected from both primary and secondary sources. The primary data collected from the respondents. The secondary data has been collected from books, journal, magazines.

SAMPLE UNIT

The sample unit selected for the study is investors of LIC, Tiruchendur

SAMPLE SIZE

70 investors were selected for the survey from Tiruchendur

SAMPLING METHOD

Convenient sampling technique used for collecting data.

DATA ANALYSIS AND INTERPRETATION

Table- 1: Demographic Profile

Demographic Factors	Characteristics	No. of respondents	Percentage
Gender	Male	42	60
	Female	28	40
Age	Below 30 years	40	57
	31 – 40 years	18	26
	41 – 50 years	10	14
	51 – 60 years	2	3
	60 years and above	3	4
Educational Qualification	Undergraduate	25	36
	Graduate	22	31
	Post Graduate	19	27
	Doctorate	4	6
Annual Income	Below 1 Lac	15	21
	1 Lac – 5 Lac	30	43
	5 Lac – 10 Lac	20	29
	Above 10 Lac	5	7

The respondent profile as displayed in table 1 represents the current scenario of life insurance sector and its user's profile. Most of the respondents (60%) were male and (57%) of the respondents are in the age group of Below 30 years. Majority of the respondents (31) are graduate and (43%) of the respondents have annual income Rs. 1 Lac – 5 Lac. The

respondent's profile clearly state they are young, educated and also high income people which is a right demographic composition from life insurance provider's context.

- 53% of the respondents have two policies.
- 28% of the respondents paid monthly instalment.
- 54% of the respondents are mostly preferred long term policies.
- 84% of the respondents were satisfied with the service of LIC.
- 56% of the respondents state that, 'public sector' is the main reason for insuring with LIC
- 66% of the respondents are preferring 5-15 year periodicity policy.
- 52% of the respondents to choose whole life policy

Table -2: Level of Perception Towards LIC Policies

Personal factor	Degrees of freedom	Calculated value	Table value	inference
Gender	2	0.324	5.99	NS
Age	2	0.266	5.99	NS
Annual income	2	6.023	5.99	S

NS – NOT SIGNIFICANT

S -SIGNIFICANT

The result of chi-square test displayed in table 2, there is no significant relationship between the socio-economic profile of investors like gender and age with LIC policies and annual income has significant relationship between the socio-economic profiles of investors with LIC policies

RECOMMENDATION AND CONCLUSION

Now-a-days policyholders are considered policies which are not just as a product but it should be an integrated financial solution that can offer stability of returns along with total protection. To fulfil this condition of investors, the insurance company should analyse the needs of policyholders and provide policies as risk coverage as well as rigid investment. Majority of the policyholders purchase the insurance policy for saving purpose. While choosing an insurance company the customer considers about the service quality and the product quality of different life insurance policies, offered by various Life Insurance Companies. Life insurance policies should be updated regularly and it will help full for growth of insurance sector. Flexible payment schemes with no hidden cost, there is no delay in claim settlement strategy promote investor loyalty as it helps to develop investor perception.

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VITAL INFRASTRUCTURE FOR MAKE IN INDIA

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ABSTRACT

The share of high value low volume commodities has been increasing, which in turn demands more flexible modes such as road transport. There has been an increase in the level of urbanization owing to migration and growth of population. The share of urban areas in the total GDP therefore has been on the rise. Such a spatial shift in the distribution and concentration of economic activity has a profound effect on the nature and level of transport demand. The most obvious result was the increase in demand for urban transport services.

Keywords: infrastructure, public and private partnership and climate financing

INTRODUCTION

It is universally recognized that transport is crucial for sustained growth and modernization. Adequacy of this vital infrastructure is an important determinant of the success of a nation's effort in diversifying its production base, expanding trade and linking together resources and markets into an integrated economy. It is also necessary for connecting villages with towns, market centres and in bringing together remote and developing regions closer to one another. Transport, therefore, forms a key input for production processes and adequate provision of transport infrastructure and services helps in increasing productivity and lowering production costs.

The provision of transport infrastructure and services helps in reducing poverty. It needs no emphasis that various public actions aimed at reducing poverty cannot be successful without adequate transport infrastructure and services. It is difficult to visualize meeting the targets of universal education and healthcare for all without first providing adequate transport facilities.

The demand for transport services is also affected by the structural changes that are taking place in the Indian economy. Taking various factors into account, it is expected that the elasticity of demand for freight traffic with respect to GDP growth will decline in the future but will still be more than one. With India's resolve to move to a higher growth path, it means that the demand for transport will continue to experience a high growth rate.

OBJECTIVES OF THE STUDY:

1. To study the private participation in the transport industries.
2. To study the various transports and its achievements.

I. RAILWAYS

Indian Railways is one of the largest railway systems in the world. By carrying about 11 million passengers and over 1.20 million tonnes of freight per day the rail system occupies

a unique position in the socio-economic map of the country and is considered a means and a barometer of growth. Rail is one of the principal modes of transport for carrying long-haul bulk freight and passenger traffic. It also has an important role as the mass rapid transit mode in the suburban areas of large metropolitan cities.

Objectives of public-private partnerships

Based on its experience of private participation, the Railways have identified the following objectives:

- (a) Supplementing government resources in railway infrastructure projects by private capital flows;
- (b) Involving state governments in the creation/development of railway infrastructure for the common public good;
- (c) Enhancing the capacity of rail transport to avoid supplydemand mismatch;
- (d) Ensuring availability of transport needs consistent with the expected GDP growth of 7 to 8 per cent per year.

A number of partnership models will be adopted to achieve the above-mentioned objectives. These include:

- (a) Special purpose vehicle (SPV) route;
- (b) Build-own-transfer (BOT) route;
- (c) Funding by state governments for viable projects;
- (d) Private freight terminals;
- (e) Funding by state governments for unremunerative projects;
- (f) Suburban transport.

Special purpose vehicle

The identified viable projects can be implemented through various routes. One of these is through the creation of a special purpose vehicle (SPV). The salient features of this model are as follow:

- (a) Indian Railways prepares a project report indicating the cost of the various components of the project as well their viability. If the Railways decide to participate in the project, the responsibility of land acquisition lies with the Indian Railways;
- (b) The SPV scheme envisages the participation of the private sector and other beneficiaries and national-level infrastructure funding institutions for the development of railway infrastructure through appropriate concessions. Revenue from commercial operations would accrue to SPV through revenue sharing with Indian Railways or through payment of access charges by the Railways;
- (c) The land required for a project is to be made available on lease to SPV. Commercial utilization of the Railway land may also be allowed;
- (d) In case of green field projects, SPV is free to decide the process relating to project development, construction and maintenance. However, for gauge conversion and double tracking, Indian Railways undertakes maintenance works of the project. Indian Railways can

use its own rolling stock for operating the facilities created by SPV. However, in specific cases the responsibility may be given to the private operators.

The concession period allowed for a SPV project can be fairly long. Initially, a concession is granted for 33 years, which may be extended further.

II. ROADS

The road network in India is seemingly very large with a length of about 3 million kilometres, cannot meet the accessibility and mobility requirements due to its size and population. The road network suffers from serious deficiencies in a number of areas. The road sector along with the rest of the transport sector has remained under funded over successive plan periods in the past. In order to raise resources and complete the projects at a faster pace, the National Highway Act, 1956 was amended in 1995 to encourage private sector participation in the development, maintenance and operation of national highways. The private sector can now invest in national highway projects, levy, collect and retain fees from user charges and is also empowered to regulate traffic on such highways in line with the provisions of the Motor Vehicle Act. A number of incentives are given to the private sector for the development of road projects.

The success in associating with the private sector however has not been to the desired level. The experience indicates that the main issue that needs to be addressed is the traffic risk. It may be mentioned here that the private sector was involved in a number of road sector projects before the National Highway Authority of India took up the development of national highways. However, this involvement mainly related to bypasses and bridges and was implemented by the private sector on a build-operate-transfer basis. In all, 29 such projects involving a sum of 15,000 million rupees were taken up by the private sector.

III. PORTS

Ports are the gateways for India's international trade by sea and handle about 90 per cent of foreign trade. There are 11 major ports and 139 operable minor and intermediate ports along the long coastline of the country.

The major ports of the country handled 281 million tonne of cargo in 2000-01. By the end of 2007 Indian ports are expected to handle 415 million tonnes of cargo. This will require huge investments for the creation of additional facilities. There is also urgent need for the modernization of existing ports to improve their operational efficiency, which is quite low compared with major ports in the region.

Private sector participation in the development of ports in India is encouraged through two models. Under the first model, the private sector can exclusively build and operate the facility and after completion of the concession period transfers it to the concerned port authority. The second model envisages the involvement of the private sector through joint venture projects.

IV. AIRPORT

Air transport plays an important role in India where the industrial and commercial centres are located far apart and terrain and climatic conditions are quite different from one part of the country to the other. The full potential of the civil aviation sector in India, however, has yet to be realized. This may necessitate an improvement in the quality of services, competitive pricing, better airport infrastructure, etc.

Over the years, the Government has disengaged itself considerably from commercial airline operations. Private sector participation in domestic air services has been aimed at bridging the resource gap in investments to meet the growing demand and improve the managerial and operational efficiency of air services. The process of dis-investment of public sector airlines namely, Air India and Indian Airlines is under active consideration. In order to make the major airports world class, a decision has been taken to restructure the existing airports at Delhi, Mumbai, Chennai and Kolkata through long-term leases. While the process of disinvestment of Indian Airlines and Air India has received some setbacks, progress with regard to private sector participation in the development of the four metropolitan airports at Delhi, Mumbai, Chennai and Kolkata has been satisfactory.

REDUCTION OF CO₂ EMISSIONS FROM THE WESTERN DFC

The study brings to light the large potential that the Delhi-Mumbai DFC project has for reducing CO₂ emissions as compared to the expected emissions without the DFC project. This CO₂ emissions reduction is even greater under a scenario of low-carbon development path, which assumes a stringent carbon tax at the national level. Analysis shows that by 2046-47, the Western DFC project would reduce annual CO₂ emissions by nearly 81% under the business-as-usual scenario and by 97% under the low-carbon scenario, compared to the level of emissions in the absence of the DFC. Further, the cumulative emissions over the thirty-year study period (from 2016-17 to 2046-47) would reduce from 222 million tons CO₂ under BAU (Without DFC) to 52 million tons CO₂ under BAU (With DFC) and 18 million CO₂ under LC (With DFC). Therefore, the DFC project has the potential to reduce cumulative emissions by nearly 170 million tons CO₂ over thirty years. The decomposition analysis explaining the difference in annual CO₂ emissions between BAU (Without DFC) and BAU (With DFC) scenarios reveals that almost 87% of the difference in 2046-47 can be attributed to the modal shift from rail to road in the scenario without DFC, because of the saturated line capacity in the existing rail network. The remainder of the difference in emissions is attributable to partial use of diesel traction and lower energy efficiency in operations under the scenario Without DFC. Finally, the difference in CO₂ emissions between the BAU (With DFC) and LC (With DFC) scenarios is largely due to differences in the electricity grid-mix, which has a greater share of energy forms with lower CO₂ emissions under the latter scenario.

POTENTIAL FOR CLIMATE FINANCING

Climate financing of infrastructure projects in developing countries is at present mostly centred on the Clean Development Mechanism (CDM) of earning carbon credits (CERs) which can be traded. More avenues are likely to open in the future as initiatives to create innovative climate funds get underway. In the CDM framework there are two

methodologies which are relevant for the Western DFC project: (1) Modal shift in Transportation of Cargo from Road Transportation to Water or Rail Transportation (AM 0090); (2) Emission Reductions by Electric and Hybrid Vehicles (AMS-IIIC).

The Delhi Metro Rail Corporation (DMRC) has successfully used the passenger transport versions of the above methodologies to earn CERs. DFCCIL could learn from the experience of DMRC. The true benefit of participating in the CDM process is in the recognition of being a climate conscious organization rather than the monetary value of carbon credits earned. New climate financing avenues for transport projects are being initiated by various multilateral and bilateral agencies. Some of the emerging opportunities for climate financing that may be explored for projects like the Western DFC are:

1. German International Climate Initiative
2. Global Environment Facility (GEF)
3. National Appropriate Mitigation Actions (NAMAS)
4. Mitigation fund / CGCF under UNFCCC
5. Clean Technology Fund under ADB and World Bank

CONCLUSION

India has long suffered from transport bottlenecks, mainly because of budgetary constraints and managerial inefficiencies. To overcome this handicap, conscious efforts are being made to improve transport infrastructure in the country. The importance of private sector participation in bridging the resource gap and improving the operational and managerial efficiency has also been recognized.

Some success has been achieved in associating the private sector in ports and national highway projects. Efforts are also being made to make private participation models such as BOT more investor-friendly in the road sector by focusing on downside risks of low traffic volumes.

However, there is still a long way to go in the railway and civil aviation sectors. The effort to encourage private participation has not been very successful in the railways sector. A revised strategy therefore is being pursued and further liberalization is expected in the future. Efforts are also being made to involve the private sector in the development and operation of the four metropolitan airports in the country.

In the case of the DFC, it was necessary to undertake this project for a number of economic and operational reasons; recognizing the substantial environmental and development benefits as well as the low-carbon characteristics made the case for DFC even more compelling.

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EMERGING TRENDS OF E- AGRICULTURE IN INDIA

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ABSTRACT

"Information and communication technologies are increasing day by day among different communities for obtaining the information about related issues, problems and their solutions. In the context of agriculture development, information and communication technologies have played important role in developing countries. E-Agriculture goes beyond technology, to promote the integration of technology with multimedia, knowledge and culture, with the aim of improving communication and learning processes between various actors in agriculture locally, regionally and worldwide. Facilitation, support of standards and norms, technical support, capacity building, education, and extension are all key components to e-Agriculture.

Keywords: E-Agriculture, ICT, agricultural development, communication technologies.

INTRODUCTION

GLOBAL SCENARIO

Most of the developing countries have obtained fruitful results from the use of new technologies. Internet, mobile phones, radio and television are the most important tools of communication providing knowledge and information to farmers about agriculture. By using these technologies in different countries positive results in agriculture development have been found. In remote areas radio is still the favourite tool of communication, broadcasting many agriculture programs while television contributes more to disseminating information about agriculture in developing countries. Furthermore, mobile phones have reduced the gap among farmers and buyers. Farmers now communicate directly with customers and get a better price for their products on the market. Mobile phones have also provided new approaches for farmers. For example, they can get the latest information from the metrological department for weather conditions before using pesticides in their farms. However, Internet is also disseminating information regarding price and marketing of goods and farmers are receiving information within minutes from all over the world. Even our Indian Government has created several applications like Agmark net, Kissan Suvidha and against to provide technical and marketing support to the farmers. These applications provide improved services to the farming community through use of ICT.

CONCEPT OF E-AGRICULTURE

“E-Agriculture” is an emerging field in the intersection of agricultural informatics, agricultural development and entrepreneurship, referring to agricultural services, technology dissemination, and information delivered or enhanced through the internet and related technologies. E-Agriculture is a global Community of Practice, where people from all over

the world exchange information, ideas, and resources related to the use of information and communication technologies (ICT) for sustainable agriculture and rural development. More specifically, it involves the conceptualization, design, development, evaluation and application of new (innovative) ways to use existing or emerging information and communication technologies (ICTs).

There are several types of activity related to e-agriculture applications that are widely recognized around the world today. The delivery of agricultural information and knowledge services (i.e., market prices, extension services, etc) using the internet and related technologies falls under the definition of e-Agriculture. More advanced applications of e agriculture in farming exist in the use of sophisticated ICTs such as satellite systems, Global Positioning Systems (GPS), advanced computers and electronic systems to improve the quantity and quality of production. In India agriculture is a main occupation for most part of population. Most rural population depends upon agriculture as their important occupation. Techno legal ICT and cyber law specialist of India and the managing member of Association for people of India" (AFPOI), the agriculture development characteristics are analysed keeping in mind the advent of E-agriculture in India.

CHALLENGES OF AGRICULTURE SECTOR

The occupational structure of India is dominated by the "agricultural sector" and the "manufacturing sector" and the "service sector" is lagging far behind in this context. This shows that India is predominantly an agricultural economy and hence it requires strongest protection and development of its "agricultural resources". India is facing certain "Agricultural Challenges" that must be resolved as soon as possible.

The major challenges to "Agriculture Sector in India" are:

- 1) Insufficient agricultural infrastructure and support facilities,
- 2) Insufficient institutional capacity to deliver farmers specific services,
- 3) Lack of awareness regarding suitable agricultural methods among the farmers,
- 4) Agricultural content development and its upgradations,
- 5) Ownership issues of the public and government generated data,
- 6) Inadequate use of Public-Private Partnerships in India,
- 7) Lack of "Common Platforms" for the farmers in India,
- 8) Absence of an "Agricultural Think-Tank" in India,
- 9) Insufficient use of ICT for agricultural purposes.

E-AGRICULTURE COMMUNITY

E-Agriculture Community is made up of individual stakeholders such as information and communication specialists, researchers, farmers, students, policy makers, business people, development practitioners, and others. More specifically, e-Agriculture involves the conceptualization, design, development, evaluation and application of innovative ways to use information and communication technologies (ICT) in the rural domain, with a primary focus on agriculture. E-Agriculture is the Internet platform of this global initiative aimed at promoting sustainable agricultural development and food security by improving the use of

information, communication, and associated technologies in the sector. In short e-Agriculture will connect all concerned persons starting from farmers to researchers together. Farmers can get the desired information at any instant of time from any part of world and they can also get the help from experts viewing their problem immediately by without moving anywhere. E-agriculture is a rising field for enhancing existing agriculture and food security through enhanced processes for knowledge access and switch using information and communication technologies. The World Summit on the Information Society (WSIS) Plan of Action comprises e-Agriculture as a region of function of information and communication technologies (ICTs).

A. Goal of the platform E-agriculture is a relatively recent term in the field of agriculture and rural development practices. An emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes. To enable Community members to exchange opinions, experiences, good practices and resources related to e-Agriculture, and to ensure that the knowledge created is effectively shared and used worldwide.

B. Architecture for improving agricultural productivity an expert agricultural advice is given to the farmers both in timely and personalized situations. Here, in this system agricultural experts generate the advice by using the modern agriculture which is highly knowledge intensive which also requires timely, reliable and accurate information on natural resource endowments and their usage patterns at present and future technology available for their utilization and other information about markets, weather, insurance, subsidy, etc.

GLOBAL TRENDS IN E-AGRICULTURE

A. Technology-based Solutions: Applications of e-Agriculture in intensive agricultural systems in developed countries are gearing towards using sophisticated technologies to improve the quantity and quality of production, in order to maximize profits. This is the case in precision agriculture in which farmers are harnessing computer and satellite technologies to cut costs, improve yields and protect the environment; and e-commerce (or e-marketing) in which the marketing and sale of agricultural products is conducted over electronic networks such as the Internet and extranets. On the other hand in many developing countries farmers' access to information is improved through grass root level initiatives of using ICTs as well as distance education modalities to enhance the knowledge base among service providers.

B. Precision Agriculture: In Precision agriculture or site-specific farming, farmers are using ICTs and other technologies to obtain more precise information about agricultural resources which allow them to identify, analyse, and manage the spatial and temporal variability of soil and plants for optimum profitability, sustainability, and protection of the environment. Precision agriculture is described as "A system to manage farm resources better. Precision farming is an information technology-based management system now possible because of several technologies currently available to agriculture. These include global positioning systems, geographic information systems, yield monitoring devices, soil,

plant and pest sensors, remote sensing, and variable rate technologies for application of inputs."

Precision agriculture is an advanced e-agriculture application. It makes use of five major components of technology:

- 1) Geographical Information Systems (GIS) for analysis and management of spatial data and mapping;
 - 2) Remote Sensing (RS) to identify and
 - 3) Global Positioning Systems (GPS) to locate and define spatial features or activities that contributes to the quality of site-specific practices;
 - 4) Variable Rate Technology (VRT) allowing targeted, site-specific input applications; and
 - 5) Yield monitoring for recording crop productivity as an historical database for crop management.
- C. E-Commerce in Agriculture Improved productions and high yields result in the need to look for profitable markets beyond local communities, and electronic markets are providing an opportunity to farmers to market and sell their produce to buyers at the global level. Electronic commerce (ecommerce), simply defined as the general exchange of goods and services via the Internet, is already having a significant impact on agriculture. Farms had already bought or sold agricultural products on the Internet and Goldman Sachs had estimated that 12% of all agricultural sales in the U.S. would be conducted over the Internet in 2004, compared to only 4% in 1999. Further, a study conducted by Rockwood Research on Internet use by commercial farmers in the US found that farmers were primarily using the Internet to access information on commodity prices, weather, farm chemicals, and machinery. The study also showed that farmers were migrating quickly toward Web-based transactions such as purchasing seed, crop chemicals, and farm equipment on the Internet.

ROLE OF ICT IN E –AGRICULTURE

ICT is an umbrella term that includes any communication device or application, encompassing: radio, television, mobile and fixed phones, computer and network hardware and software, satellite systems and so on, (as well as the various services and applications associated with them, such as videoconferencing, distance learning, etc) necessary for the delivery of information in the form of audio, data, video, image, etc from Point A to Point B. ICT consists of all technical means used to handle information and aid communication. Several reports underscore just how significant and extraordinary ICT productivity gains are not only for individuals and businesses, but for a nation. A new concept of agricultural informatics has arisen, due to the rapid development in information and communication technologies (ICTs) and the internet. Referred to as e-agriculture, agricultural informatics is an emerging field which combines the advances in agricultural informatics, agricultural development and entrepreneurship to provide better agricultural services, enhanced technology dissemination, and information delivery through the advances in ICT and the internet. The dissemination of information to farmers has become increasingly integrated into ICTs. Rural telecentres provide information on education, agricultural and health issues and equip rural citizens with skills on how to use computers and provide basic literacy. Also Radio and TV programmers feature agricultural information. Many of the organizations like government, private, cooperatives, and public have also attempted to facilitate technology

transfer in the agricultural sector. Information and Communication Technologies (ICTs) are crucial in facilitating communication and access to information for agricultural and rural development. Information and communication technologies are making tremendous impact on the rural economy due to its wide application and appeal. It may seem paradoxical that modern lets associated with developed country markets and capital intensive methods of production, has any relevance for country like India where many millions of people lack in basic needs. Nevertheless, there are many efforts in India and other developing countries to demonstrate the concrete benefits of ICT for rural population and to carry out the same in a manner that makes economic sense.

ADVANTAGES OF ICT IN E-AGRICULTURE

- It can initiate new agricultural and rural business such as e-commerce, real estate business for satellite offices, rural tourism, and virtual corporation of small-scale farms.
- It can support policy-making and evaluation on optimal farm production, disaster management, agro-environmental resource management etc., using tools such as geographic information systems (GIS).
- It can improve farm management and farming technologies by efficient farm management, risk management, effective information or knowledge transfer etc., realizing competitive and sustainable farming with safe products. For example, farmer has to make critical decisions such as what to plant? When to plant? How to manage pests? while considering off farm factors such as environmental impacts, market access, and industry standards. IT-based decision support system (DSS) can surely help their decisions.
- It can provide systems and tools to secure food traceability and reliability that has been an emerging issue concerning farm products since serious contamination such as chicken flu was detected.
- It can facilitate rural activities and provide more comfortable and safe rural life with equivalent services to those in the urban areas, such as provision of distance education, telemedicine, remote public services, remote entertainment etc.
- Empowerment of Stakeholders (Government Officials, Research, Education & Extension Scientists, farmers and other service providers such as Community Information centres.
- Development of Knowledge Management, Decision Support and Advisory Systems to strengthen Extension services and also used for Farmers Redressal system
- Efficient management (Development, Conservation, allocation and utilization) of resources.
- Improved productivity and profitability of farmers through better advisory systems.

FUTURE SCOPE OF E-AGRICULTURE

- E-agriculture is very helpful for the young farmer and provide them useful information's regarding the plantations that they have grown.
- This paper has examined efforts taken by major developed countries in order to sketch the wide canvas of ICT for agricultural developments. This is then thought in the lines for the potential benefit of Indian agricultural developments in particular and rural developments in general.
- Majority of farmers in the state or country are aware that mobile phones can be used to conduct businesses and receive information. Mobile phone costs should be lowered to enable majority of farmers for having access to the current information about agribusiness within the state or country.
- The government should also conduct sensitization to create awareness for the farmers on how best they can use information technologies to conduct agribusiness.

CONCLUSION

The present work on E-agriculture conveys the information regarding agricultural details to farmers via SMS gateway and hereby proposes to switch over E-agriculture. The details such as daily alert, seasonal alert and other additional details can be sent to farmers. The daily alert can be sent to all farmers in the database. Seasonal alert can be sent to farmers only for selected farmers based on clustering result. Finally, the other or additional detail which is announced by agriculture can be sent to all farmers. Experimental result shows better result when compare with the existing work.

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A STUDY ON LITERACY RATE

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ABSTRACT

India has the dubious distinction of having one of the world's highest rates of adult illiteracy. According to the 2011 Census of India, the overall rate of literacy is 73 per cent. But breaking up the national average reveals that while the rate of literacy for men is 80.9 per cent, for women it is 64.6 per cent.

INTRODUCTION

Literacy in India is a key for socio-economic progress, and the Indian literacy rate has grown to 74.04% (2011 provisional census figures). Despite government programmes, India's literacy rate increased only "sluggishly". The 2011 census, indicated a 2001–2011 decadal literacy growth of 9.2%, which is slower than the growth seen during the previous decade. An old analytical 1990 study estimated that it would take until 2060 for India to achieve universal literacy at then-current rate of progress.

OBJECTIVES

- ✓ To study the literacy rate in India.
- ✓ To know the various advantages and disadvantages in India.
- ✓ To know about the nature and importance of literacy.

REVIEW

❖ Anita Rastogi and Monica Mehta (2005)⁵¹ analyzed various programmes and policies of government to provide free education to children and universalisation of education. The authors examined the close link of economic and education and study how free was in primary education in Delhi. The findings revealed that even though it reduced the financial burden, still then, the parents have to bear huge expenditure on various others essentials to complete primary education. Thus, it is felt to need to review the present schemes with new innovative schemes.

❖ P. Palanivelu and Hema Balakrishnan (2007) advocated investment on girls' education, as a hope for better future which was the foundation for building stable, democratic, economically prosperous societies. It would enable them to gain access and awareness in the society and individual benefits too but need to tackle various factors influencing in women education which still hamper the potential to reduce many social problems in our society.

NEEDS

India's literacy rate is at 74.04%. This fact is not very encouraging to a country like India which is dreaming to become a global player in every aspect of development.

Teaching people to read and write, in a traditional sense of the meaning (literacy) is a very complex task in a native language. To do this in a second language becomes increasingly more complex, and in the case of migrants relocating to another country there

can be legal and policy driven boundaries that prohibit the naturalization and acquisition of citizenship based on language proficiency.

ADVANTAGES

- Easier to communicate certain information in certain conditions
- People don't need to have good memory they can just rely on reading/writing.
- Studying art helps you understand the rules and principles of design.
- Studying art helps you understand the connection between art and ideology, politics, and cultural and social movements.
- Studying art helps develop your appreciation for the human condition and the human experience.
- Studying art helps you understand symbolic communication and attention to detail. Studying art helps you understand your communication and the communication of others better.
- Studying art helps integrate meaning and particularly levels of meaning.
- Studying art helps you give peer criticism and accept peer criticism.
- Studying art potentially helps you design better objects for humans.

DISADVANTAGES

- Consumes many resources (every year more than 4 billion trees or 35% of trees are used for producing paper)
- Linked to poor vision
- Linked to poor health (nausea)
- Don't need to be literate for survival, unnecessary and unused in many conditions (can still learn the majority of things using oral language (audio), images, video)
- Possibly causes bad memory (prior to literacy becoming popular people use to orally recite hundreds of pages now in modern times many find it difficult to remember an eight-item grocery list)
- The disadvantages of illiteracy include employment-related hurdles such as the inability to create a resume, search classified ads or complete a job applications; quality of life concerns such as being unable to read road signs, restaurant menus and store signage; and psychological impact such as low self-esteem, self-confidence issues, isolation and an underlying sense of shame.
- Being unable to enjoy literature, to experience important non-fiction work, and to read influential public opinion pieces, groundbreaking news articles and compelling interviews places severe limitations on an individual's ability to expand his consciousness, as well as effectively participate in society.
- Illiteracy can complicate simple, everyday affairs, such as not being able to read or write an important note, reminder or phone message; being unable to review and make sense of the day's mail; and the frustration involved in trying to follow a recipe, fill out an entry blank or survey card, or assemble an item per written instructions

- Seems that the human brain was never specified for literacy. We're all born illiterate, automatically understanding oral language at early ages without being taught to but our brain doesn't automatically understand written language
- Causes people to not talk much and become bad speakers, a lot of people can read/write well but can't speak well, stutter, mumble, don't speak clearly.
- Doesn't really solve any problem (Russia, Ukraine, Kazakhstan, Kyrgyzstan, Trinidad & Tobago have extremely high literacy rates and also very high homicide rates).

ACHEIVEMENTS

- ❖ Under the Five-Year Plans, educational facilities in India have been expanded at all levels. At present, there exist abundant facilities for elementary, higher and technical education. The ratio of literacy persons to total population of age seven or more is known as literacy ratio (children below the age of seven are excluded because they may not receive an education before that age).
- ❖ An increase in literacy is generally accepted as an indicator of the spread of education. Spread of education in India at all levels has contributed in raising the literacy ratio in the country. The number of literates in the country has increased from 5.7 crores in 1951 to 57 crores in 2001, increasing by ten times over this period of 50 years. The literacy rate has increased from 18 per in 1951 to 67.5 Per cent in 2007.

SCOPE

- (1) Primary education covers students from class 1 to class 8 in the age group of 6 to 14 years.
- (2) The number of primary and middle schools has considerably increased. In 1950-51 their number was 2.23 lakh.
- (3) Main factor responsible for educational backwardness is social and economic poverty of the people.

IMPORTANT

The Importance of Literacy to Economic Development in today's knowledge-based economy. Almost 40% of the 62,250 workers in Kelowna – Lake Country have literacy skills below the level required by their occupations (Literacy Report Card for the Federal Our economy is enhanced when learners have higher literacy levels. Effective literacy skills open the doors to more educational and employment opportunities so that people are able to pull themselves out of poverty and chronic under employment. In our increasingly complex and rapidly changing technological world, it is essential that individuals continuously expand their knowledge and learn new skills in order to keep up with the pace of change. The BC Ministry of Advanced Education has identified that 40% of BC adults have a hard time reading a newspaper, filling out a work application form or understanding a lease; 49 % struggle to calculate a tip, create a budget, calculate sales tax, or understand credit card interest rates. Consequently, there is a growing mismatch between the skills that employers need and the skills that workers have. This discrepancy leads to high unemployment coupled with a high job vacancy rate. Our provincial government has stressed that if we do not address our skill shortages, BC will face an ever-greater labour crisis.

1,126,000 job openings are expected in BC over the next decade, yet there are only 607,000 young people in BC's education system. Soon, there will be more jobs than workers.

Immigration is a major factor in Canada's economic growth, but successful transition into the Canadian labour market remains elusive for many immigrants whose skills, knowledge and experience are too frequently under-utilized because of English language literacy issues. Whenever we hear from learners that they have been promoted at work, we know another business has benefited from our service.

CONCLUSION

On the literacy front, due mainly to the concerted efforts of the government, the male literacy rate in country crossed 75% mark and the female literacy rate the 50% mark. A significant feature is the fall in the absolute number of female illiterates in the country from 200 million in 1991 to 193 million in 2001 census.

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A STUDY ON JOB SATISFACTION OF WOMEN WORKERS WITH SPECIAL REFERENCE TO TIRUCHENDUR AREA

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ABSTRACT

One of the main roles of human resources department is to ensure that employees are sufficiently satisfied. Satisfied employees work is thought to be more productive. The general job satisfaction feedback will help HR in identifying the percentage of employees and the percentage satisfied in the area of compensation, benefit, training and supervisor relations. Employee satisfaction is increasing importance, as the competition for talent is high and still growing. It is not hard for a competitor to compete with Individual elements of employment such as salaries and benefits. The current level if job satisfaction of women employees with the constant changes in ownership and resultant management teams which always comes with a myriad of new ways of doing things. Women are key players of all the activities of each and every organization to achieve their goals and need motivation to enhance their level of satisfaction in order to undertake their duty effectively and efficiently. Hence, research articles titled “Job satisfaction of women workers with special reference Tiruchendur area”.

Key Words: Job Satisfaction, Women Workers, Motivation.

INTRODUCTION

Job satisfaction is the favourableness or un-favourableness with which the employee views his work. It expresses the amount of agreement between one’s expectation of the job and the rewards that the job provides. Job satisfaction is a part of a life satisfaction. The nature of one’s environment of job is an important part of life as job satisfaction influences one’s general life satisfaction. Job satisfaction, thus, is the result of various attitude possessed by an employee. In a narrow sense, these attitudes are related to the job under condition with such specific factors such as wages, supervisors of employment, conditions, conditions of work, social relation on the job, prompt settlement of grievances and fair treatment by employer. However, more comprehensive approach requires many factors are to be influenced before a complete understanding of job satisfaction be obtained. Such factors as employee’s age, health temperature, desire, level of aspiration should be considered.

Job satisfaction describes the feelings, attitudes and preference of individuals regarding work. It indicates how content an individual to her work. Defines job satisfaction as the attitudes and feelings people have about their work. Positive and favourable attitude towards job indicate job satisfaction, Negative and un- favourable attitude indicate dissatisfaction.

Employee satisfaction refers to a collection of positive and/ or negative feelings that an individual holds towards her job. It is amount of pleasure or contentment associated with a job. Job satisfaction is an emotional response to a job. Job satisfaction is one of the most popular and widely researched topics in the field of organizational psychology. There are variety of factors that can influence person’s level of job satisfaction. Some of these factors include the level of pay and benefits, the perceived fairness of the promotion system with in a

company. The concept of job satisfaction has gained importance ever since the human relations approach has become popular. Job satisfaction involves the complex number of variables, conditions. Job satisfactions can be defined as psychological state of how an individual feel towards work, in other words it is people's feelings and attitudes about variety of intrinsic and extrinsic elements towards job and the organizations perform their jobs. The element of job satisfaction is related pay, promotion, benefits, work nature, supervision and relationship with colleagues. Employee's satisfaction is considered as all-around module of an organization human resource strategies. Hence, the study entitled to "A study on job satisfaction of women workers with special reference Tiruchendur area".

STATEMENT OF THE PROBLEM

One of the main roles of human resources department is to ensure that employees are sufficiently satisfied. Satisfied employees work are thought to be more productive. The general job satisfaction feedback will help HR in identifying the percentage of employees and the percentage satisfied in the area of compensation, benefit, training and supervisor relations. Employees satisfaction is increasing importance, as the competition for talent is high and still growing. It is not hard for a competitor to compete with individual elements of employment such as salaries and benefits. The current level of job satisfaction of women employees with the constant changes in ownership and resultant management teams which always comes with a myriad of new ways of doing things. Women are key players of all the activities of each and every organizations to achieve their goals and need motivation to enhance their level of satisfaction in order to undertake their duty effectively and efficiently. Hence, research articles titled "Job satisfaction of women workers with special reference Tiruchendur area".

OBJECTIVES OF THE STUDY

The main objectives of the study area are,

1. To know the personal profile of the respondents.
2. To know the motivation of the respondents
3. To know the problem faced by the respondents.
4. To know study the relationship between personal profile of the respondents and their level of job satisfaction among the respondents.
5. To offer suitable suggestion based on findings of the study .

METHODOLOGY

This study is based on both primary and secondary data. Primary data are collected directly from the respondents with the help of questionnaire. Secondary data were collected from books, journals, periodicals and websites. Women worker are selected as respondents from Tiruchendur area by adopting convenience sampling method. The data are analysed by applying simple percentage, Garrett ranking technique and F test.

ANALYSIS OF DATA

The collected data are analysed in Four parts.

- A. Personal profile of the respondents
- B. Motivational factors of the respondents
- C. Problems faced by the respondents.
- D. Relationship between the personal profile of the respondents and their level of satisfaction.

A. PERSONAL PROFILE OF THE RESPONDENTS

The major findings are,

- 54 percent of the respondents were in the age group of 20-30 years.
- 74 percent of the respondents were living in rural area.
- 60 percent of the respondents were unmarried.
- 44 percent of the respondents were had studied upto HSC.
- 36 percent of the respondents were private employees.
- 46 percent of the respondents were in the family income group of Rs.10000-Rs.20000
- 62 percent of the respondents were in the nuclear family system.
- 46 percent of the respondents were in the family size of 4-6 members.

B. MOTIVATIONAL FACTORS OF THE RESPONDENTS

Table -1: Motivational Factors

S.No	Motivational Factors	No. of Respondents	Percentage
1.	Leave	10	8
2.	Salary income	60	50
3.	Promotion	32	27
4.	Motivation talks	18	15
	Total	120	100

Source: Primary Data

It was clear from the Table -1 that, 50 percent of the respondents were the motivational factors of salary income, 27 percent of the respondents were promotion, 15 percent of the respondents were motivational talk and 8 percent of the respondents were leave factors.

C. PROBLEMS FACED BY THE RESPONDENTS

There are different problems faced by the sample respondents on their job. Garrett Ranking Technique is used to findout the main problems of the sample respondents, Table -2 shows the result of Garrett Ranking Techniques.

Table – 2: Problems Faced by The Respondents

S. No.	Problems	Ranks								Garrett Rank	
		I	II	III	IV	V	VI	VII	VIII	Means Score	Rank
1.	Lack of proper family support	12	20	28	20	8	6	6	20	50.6	IV
2.	Poor security	20	12	16	18	34	8	8	4	49.2	V
3.	Stress	12	14	12	16	14	10	28	14	54.55	I
4.	Insufficient maternity leaves	20	14	14	16	14	14	14	14	53.22	II
5.	Duty pressure	16	12	18	12	10	10	26	6	51.48	III

6.	Lack off job freedom	18	16	10	14	16	16	10	20	42.58	VIII
7.	Family problems	10	10	12	18	10	24	16	20	47.93	VI
8.	Unequal pay	12	22	10	6	14	22	12	22	46.43	VII

Source Primary data

Table -3 depicted that majority of the respondents chosen “Stress” (54.55%) as the main problems of job satisfaction. Hence it was placed in the first position. Following this second and third rank was allotted “Insufficient Maternity leaves”, “Duty Pressure”, fourth and fifth rank was allotted “Lack of Proper family support”, “Poor Security” sixth and seventh and eight rank was allotted “Family Problems”, “Unequal Pay” and “Lack of job freedom” respectively.

D. RELATIONSHIP BETWEEN PERSONAL PROFILE AND LEVEL OF SATISFACTION

The null hypothesis framed is “There exists no significant relationship between personal variable of the respondents namely age, marital status, educational qualification, occupation, type of family and their level of satisfaction of working women.

Table – 3: Consolidated Results of ‘F’ Test

S. No.	Factors	D.F	Calculated Value	Table Value at 5% Level	Association
1.	Age	r = 4 c = 2	4.07 5.33	3.84 4.46	Significance
2.	Marital Status	r = 1 c = 2	4.89 17.14	18.51 19.00	Not significance
3.	Type of family	r = 1 c = 2	5.1 11.7	18.51 19.00	Not significance
4.	Educational Qualification	r = 4 c = 2	1.2 4.4	6.04 19.37	Not significance
5.	Occupation	r = 6 c = 2	2.4 3.64	4.7 2.99	Significance

From Table - 3 it was concluded that there is no significant association between marital status, type of family, educational qualification, occupation of the sample respondents and their level of perception in job satisfaction of women workers and there is signification between age and occupation of the sample respondents and their level of perception of job satisfaction of women workers.

V. SUGGESTIONS

On the basis of the above analysis, the following suggestions are made,

1. Free counselling services must be provided to all working women to overcome their stress, depression and lead an emotionally balanced peaceful life.
2. The working environment must be sound and stable for women.
3. Comfortable infrastructure facility should be provided to women employees.
4. Safety measures should be adopted in all places to safeguard working women.
5. Salary and wage structure should be revised.

6. Suitable rewards given to the employee.
7. Sickness or medical leave should be provided to the working women to take care of their dependents.

VI. CONCLUSION

The following conclusion is drawn based on the analysis of various job satisfactions of women workers. Majority of employees are satisfied with welfare measures. They should take necessary steps to solve problems in those measures. So that, the employees can do their job more effectively. The company can concentrate on the other non- statutory measures to boost the employee's morale. Majority of the employees felt that the working environment is better. Hence the management should take necessary conditions and make the organisation to improve the working environment so that the employees should feel that this organisation is the better place work. The majority of the employees felt that they are satisfied with the bonus and the gratuity given by the management and some of the employees are not fully satisfied. So the organisation should take necessary steps so the gratuity and the bonus should be given in time so that it increases their motivation. The other welfare activities like canteen, rest room, washing facilities, drinking water, uniform and other sanitary conditions are good in the organization and the central aim of the personal department is to keep its employees satisfied with welfare measures and healthy.

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PANDEMIC IMPACT TOWARDS EMPLOYEES OF INFORMATION TECHNOLOGY SECTOR IN INDIA- A DESCRIPTIVE STUDY

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ABSTRACT

The information technology (IT) sector is comprised of companies that produce software, hardware or semiconductor equipment, or companies that provide internet or related services. Companies are aligned to a specific sub-industry that best describes their core or most profitable business. The COVID – 19 Pandemic has caused drastic changes in many industries, and Information Technology (IT) industry is the major among them. The significant weaknesses the IT industry is facing now is due to the fall in the economy, as a lot of companies are forced to ask their employees to work from home (remotely) keeping in the account of the public health concerns. Due to this, there is a massive loss in opportunity for many companies who have international dealers.

Keywords: IT Sector, Growth, Impact, Covid-19, Pandemic Situation.

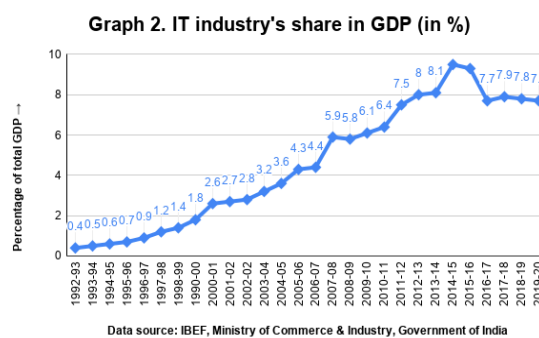
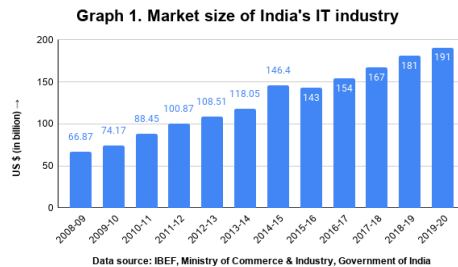
INTRODUCTION

The Information Technology (IT) industry is an essential component of the technology-driven knowledge economy of the 21st century. In fact, globally India has been recognized as a knowledge economy due to its impressive IT industry. The IT industry mainly encompasses IT services, IT-enabled services (ITES), e-commerce (online business), and Software and Hardware products. This industry is also instrumental in creating infrastructure to store, process and exchange information for important business operations and other organizations. The IT based services and products have become indispensable for flourishing any business enterprise and accomplishing success. This industry has a conspicuous impact in improving the productivity of almost every other sector of the economy; it also has huge potential for further accelerating the growth and economic development. Information Technology not only contributed to the economic development of the country but it has also made governance more efficient and responsive. It has made access to government services and information easier and inexpensive. Information technology has also made management and delivery of government service (such as health services, consumer rights, etc.) more effective with enhancing transparency.

HISTORICAL GROWTH OF IT SECTOR IN INDIA

Indian IT industry has grown rapidly with an exponential growth rate after the economic reform of 1991-92. Indian IT companies have set up thousands of centers within Indian and around 80 countries across the world. The majority of global corporations are sourcing IT-ITES from the Indian IT industry, it accounts for approximately 55 percent of the global service sourcing market (US\$ 200-250 billion) in 2019-20. The market size (especially export) of the IT industry has grown manifold from approx. 67 billion US dollars in 2008-09 to 191 billion US dollars in 2019-20 (Graph 1). The revenue is further expected to grow in the coming years with an accelerating growth rate and expected to reach 350 billion US dollars by 2025. The remarkable feature of India's IT industry is that along with its expansion in terms of market size it is also incrementally adding a significant share to India's gross

domestic product (GDP) and consequently boosting the growth and development of the country. From a minuscule 0.4 percent in 1991-92, the IT industry contributed around eight percent in 2017-18 to the total GDP of India (Graph 2). This share is expected to increase to ten percent by 2025.



STATEMENT OF THE PROBLEM

The COVID-19 crisis has affected organizations across the globe and in India; several organizations are struggling to maintain a steady top line and manage with lower working capital. Employees' health and safety is given utmost importance. Reduced travel across sectors meant that organizations have to adopt new ways of working, including WFH, which until now was implemented only in limited pockets. Therefore, there is necessary to evaluate the impact of Covid- 19 in IT Sector employees.

OBJECTIVE OF THE STUDY

The researcher has framed the following objectives of the study connected with the present study. They are as follows.

- To observe the socio economic profile of the IT sector employees.
- To investigate about the Impact of Covid-19 on the IT sector employees with reference to Coimbatore zone.

SCOPE OF THE STUDY

The present study is concentrated towards Impact of Covid-19 on the IT sector employees. In further any researcher may to do the research related to the Impact of Covid-19 in Service sector, Education sector in India as well as in foreign countries.

COIMBATORE ZONE PROFILE

The IT industry in Coimbatore is blossoming compared to its textile and manufacturing industries, with Tata Consultancy Services, Cognizant Technology Solutions,

Robert Bosch DELL, KGISL and CSS Corp Pvt Ltd. Coimbatore is also emerging as an IT and BPO city. Therefore, Coimbatore District is selected for conducting the present study.

RESEARCH METHODOLOGY

To find out the impact of Covid-19 on the IT sector employees, researcher has circulated 100 questionnaires under the convenient sampling method and finally collected 100 questionnaires from IT sector employees in Coimbatore district.

RESEARCH DESIGN

The researcher has adopted descriptive and analytical research design for observing the impact of Covid-19 on the IT sector employees.

PERIOD OF STUDY

The researcher has collected the primary data from October 2020 to December 2020 in Coimbatore District.

METHODS OF DATA COLLECTION

The researcher has applied the primary and secondary data method for collecting the necessary data. The primary data is collected through structured questionnaire and secondary data is collected through various published sources like journals, magazines, dailies and other mass media both print and internet sources for constructing this present study.

SAMPLING DESIGN

The researcher has used convenient sampling techniques for collecting the primary data from respondents in the Coimbatore zone. The sample size is determined as hundred respondents in the study area.

STATISTICAL TOOLS APPLIED FOR THE STUDY

The researcher has applied the simple percentage method for validating the raw quantitative data in to the qualitative data.

Table 1: Impact of Covid-19 on the IT sector employees

S.No.	Statements	Factors	No. of respondents	Percentage
01.	Company is supporting me, and considering my wellbeing, during this period in particular	Strongly Agree	5	5
		Agree	35	35
		Neutral	25	25
		Disagree	20	20
		Strongly Disagree	15	15
02.	Company supports me to work flexibly so I can balance my needs at home	Strongly Agree	13	13
		Agree	21	21
		Neutral	27	27
		Disagree	23	23
		Strongly Disagree	16	16
03.	I have been treated fairly during this period	Strongly Agree	5	5
		Agree	14	14

		Neutral	23	23
		Disagree	34	34
		Strongly Disagree	24	24
05.	I feel I have adjusted to working from home and it doesn't give me any concerns about my wellbeing	Strongly Agree	7	7
		Agree	15	15
		Neutral	27	27
		Disagree	22	22
		Strongly Disagree	29	29
06.	I feel trusted by my manager to work from home effectively	Strongly Agree	10	10
		Agree	15	15
		Neutral	24	24
		Disagree	27	27
		Strongly Disagree	24	24
07.	I have been provided with enough information regarding COVID-19 and how it impacts	Strongly Agree	3	3
		Agree	20	20
		Neutral	21	21
		Disagree	33	33
		Strongly Disagree	23	23
08.	I trust that company is treating my health and safety as a priority	Strongly Agree	8	8
		Agree	19	19
		Neutral	35	35
		Disagree	25	25
		Strongly Disagree	13	13
09.	While working from home, my manager has put in place/maintained team meetings and 1-2-1s that help us stay connected	Strongly Agree	10	10
		Agree	15	15
		Neutral	24	24
		Disagree	27	27
		Strongly Disagree	24	24
10.	Company is doing a good job of listening to the concerns of employees	Strongly Agree	11	11
		Agree	27	27
		Neutral	16	16
		Disagree	26	26
		Strongly Disagree	20	20

Source: Primary data

Table 1 reveals that majority of the IT Sector employees says that they are neutral among the Company is supporting me and considering my wellbeing, during this period in particular, Company supports me to work flexibly so I can balance my needs at home and I trust that company is treating my health and safety as a priority. Disagree among the factor like I have been treated fairly during this period, I feel trusted by my manager to work from home effectively, I have been provided with enough information regarding COVID-19 and how it impacts, while working from home, my manager has put in place/maintained team meetings and 1-2-1s that help us stay connected and Company is doing a good job of listening to the concerns of employees.

CONCLUSION OF THE STUDY

IT has become the most prominent internal function in the aftermath of COVID-19, with business and other functions expecting IT services and support like never before. IT will

truly become the backbone of business in the post COVID-19 period". Therefore, the GOI must take necessary steps for protecting the IT Sector and the IT Sector employees.

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MARKET OPPORTUNITIES AND CHALLENGES FACED BY THE SELECTED ORGANIC PRODUCT EXPORTERS IN COIMBATORE CITY- AN EMPIRICAL STUDY

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ABSTRACT

Organic production and trade have been emerged as an important sector in India and in other parts of the developing world a country like India can enjoy a number of benefits from the adoption of organic production. Industry growth will inevitably lead to a change in industry structure. Major developments that have to bear on the future industry structure are the involvement of supermarkets and large scale production units in the supply chain. To increase the demand for organic products and to expand the organic industry, India should focus in new product and market development to meet the demand of quantity as well as in term of product variety. This in turn will develop competitive advantages for the Indian organic product in the global market to explore opportunities.

Keywords: Organic products, organic exporters, organic production and conservation of the natural resources.

PREAMBLE OF THE STUDY

Economic and social uplifting, ensuring the health of young generations, women house hold, poverty alleviation, social uplifting ensuring the health of young generation, women empowerment sustainable development, prevention of disaster caused by the pesticides,improving the environmental conditions, conservation of the natural recourses, improved soil fertility, prevention of soil erosion, preservation of natural and agro-biodiversity are the major benefits. The threat posed by the conventional food products to the human health and the damage done to the ecology are being viewed seriously. Efforts are made to produce healthy foods and the demand for them is increasing. Organic agriculture offers trade opportunities for farmers in the developing and developed countries. The market of organic products is expected to grow globally in the coming years and high growth rates over the medium term (from 10-15 to 25-30%) are expected. The organic market expansion makes it possible for farmers to reap the benefits of a trade with relatively high price premiums. However, this market is not very well known to most farmers, especially those living in the developing countries. In developing countries it is therefore essential for major key players (e.g. farmer organizations, traders, exporters etc.) that promote organic farming to have up-to-date information on the available opportunities (market requirements) and trends of the organic market. Although the movement is still regarded with some skepticism, the concept of organic farming has strong marketing appeal, growth forecasts are almost all positive and it has been suggested that the 'movement' is now an 'industry'. Major domestic markets for organic products lie in metropolitan cities – Mumbai, Delhi, Kolkata, Chennai, Bangalore and Hyderabad and the export markets are Europe, America, Middle East, Asia, and Africa etc. Organic agriculture is one of the fastest growing agribusiness sectors in the

world, with double-digit annual growth in land under organic cultivation, value of organic produce and number of organic farmers.

DEMAND FOR INDIAN ORGANIC PRODUCTS IN THE WORLD MARKET

Indian organic producers and exporters are well aware of the demand for organic products in developed countries. Products available for the export market are rice, wheat, tea, spices, coffee, pulses, fruits & vegetables, cashew nuts, cotton, oil seeds and medicinal herbs. The channels adopted for the export of organic products, except for tea, are mainly through export companies. Organic tea is produced by major well organized tea estates which are exporting tea directly. In the case of other organic products, predominantly small farmers are involved in producing organic products. Hence, these products are exported through exporters. Organic products are mainly exported to the following countries (in order of priority):

Country	
Europe	<ul style="list-style-type: none"> ● Netherlands, ● United Kingdom, ● Germany, ● Belgium, ● Sweden
Americas	<ul style="list-style-type: none"> ● USA, ● Canada
MiddleEast	<ul style="list-style-type: none"> ● Saudi Arabia, ● UAE
Asia	<ul style="list-style-type: none"> ● Japan, ● Singapore;
Africa	<ul style="list-style-type: none"> ● SouthAfrica

STATEMENT OF PROBLEM

The organic product sector is the most important and one of the largest manufacturing sectors in the country and also it played a major role in exporting the organic products. But now the economic condition of our country, the organic product export was highly affected. Not only economic problems, various problems are there which may affect the growth of the organic sector. Few of the problems are Production process, Financial shortage and quality maintenance problem, Non availability of commodities, Changing climate condition, Competition and consistency in supply, Marketing problems and marketing These are the problem faced by organic product exporters. Therefore, this study attempts to find out the measures taken by organic product regarding challenges and opportunity and also at what extend government and APEDA support for ORGANIC PRODUCT EXPORT and how could avoid or overcome these problems in future and find the measures or remedies for the problems which could be eradicate in future.

OBJECTIVE OF THE STUDY

-To find out the market opportunities and challenges faced by the selected organic products exporter in Coimbatore city.

- To study about the role of APEDA in organic product export in Indian perspectives.
- To provide valuable suggestion to increase selected organic product Indian exporters as well policy makers.

RESEARCH METHODOLOGY

According to Robert Ross “research is essential and investigation, a recording and an analysis of evidence for the purpose of gaining knowledge”. Research always starts with question or a problem. Its purpose is to find answer to questions through the application of the scientific method. It is a systematic and intensive study directed toward more complete knowledge of the subject studies.

AREA, NATURE OF STUDY AND PERIOD OF THE STUDY:

The research study was conducted in Coimbatore city, the entire city area is divided as Coimbatore-north, south, east and west, further each area 15 questionnaires distributed collected as sample size 60 respondents. A descriptive study involves formulating the objectives of the study, defining the population and selecting a sample, designing the method of data collection and analysis of data and result. The present studies are carried over the period of 5th November 2020 to 10th January 2021.

NATURE AND SOURCES OF DATA:

The study is based on questionnaire method; primary data has been collected from various proprietors doing export in Coimbatore. The first draft of the questionnaire was prepared bearing in mind of research problem and objectives of the study. Secondary data was collected from journals, magazines and websites. The data has been used which is collected through questionnaire, report and internet. The researcher has used both primary and secondary data.

STATISTICAL TOOLS USED FOR THE STUDY

For analysing the data and to know it more meaningful, few statistical tools have been applied by the researchers like Simple Percentage Analysis, Weighted Average score analysis and Ranking Method.

SHORT COMINGS OF THE STUDY

The researcher has reduced the limitations of the present study in maximum, since, the researcher has observed the following shortcomings of the study like this sample was restricted to Coimbatore city alone as well as researchers are able to collect the primary data from the organic product exporters as sample size of present study only 60 respondents due to the organic product exporters working schedule are very busy nature. Therefore, if there is any bias in the primary data, the validity and reliability of data and results may affect the present study, results of the present study will not be applicable to rest of India except the study area.

RESULTS AND DISCUSSIONS OF THE STUDY

Table No. 01: Reason for Unsold Stock of Organic Products

Description	Frequency	Percentage
Lack of information on availability and certification	13	21.6

Price expectations too high in relation quality	26	43.3
Low consistency of quality and contamination	4	6.6
Slow shipment,restrictions on importing Indian organic products	17	28.3
Total	60	100

Source: Primary data

Table No. 02: Level of Satisfaction Towards Apeda Schemes Provided to Organic Exporters

S.No.	Government incentives	HB	B	U	NB	HNB	TOTAL	ARTHMETIC MEAN	
		5	4	3	2	1			
1	Allowances	49	5	6	0	0	60	283	4.71
		245	20	18	0	0			
2	Inputs such seeds	19	32	4	5	0	60	245	4.08
		95	128	12	10	0			
3	Training	21	23	11	0	5	60	235	3.91
		105	92	33	0	5			
4	Fertilizer	14	18	20	8	0	60	218	3.63
		70	72	60	16	0			
5	Potential storage	5	15	18	14	8	60	175	2.91
		25	60	54	28	8			
6	Easier credit	21	23	10	6	0	60	239	3.98
		105	92	30	12	0			
7	Foreign investors	23	15	9	7	6	60	222	3.7
		115	60	27	14	6			
8	High premium in the market	6	12	15	9	18	60	159	2.65
		30	48	45	18	18			

Source: Primary data

Table No. 03: Showing the Challenges Faced by the Organic Product Exporters

S.No	Aspects	6	5	4	3	2	1	Total	Arithmetic Mean	Rank
1	Unstable of market price	8	16	7	16	6	7	60	3.71	IV
		48	80	28	48	12	7	223		
2	Storage and warehouse problem	21	9	13	7	5	5	60	4.31	I
		126	45	52	21	10	5	259		
3	Marketing problem	11	19	9	7	7	7	60	3.98	II
		66	95	36	21	14	7	239		
4	Government standard and certification	8	7	22	8	8	7	60	3.63	III
		48	35	88	24	16	7	218		
5	Quality and standards of products	6	9	6	11	19	9	60	3.80	V
		36	45	24	33	38	9	185		
6	Documentation process	2	4	5	9	19	21	60	2.3	VI
		12	20	20	27	38	21	138		

Source: Primary data

MAJOR OBSERVATIONS OF THE STUDY

- Most of the exporters 51.8% are doing merchant exporters.
- Majority of the exporters 31.6% are have used borrowed capital.
- The maximum number of the respondents are have 35 days of preservation of goods after packing.
- 21.6% of the respondents is cereals and pulses exporter.
- Most of the exporters 35% are having 6-12 months' frequency of exporting.
- The maximum numbers of the respondents 51.6% are have exporting European country.
- Majority of the exporters 40% are having competitors in united nation.
- 41.6% of the respondents are having high demand of organic product around the world.
- Most of the exporters 65% are having high price level in organic product.
- The maximum numbers of the respondents 31.6% are having exporters used C&F terms of payment.
- Majority of the respondents 81.6% of the exporter have member of APEDA.
- 48.3% of the respondents are having high awareness of the organic board.
- Most of the exporters 85% are having regularly faced the problem in production process of organic product export.
- The maximum 80% of the respondent are having regularly faced the problem in financial shortage and quality maintenance of organic product export.
- Majority of the respondents 81.6% are having faced the problem in non availability of commodities of organic product export.
- 60.3% of the respondents are having regularly faced the problem in organic exporter changing climate condition.
- Most of the exporters 53.3% are have rarely faced the organic product competition and consistency in supply.
- The maximum numbers of the respondents 30% are have rarely usages of IPM (integrated pest management) products instead of organic products problems.
- Most of the exporters 43.3% are strongly having perception about the increase in organic product sale upcoming 5 years.
- 56.6% of the respondents are education through social groups enhance the sales.
- Majority of the exporters 43.6% are have Price expectations too high in relation quality Reason for unsold stock of organic products.
- The maximum numbers of the exporters 68.3% are have high information and knowledge level of organic product export.
- Most of the exporters 35% are using Prima nature organic labeling.
- 45% of the respondents have Training programs for procedures and certification agencies improving organic export.
- Most of the exporters 36.6% have INDOCERT certificate used for organic exports.
- The majority of the respondents 43.3% have Lengthier process problem in getting above certification.
- 36.6% of the respondents have Awareness raising and promotion idea which supports the development of organic product exports.

- Most of the exporters 51.67% have satisfied incentives provided by the government.

MAJOR RECOMMENDATIONS OF THE STUDY

The organic products exporters face numerous problems one of the major problems faced by them are organic production process. To overcome this problem the exporters, have to focus on the supply chain management. If so the problem can be solving. The proper supply chain management helps the exporters to solve the problem and increase the volume of export. The respondents are highly satisfied with the allowances provided by the government and some of the respondents are dissatisfied with the potential storage, Incentives given by the government. So, the APEDA or government should focus more on the potential storage of the organic product export. A mechanism for adapting existing standards and practices in developing countries to international standards needs to be explored.

Price Expectations are too high in relation to quality. So, the export traders from India should have realistic prices Quality.

Quality "Low consistency of quality; contamination. The quality must be consistent. For this reason, higher quality standards must be enforced to develop and maintain a good reputation. Post-harvest practices should be improved.

Availability "Reliability of exporters". More promotion from Indian traders and governmental institutions. Better understanding of the demands of buyers (small quantities). Suppliers must show financial stability.

Logistics "Slow shipment, restrictions for importing Indian organic products". The logistics must be better coordinated from the place of dispatch for shipment. Duty ports must reduce the time taken to complete the customs process. Enhance the infrastructure available to guarantee quality upon arrival (cool rooms).

Certification "Lack of national certification and accreditation Local certification bodies accredited by national and international organizations would enhance the acceptance of organic products from India.

Export authorities "Time consuming and complicated paper work." Develop a fast track for export.

Information "Lack of information on availability and certification" More promotion activities on the part of traders, farmers and governmental institutions (e.g., international fairs). Establish an internet portal to enable easy access to information on Indian organic products.

Administration "Inconvenient modus of payment (letters of credit); The governmental bank's system is too slow Indian traders must show more flexibility in modus of payment. The bank's systems must reach higher standards.

CONCLUSION OF THE STUDY:

Organic farming has emerged as one of the best-known alternative farming systems developed in response to the short comings of mainstream agriculture. Many of the key benefits and opportunities for organic agriculture are suitable areas for the organic movement to show leadership and innovation, including assurance and auditing procedures, rural and regional development and low cost agricultural systems relying on biological and ecological processes. Organic farming has the potential to provide many benefits to the environment and human health, developments in alternative farming system and their potential threats to organic farming should be carefully monitored and their potential impacts on the organic sector assessed. From the findings it shown that consumers purchase organic products for a variety of reason and there are significance differences in consumer perceptions and attitudes towards organic products across socio-demographic group, across regions and across countries. Industry growth will inevitably lead to a change in industry structure. Major developments that have to bear on the future industry structure are the involvement of supermarkets and large scale production units in the supply chain. To increase the demand for organic products and to expand the organic industry, India should focus in new product and market development to meet the demand of quantity as well as in term of product variety. This in turn will develop competitive advantages for the Indian organic product in the global market to explore opportunities.

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THE STRATEGY OF FAMILY BUSINESS IN INDIA

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INTRODUCTION

The centre of the Indian social identity is the family. In many cases, the family not only tells you who you are but also what you do. Thus, family businesses are not merely economic structures; for most business community individuals, the business is the source of their social identity. Furthermore, the family and the business are not treated separately. The boundaries of essentially two different systems, family and business – with distinctive rules governing their respective behaviours – overlap within the business house. While the exclusive dynamics of family culture and relationships have been imposed on the internal logic of managing a business enterprise, business relations have been allowed to play a role in governing relationships within the family.

The result has not always been a happy one. As professionally managed companies enter the marketplace, bringing with them a high degree of competitiveness, the Indian family managed business (FMB) finds itself under threat. A series of vital choices over its future role confront the Indian FMB if it is to thrive, perhaps even survive. Given that in India, more than 70% of businesses are family-owned, the problem is alarming. Therefore, while India's business houses cope with the inevitable need to bring about rapid strategic, operational and financial transformation in their business, they need to add one more item to the agenda: rewriting the role of the family in business in the given present economic scenario.

THE NEW GENERATION

The new generation of entrepreneurs is playing a significant role in changing the face of FMBs in India. Scions in their 20s and 30s equipped with skills obtained from foreign business universities and professional institutions have joined the family business, impatient to implement changes to their businesses on a par with international standards and to compete with the best. In many cases, their approaches conflict with the way the family has managed its business until now. A further complication is the 'heiress factor': daughters and sometimes their husbands staking their claim for a share of management, a paradigm relatively new to the male-centric family business.

FAMILIAL SPLITS

FMBs in India are realizing that the ostrich principle does not work – ignoring a problem won't make it go away. Forcibly preventing conflicts that may lead to splits will not serve either the family or the business well. What is required instead is succession planning within the ranks so as to prevent internecine wars or morale-sapping struggles for power.

Management of the fall-out of the splits has not been an Indian business family's stronghold. Nor has a contingency plan been kept in mind for carving out the family empire in such an eventuality. When the split is primarily a result of conflict within the family, it is not possible to create alternative avenues of growth for different members without

endangering the core group. Thus, the protector becomes the destroyer. A striking example of this is the division in the Modi Group of companies, one of the country's largest industrial houses. A settlement drawn up in the late 1980s to divide the various group companies between two groups of the Modi family has still not been successfully implemented – litigation continues to date. The two groups, which have since split further into sub groups, are backing out of the settlement, claiming bigger slices of the pie in the profit making companies belonging to the group – and no one is willing to own the companies facing rough weather.

MONEY MISMANAGEMENT

Another problem that has plagued Indian FMBs is money mismanagement. Indian FMBs have always focused too much on money. In India, money is not power, but money can buy power. Most businessmen are extremely sensitive to the social and political environment and take care not to be seen as being powerful. Politicians, administrators and businessmen in Indian society congregate in mutually exclusive social circles. Power, thus, has little attraction.

Though money is a great attraction in Indian family business, there has never been focus on money management. In smaller businesses, short term gains and profits influence business strategy. There is no planning for the future, no recirculation of money and no investment for the future.

In larger businesses, the problem is even more serious. The bigger projects require borrowing from public financial institutions and banks. Traditionally, the project promoters are required to contribute about 20% towards the cost of the project. The balance comes via public financial institutions and banks, and from the public at large in lieu of equity offered to them. Though the stake is only 20%, the control on money is virtually 100%. The approach is to run the entire business at the risk of the 80% that comes from the outside. Very often, the promoters take away their 20% as soon as the disbursements are made by the financial institutions. This 20% and the major chunk of the remaining 80% is siphoned away or sometimes, even legally, poured into other privately-held family businesses. In some extreme cases, the money meant for working capital is even used to provide luxuries to the promoters and to finance their and their family's overseas holidays. Needless to say, there is no contingency plan. Thus, the businesses are very vulnerable. In such a scenario, even a non-event such as a modest shift in tax policy or variation in demand for a product can cause a major setback to the business.

POSSESSION AND EMOTION

It is quite natural for families in business to be possessive and emotional about their business and assets. Over the years, a strong bond is woven between the family and business. Apart from the fact that the family's social standing becomes linked with its business, family members also see it as a symbol of the older generations that struggled to build the business.

Unfortunately, this emotional tie can only end up working to their disadvantage. For instance, if a business, despite possessing the potential to do well, is not faring well for various reasons (such as lack of adequate funds, loss of creditors' confidence in promoters, mismanagement), the promoters are not prepared to walk out to make way for new

management or even induct another partner who is willing to bring in money. The reason for this behaviour is that they cannot comprehend a situation of sharing business with an outsider.

THE UP-SIDE

A stage has been reached where the family-owned businesses have become the least preferred employers. People perceive uncertainty in career development in family-owned businesses, a level of transparency that is below average and think the businesses compare poorly on leadership qualities. However, the fact remains that FMBs have been the vanguard of the economy for about a century. The family business dominates the private sector in terms of number and performance. It has grown faster than the rest of the economy and forms the majority of India's industry in terms of numbers, investments, profits and most of the other quantifiable numbers. The private sector has rarely taken pride of place in the literature of Indian industry and its achievements were barely mentioned in the planned economy regime that dominated Indian industrial growth ever since India attained its independence.

Government policy has kept the private sector out of most critical sectors of the economy and its contribution to national industrial and service products has not been proportional to its numbers. The large infrastructure and core industries sectors remain largely the monopoly of the government-funded public sector. These companies are much larger than the family managed businesses and perform very poorly compared to private sector businesses. The public sector has been marred with controversies and surrounded by corruption. The public sector includes some of the largest and most prestigious sectors in oil, gas and other core industries. However, they have been termed 'unprofessional industries' because they have not been able to exploit the large resources at their disposal. Too much government control has added a bureaucratic touch to the running of these companies.

STRENGTHS

Indian cultural values give Indian companies a markedly different flavour. The difference reflects the hierarchy and values of the controlling family. Indian FMBs are very image conscious. The image of the business directly reflects on the family's reputation and their social standing. Similarly, the family's social standing provides added respectability and advantages to the family's business. Therefore, the two biggest strengths of Indian business families understand of the environment and image.

Another strength is the ability to settle disputes without resorting to litigation. The community looks poorly on families that take disputes to court or outside the community. There is great pressure from the community to settle disputes through negotiations and if necessary through arbitration by a community network of associates, friends and relatives. Take the following classic, true example. A dispute arose between two members of the National Stock Exchange of India, both from the same family. In accordance with the Stock Exchange Rules, the dispute had to be solved by way of arbitration. A retired Judge of the High Court was appointed as arbitrator. Both the parties however, approached the arbitrator with a request to appoint a panel of their four common relatives to settle their dispute and requested that based on their decision, an award based on settlement may be passed. The four relatives gave a decision and the arbitrator passed an award based on settlement.

Western research indicates that 70% of firms fail to reach the second generation. Some of these losses are due to lack of successors. In India, however, things are very different. There are four major stake holders in the family firm: (i) the family members who own the firm and see it as a source of identity, income and social bonding; (ii) the managers who see the firm as the source of professional advancement and livelihood; (iii) the workers who see it as a source of stability and livelihood; and (iv) the rest of the society, which sees it as a social and economic institution. The continuance of the firm is seldom in debate among those connected with it. Even if the family members want to shut it down and liquidate its assets to get their shares, other stake holders don't let it happen.

THE NEED TO CHANGE STRATEGY

The evolutionary context of business is crying for the involvement of the Indian business families to change. A typical family business goes through four stages in its development: entrepreneurial; functional; process driven; and market driven. Still mired, for the most part, in the first and second stages, the Indian family business house must, of necessity, progress to the next two phases. And more importantly, it is the family that must initiate and implement the changes. The family must appreciate the distinction between the environment of two separate systems and withdraw to prevent conflict between the rules and expectations for behaviour in each system. The owner is in the process of changing its role to goal setting and governance rather than being involved in day to day operations. For instance, in 1997 Vikram Lal set a precedent at the Rs1000 crore Eicher Group by renouncing all his executive posts, despite holding about 70% of its equity. Instead, he chose to head a supervisory board that was to guide, but not control, the group companies. The Goenkas of Rs.6000 crore RPG Enterprises have also shifted their focus to governance and not to day to day running of the organisation. Anil and Mukesh Ambani, the sons of Rs.10,000 crore Reliance Group CEO Dhirubhai Ambani, prefer to use their expertise not to overrule the ideas and efforts of their managers but to use it as a tool for communication between intellectual equals, to weigh the merits of managerial decisions.

MOTIVATION

Given these new priorities, a crucial question for the business family will, of course, be that of motivation. What priorities need to change? The traditional business house has always pursued growth, finding finance for the growth, enhancing the worth of its portfolio, maximising its own returns and establishing firm ownership control. Threatened by survival, however, these objectives can no longer be primary. Instead, pride of place must go to the construction of an entrepreneurial culture, the management of human resources and the orchestration of competitive advantages. The new roles will flow automatically from the pursuit of these changed objectives. Thus, the focus needs to shift from 'what to do' to 'how to do it'.

CONCLUSION

The presence of family businesses amongst the business organizations in the world is at significant levels. Family businesses evidently play a powerful role in the Indian business scenario and the Indian economy. High standards of corporate governance, modern

management with technology support and a long term strategy are key drivers for family business. Family business as a viable form of enterprise would continue to flourish in the era of globalization too. Though it is very easy to give advice to family businesses on how to overcome challenges and become global players, but the road is not so easy. Collective effort is required on the part of all family members.

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INNOVATION AND TECHNOLOGICAL ENTREPRENEURSHIP

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ABSTRACT

Entrepreneurship is the capability and willingness to develop, organize and track a business enterprise along with any of its uncertainties in order to make a profit. Innovation is vital in entrepreneurship. In the highly competitive world that we live in, innovative ideas are what will separate you from the rest. Innovation doesn't always mean to create something new innovators often take something that already exists, improve it, change it, make it better and make it the best for their customers. Innovative ideas are what will make a startup competitive. Technological Entrepreneurship is the art or process of innovating and imminence assets and products for major return of profit in business. New and unique combinations of innovation are the result of Technological Entrepreneurship. Modern world is dominated by innovative ideas and new technology, but innovation alone cannot facilitate success. Innovators need a great start to further their ideas and explore newer and better avenues. Similarly, start-ups require initial funding so they can kick-start their business till the time it starts generating revenues on its own.

KeyWords: Entrepreneurship, Innovation, Technology

INTRODUCTION

The distinguishing feature of new technology is that it enables open innovation in innovation ecosystems. Entrepreneurship is the process of starting a business to provide a product or service to the free market. Entrepreneurship is currently on the rise throughout many national economies. Economies are becoming increasingly global which allows for a greater method of sharing ideas and exploring new market opportunities. Technology has increased access to people, places and assets not previously usable. There is an increasing acceptance in society for failed business which may encourage many to attempt to create a new company with less social stigma for failure.

As COVID-19 began its march around the globe, the seriousness of the crisis quickly became clear. As healthcare needs intensified, innovators around the world began ramping up efforts to develop vaccines and treatments. At the same time, the economic impact of the virus brought swift and intense changes in supply and demand patterns, creating significant challenges, but also providing new opportunities for innovation and entrepreneurship. Shortages in products like hand sanitizer, ventilators and personal protective equipment are motivating companies to reorient to meet the needs for these items. For example, companies that previously made beauty products or alcoholic beverages are using their equipment to switch gears and produce hand sanitizers. "We're in a period where we want everything to happen very quickly," says Moeen. "Our research shows that companies with pre-existing expertise are more likely to introduce new products in this type of climate."

COMMUNICATION

Good communication is necessary to allow efficient flow of information in a business. Technology provides multiple channels for businesses to communicate both internally and externally. Whether it's setting up virtual workspaces where employees can interact and develop ideas, or connecting to international businesses through the use of video conferencing, technology can be used as an outlet which allows businesses to collect feedback from their customers, which can be used to improve or alter a product to suit the needs of the customers better.

RESEARCH AND DEVELOPMENT

Through the use of technology, businesses can research the market through the use of secondary data. This is extremely useful as it provides businesses with in-depth knowledge about markets before penetrating them. Along with secondary research, businesses can use technology to conduct primary research in addition to using online surveys and customer feedback.

WEB BASED ADVERTISING

One of the most beneficial uses of technology is advertising to millions of people around the globe just at a click of a button. Web based advertising consists of websites and social media. Websites can be built using DIY tools such as Word Press or Square Space or professional web developers can be hired to create them. Unlike websites, social media accounts are very easy to build for your business and provide exposure on a wide variety of platforms such as Facebook, Twitter and YouTube.

INTEGRATING DESIGN AND CONCEPT ALTERATIONS

There is no denying the fact that the world might change once we overcome the situation caused by the pandemic, which also implies that the needs and demands of the consumer market will be significantly impacted. Businesses need to realise and work upon the alterations that might be required. Innovation has always been the key to overcoming challenges in the evolving market situations. Bringing about innovation in the design of the products and the concepts that we, as businesses, are offering can help overcome this challenge posed by the pandemic.

MANAGING FUNDING AND INVESTMENT

A sustainable business approach needs to be followed, wherein all the resources, particularly monetary resources and funds, need to be used consciously. Managing cash flow and conserving resources for a few months post resumption of normal operations shall be the key to sustainability. A deeper analysis of fixed v/s variable cost elements within the overall cost structure should be carried out to plan for better financial management in the coming months. Patience in raising investments post crisis would be required. Even though investors will eventually loosen their purse strings in the short term, it would take a long time for anyone in closing their investment calls.

INCORPORATING SHORT CYCLE PLANNING

Post the pandemic and once the operations get back to normal, planning for short durations and short cycles should be the mantra. Instead of looking at long-term plans, three months, six months, and one-year plans should be ready. In the current scenario, making up for the lag due to lockdown and preparing the organisation to cope up with the situation needs to be focussed upon.

ENABLING EFFECTIVE MENTORING FOR RE-STRATEGIZING

The need for mentoring is going to be the highest in given times. Since we are looking at re-strategizing business models, start-ups should strive to get relevant mentors on board. Businesses can also look at connecting with experts from different sectors who can significantly benefit the operation cycle by their inputs.

MAINTAINING THE CHANNEL OF COMMUNICATION DURING THE CRISIS

During times like these, it is essential that the channel of communication is effectively and efficiently maintained. Being open and available to the concerns of all stakeholders, including customers and investors, becomes extremely important so as to maintain their association with the business. Just like having financial reserves benefit the functioning of businesses, a well-tied communication network also proves to be a supporting block when it comes to lifting the business back up from a relative slowdown.

MODIFYING THE BOOT CAMP MODEL

Entrepreneur and SME “boot camps” tend to be intense multiday or multiweek courses. As pre-accelerators and accelerators go virtual to ensure social distancing, e-Learning practices are reshaping this camp model. For example, pre-recorded trainings—complemented by Q&A sessions with technical advisors and guest lecturers—offer flexibility and the possibility of including participants who have less bandwidth or unstable networks. Bootcamps are prioritizing new training courses, such as e-commerce and social media marketing, even among programs with cohorts of more traditional brick-and-mortar SMEs that now must urgently explore ways to sell online. For example, at a recent training with the ABC Incubator based at Nazarbayev University in Kazakhstan, instead of the planned three-day boot camp, the DAI LiveWIRE team restructured the training and hosted four two-hour trainings over the course of two weeks. Participants submitted their “home tasks” to trainers before the start of each class, in place of the breakout group format of face-to-face workshops.

USING ONLINE DESIGN-THINKING TOOLS TO FOSTER PEER LEARNING

Human-centered design tools such as the Business Model Canvas work well to demonstrate a collaborative process of visualizing a business plan with a group. Such tools were initially designed for face-to-face ideation sessions, where colourful sticky notes could be used to foster the creative process with teams of founders. Innovators at organizations such as Miro are recreating the ideation process for support entrepreneurship planning.

BUILDING VIRTUAL MENTORSHIP NETWORKS

Many entrepreneurship support organizations have a face-to-face mentor-mentee component. Some are now exploring how to build a virtual mentorship network, while maintaining the positive attributes of face-to-face relationships. ANDE members such as National Mentorship Movement (NMM) which has mobilized over 1,000 South African CEOs, executives and senior managers to volunteer as mentors for young entrepreneurs are successfully moving online. At the first online mentor-mentee meetings, trained facilitators help build rapport in ways that help reduce power imbalances, build trust, nurture friendship, and open communication.

SHARING BUSINESS MODEL PIVOTS IN THE LOW-TOUCH ECONOMY:

System builders such as the Board of Innovation have begun documenting business model pivots showing how entrepreneurs are moving toward the “low-touch economy.” Entrepreneurship support organizations can serve as a sounding board for their cohorts by sharing COVID-related business pivots from around the world.

CONCLUSION

There is always a learning curve for entrepreneurship which can be steep for a newcomer or more gradual for an experienced person but educational growth is always expected. The growth occurs because no company has worked under the exact circumstances of the entrepreneurial company. Even in a proven business model there are new people, a new market, market share, etc which affect the way the company works. When a new product is introduced there is an even greater learning curve as people react to it. Innovation activities aren't necessarily powerful enough to save the world, you should focus on improving the things you can affect. Small improvements eventually lead to bigger and better ideas that may one day become revolutionary.

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WORK RELATED STRESS MANAGEMENT

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ABSTRACT

Stress is generally indicated as a deviation from normal functioning of body and mind. Stress can approach in an organization due to many reasons such as control over work, managerial style of manager etc. Stress in limited quantity is beneficial to organization and employee as well. It helps to achieve personal as well as goals of organization. But stress in excess quantity can cause harmful effects on the body, mind and psychology of employees. Stress can be measured by using psychological methods involving use of questionnaires. Physical measurement involves measuring of various physical constants of body such as blood pressure. Physiological measures include measurements of various hormonal levels etc. And the measures to relieve this stress include sports, music, dancing, hobbies etc. Excessive stress can be reduced by help of professional counsellors. But the stress at workplace is an important issue must be dealt with to achieve progress. Day by day challenges for human are increasing in many different fields as if progress in turn creates new problems. Slowly the nature of working has been changed and still these changes are in progress. Because of these changes, number of illnesses has been increased, morality and human aspects are faded and new problems are occurred every day, so that we are facing job stress which called “illness of the century management.

Keywords: Stress, Stress management, Causes, Measures, Effects.

INTRODUCTION

Stress is considered to be an integral part of one’s life; stress can be any kind of worry, anxiety, hassle, trauma, tension, pain or pressure. Stress is sometimes avoidable but sometimes it is unavoidable and one has to become aware of certain measures and ways about how to manage it in an appropriate manner. Regular exercise is essential to reduce muscle tension and promote a sense of well-being. Tap into your support network. Family, friends, and social groups can help when dealing with stressful events. Unfortunately, a person's inability to deal with stress can often lead to clinical depression. Experiencing stress is part of being alive and some stress helps increase our alertness and energy to meet challenging situations. If stress lasts a long time or overwhelms our ability to cope, it can have a negative effect on our health, wellbeing, relationships, work and general enjoyment of life. Stress doesn’t have to control our lives.

TYPES OF STRESS

Situations that are considered stress provoking are known as stressors. Stress is not always viewed negatively; it is simply the response of the person physically and mentally towards strenuous demands. There have been types of stressors which are classified below:

POSITIVE STRESS

Getting admitted into an educational institution, getting promotion at work, starting a new job, marriage or commitment ceremony, buying a new home, having a child, transferring to a different location or outside the city or country, planning a vacation, holiday seasons, retiring, taking up educational classes or extracurricular activities or a new hobby; all these functions and experiences come under the category of positive stress. Positive stress motivates and energizes a person, is short term, is perceived within our coping abilities, makes a person feel lively and stimulating and enhances ones performance.

NEGATIVE STRESS

Torture, pain, sexual harassment, divorce, death, job insecurity, unemployment, sleep disorders, children problems, obesity or eating disorders, illness, health problems, loss of interest in extracurricular activities and hobbies, work pressure, aging, depression, experiencing a traumatic event, making presentations, travelling in traffic and crowded areas, conflicts and disputes and legal and financial matters come under the category of negative stress. Negative stressors causes anxiety or concern, can be for short or long term, individual in most cases finds unable to cope up with negative stressors, makes a person feels depressed and unpleasant, leads to decreased performance in all the activities undertaken and affects a person physically and mentally. In most cases he refrains from participating in worldly affairs.

INTERNAL SOURCES OF STRESS

There have been few internal sources such as fears, fears of heights, flying, public speaking, or communicating with strangers and so forth. Having repetitive thought patterns such as delusions or hallucinations or upsetting thoughts. Feeling tensed about future events such as exam results, job restructuring or a medical test report and having impractical or perfectionist expectations such as willing to do such things which are not realistic.

HABITUAL BEHAVIOR PATTERNS

These are over working, over scheduling, failing to be assertive, feeling nervous on trivial issues, failing to set and maintain healthy boundaries relationships, getting aggressive easily, procrastinating works and tasks. These are some of the habitual behavior patterns that cause stress or which can lead to stress.

SYMPTOMS OF STRESS

The symptoms of stress can be classified into four main areas which are physical symptoms, behaviors, moods and thoughts

PHYSICAL SYMPTOMS

The physical symptoms that an individual feels as a result of stress include sweaty palms, light headedness, muscle tension, increase in the heart rate, tension on the facial expressions and sometimes also ones hands begin to shake. These are the symptoms experienced within the physical body.

BEHAVIORS

There have been certain behavior patterns formed by an individual as a result of stress, such as aggressiveness, irritation, anger, sadness, misery, annoyance, frustration, impatience and worried. When individuals perceive stress as positive, they depict calm, composed and a peaceful behavioral trait.

MOODS

As a result of stress, the moods of the person can be anxious, nervous, irritable and panicky. A stressful situation can be so intense that a person can become hysterical and extremely aggressive.

THOUGHTS

Delusions, hallucinations, depressive and upsetting thoughts, negative thinking, unconstructive viewpoints, overestimation of danger, underestimation of one's abilities, capabilities and intelligence, underestimation of all the help, assistance and support available, worries and catastrophic thoughts are all kinds of thoughts that occupy the mindset of an individual in a stressful situation.

WORK RELATED STRESS

An individual undergoes stressful situations in all walks of life, but when an individual is engaged in work related activities whether it is one's own business or he is employed in a company or he is self-employed. In all kinds of work related activities, it is vital to undergo stress; therefore, the researcher has made work related stress the focus of this manuscript. Under work related stress, six categories of potential stressors have been identified:

DEMANDS

These include all the demands of work such as working hours, work duties, work load, physical environmental conditions such as lighting, temperature, heating and cooling facilities, sitting arrangement and facilities such as water, tea or coffee.

CONTROL

How much say and autonomy a person has upon his job such as in decision making or giving suggestions to their bosses; the lower the autonomy, the more the work related stress.

RELATIONSHIPS

Relationships and terms that a person develops with his superiors, subordinates and colleagues contribute in the measurement of one's stress level. Having good and positive relations will always stimulate and empower an individual in his job.

CHANGE

Changes brought about in work can cause stress, if the workers have to cope with new work duties, hours or methodology of work, then certainly they will feel stressed out.

ROLE

Stress will trigger when an individual does not have a clear understanding of his role within an organization; when he develops a confused mindset and is not sure of his job duties or responsibilities then the individual will feel stressed.

SUPPORT

The amount of support and job training available to the person, as well as encouragement, sponsorship and the resources provided by the colleagues and management leads to stress.

SYMPTOMS OF WORK RELATED STRESS

Individual Symptoms

- Increased Blood Pressure
- Sleep Disorder
- Increased Alcohol or Caffeine intake
- Increased irritability, aggressiveness and negative thinking
- Back pains, tensions and headaches

Organizational Symptoms

- Increase in absenteeism of the employees due to sickness
- Long working hours
- Increased staff turnover
- Reduction in the performance of work duties and decrease in employee morale
- Increase in hostility and having more disputations and conflicting situations

CONCLUSION

Maintaining staff morale can be difficult during times of financial crisis when providing monetary rewards to employees is not possible. Alleviating stressful situations in employees, keeps them in a healthy state of mind, physically and mentally, Employees who learn how to peacefully deal with stress, will enhance their personal and workplace performance while maintaining a healthy balance on life.

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SHG IS A TOOL FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT

In India, the gap between the haves and the have-nots is always alarmingly high. Vices like superstition, illiteracy, caste system and the greed of the rich and powerful do not allow the principle of equality to set in. Consequently, India is unable to get rid of poverty and unemployment. It was with the objective of alleviating poverty and generating employment that the role of small finance came into the limelight. The word "micro credit" did not exist before the seventies. Now it has become a buzz-word among the development practitioners. In the process, the word has been imputed to mean everything to everybody. Micro credit creates a huge purchasing power. This, in turn, gives impetus to industrial growth and finally leads to a higher GDP. The contribution of micro credit towards social reforms cannot be overlooked either.

Keywords: Microfinance, Micro Loans, Self Help Group Bank Linkage Programme (SBLP), Interest Rates, Cost.

INTRODUCTION

In India, the gap between the haves and the have-nots is always alarmingly high. Vices like superstition, illiteracy, caste system and the greed of the rich and powerful do not allow the principle of equality to set in. Consequently, India is unable to get rid of poverty and unemployment. It was with the objective of alleviating poverty and generating employment that the role of small finance came into the limelight. The word "micro credit" did not exist before the seventies. Now it has become a buzz-word among the development practitioners. In the process, the word has been imputed to mean everything to everybody. Micro credit creates a huge purchasing power. This, in turn, gives impetus to industrial growth and finally leads to a higher GDP. The contribution of micro credit towards social reforms cannot be overlooked either. Over the past decade, micro finance institutions have adopted innovative ways of providing credit and savings services to the entrepreneurial poor. Several micro finance institutions have succeeded in reaching the poorest of the poor by devising innovative strategies. These include the provision of small loans to poor people, especially in rural areas, at full-cost interest rates, without collateral, that are repayable in frequent installments. Borrowers are organized into groups, which reduce the risk of default. These are also effective mechanisms through which to disseminate valuable information on ways to improve the health, legal rights, sanitation and other relevant concerns of the poor.

NEED FOR THE STUDY

In the area of sustainable development for rural women, the focus must be laid on developing the capacity of women through increasing their economic power, social power, participation power and decision making powers. This is being achievable to a large extent through the formulation of SHG

METHODOLOGY AND PERIOD OF STUDY

The data collected for the purpose of this study is secondary in nature. The study covers a period of twelve years from 2000-01 to 2010-11.

OBJECTIVES OF THE STUDY

The overall objective of the study is to analyse the empowerment of women through SHG with respect to the SHG members in Virudhunagar district of Tamil Nadu.

SELF-HELP GROUPS AND MICRO-FINANCE

The slew of measures announced in the Union budget will go a considerable way in bolstering the system of dispensing credit by micro-finance institutions (MFIs) in conjunction with Self-Help Groups (SHGs) and Non-Governmental Organisations (NGOs). There is a welcome recognition in the Finance Minister's speech of the role MFIs have played in catering to the credit needs of the poorer sections of rural society. This is a function mainline bank in India and most other countries have been unable to do on their own. Since February 2000 when the Reserve Bank of India gave priority sector status to loans provided by banks to the MFIs, the activity has been mainstream.

The budget has ambitious plans to extend the target of credit linking for 2005-06 from 2,00,000 Self-Help Groups to 2,50,000. The Government hopes to enhance the beneficial role of the MFIs as an intermediary between banks and rural borrowers. Commercial banks will be allowed to appoint MFIs as their "banking correspondents" for providing a variety of services on their behalf. That will vastly increase their reach and remove some of the intractable rigidities that have stood in the way of the spread of rural banking. Close to 70 per cent of the rural poor do not have a bank account and 87 per cent do not have access to credit from a formal source. The proposal to appoint MFIs as agents for micro-insurance products will help spread the insurance habit and enable them to earn a fee income. Another significant proposal is to let the eligible MFIs seek equity support from the redesignated Micro Finance Development and Equity Fund, which has a corpus of ₹ 200 crores.

Originally confined to the southern States, micro-finance is fast spreading to the rest of India. For the banking system, the SHG linkage has been a winning proposition. It has resulted in lower transaction costs, negligible defaults, and the generation of enormous goodwill. The MFIs have been adept at providing customized solutions based on their understanding of local conditions. However, a number of weaknesses remain. Banks have not yet standardized their approach towards micro-lending. A lack of infrastructure and design facilities and also worthwhile distribution channels for marketing the products has constrained growth. A number of initiatives are needed to keep the micro-finance system on track. The goal is to make it a dispenser not just of credit but of a variety of social goods and services to the rural poor.

ADVANTAGES OF FINANCING THROUGH SHGS

An economically poor individual gains strength as part of a group. Besides, financing through SHGs reduces transaction costs for both lenders and borrowers. While lenders have to handle only a single SHG account instead of a large number of small-sized individual accounts, borrowers as part of an SHG cut down expenses on travel (to & from the branch and other places) for completing paper work and on the loss of workdays in canvassing for loans.

IMPACT OF MICRO FINANCE ON SHG MEMBERS

Unlike most Accumulating Savings and Credit Associations (ASCAs) found in several countries, these groups also obtain loans from banks and lend them to their members. By 2003, over 700,000 groups had obtained over ₹ 20 billion (US\$425 million) in loans from banks benefiting more than 10 million people. Delinquencies on these loans are reported to be less than 5 percent. Savings in these groups is estimated to be at least ₹ 8 billion (US\$170 million). Despite these considerable achievements, sustainability of the SHGs has been suspect because several essential services required by the SHGs are provided free or at a significantly subsidized cost by organisations that have developed these groups.

SHG BANK LINKAGE PROGRAM

Self-Help Groups (SHG) especially in India under NABARD's SHG-bank-linkage program, borrow from banks once they have accumulated a base of their own capital and have established a track record of regular repayments. This model has attracted attention as a possible way of delivery micro finance services to poor populations that have been difficult to reach directly through banks or other institutions. By aggregating their individual savings into a single deposit, self-help groups minimize the bank's transaction costs and generate an attractive volume of deposits. Through self-help groups the bank can serve small rural depositors while paying them a market rate of interest.

In recent years, women have joined hands for their development and self employment in the form of Self Help Group. This movement comes from the women's desire to meet their needs and determine their own destinies through the principle "by the women, for the women and of the women". Self Help Group is a small economically affinity group of the rural poor voluntarily coming together to save small amounts regularly, which are deposited in a common fund to provide collateral free loans as decided by the group to meet the emergency needs of members. It enhances the equality of status of women participants, decision makers and beneficiaries in the democratic, economic, social and cultural spheres of life. To focus on women empowerment, Mahalir Thittam which is based on "Self Help Group" approach is implemented in partnership with the Non-Governmental Organisations (NGO). The endeavour is to combine the wide research and resources available to the State, with the grassroots presence, goodwill, commitment and innovative work of the NGO's, together with support from NABARD and credit from banks and other funding sources. Table 1 shows the progress of SHG Bank Linkage in India during the past 11 years.

Table 1: SHG Bank Linkage

Year	No. of SHGs linked	Growth Percentage
2000-01	263825	100
2001-02	461478	174.92
2002-03	717360	271.91
2003-04	1079091	409.02
2004-05	1618456	613.46
2005-06	2238565	848.50
2006-07	2924973	1108.68
2007-08	5009794	1898.91
2008-09	6121147	2320.15

2009-10	6959250	2637.83
2010-11	7461946	2828.37

Source: NABARD Annual reports and SHG Bank Linkage Data of Different Years

Table 1 reveals that there is an increase of 2728.37% of SHGs in 2010-11 as compared to 2000-01.

MICRO CREDIT ON WOMEN EMPOWERMENT

One of the reasons micro finance institutions deal largely with women is because they (women) typically lack social and economic assets owned by men in those regions. It is no secret that micro credit, along with micro-savings and group solidarity, brings about visible changes in the lives of women. Women empowerment, which is achieved by instilling ideals such as justice, equality and freedom of women, is the central goal of many development institutions (including micro finance institutions). The search for these social virtues is not unique to the field of micro finance, nor is it a recent phenomenon.

Women's status, both in their homes and communities, is improved when they are responsible for microloans and for managing micro-savings (this would enhance the social support offered in the group lending methodology). Micro finance improves access to networks and markets (for women) giving wider experience of the world outside the home, access to information and possibilities for development of other social and political roles. Then they generate and control their own income (through micro finance services), women gain a level of power that means they can make decisions independently and command more respect.

There is greater acceptance among men that women can participate in the rural economy and deal with men in the roles of service providers or vendors. This works towards the Millennium Development Goal to promote gender equality.

FINDINGS

The analysis of the data collected reveals that

- Total number of Self Help Groups in India is increased enormously.
- The saving potential is increased and around 13 respondents have more than Rs. 4,000 as their savings now.
- The social and economic status of the members has been increased after becoming the member of SHGs.

SUGGESTIONS

- Adequate concessional financial assistance should be provided by the Govt. to SHGs.
- The district authority may adopt a day today system to monitor the functioning of SHGs.
- The Government should take necessary steps to bring all poor rural women to participate and encourage them to join the SHGs.

CONCLUSION

Micro finance through SHGs has been found as the appropriate approach and effective tool for poverty alleviation and empowerment of rural women. The SHGs have made a revolution in the rural women folk by enabling them to become self dependant, self reliant and self employed.

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A STUDY OF DIGITAL MARKETING STRENGTH AFTER COVID - 19

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ABSTRACT

Due to the COVID-19 pandemic, brands are facing an unprecedented and highly disruptive situation. Digital advertising is rising in India with fast pace. Many Indian organizations are the use of digital advertising and marketing for competitive advantage. Success of advertising campaign cannot be totally performed with the aid of digital marketing only. Rather for success of any advertising marketing campaign it need to utterly harness the competencies of more than a few advertising methods reachable inside both the typical and contemporary marketing. Startups who use digital advertising many instances obtained failed. This study shows precautions to be taken for superb implementation of digital advertising and marketing to reap exquisite viable to amplify in sales.

Keywords: Digital marketing, social network, ecommerce, online retail, start up and commandments.

INTRODUCTION

Digital Marketing is any structure of advertising and marketing merchandise or services, which includes digital devices. It can be each on line and offline. According to institute of direct marketing the use of net and associated digital information and communication applied sciences to gain advertising

According to CAM Foundation – “Digital Marketing is a huge discipline, bringing collectively all forms of advertising that operates via electronic gadgets – online, on mobile, on-screen. Over the years, digital marketing has developed enormously, and it continues to do so.” Search Engine Optimization, Search Engine Marketing or Pay per Click Advertising, Social Media Marketing, Content Marketing, Mobile Marketing, Web Analytics, Marketing Automation, and Content Writing Rate Optimization are the famous and most-demanded areas in digital marketing.

It is the creative use of management data gadget (MIS) and science which helps customers interplay with e-marketers. Marketers need to use science and facts and instinct to set brands and seize opportunities. E-Commerce has unleashed the revolution which is changing the way of doing business. In 1997 U.S. govt. allowed use of net with the aid of industrial organization. This gave impetus to new way of conducting trade and commerce.

REASONS FOR UPWARD JOSTLE IN DIGITAL MARKETING IN INDIA

Increase in web penetration in the United States of America has led to a large increase of different digital industries such as e-commerce, digital advertising and so on. Latest tendencies in digital advertising and marketing in India in internet usage, cellular and search, social networking, purchasing and on line video are shaping the Indian digital marketplace and what it holds for the years to come.

Coca-Cola did a live video for its orange flavored Fantasy. Two Maybelline did a three dimensional video. Royal Enfield shot a 360 diploma video for its new bike Himalayan.

Lake used a slide exhibit format (its 5 instances lighter than a video), and Cornett made a three 2d Cinema graph.

Pepsi Co. Beverages used Facebook in the course of cricket World Cup in 2015 for brand building and producing the sale. Pepsi's Face book campaign was once the most regarded brands in the course of the event. Pepsi Co. is the usage of social media in a huge way for constructing its manufacturer equity.

A research performed via Adobe and CMO Council has revealed that growing wide variety of entrepreneurs in India is leveraging digital advertising and marketing to increase their competitive advantage. According to the study, India leads in the self assurance in digital marketing as a driver of competitive advantage.

IMPACT OF TECHNOLOGY GROWTH ON USUAL MARKETING:

Due to applied sciences development at an exponential rate, the advertising and marketing paradigm has shifted to more modern more patron and content centric strategies being delivered on the digital platform.

Traditional advertising and marketing like advertising, public relations, branding and company communications, lead technology etc. generally depends on television, radio, telephone, and print media and phone as a shipping medium. Contrary to that cutting-edge advertising and marketing methods leverage the energy of Internet and social media to reach to an extra focused set of audience.

SOME OF THE SUBJECTS INCLUDED IN THE ROUTE ARE:

- Importance of Social Media in today's world of advertising
- Creating Facebook and Instagram advertising strategies
- Defining your Social Media advertising and marketing goals
- Running profitable Facebook and Instagram advert campaigns
- Monitoring Facebook and Instagram advertising overall performance and analytics.

THINK THAT OUTSOURCING IS THE SOLUTION:

Assuming that outsourcing will take care of end-to-end execution is one of the motives for excessive failure rate of agency-client relationships. This hassle is greater with the large enterprise which is the use of outsourcing. By educating clients about the splendid method to leverage digital helps them restructure their thinking and approaches associated to digital marketing.

HIRED A DIGITAL MARKETING EXPERT ON YOUR IGNORANCE:

Hiring one or more digital marketing specialists except having clarity on overall digital marketing strategy is nearly similar to outsourcing digital advertising duty to an exterior agency. Whether startups or advertising and marketing authorities they have to realize that they have an vital role to play in developing digital advertising and marketing strategy, whether or not they favor to work with an external business enterprise or build an in-house team.

COMMANDMENTS OF DIGITAL MARKETING

Consider Digital method as a phase of Brand Strategy: Generally for brands, digital techniques are created in a complete vacuum from the common manufacturer strategy, or worse, no digital method is crafted at all. Since digital is the glue that ties the entirety of an advertising graph and techniques together, something that takes place on-line needs to ladder up to the higher targets of the brand. A superb digital approach is usually composed of a group of sub techniques to successfully plan and account for owned, earned, shared, and paid assets.

INNOVATING THE BRANDS:

Majority of manufacturers have some form of intention around innovation. And that's essential due to the fact innovations force the enterprise forward. But innovation suggest better now not new. Your approach must help you pick out your tactics, no longer the different way around. If you are seeking to use a tool or platform due to the fact you assume it is innovative, and can't pick out how or why it works for your audience, you're worshipping the vivid object and are destined to fail.

MAINTAIN HEALTHFUL RELATIONSHIP WITH STAKEHOLDERS:

Treat your employees, supplier's distributors etc. accordingly so that they feel as a partner. Healthy Corporation – patron relationships area actual partnership the place everybody feels cost bringing ideas and co-authoring success. Treat your employer human beings pretty and with respect and they'll deliver effects for you. With their assist if you succeed, inform them. When they screw up, do the same.

CONCLUSION

Digital marketing has extended in last a few years in India. People have one-of-a-kind views about it. But the reality is this digital marketing has high-quality attainable to extend in income provided groups have knowledge to implement it in proper way. Benefits like increased brand attention and higher manufacturer loyalty can be gained through nice digital media plan. Digital advertising and marketing campaign assist in discount in costs, improve in inbound traffic and better ranking in search engines.

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A STUDY ON PROBLEMS FACED BY BANK EMPLOYEES RELATED TO BANK AUTOMATION IN THOOTHUKUDI

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ABSTRACT

Branch automation is a form of banking automation that connects the customer service desk in a bank office with the bank's customer records in the back office. Banking automation refers to the system of operating the banking process by highly automatic means so that human intervention is reduced to a minimum. Branch automation is also referred to as platform automation. The main objective of the study is to analyze the demographic profile of bank employees and the problems faced by bank employees due to bank automation. Totally 60 employees selected as sample by using simple random sampling methods. Primary data were collected by using well structured questionnaire from selected sample respondents, that data analyzed statistically by using Percentage methods, Mean Score analysis. Secondary data were collected from various books, websites etc. The main finding of the study is most of the bank employees are faced problems due to bank automation. Finally it is concluded that, some recommendations that may be useful to banks are suggested, such as: the banks must increase their marketing programs for it is employment to achieve its goal; the banks must increase employment training that lead to internal satisfaction and can be reflected on their performance and customer satisfaction and loyalty.

Key Words: Bank Automation – Employees – Job Satisfaction

INTRODUCTION

Branch automation is a form of banking automation that connects the customer service desk in a bank office with the bank's customer records in the back office. Banking automation refers to the system of operating the banking process by highly automatic means so that human intervention is reduced to a minimum. Branch automation is also referred to as platform automation. Increasing branch automation also reduces the need for human tellers to staff bank branches. Personal Teller Machines (PTMs) can help branch customers perform any banking task that a human teller can, including requesting printed cashier's checks or withdrawing cash in a range of denominations.

OBJECTIVES OF THE STUDY

The following objectives are framed in order to analyze the “Problems faced by bank employees related to bank automation”.

- ❖ To analyze the demographic profile of bank employees in Thoothukudi.
- ❖ To exhibits the problems faced by bank employees due to bank automation.
- ❖ To give viable suggestions to overcome the problems faced by the employees.

STATEMENT OF THE PROBLEM

With the increasing use of mobile deposits, direct deposits and online banking, many banks find that customer traffic to branch offices is declining. Nevertheless, many customers still want the option of a branch experience, especially for more complex needs such as

opening an account or taking out a loan. Increasingly, banks are relying on branch automation to reduce their branch footprint, or the overall costs of maintaining branches, while still providing is high. Thus in this research article, the authors have made an attempts to study about the problems faced by the bank employees related to bank automation in Thoothukudi.

REVIEW OF LITERATURE

Atiku (2011) conducted study on the effect of electronic banking on employees' job satisfaction in Nigeria. The objective of this study was to find the level of adoption of e-banking and the level of effects of e-banking have on employee's job security in the Nigerian banking sector. The data for the study was collected by interviewing the staff of four commercial banks in Lagos state of Nigeria. The sample includes 400 employees who were randomly selected by using stratified random sampling technique. As a result from the study there was reduce in bank employees' burden with the use of new technology (e-banking, mobile banking, telephone banking, ATM, EFT etc.) and the customers are satisfied with the services provided by Nigerian banks. On the other hand, electronic banking has created greater challenges to job security of employees in Nigerian banking sector. The researcher has also suggested that electronic banking should be accepted but it should not form any discomfort in the job security of the employees.

Zahrani (2011) conducted study on the topic: impact of e-banking on job security of Saudi national banks. The researcher tries to find out the impact of e-banking on employee job security, electronic funds transfers, internet banking services; automated teller machine and telephone banking were used. The data was collected with questionnaire method, by surveying 250 respondents in selected banks working in Saudi national banks. The hypotheses of the study was to, check the relationship between the employee job security and new technology in banks. But as a result it was seen that there is negative relationship between the employee job satisfaction and new technology (EFT, IBS and ATM etc.).

Chahal (2013) examined that variable towards job satisfaction among bank employees. The objective of the study was to analyze the satisfaction level of the employees working conditions, job security and other welfare measures. For the purpose of the study, the researcher selected the branches of Canara bank on the basis of random and stratified technique. The researcher personally contacted 120 employees of Canara bank in NCR region on the basis of convenience. Data was collected from both primary and secondary source. The primary data was conducted through structured questionnaire and some personal interview and the secondary data was collected from books, magazines, internet, and newspaper. The result of the study shows that about 10% of the respondents are highly satisfied with their salaries, 37.5% are satisfied, 17.5% are indifferent about it, 27.5% are dissatisfied whereas the balance 7.5 % of the respondents are highly dissatisfied with their pay packets. On the other hand 12.5% of the employees are highly satisfied with the nature of their job, 45% are satisfied with their job, 17.5% are indifferent, 20% are dissatisfied and 5% are highly dissatisfied with the nature of their job.

METHODOLOGY FORMULATED

This research article mainly is based on primary data and secondary data. Totally 60 employees selected as sample by using simple random sampling methods. Primary data were

collected by using well structured questionnaire from selected sample respondents, that data analyzed statistically by using Percentage methods, Mean Score analysis. Secondary data were collected from various books, websites etc.

HYPOTHESES OF THE STUDY

The authors formulated the following hypotheses for testing the significance of the objectives.

- ❖ Ho: There is no mean difference between Gender and Problems faced by the bank employees
- ❖ H1: There is a mean difference between Gender and Problems faced by the bank employees
- ❖ Ho: There is no association between Educational qualification and Problems faced by the bank employees
- ❖ H1: There is a association between Educational qualification and Problems faced by the bank employees

ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of the Respondents

S.No	Age	No of Respondents	Percentage
1	Below 25	16	26.7
2	25 – 35	19	31.7
3	35 – 45	20	33.3
4	Above 45	5	8.3
Total		60	100
S.No	Educational Qualification	No of Respondents	Percentage
1	Graduates	25	41.7
2	Post Graduates	23	38.3
3	Professionals	7	11.7
4	Others	5	8.3
Total		60	100
S.No	Gender	No of Respondents	Percentage
1	Male	26	43.3
2	Female	34	56.7
Total		60	100
S.No	Work Experience	No of Respondents	Percentage
1	Below 5 Years	15	25.0
2	5Years - 10 Years	36	60.0
3	10 Years - 15 Years	6	10.0
4	Above 15 Years	3	5.0
Total		60	100

S.No	Marital Status	No of Respondents	Percentage
1	Married	32	53.3
2	Unmarried	28	46.7
Total		60	100
S.No	Income	No of Respondents	Percentage
1	Below 10,000	8	13.3
2	10,000 - 15,000	20	33.3
3	15,000 - 20,000	20	33.3
4	Above 20,000	15	20
Total		60	100

Source: Primary Data

Table 2: Problems Faced By the Respondents

S.No	Particulars	No of Respondents	Percentage
1	Yes	38	63.3
2	No	22	36.7
Total		60	100

Source: Primary Data

From this table it can be understood that, out of 60 respondents, 63.3% of them were face problems with their job due to bank automation and the remaining 36.7% respondents were not face any problems with their job due to bank automation. It reveals that majority of the respondents (63.3%) were face problems with their job due to bank automation.

Table 3: Respondents' Agreement towards Problems of Bank Automation

Sl.No	Statements	SA	A	MA	DA	SDA	Mean Score
1	Technology and automation in banking sector increase workload as compared to manual system	23	22	5	3	7	3.85
2	Technology and automation in banking sector involve security issues	18	16	11	6	9	3.46
3	Lack of training and knowledge to employees	14	13	13	12	8	3.22
4	Network problems	12	26	12	4	6	2.67
5	Slow connections	19	21	9	6	5	3.72
6	Several security check ups increases the dependence of one department on another department	10	8	16	20	6	2.93
7	Technology and automation in banking sector create health problems	9	18	13	12	8	3.135

FINDINGS OF THE STUDY

From the analysis the following are the main findings of the study

- ❖ Majority of the bank employees (33.3%) are comes under the age group of 35-45 years; most of them (41.7%) are graduates. It reveals that mostly graduates are working in private banks.
- ❖ Most of the bank employees (56.7%) are female and majority of them (60%) having 5 – 10 years experience. 53.33% of them are married. Majority of them (33.3%) are earning 10,000 – 20,000 salary in a month.
- ❖ From the analysis, it reveals that majority of the bank employees (63.3%) were face problems with their job due to bank automation.
- ❖ From this table it can be understand that, majority of the bank employees were agreed that Technology and automation in banking sector increase workload as compared to manual system. It reveals from the mean score value of 3.85.
- ❖ Most of the respondents were agreed that, Technology and automation in banking sector involve security issues. It exhibits from the mean score value of 3.46.
- ❖ Most of the bank employees were moderately agreed that they are faced problems due to Lack of training and knowledge to employees. It exhibits from the mean score analysis 3.22.
- ❖ Majority of the bank employees were moderately agreed that network problems is the main problems towards bank automation. It know from the mean score value of 2.67.
- ❖ Most of the bank employees were agreed that slow connection is the main problems towards bank automation. It know from the mean score value of 3.72
- ❖ The regression results of this study the significant positive relationship between Educational qualification and Problems faced by the bank employees

CONCLUSION

The banks administrations must clarify the means between performance, incentives and rewards. It should also confirm to the employees that good performance will be recorded and followed by submission of the expected rewards without delay. This policy has to be fair and consistent based on the effort of the employee to achieve a sense of satisfaction and motivate him to achieve of higher needs. Finally, some recommendations that may be useful to banks are suggested, such as: the banks must increase their marketing programs for it is employment to achieve its goal; the banks must increase employment training that lead to internal satisfaction and can be reflected on their performance and customer satisfaction and loyalty. This could achievable by providing physical and moral incentives and good motivation program; to focus and increase the study of personal trait and behaviour of employment needs such as: locus of control, self-esteem, need for achievement, need for clarity, need for autonomy, growth need; to serve customers just on time; to show the spirit of friendship with customers; to keep up-to-date the modern technology and raise it and to provide employees with appropriate modern and attractive tools.

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A STUDY ON THE IMPACT OF INFORMATION TECHNOLOGY ON ONLINE SHOPPING OF GOODS AND SERVICES

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ABSTRACT

Technology has created a global revolution. Marketers recently use Information Technology as their main source for buying and selling of goods and services which is referred to as online shopping. The internet users and their ease of accessing online shopping of goods and services have gained momentum in recent years. The consumer is now able to make their own choices on the product they want to buy. The improving technology also ensures mitigation of risk. The advanced technology on the internet has brought e-commerce websites into internet which increases the number of people to use online shopping. The facilities provided by e-commerce websites are much easier for the people to get more benefits from the online purchase. Most of the people desire to use online shopping as they want to save time and get the purchase in a much comfortable way. This study aims at understanding the impact of information technology on online shopping of goods and services. It also studies the e-shopping and e-services provided through various online web portals and the perception of customers towards it.

Keywords: Information Technology, E- Commerce, Online Shopping

INTRODUCTION

Advancement in the computer-aided technology and the rapid growth of internet has boosted e-commerce sector. It has become an indispensable part of virtual space and has resulted in rapid expansion of e-shopping malls and websites. Due to the emergence of liberalization, privatization and globalization in addition to the introduction of e-commerce and Information Technology, the traditional retail shops have transformed from brick and mortar shops to virtual e-shopping. The concept of online shopping of goods and services represents the prominent application of utilizing the use of Information Technology in different shopping areas. The role of technology in facilitating the delivery of services to the end user makes it more users friendly. The last few years have seen many positive developments in the retail and service industries. E-shopping allows the user from a remote village or town to buy top fashion brands and the latest smart phones in the market.

The Information Technology revolution had a great impact on the Indian retail and service industries. The use of modern innovative technologies has enabled the service sector to increase its services by leaps and bounds. Internet banking and online ticket booking have emerged as effective delivery channels for banks and travel industries. With the development of commerce, there has been a transformation in the mode of payment from the barter system to physical forms of cash, from issue of cheques to virtual cash or plastic money. The emergence of Information Technology has revolutionized the traditional methods of payment to different payment modes such as cash on delivery, debit/credit card payment and net banking system. Narrowing the gap between the cutting-edge technology and its applications in the retail, banking and travel

industry will be the ongoing challenges of the modern era.

India's ecommerce industry is on the growth curve and experiencing a spurt in growth. Numbers of internet users are rapidly increasing. The global revival of e-commerce is having a ripple effect in India too where the B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer), G2B (Government to Business) and G2C (Government to Citizens) segments are showing rapidly increasing activity over the past few years. Everyone is excited about e-commerce in India. Also, the Industry is promising. Statistics are very good so far. There is a growing awareness among the business community in India about the opportunities offered by e-commerce. Internet being relatively new channel of purchase, consumer perceives risk and electronic commerce is perceived to be more risky than traditional commerce. Ease of Internet access and navigation are the critical factors that will result in rapid adoption of Net commerce. Several factors contributing to the growth of e-commerce in India are increasing internet user base, technology advancements, the emergence of two-way communication for online retailers and consumers, improved fraud prevention technologies, lower marketing and infrastructure costs, longer consumers reach and young tech-savvy population.

REVIEW OF LITERATURE

Pantano and Priporas (2016) attempted to determine the impact of mobile technologies on consumer behaviour. The study identified various drivers responsible for the adoption of mobile shopping by the consumer. The qualitative research approach involving 29 consumers in Italian market (where mobile shopping is still at an early stage) has been used in the study. The study has found that consumers are now shifting from e-channels to mobile channels due to the influence of technological innovations on retail settings rather than cognitive standpoint.

Celik (2016) has explored the influence of anxiety on consumer adoption of online shopping on the basis of United Theory of Acceptance and Use of Technology (UTAUT). The study has used variables such as effort expectancy, performance expectancy and behavioural intention within the contingencies of age, gender and experience. A self-administered questionnaire was addressed to 438 respondents and partial least square technique was used for data analysis. Results of the study have shown that anxiety exerts a negative direct effect on performance expectancy and effort expectancy and behavioural intentions constructs. Also moderating role of age, gender and experience have been confirmed by the study.

Matute et al. (2016) have explored the electronic word-of-mouth quality, credibility and quality as antecedents of consumers online repurchase intentions. SEM has been employed on a sample of 252 online consumers and the data has been collected through an online questionnaire. The study proposes a model where trust and perceived usefulness act as mediators. Results of the study have shown that only electronic word of mouth has a positive direct effect on consumers repurchase intention while quality has a negative influence. Perceived usefulness mediates the influence of all electronic word of mouth characteristics on online repurchase intention. Quality and credibility also indirectly influence the repurchase intentions through trust on the online vendor.

Cox and Dale (2001) have examined the applicability of determinants of physical services environment to assess services relating to e-commerce. The researchers have argued that lack of human interaction during website experience makes the determinants such as competence, courtesy, cleanliness, comfort and friendliness, helpfulness, care, commitment and flexibility less relevant to e-commerce. However, determinants such as accessibility, communication, credibility, understanding, appearance and availability have more relevancy towards e-commerce.

OBJECTIVE

- The specific objective of the study was to examine the impact of Information Technology to buy products and services from the online retail stores.

SCOPE OF THE STUDY

The scope of the present study is confined to the impact of information technology on online shopping of goods and services. The information technology has played a significant role in our daily life. Meanwhile, Internet shopping has been widely accepted as a way of purchasing products and services. This study covers the socio-economic aspects such as age, gender, family status, education, and impact of information technology on online shopping of goods and services.

SIGNIFICANCE OF THE STUDY

Significance of the study is that e-commerce has become very popular in today's world. E-commerce has huge impacts on society in a good and worse manner. Information technology has a significant impact on the consumer's attitude towards online shopping. Now consumers have changed their payment mode and payments become cashless. In this study, an attempt has been made to study the impact of information technology on online shopping of goods and services.

RESEARCH METHODOLOGY

The study focused on both primary data and secondary data which are analysed using various statistical tools. The primary data is collected through a questionnaire administered to a sample of 120 customers from Sathankulam Taluk, who purchase through online on the basis of convenient sampling method. The secondary data was collected from available literature in books, journals, research reports and other published materials pertaining to the online shopping.

ANALYSIS AND INTERPRETATION

Table 1 Demographic Characteristics of the Respondents

Particulars	Classification	Number of Respondents	Percentage
Age	Below 18	12	10
	18-25	30	25
	26-35	32	26.67
	36-45	21	17.5
	46-55	15	12.5
	Above 55	10	8.33
Gender	Male	72	60
	Female	48	40

Marital Status	Unmarried	46	38.33
	Married	74	61.67
Educational level	SSLC	8	6.67
	HSC	18	15
	Graduate	54	45
	Post Graduate	18	15
	Professional	22	18.33
Occupation	Student	33	27.5
	Salaried employees	42	35
	Business	18	15
	Home maker	17	14.16
	Retired	10	8.33
Monthly Income	Below30000	44	36.67
	30000-49000	24	20
	50000-69000	19	15.83
	70000-100000	15	12.5
	Above100000	18	15

Source: Primary data

Inference:

The above table shows that 60% of the respondents are Male and the rest of the 40% respondents are Female. When it comes to age, it is found that 10% belong to the age group of below 18. Respondents in the age group of 18-25 years are 25%. Respondents in the age group of 26-35 years are 26.67%. Respondents in the age group of 36-45 years are 17.5%. Respondents in the age group of 46-55 years are 12.5% and respondents in the age group of above 55 years are 8.33%. Among the respondents, 61.67% are married and 38.33% are unmarried. Only 6.67% of the respondents are with the qualification of SSLC only, 15% are HSE qualified, 45% are graduates, 15% post graduates and 18.33% are professionals. 27.5% of the respondents are students, 35% are salaried employees, 15% of the respondents are doing business, 14.16% are home makers and 8.33% are retired hands. Among the respondents, majority 36.67% of respondents have monthly income below 30000. 20% of the respondents have monthly income of Rs.30000– Rs.49000, 15.83% of the respondents have monthly income between Rs.50000- Rs.69000 and only 15% of the respondents have monthly income above Rs.100000.

Table 2: Gender Based Daily Usage of Internet

Frequency of usage of internet	Male	Female	Frequency	Percent
Less than 1 hour	16	12	28	23.33
1 to 2 hours	18	18	36	30
2 to 3 hours	20	9	29	24.16
3 to 4 hours	13	7	20	16.67
More than 4 hours	5	2	7	5.84
Total	72	48	120	100

Source: Primary data

Inference:

From the above table it is seen that 23.33 % of respondents use internet for less than

one hour. Amongst them 16 are male respondents and 12 are female respondents. Among the respondents, 30% of the respondents use internet for one to two hours, 24.16% use internet for two to three hours, 16.67% of the respondents use internet for three to four hours and only 5.84% uses internet for more than four hours.

Table 3: Number of Years of Using the Internet

Number of years of using the internet	Frequency	Percent
Less than 1 year	12	10
1 to 2 years	18	15
2 to 3 years	22	18.33
More than 3 years	68	56.67
Total	120	100

Source: Primary data

Inference:

The above Table shows that majority (56.67%) of the respondents have been using internet for more than three years. Only 10% of the respondents were started using internet for less than one year. Hence it can be concluded the ease at which the respondents were able to access the internet plays a significant role in the online shopping of goods and services.

Table 4: Amount Spent per Month on Online Shopping

Amount spent per month (in Rs.)	Frequency	Percent
Less than Rs 500	6	5
Rs 500- Rs1000	18	15
Rs 1000- Rs 3000	38	31.67
Above Rs 3000	58	48.33
Total	120	100

Source: Primary data

Inference:

From the above table, it is seen that 48.33% of the respondents spend above Rs. 3,000 for online shopping per month, 31.67% spends an amount of Rs. 1000- Rs.3000 per month, 15% spends an amount of Rs.500 – Rs.1000 and only 5% spends amount less than Rs.500 for online shopping.

Table 5 Perception of the Respondents towards Use of Information Technology in Online Shopping

The following table shows the perception of respondents towards use of it in online shopping. The ranks assigned by the respondents are converted into scores using Likert's scaling technique.

Sl. No.	Statements	Score	Rank
1	I can purchase from e-stores anytime anywhere.	582	I
2	I feel online shopping saves my time and effort.	518	II
3	Product reviews are easily available on e-store websites.	517	III
4	The e-stores provide heavy discounts on special occasions.	485	IV
5	The e-stores have better service than traditional retail stores.	431	V
6	The e-stores have an efficient policy for product return and cash back	423	VI
7	The e-store websites have prompt customer support system	413	VII
8	Using the websites to purchase products provides me with a lot of enjoyment.	407	VIII

Source: Primary data

From the above table, it is inferred that any time shopping from anywhere through online scores high and hold the rank first which is positive, online shopping saves time and effort holds second and Product reviews are easily available on e-store websites holds the third rank respectively.

FINDINGS

- Majority (60%) of the respondents are Male.
- Majority (26.67%) of the respondents belong to the age group of 26-35 years.
- Majority (61.67%) of the respondents are married.
- Majority (45%) of the respondents have completed their Graduation.
- Majority (35%) of the respondents are salaried employees.
- The monthly family income of the majority (36.67%) of the respondents is below Rs. 20000.
- Majority (56.67%) of the respondents have been using internet for more than three years.
- Among the respondents, Majority (30%) of the respondents use internet for one to two hours.
- Majority (48.33%) of the respondents spend above Rs. 3,000 for online shopping per month.
- Regarding Perception of the respondents towards use of information technology in online Shopping, it is inferred that any time shopping from anywhere through online scores high and hold the rank first, online shopping saves time and effort holds second and Product reviews are easily available on e-store websites holds the third rank respectively. The ranks assigned by the respondents are converted into scores using Likert's scaling technique.

CONCLUSION

It is clear from the study that information technology has been widely used by the customers. It has become an unavoidable part of one's life. People widely prefer internet to purchase goods and services. They consider many factors like quality of products, delivery time, mode of payment, variety in products; return policy etc. which customers look before online shopping. To retain the customers and to increase the

scope of online shopping the online marketers should considers all the needs of a customer. Finding of the study is that information technology has a positive impact on online shopping of goods and services. Online shopping website brings good impact to the IT industry. To maintain online shopping websites, it needs a lot of programmers, such as, analysis programmer, database administrator, security programmer, web designer and etc. Online shopping websites is built to allow people to sell and advertise their item or buy any things that they needed via website. Online shopping is increased and the percentage of people who find online purchase easy and comfortable is drastically increased due to various reasons. People just make the online purchase using Smartphone apps first of all and then either using a computer or laptop. The advanced internet technology has paved the easy way for people to get their purchase needs to be met very easily. E-commerce technology has made easier for the people regarding any kind of online shopping as people could get the intended products in no time. Easy payment options through secured gateways are one of the appreciative aspects. Internet banking, credit card payment and PayPal payments are quite comfortable and hassle-free for the people regarding shopping online.

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ENTREPRENEURSHIP AND REGIONAL DEVELOPMENT

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ABSTRACT

Policy Guide on Youth Entrepreneurship outlines the process for formulating an integrated national youth entrepreneurship strategy. It highlights the key elements that have a significant impact on youth entrepreneurship that countries will need to consider when developing their strategies. To support countries to develop effective policies that will unleash the potential of youth entrepreneurship. Effective entrepreneurship education is key to ensuring that young people acquire the competencies and skills they need to pursue entrepreneurship and to lay the groundwork for developing a culture of entrepreneurship. This study is an applied research effort and its relevance is linked to the fact that it provides rare insight into the state of youth entrepreneurship in a large but under-researched township community. The findings and recommendations therefore bear far-reaching ramifications for all stakeholders who are concerned about developing youth entrepreneurship in this society. The report analyses and provides a perspective on youth entrepreneurship along three interrelated dimensions: policy, evidence and stakeholders. The objective is to determine the extent to which youth entrepreneurship policies in India are evidence based and the nature of the stakeholders involved in the decision-making process.

Keywords: MSME, MDA

INTRODUCTION

Entrepreneurs convert ideas into economic opportunities through innovations which are considered to be a major source of competitiveness in an increasingly globalising world economy.

Our Educational system also rarely exposes the students to entrepreneurship; prepares them for a job instead. Even if someone with a high entrepreneurial aptitude wants to set up a business, she/he is discouraged by a host of adverse factors: lack of adequate access to information on setting up and operating a business, procedural hurdles, lack of start-up funds, lack of adequate networks and mentoring support, difficult access to technology, lack of a supportive system, operational difficulties, and the nightmare about the consequences of failure. These factors loom large and hinder the emergence of entrepreneurship. In view of these considerations, the Government of India has decided to formulate a National Entrepreneurship Policy with the overarching aim to augment the supply of entrepreneurs.

This study proposed Entrepreneurship Policy, it needs to be clarified, is different from Micro, Small and Medium Enterprise (MSME) Development Policy. While MSME policy focuses on existing enterprises or a group of enterprises (clusters), entrepreneurship policy focuses on individuals with an expectation that they would move towards entrepreneurship. The client in the case of an MSME Policy is a firm, a physical entity, unlike the entrepreneurship policy where it is difficult to pin point the 'target'. The

Entrepreneurship Policy encompasses multiple stages in the emergence of an enterprise from pre-start to stabilisation and growth. It usually focuses on motivation, opportunity and skills with the primary objective of encouraging people to venture out.

Moreover, while an MSME Policy uses ‘hard policy instruments’ to directly benefit established firms; entrepreneurship policy uses ‘soft’ policy measures such as awareness, promotion, skill development, networking and mentoring, and tries to change the mind-set of target group. In short, it aims at making entrepreneurship a movement. Nevertheless, it may be stated that be it the MSME Policy, Export and Import Policy, Manufacturing Policy, Competition Policy, or Education Policy, all have a significant bearing on the emergence and growth of entrepreneurship. And, thus, the Entrepreneurship Policy is seen as a major supplement to these policies.

OBJECTIVES OF THE ENTREPRENEURSHIP POLICY

The overall objective of the ‘National Entrepreneurship Policy’ is to create conducive conditions that augment continuous flow and emergence of opportunity driven entrepreneurs. The specific objectives of the Policy are to:

- Trigger an entrepreneurial culture and inculcate entrepreneurial values in society at large and influence the mind-set of people towards entrepreneurship.
- To create awareness about the charms of being an entrepreneur and the process of entrepreneurship, especially among youth.
- To encourage youth with science, technology and engineering background, scientists and technologists to consider entrepreneurship as a lucrative.
- Preferred and viable career option; and, thus facilitate creation of knowledge-based start-ups and growth ventures, in large numbers.
- Support early phase of entrepreneurship development including the pre-start-up, nascent as well as early post start-up phase and growth enterprises.
- Broaden the base of entrepreneurial supply by meeting specific needs of under-represented target groups like women, minorities, socially and economically backward communities, scheduled castes and scheduled tribes and under-represented regions to achieve inclusive, balanced and sustainable growth of entrepreneurship in the country.
- Facilitate creation of social enterprises to address the needs of the population at the ‘bottom of the pyramid’.
- Ensure adequate availability and flow of information to potential entrepreneurs, eliminate entry and exit barriers, create a business friendly, non-threatening and conducive regulatory and policy environment to reduce administrative burden related to compliances of various kinds; and
- Create an eco-system by evolving an institutional framework and organizational structure to achieve the above objectives.

POLICIES THAT ENCOURAGE ENTREPRENEURSHIP

Several recommendations for ENCOURAGE enterprise development among the youth. Although some of these may extend beyond the specific findings of the review, they closely follow the thrust of the conclusions and should be taken into consideration in any public investment in youth entrepreneurship or in the formulation of interventions.

- Enhancing access to finance for start-ups, growth enterprises, tech-enterprises and micro entrepreneurs
- Media attention to entrepreneurial phenomenon has been observed to be a feature of countries with high rates of entrepreneurial activity. Government will make judicious use of print and electronic media to create mass awareness to raise the profile of entrepreneurship by focussing on charms of being an entrepreneur.
- Short term Entrepreneurship Awareness Programmes and Entrepreneurship Orientation Programmes will be organised periodically in secondary and vocational schools, to expose the students to the concept of entrepreneurship and the emerging opportunities in the field
- Encourage youths who drop out at various levels, to take up an entrepreneurial career. For such students, the Government will encourage Open Learning Programmes in Entrepreneurship. Government will help Indira Gandhi National Open University (IGNOU) and Entrepreneurship Development Institute of India (EDI) who are already offering such distance education programmes in entrepreneurship, to up-scale their efforts and outreach.
- Encourage Universities and colleges to promote student-driven 'Entrepreneurship Clubs' which will organise various activities focusing on entrepreneurship, such as: discourses and debates, quiz/essay, case/idea competitions, lectures by successful entrepreneurs, organising 'Entrepreneurship Week', networking with local entrepreneurs, business associations, financial institutions, technology providers and R&D institutions, organising small business clinics for helping micro-entrepreneurs in the neighbourhood, focusing on women entrepreneurship, promoting the concept of social entrepreneurship, networking with other entrepreneurship clubs etc.,
- Enhance ICT-based procedures for business registration and reporting.
- Support entrepreneurship courses, programmes and chairs at higher education institutions and universities.
- Encourage entrepreneurship training for teachers.
- Support work opportunities for young people in existing business incubators, knowledge hubs and science parks.
- Promote entrepreneurship through electives, extra-curricular activities and visits to businesses at the secondary school level.
- Recognize business development support and mentoring in lieu of traditional collateral.
- Promote knowledge exchange between established business people and aspiring young entrepreneurs.
- Leverage social media and other communication tools and platforms.
- Promote entrepreneurship opportunities at the national, regional and local level.

CONCLUSION

To improve our knowledge on what works and does not work, for whom and under what circumstances, in youth entrepreneurship programmes; encourage the uptake of evidence in the policy making process; understand the channels and methods through which research translates into policy; and identify entry points and change agents to champion the

process. Our analysis reveals that broad policies in relation to youth, employment and entrepreneurship initiatives exist and incorporate strategies aimed at fostering enterprise development among the youth. However, the challenge lies in their effective implementation. Given the cross-cutting nature of youth entrepreneurship, most of the policies aimed at enhancing the growth of micro, small and medium-sized enterprises (MSMEs) are spread across different Ministries 'Departments and Agencies (MDAs). This implies that for successful policy development and implementation, collaboration between the different line ministries that have a stake in fostering entrepreneurship development for youth is important.

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A STUDY ON CONSUMERS PERCEPTION TOWARDS GST

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ABSTRACT

The introduction of goods and service tax would be very significant step in the field of indirect tax reforms in India. In India, there are different types of indirect taxes applied on goods and services by central and state government. By amalgamating a large number of Central and State taxes into a single tax. GST is intended to include all these taxes into one tax with seamless ITC and charged on both goods and services. Under the GST scheme, a consumer who was liable to pay tax on his output, whether for provision of service or sale of goods, is entitled to get Input Tax Credit on the tax paid on its input. Perception can be made that individual with positive attitude towards tax, commonly believed in equality and fairness in the tax system, tax administration and compliance with the commission of tax law. Consumers are interested to know how GST will effect and affect their interest with some agree and some refuse of GST. Under this study knows that how much level of understanding the GST and Perception towards GST

INTRODUCTION

Taxation plays a major role in the economy of any country. Tax revenues are the major source of income for governments. Goods and services tax is a destination based tax on consumption of goods and services where tax will be levied at all stages from the stage of manufacturing till the final consumption with tax paid at each stage is allowed to set off with the others. GST is one of the biggest indirect tax reforms and had a significant impact on the various sectors and also the common man of this nation.

STATEMENT OF THE PROBLEM

The new tax regime subsumes various types of indirect taxes that prevailed in the country and seeks to eliminate cascading effects of taxes and double counting problem in calculating the national income. GST rates had revised consumer's product selection and purchase criteria. Consumers have been shifting their brands due to rise in prices of various products. This necessitates to the perception of GST on consumers purchase decisions. This is involved measuring the spending pattern and other related dimensions of consumer behavior.

OBJECTIVES OF THE STUDY

1. To analyze consumers perception towards GST
2. To study the new slab rates in the consumer goods

RESEARCH METHODOLOGY

The data required for this study is collected from both primary and secondary sources.

PRIMARY DATA

The primary data for the study is collected through the structured questionnaire with close ended questions.

SECONDARY DATA

The secondary data for the study is collected from various sources like journals, magazines and websites

SAMPLING DESIGN

The sample size consists of 80 respondents from Thoothukudi District. Simple random sampling technique is used for the study. A simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen.

GST RATES IN INDIA AT A GLANCE:

Exempted categories: 0

Commonly used Goods and Services: 5%

Standard Goods and Services fall under 1st Slab: 12%

Standard Goods and Services fall under 2nd Slab: 18%

Special category of Goods and Services including Luxury Goods: 28%

ANALYSIS AND INTERPRETATIONS

Table – I: Socio – Economic condition of the consumers

Sl. No	Particulars	No. of Respondents	Percentage	
1	Gender	Male	48	60
		Female	32	40
		Total	80	100
2	Occupation	Business	26	33
		Government Employee	18	22
		Private Employee	36	45
		Total	80	100
3	Income Level	Rs.1,00,000 – 2,00,000	19	24
		Rs.2,00,001 – 3,00,000	23	28
		Above Rs.3,00,000	38	48
		Total	80	100
4	Education Level	Primary Level	13	16
		Secondary Level	21	26
		U.G	27	34
		P.G	19	24
		Total	80	100

Source: Primary Data

Table 1 demonstrates that socio economic level of the GST consumers. It is evident from the table that more than half of the consumers (60 percent) are male; 45 percent of the respondents are Private Employee; majority of the respondents are getting monthly income above Rs. 3, 00,000 and most of the respondents have completed the Degree Holders.

Table- II: Awareness Level of GST

Sl.No	Particulars	No. of Respondents	Percentage	
1	New GST Bill known	Yes	42	53
		No	38	47
		Total	80	100
2	Any idea about proposed rate of Tax	Yes	36	45
		No	44	55
		Total	80	100
3	GST reduce the Tax burden	Yes	13	16
		No	67	84
		Total	80	100
4	GST completely eradicate differentiation of Taxes	Yes	27	34
		No	53	66
		Total	80	100
5	GST boon or bane	Yes	26	32
		No	54	68
		Total	80	100

Source: Primary Data

The above table shows that majority of the respondents have aware to know about the new GST Bill; 55% of the respondents have no idea about the proposed rate of Tax in GST; 84% says that the new GST will not reduce the tax burden; 66% of the respondents says that GST does not eradicate the differentiation of taxes and 68 % of the respondents quote GST as a bane rather than a boon to India.

Table – III: Satisfaction Level of GST

Sl.No	Particulars	No. of Respondents	Percentage	
1	Price of goods would reduce after GST implementation	Agree	26	32
		Disagree	40	50
		No Idea	14	18
		Total	80	100
2	GST is India's move towards a developed nation	Agree	16	20
		Disagree	22	28
		No Idea	42	52
		Total	80	100
3	Satisfy the principle of "One Nation One Tax"	Agree	24	30
		Disagree	42	52
		No Idea	14	18
		Total	80	100

Source: Primary Data

It is found that 32% of the respondents have agreed about the statement, the price of goods would reduce the after implementation of GST; Most of the respondents have no opinion about the implementation of GST; Most of the respondents have no opinion about

India move towards a developed nation; Majority of the respondents have no idea about ‘One Nation One Tax’.

FINDINGS:

- Among 48 respondents are Male
- Most of the respondents are Private Employee
- Almost half of the respondents are having their annual income above Rs. 3,00,000
- Majority of the respondents are Degree Holders
- Around 50 percent of the respondents are aware about new GST Bill
- 55percent of the respondents have no idea about the proposed rate of Tax
- Most of the respondents disagree that, the new GST bill will reduce the Tax burden of consumer
- An elevated proportion of the respondents believe that GST will cause higher price of goods

SUGGESTIONS

- Government should take necessary actions to create awareness among consumers
- The government must evaluate the way by which the GST rates are executed, so that is a provision for price reduction

CONCLUSION

The general public is almost unaware of the concept of new GST Bill. But in India being a democratic country should make clear to its citizens about the emerging amendments. Therefore, it is the need of each and every citizen to have awareness about the new GST

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ISSUES AND CHALLENGES OF WOMEN EMPOWERMENT IN INDIA

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ABSTRACT

Women's Empowerment has been an issue of immense discussions and contemplation over the last few decades world-wide. This as an agenda has been on top of the lists of most government plans & programs as well. Efforts have been made on a regular basis across nations to address this issue and enhance the socio-economic status of women. However, it has been observed that most of the policies and programs view empowerment in the economic sense only working in the belief that economic self-reliance empowers women ignoring other variables like health, education, literacy etc. Introduction In the history of human development, woman has been as important as man. In fact, the status, employment and work performed by women in society are the indicator of a nation's overall progress. Without the participation of women in national activities, the social, economic or political progress of a country will be stagnated. Women constitute half of the humanity, even contributing two-thirds of world's work hours. She earns only one-third of the total income and owns less than one-tenth of the world's resources.

Keywords: Women Empowerment, Issues and Problems, Challenges.

INTRODUCTION

Women's empowerment is the process of empowering women. Empowerment can be defined in many ways, however, when talking about women's empowerment, empowerment means accepting and allowing people (women) who are on the outside of the decision-making process into it. Women's empowerment is the most crucial point to be noted for the overall development of a country. Many celebrities are all for girl power such as Liza Koshy and Lilly Singh (who has her own late night show and has won many awards and also raised money for girl love and other charities) "This puts a strong emphasis on participation in political structures and formal decision-making and, in the economic sphere, on the ability to obtain an income that enables participation in economic decision-making." Empowerment is the process that creates power in individuals over their own lives, society, and in their communities. People are empowered if they have an access to opportunities without any limitations or restrictions such as in education, profession and in their way of life. Feeling entitled to make your own decisions creates a sense of empowerment. Empowerment includes the action of raising the status of women through education, raising awareness, literacy, and training and also gives training related to defence our self. Women's empowerment is all about equipping and allowing women to make life-determining decisions through the different problems in society.

Alternatively, it is the process for women to redefine gender roles that allows them to acquire the ability to choose between known alternatives that have otherwise been restricted from such ability. There are several principles defining women's empowerment such as, for one to be empowered, they must come from a position of disempowerment. For example: A stripper no longer has to take off her clothes to get money and now is a receptionist for a respectable company. Empowerment stems from self-respect. Furthermore, one must acquire empowerment themselves rather than have it given to them by an external party. Other studies have found that empowerment definitions entail people having the capability to make important decisions in their lives while also being able to act on them. Lastly, empowerment and disempowerment is relative to other at a previous time; therefore, empowerment is a process, not a product.

OBJECTIVES OF THE STUDY:

1. To study the Government Schemes For women empowerment.
2. To assess the awareness of women empowerment in India.
3. To know the issues and challenges faced by the women.

REVIEW OF LITERATURE:

H. Subrahmanyam (2011) compares women education in India at present and Past. Author highlighted that there has a good progress in overall enrolment of girl students in schools. The term, empower means to give lawful power or authority to act. It is the process of acquiring some activities of women.

M. Bhavani Sankara Rao (2011) has highlighted that health of women members of SHG have certainly taken a turn to better. It clearly shows that health of women members discuss among themselves about health related problems of other members and their children and make them aware of various Government provisions specially meant for them.

Doepke M. Tertilt M. (2011) Does Female Empowerment Promote Economic Development? This study is an empirical analysis suggesting that money in the hands of mothers benefits children. This study developed a series of non cooperative family bargaining models to understand what kind of frictions can give rise to the observed empirical relationship.

Duflo E. (2011) Women's Empowerment and Economic Development, National Bureau of Economic Research Cambridge The study argues that the inter relationships of the Empowerment and Development are probably too weak to be self sustaining and that continuous policy commitment to equally for its own sake may be needed to bring about equality between men and women.

Sethuraman K. (2008) The Role of Women's Empowerment and Domestic Violence in child Growth and Under nutrition in a Tribal and Rural Community in South India. This research paper explores the relationship between Women's Empowerment and Domestic Violence, maternal nutritional status and the nutritional status and growth over six months in children aged 6 to 24 months in a rural and tribal community. This longitudinal observational study undertaken in rural Karnataka, India included tribal and rural subjects.

Venkata Ravi and Venkatraman (2005) focused on the effects of SHG on women participation and exercising control over decision making both in family matters and in group activities.

WOMEN EMPOWERMENT SCHEMES:

1. Beti Bachao Beti Padhao Scheme
2. One Stop Centre Scheme
3. Women Helpline Scheme
4. Ujjawala: A Comprehensive Scheme for Prevention of trafficking and Rescue, Rehabilitation and Re-integration of Victims of Trafficking and Commercial Sexual Exploitation
5. Working Women Hostel
6. Rajiv Gandhi National Creche Scheme For the Children of Working Mothers
7. Ministry approves new projects under Ujjawala Scheme and continues existing projects
8. Swadhar Greh (A Scheme for Women in Difficult Circumstances)
9. Revision under IGMSY in Accordance with National Food Security Act, 2013 in XIIth Plan
10. Support to Training and Employment Programme for Women (STEP)
10. Nari Shakti Puraskar
11. Awardees of Stree Shakti Puruskar, 2014 & Awardees of Nari Shakti Puruskar
12. Awardees of Rajya Mahila Samman & Zila Mahila Samman
13. Archived Maternity Benet Programme
14. Mahila police Volunteers
15. Mahila E-Haat

Challenges:

There are several challenges that are plaguing the issues of women's right in India. Targeting these issues will directly benefit the empowerment of women in India

Education:

While the country has grown from leaps and bounds since independence where education is concerned, the gap between women and men is severe. While 82.14% of adult men are educated, only 65.46% of adult women are known to be literate in India. The gender bias is in higher education, specialized professional trainings which hit women very hard in employment and attaining top leadership in any field.

Poverty:

Poverty is considered the greatest threat to peace in the world, and eradication of poverty should be a national goal as important as the eradication of illiteracy. Due to this, women are exploited as domestic helps.

Health and Safety:

The health and safety concerns of women are paramount for the wellbeing of a country and are an important factor in gauging the empowerment of women in a country. However there are alarming concerns where maternal healthcare is concerned.

Professional Inequality:

This inequality is practiced in employment sand promotions. Women face countless handicaps in male customized and dominated environs in Government Offices and Private enterprises.

Morality and Inequality:

Due to gender bias in health and nutrition there is unusually high mortality rate in women reducing their population further especially in Asia, Africa and china.

Household Inequality:

Household relations show gender bias in small but significant manners all across the globe, more so, in India e.g. sharing burden of housework, childcare and menial works by so called division of work.

ISSUES AND PROBLEMS FACED BY WOMEN IN INDIA:

Issues and Problems faced by Women in India There are various issues and problems which women generally face in the society in India. Some of the problems are mentioned and described below:

1. **Selective abortion and female infanticide** It is the most common practice for years in India in which abortion of female fetus is performed in the womb of mother after the fetal sex determination and sex selective abortion by the medical professionals.
2. **Sexual harassment** It is the form of sexual exploitation of a girl child at home, streets, public places, transports, offices, etc by the family members, neighbors, friends or relatives.
3. **Dowry and Bride burning** It is another problem generally faced by women of low or middle class family during or after the marriage. Parents of boys demand a lot of money from the bride's family to be rich in one time. Groom's family perform bride burning in case of lack of fulfilled dowry demand. In 2005, around 6787 dowry death cases were registered in India according to the Indian National Crime Bureau reports.
4. **Disparity in education** The level of women education is less than men still in the modern age. Female illiteracy is higher in the rural areas. Where over 63% or more women remain unlettered.
5. **Domestic violence** It is like endemic and widespread disease affects almost 70% of Indian women according to the women and child development official. It is performed by the husband, relative or other family member.
6. **Child Marriages** Early marriage of the girls by their parents in order to be escaped from dowry. It is highly practiced in the rural India.
7. **Inadequate Nutrition** Inadequate nutrition in the childhood affects women in their later life especially women belonging to the lower middle class and poor families.
8. **Low status in the family** It is the abuse or violence against women.
9. Women are considered as inferior to men So they are not allowed to join military services.
10. **Status of widows** Widows are considered as worthless in the Indian society. They are treated poorly and forced to wear white clothes.

CRIMES AGAINST WOMEN IN INDIA:

Acid Throwing:

A Thomas Reuters Foundation survey says that India is the fourth most dangerous place in the world for women to live in. In India, acid attacks on women who dared to refuse a man's proposal of marriage or asked for a divorce are a form of revenge. Acid is

cheap, easily available, and the quickest way to destroy a woman's life. The number of acid attacks has been rising.

Child marriage:

According to UNICEF's "State of the World's Children-2009" report, 47% of India's women aged 20–24 were married before the legal age of 18, rising to 56% in rural areas. The report also showed that 40% of the world's child marriages occur in India.

Domestic violence:

Many studies have reported about the prevalence of the violence and have taken a criminal-justice approach, but most women refuse to report it. These women are guaranteed constitutional justice, dignity and equality but continue to refuse based on their socio cultural contexts. As the women refuse to speak of the violence and find help, they are also not receiving the proper treatment.

CONCLUSION:

“When the women move forward, the family moves; the village moves; and the nation moves”. It is essential as their thought and their value systems lead the development of a good family, good society and ultimately a good nation. The best way of empowerment is perhaps through inducting women in the mainstream of development. Women empowerment will be real and effective only when they are endowed income and property so that they may stand on their feet and build up their identity in the society. The Empowerment of Women has become one of the most important concerns of 21st century not only at national level but also at the international level. Government initiatives alone would not be sufficient to achieve this goal. Society must take initiative to create a climate in which there is no gender discrimination and women have full opportunities of self-decision making and participating in social, political and economic life of the country with a sense of equality.

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BUSINESS STRATEGIES IN SOLAR PHOTOVOLTAIC POWER

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ABSTRACT

Rooftop PV (RTPV) systems are Photovoltaic systems installed on rooftops of residential, commercial or industrial premises. The electricity generated from such systems could either be entirely fed into the grid at regulated feed-in-tariffs, or used for self-consumption with the net-metering. Though the solar rooftop segment in India is relatively nascent, it is developing fast, and has a strong growth potential. While it is difficult to accurately estimate the potential for RTPV in India, recent estimates indicate a potential in the range of 20 GW to 100 GW. Design of appropriate business models assumes a greater significance in the case of solar PV rooftop systems due to their relatively high cost of energy generation coupled with distributed implementation and generation which in turn offer a number of benefits to society like high economic returns, energy security, ability to address climate change, reduced transmission and distribution losses, low gestation periods for development, and enhanced employment generation. Hence, appropriate packaging of a rooftop solar deployment programme in terms of a viable business models is key to its success, and should be the basis of any policy or regulation formulation.

INTRODUCTION

India has a huge potential to generate energy from renewable energy sources, especially from sun. The country's natural conditions are estimated to offer a renewable energy potential of 900 GW that are commercially exploitable. With an attributed potential of 750 GW, solar power is considered to be the most promising renewable energy source, followed by wind power (102 GW), bio-energy (25 GW) and small hydro projects (20 GW) . However, among the country's 28 states and 8 union territories the potential to generate solar power varies greatly. According to National Institute of Solar Energy in India (NISE), Rajasthan has the highest solar PV potential, followed by Jammu and Kashmir, Maharashtra and Madhya Pradesh and these four regions account for more than half of India's solar potential.

Rooftop PV (RTPV) systems are Photovoltaic systems installed on rooftops of residential, commercial or industrial premises. The electricity generated from such systems could either be entirely fed into the grid at regulated feed-in-tariffs, or used for self-consumption with the net-metering. Though the solar rooftop segment in India is relatively nascent, it is developing fast, and has a strong growth potential. While it is difficult to accurately estimate the potential for RTPV in India, recent estimates indicate a potential in the range of 20 GW to 100 GW.

Global Solar PV capacity has been estimated to be around 500 GW at the end of the first quarter of 2019. Asia region has been generating the highest demand for solar installations since last 5 years and will continue to be the leader with an estimated market share of around 55 per cent for the next five years. China, India and Japan have been predicted to be the highest contributors – accounting for over 75 per cent of this capacity increase, according to various market reports. Asia-Pacific represented the largest share of

solar PV panel / module market, registering 74.9 per cent of the global market share, followed by America with 15 per cent of global solar PV panel market share in 2017.

I OVERVIEW OF ROOFTOP SOLAR IN INDIA

India commenced its solar energy journey in the year 2008 with the launch of the Government of India's National Action Plan on Climate Change (NAPCC). The Jawaharlal Nehru National Solar Mission (the Solar Mission) was launched under the NAPCC to significantly increase the share of solar energy in India's energy mix. The Solar Mission stressed on need for widespread diffusion of renewable energy technologies, to realize the opportunity for enhancing India's energy security and reducing greenhouse gas (GHG) emissions at the same time by tapping the spread availability and potential of solar resources in the country.

Under the Solar Mission, India set a target of 100 GW solar installations by 2022. Out of this 40 GW was set as a target for roof top solar sector. Over the last seven years, India has made significant strides on solar deployment, made possible through the active participation by all stakeholders, including national and state governments, utilities, investors, developers and other significant private and public-sector organizations. Overall, India's installed solar capacity is expected to reach 20 GW by the end of 2017-18. A large part of the installation in the rooftop category has been driven by installations for consumers in the industry and commercial segment, primarily driven by prevalence of high electricity tariffs. As of March 31 2019, the cumulative installed solar energy capacity in the country has crossed the 28 GW. In other words, the country still has to accomplish more than 70 per cent of the 100 GW solar energy capacity targets set for 2022. With India's eagerness to achieve 70GW of target makes it stand out as one of the most attractive market for solar panels / modules manufacturers and suppliers in days to come.

II BUSINESS MODELS IN DECENTRALIZED SOLAR ENERGY

A business model is a plan, implemented by a company or an organization, to deliver a value based proposition (product or a service or a combination of the two) to a customer with the objective of earning revenues and profit. The business model formulates and communicates the logic behind the value created and delivered to the Consumers. Osterwalder and Pigneur first proposed a common language—the Business Model Canvas (BMC)—to elaborate, visualize, evaluate, and change existing business models. The BMC is divided into nine parts: customer segments, value propositions, channels, customer relationship, revenue streams, key resources, key activities, key partners, and cost structure. Design of appropriate business models assumes a greater significance in the case of solar PV rooftop systems due to the irrelatively high cost of energy generation coupled with distributed implementation and generation which in turn offer a number of benefits to society like high economic returns, energy security, ability to address climate change, reduced transmission and distribution losses, low gestation periods for development, and enhanced employment generation. Hence, appropriate packaging of a rooftop solar deployment programme in terms of a viable business models is key to its success, and should be the basis of any policy or regulation formulation.

The key determinants of any business model in the solar space are the ownership structure as well as the revenue structure, i.e. how the energy generated by the solar plant is paid for. These two factors are the key variables across the design of solar rooftop business model the world over. Besides the owner of the rooftop PV system and the user or purchaser of the energy, there are also some additional stakeholders who provide inputs, services, regulations and incentives. These stakeholders also play an important role in the development of such projects.

Evolution of rooftop solar business models

The solar rooftop business model has evolved overtime based on ownership of the systems and external stakeholder participation. The first generation model is the most commonly found one globally. This business model was the default business model used for the launch and scale-up of the German and Japanese solar programmes. The ownership of the systems under this generation of solar rooftop business model lay with the rooftop owners or the end-users (i.e. consumers). The second generation evolved based on packaging a large number of smaller rooftop solar projects by a single Project Developer, known as a ‘Third Party’ (wherein the Utility and the Consumer are the first two parties). As this Third Party makes the investments, the Consumer could avoid the burden of high upfront capital cost, and still benefit from the rooftop PV system by procuring that power and/ or even leasing the roof.

At present, the first two generations dominate the market but a small shift is being seen in the way Utilities are entering this market. As the Utility is already in the business of supplying power and are seeing Solar Developers (Consumers or Third Parties) starting to take their share, there is perfectly justifiable case for Utilities themselves to own the rooftop PV systems and supply the generated power. With the evolution of the market, more innovation can be expected in the market as a number of intermediaries will enter the market and bring with them greater efficiency and ability to leverage scale.

DESIGN OF ROOFTOP SOLAR BUSINESS MODELS

Self-owned Business Models

Under this model, consumers develop small decentralized distributed solar projects, mostly on their rooftops, which produce electricity of ranging from kilowatt to megawatts in case of industry and commercial consumers. Systems developed under self-owned business models either generate electricity for onsite consumption or for export to the grid. The rooftop owner invests the equity component of the rooftop system while the debt component is usually financed through a financial institution like a commercial bank. Self-owned business models have been followed through Captive (off-grid model), Gross-metered and Net-metered.

Captive (Off-grid Business Models)

Captive (off-grid) business is suitable in the places where the grid is either absent or has very poor reliability. Standalone captive rooftop systems have a huge application in rural, remote, isolated and semi-urban areas which have no or limited access to power. As the generation and consumption profiles vary significantly in these kinds of systems, storage

systems like batteries need to be integrated with these systems. Rooftop owners consume all the over generated by the rooftop system. This has been installed to meet the energy needs of the owner. Returns for the owner can be analyzed in the reduction in the cost of energy. This model provides a more reliable and cheaper option for the energy deficient areas.

Gross Feed

Under this model, the rooftop owner, who is also the consumer to the utility, installs a solar rooftop system with the intention of exporting (feeding in) all the power to the grid and earning a return in the form of a feed-in-tariff for each unit of power exported. First, this system was adopted on a large scale by Germany, prevalent in places where a feed-in-tariff (FiT) is applicable for solar rooftop installations under the assumption that this feed-in-tariff provides a minimum rate of return on the investment to the investor. Decline in the cost of energy, minimum rate of return on the investment in the installments are the benefits of the model.

Net Metering

Net-metered solar rooftop business model promotes captive use of energy. Net metering or bi-directional meter is a billing mechanism that credits solar energy system owners for the electricity they add to the grid, which is required for in the installation of solar panels. It differs from the off-grid model as these systems are connected to the grid and allow the excess generation to be fed into the grid. The connectivity to the grid allows these systems to do away with expensive storage devices, which in turn reduces the cost of power from the rooftop systems. Excess generation (when not required by the captive loads) is fed into the grid and captured as an export by a bi-directional meter. This energy is then netted out when an import takes place from the grid, say at night. This model becomes attractive when the customer tariffs are higher than the cost of solar energy generation from solar rooftop installations.

Third Party-Owned Business Models

Under the Third Party-owned model, a Third Party may lease the rooftop from the Rooftop Owner and then generate power which may be sold to the Utility or to the Rooftop Owner through a PPA. The third party may also lease out the entire system to the Rooftop Owner who may utilize power from the system to replace Utility-based power supply. It has been developed through the following two main routes:

- Solar Leasing
- Solar PPA

Solar Leasing

Leasing has been one of the key financing tools used across the capital equipment industry to finance equipment purchase and use. Under the leasing arrangements being followed in the U.S., the rooftop owner leases a solar PV rooftop system from a lessor. The rooftop owner signs a lease agreement with the lessor, under which, the rooftop owner agrees to make monthly lease payment to the lessor over a specified period of time while enjoying the benefit of the electricity generated from the system. The electricity generated by the leased solar rooftop system is used by the consumer to reduce his/ her consumption from the grid leading to a reduced utility bill. The third party investor earns steady cash flows in the

form of lease rental payments on a month to month basis while also benefiting from tax credits and depreciation benefits available to investors of solar rooftop equipment. The main advantage is the consumer need not to make an investment in solar rooftop systems but still being able to obtain benefits available from these systems.

Solar PPA's

Third party developers invest in solar rooftop assets, which can then be sold either to the building owner (also the utility consumer) or fed into the grid. Number of commercial arrangements has come into the market where third party developers sell the power to either to the rooftop owner or to the grid through a Power Purchase Agreement (PPA).

Utility-based Business Models

The alternative model, involving a third-party specialist organization (called a renewable energy service company, or RESCO), involves installation on an operational expense (or OPEX) basis. OPEX projects are gaining ground in the recent years, and constituted 30 percent of all projects installed in 2017, rising threefold from only about 10 percent of projects installed in 2015. Most mature markets are primarily driven by financed installations supported by RESCO companies. The Utility mainly provides the broad framework for gross/ net metering and inter connections. Some Utilities also retail solar PV systems and provide system rebates, but this is limited to Municipal Utilities. However, a growing number of Investor-owned Utilities have recently taken up a more active role in encouraging the development of solar rooftop installations due to a number of developments in the market. Utility-based solar business models have started emerging wherein Utilities are now actively involved in innovating on the rooftop business model front in order to capture value from these solar markets.

a. Utility Ownership

Utilities are becoming more and more aggressive in owning rooftop systems as it allows them to claim tax credits and at the same time ensure that they make a healthy rate of return on the power generated from these installations while also ensuring that consumers with rooftops do not transit out (partially or fully) of the Utility's eco-system.

b. Utility Financing

Another route in which Utilities are encouraging the deployment of solar rooftop installations is by financing consumers. These financing options aim to address the aims of (a) covering rooftop owners who do not have access to traditional financing options (self/ third party); and (b) enhancing affordability of systems by reducing interest rates and upfront fees and relaxing lending guidelines. Utility loans and revolving loans are two broad types of loans available through Utility-based financing.

CONCLUSION

Current PV business models principally revolve around the ownership of PV systems by individuals and increasingly by third parties, rather than by utilities. While the Indian solar PV rooftop market provides a number of opportunities for a host of developers/investors, the design and implementation of business models in India still remains a challenge, especially for third party developers who want to bring in greater scale and efficiency into the rooftop development market. Solar rooftop projects suffer from a number of commercial, policies and

regulatory, technical and financing challenges which need to be addressed as the market grows through a concerted effort from policy makers, regulators, financiers and above all the utilities.

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REJUVENATION OF INDIAN BUSINESS ENVIRONMENT

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ABSTRACT

All businesses, whether domestic or international, are affected by the dynamic economic environment conditions prevalent in the market. Among many economic factors affecting business some are; interest rates, demand and supply, recession, inflation, etc. In the simplest terms, business rejuvenation can be summarized as the ideas, initiatives, and activities that help make a business better. This includes increasing revenues, growth in terms of business expansion, and increasing profitability by building strategic partnerships and making strategic business decisions. The brand rejuvenation and innovation has become an imperative for many companies because of the factors like the vibrancy of the consumer choices and preferences, limited life cycle of the brands, inherent risks, uncertainties involved in the promotion of new brands and the ever present dangers of brand erosion and fatigue. Hence, the paper intends to probe the rationale behind such makeover and the crucial factors which play a major role in the determination of success and failure in the business rejuvenation efforts in the context of Indian corporate in particular and global companies in general.

INTRODUCTION

Business rejuvenation encompasses a wide scope of ideas, activities, and initiatives that a business owner and management implement with the goal of making the business better. Business development can include many objectives, such as sales growth, business expansion, the formation of strategic partnerships, and increased profitability. Successful business development impacts every department within a company, including sales, marketing, manufacturing, human resources, accounting, finance, product development, and vendor management. Business developers should be aware of new market opportunities, possibilities for expansion, competitor developments, and the current sources of the company's revenue. Business development encompasses a wide scope of ideas, activities, and initiatives that a business owner and management implement with the goal of making the business better. Business development can include many objectives, such as sales growth, business expansion, the formation of strategic partnerships, and increased profitability. Successful business development impacts every department within a company, including sales, marketing, manufacturing, human resources, accounting, finance, product development, and vendor management. Business developers should be aware of new market opportunities, possibilities for expansion, competitor developments, and the current sources of the company's revenue.

OBJECTIVES

1. To know the meaning of business environment.
2. To analysis the various elements of business environment
3. To understand the importance of business environment.

Meaning of Business environment:

The term business environment means the totality of all individuals, institutions and other forces that are outside a business but that potentially affect its performance. Business environment can be characterized in terms of (a) totality of external forces (b) specific and general forces (c) inter-relatedness (d) dynamic nature (e) uncertainty (f) complexity (g) relativity Importance of business environment: Business environment and its understanding are important for (i) enabling the identification of opportunities and getting the first mover advantage, (ii) helping in the identification of threats and early warning signals, (iii) coping with the rapid changes, (v) assisting in planning and policy and (vi) improving the performance.

Elements of business environment:

Business environment consists of five important dimensions including economic, social, technological, political and legal. Economic environment includes such factors as interest rates, inflation rates, and changes in disposable income of people, stock market indexes and the value of rupee. Social environment includes social forces like traditions, values, social trends, society's expectations of business, and so on. Technological environment includes forces relating to scientific improvements and innovations which provide new ways of producing goods and services and new methods and techniques of operating a business. Political environment includes political conditions such as general stability and peace in the country and specific attitudes that elected government representatives hold toward business. Legal environment includes various legislations passed by the government, administrative orders issued by government authorities, court judgments as well as decisions rendered by various commissions and agencies at every level of the government— center, state or local.

Economic environment in India

The economic environment in India consists of various macro-level factors related to the means of production and distribution of wealth which have an impact on business and industry. The economic environment of business in India has been steadily changing since Independence mainly due to government policies. In order to solve economic problems of our country at the time of Independence, the government took several steps including control by the state of key industries, central planning and reduced importance of the private sector. These steps delivered mixed results until 1991 when Indian economy happened to face serious foreign exchange crisis, high government deficit and a rising trend of prices despite bumper crops. Liberalisation, privatisation and globalisation: As a part of economic reforms, the Government of India announced a new industrial policy in July 1991 which sought to liberate the industry from the shackles of the licensing system (liberalisation), drastically reduce the role of the public sector (privatisation) and encourage foreign private participation in industrial development (globalisation). Impact of Government policy changes on business and industry: The government policy of liberalisation, privatisation and globalisation has made a definite impact on the working of enterprises in business and industry in terms of (a) increasing competition (b) more demanding customers (c) rapidly changing technological environment (d) necessity for change (e) need for developing human resource (f) market orientation (g) loss of budgetary support to the public sector. In the new economic environment, the Indian enterprises have developed various strategies to meet the challenge of compete.

Essentials 3Ds – Democracy, Demography and Demand

Despite diverse demography, India's democratic system has been integral for the progress for the country, helping bind its 65 per cent of young population with the India growth story. With a population base of more than 1.25 billion, stable parliamentary system, technological advancement, and quality resources at a competitive price, India has over the years emerged as a preferred investment destination for manufacturers and service providers alike. In the recent past, the Government has also been playing a crucial role in highlighting the above advantages – the essential Ds – Democracy, Demography and Demand – in the global arena, inviting foreign companies to set up business in India.

Make in India- A Boost to Manufacturing Industry

Taking the growth story forward, India is being projected as a manufacturing hub through the Make in India campaign, with the Government promising to provide conducive environment for investors. Panels have been formed to help fast-track investment proposals, overcome bottlenecks that obstruct the efforts for investing in India and provide consistent efforts in creating an investor-friendly environment. It is expected that the manufacturing sector in the country could reach USD 1 trillion by 2025, with the sector accounting for around 25 per cent of the GDP and creating 90 million domestic jobs by that period.

Developing Infrastructure – Smart Cities and Industrial Corridors

Being an emerging economy, major emphasis is given on developing infrastructure of the country. With the Government announcing an outlay of around USD 8 billion for creating 100 smart cities, many international companies may express interest to collaborate with Indian companies and the Government to build infrastructure, transportation, renewable energy and other Greenfield projects in the country. With regards to industrial corridors, Delhi Mumbai Industrial Corridor, Ahmadabad Cholera Special Investment Region, Chennai Bangalore Industrial Corridor, Bengaluru Mumbai Economic Corridor and Vizag Chennai Industrial Corridor are now showing great progress.

Offering Strategic Locations for doing Business in India

India is rapidly developing various strategic locations for companies to establish their base in the country. With the availability of multiple clusters for centre's of manufacturing, engineering & designing, with skilled talent at a competitive cost, India is at an advantageous position for establishing manufacturing facilities, engineering design and developing centre's. Further, the country is emerging as one of the best global locations for talent arbitrage, as foreign companies global operations. Setting up operations in India is now becoming far more flexible, thanks to the policy changes initiated by the Government. With most of the information and submission options available online, India is providing easier and flexible programs for investors ready to ship their operations in the country. One of the myths that one needs an Indian partner to root themselves in India is a fallacy of the past, as major companies are now setting up their hubs in the country on their own. The Department of Industrial Policy and Promotion (DIPP) is focusing on improving policies and

guidelines for doing business in India. The emphasis has been mainly to rationalise and simplify the existing rules, along with introducing technology for making governance more effective and efficient. A prominent change had been online availability of applying for Industrial License and Industrial Entrepreneur

CONCLUSION

“Planning to start your business in India or expanding your operations in this rapidly emerging country? Take advantage of the various policy changes and Government initiatives, create the right footprints and impressions with your target audience and generate the desired ROI by taking informed investment decisions with the guidance of an India entry specialist who can offer end-to-end consulting and implementation support.” The Government has progressed on environmental cleanliness for more than 300 projects and has made sure that it would be a red carpet in India rather than red-tapism. Also committed to the fast-track reform process, Government has been able to take ordinance route for increasing foreign investment limit in various sectors such as insurance.

By the end of 2015, India is set to emerge as the fastest-growing economy in the world, even ahead of China, as per a report by The World Bank. The GDP of the country is expected to grow at a rate of 7.5 per cent during the current year, prompting many prominent global companies to create a niche in this emerging market. Further, the Government is making several policy announcements and changes to facilitate ease of doing business in India.

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A CONCEPTUAL STUDY ON CORPORATE SOCIAL RESPONSIBILITY POLICIES IN INDIA

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ABSTRACT

Over the years Corporate Social Responsibility (CSR), a concept comparatively new to India. It can be said that business ethics are integrated into companies through Corporate Social Responsibility (CSR). CSR in India has traditionally been seen as a philanthropic activity, now it is rapidly picking up a new pace. CSR has become a primary business practice and has gained much attention from the management of large international companies. Corporate social responsibility (CSR) is not only increasingly valued by companies but also plays an extremely important role in the expansion of their strategies. It facilitates the alignment of business operations with social values. CSR is deemed as a point of convergence of various initiatives aimed at ensuring socio-economic development of the community. This paper distinctively aims at providing an understanding the concept of CSR and analyses the evolution of CSR policy in India and to study the issues and challenges faced by business firms in the implementation of CSR policies in India.

Keywords: Corporate social responsibility, CSR initiatives, CSR Challenges.

INTRODUCTION

The concept of corporate social responsibility has gained prominence from all avenues. The present societal marketing concept of companies is constantly evolving and has given rise to a new concept is known as, Corporate Social Responsibility. Many of the leading corporations across the world had realized the importance of being associated with socially relevant causes as a means of promoting their brands. It stems from the desire to do well and get self-satisfaction in return as well as societal obligation of business. As an engine for social progress, CSR helps companies live up to their responsibilities as global citizens and local neighbours in a fast-changing world. For Indian businesses CSR can be a source of opportunity, innovation, and competitive advantage while at the same time providing with the opportunity to actively contribute to the sustainable development. The motive for launching CSR can vary between philanthropy and philosophy of corporate citizenship. In India, over time, the expectations of the public have grown enormously with demands focusing on poverty alleviation, tackling unemployment, fighting inequality or forcing companies to take affirmative action. Organizations in India have been quite sensible in taking up CSR initiatives and integrating them in their business processes. It has become progressively projected in the Indian corporate setting because organizations have recognized that besides growing their businesses, it is also important to shape responsible and supportable relationships with the community at large.

1. OBJECTIVES OF THE STUDY:

1. To develop an understanding of concept of CSR
2. To analyze the development of CSR in India and its changing trends
3. To understand the policies governing CSR
4. To study the issues & challenges faced by the firms in implementing CSR in India
5. To provide suggestions for accelerating CSR initiatives

2. RESEARCH METHODOLOGY:

The research paper is an attempt of exploratory research, based on the secondary data sourced from journals, magazines, articles, newspapers and media reports.

3. DEFINITION OF CSR:

Most definitions describe CSR as a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.

The World Business Council for Sustainable Development (WBCSD) defines CSR as "The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large".

Kotler and Lee define CSR as "Corporate social responsibility is a commitment to improve community well-being through discretionary, business practices and contribution of corporate resources. Corporate social initiatives are major activities undertaken by a corporation to support social causes and to fulfil commitments to corporate social responsibility"

Corporate social initiatives are major activities undertaken by a corporation to support social causes and to fulfil commitments to corporate social responsibility. The conclusion would be that there is no agreement on the definition of what constitutes Corporate Social Responsibility (CSR). However, what could be taken into account CSR is generally used to describe business's efforts to achieve sustainable outcomes by committing to good business practices and standards.

4. HISTORICAL OUTLINE OF CSR IN INDIA:

CSR policy was not a new concept in India, that it can be traced with historic pieces of evidence. Many of the people feels that the lot of many things already done in foreign countries', now India has been borrowed the concept from foreign countries. In fact, is that the concept of CSR has existed in ancient India and our ancient wisdom has given direction to the corporate houses and industries. Our rich ancient knowledge and tradition is the very basis of modern corporate practices.

In the first phase charity and philanthropy were the main drivers of CSR. Culture, religion, family values and tradition and industrialization had an influential effect on CSR. In the pre industrialization period, which lasted till 1850, wealthy merchants shared a part of their wealth with the wider society by way of setting up temples for a religious cause. Moreover, these merchants helped the society in getting over phases of famine and epidemics by providing food from their godowns and money and thus securing an integral position in the society. With the arrival of colonial rule in India from 1850s onwards, the approach towards CSR changed. The industrial families of the 19th century such as Tata, Godrej, Bajaj, Modi, Birla, and Singhanian were strongly inclined towards economic as well as social considerations. However, it has been observed that their efforts towards social as well as industrial development were not only driven by selfless and religious motives but also influenced by caste groups and political objectives.

In the second phase, during the independence movement, there was increased stress on Indian industrialists to demonstrate their dedication towards the progress of the society. This was when Mahatma Gandhi introduced the notion of "trusteeship", according to which the industry leaders had to manage their wealth so as to benefit the common man. "I desire to end capitalism almost, if not quite, as much as the most advanced socialist. But our methods differ. My theory of trusteeship is no make-shift, certainly no camouflage. I am confident that it will survive all other theories." This was Gandhi's words which highlights his argument towards his concept of "trusteeship". Gandhi's influence put pressure on various industrialists to act towards building the nation and its socio-economic development. According to Gandhi, Indian companies were supposed to be the "temples of modern India". Under his influence businesses established trusts for schools and colleges and also helped in setting up training and scientific institutions. The operations of the trusts were largely in line with Gandhi's reforms which sought to abolish untouchability, encourage empowerment of women and rural development.

The third phase of CSR (1960–80) had its relation to the element of "mixed economy", emergence of Public Sector Undertakings (PSUs) and laws relating labour and environmental standards. During this period the private sector was forced to take a backseat. The public sector was seen as the prime mover of development. Because of the stringent legal rules and regulations surrounding the activities of the private sector, the period was described as an "era of command and control". The policy of industrial licensing, high taxes and restrictions on the private sector led to corporate malpractices. This led to enactment of legislation regarding corporate governance, labour and environmental issues. PSUs were set up by the state to ensure suitable distribution of resources (wealth, food etc.) to the needy. However, the public sector was effective only to a certain limited extent. This led to shift of expectation from the public to the private sector and their active involvement in the socio-economic development of the country became absolutely necessary. In 1965 Indian academicians, politicians and businessmen set up a national workshop on CSR aimed at reconciliation. They emphasized upon transparency, social accountability and regular stakeholder dialogues. In spite of such attempts the CSR failed to catch steam.

In the fourth phase (1980 until the present) Indian companies started abandoning their traditional engagement with CSR and integrated it into a sustainable business strategy. In 1990s the first initiation towards globalization and economic liberalization were undertaken. Controls and licensing system were partly done away with which gave a boost to the economy the signs of which are very evident today. Increased growth momentum of the economy helped Indian companies grow rapidly and this made them more willing and able to contribute towards social cause. Globalization has transformed India into an important destination in terms of production and manufacturing bases of TNCs are concerned. As Western markets are becoming more and more concerned about labour and environmental standards in the developing countries, Indian companies who export and produce goods for the developed world need to pay a close attention to compliance with the international standards. The new concept of CSR policy has been introduced by the Companies Act, 2013. It is proud to be said that the India became for first country in the world to introduce statutory corporate social responsibility through the new companies Act, 2013.

Indian companies have been engaged in CSR/charity/philanthropy since time immemorial. Whether it was the factories investing in the communities around them to reduce dependence on a migratory workforce and for having happier families and hence happier employees, or businessmen giving back to their communities or causes near and dear to their hearts, or foundations building places of worship to bring communities together, or a whole host of other methods through which we had corporate giving back to the society in some shape or form. In most instances, these were treated as acts of charity or philanthropy, or the owners giving back to society.

5. CSR POLICY IN INDIA:

Under the new Companies Act, CSR will become mandatory for companies with profit of Rs 5 crore and more, said Bhaskar Chatterjee, director general and chief executive officer of the Indian Institute of Corporate Affairs, Ministry of Corporate Affairs. "All companies with turnover of Rs.1,000 crore and more - or a net worth of Rs 500 crore and more or net profit of Rs.5 crore and more - will have to spend at least two percent of their three-year average profit every year on CSR activity." Under the new rules coming into effect, anything done the employees is not CSR, it is a human resource activity. Compliance with any rule or regulation is not CSR. Companies should take up this role and voluntarily do it beyond the rule.

In this scenario, the contribution of the corporate in CSR activities, proven their ability to make a significant difference in the society and improve the overall quality of life. Not only by a single corporate, but all corporate should try and bring about a change in the current social situation in India in order to have an effective and lasting solution to the social woes. Partnerships between companies, NGOs and the government should be facilitated so that a combination of their skills such as expertise, strategic thinking, manpower and money to initiate extensive social change will put the socio-economic development of India on a fast track.

The main goal of CSR policy is achieved in an organization through

1. Compliance Driven:

CSR is a social obligation, insight of CSR expenditure is simply as cost of an organization, and hence the economic responsibility is the paramount importance of an organization.

2. Profit Driven:

CSR is a strategic initiative; using CSR is to create competitive advantage and superior financial performance. CSR expenditure perceived as an investment in the creation and renewal of competitive advantage, it results in an enhanced stream of future profits of an organization.

3. Caring:

Economic responsibility is the paramount importance of an organization, hence using CSR policy to balance the bottom line of profits, explicitly stating that the corporation will manage for social welfare, not simply to create wealth for the shareholders, it also generates social and environmental triumphs economic activity.

4. Synergetic:

By the use of CSR policy in an organization, it attempts to create “Sustainable Organization”, that will be able to be an organization as an ongoing concern over a long period of time. Social and environmental responsibilities are strategically used to create competitive advantage to meet the corporation’s economic responsibilities.

5. Holistic:

CSR is corporate culture, when a firm adopts a marketing, entrepreneurial or quality orientation. Social and environmental responsibility is strategically used to create competitive advantage and meet the corporation’s economic responsibility.

6. CSR as a strategic philanthropy:

It was more of a philanthropic exercise and had nothing to do with business. It was more like an institution building exercise like building research and educational institutes. The thinking has now changed, and corporates have started to view CSR as strategic philanthropy linked with responsibility and veering towards community development through various projects. So, the thinking now is that it is no longer a forced philanthropy. It is investing hard resources to serve the society and build a company’s reputation. The change in the thought process is because CSR, though being a responsibility is not compulsory. Corporates are also moving to spend in areas like road safety, pollution control, and slum development. Some corporates have even aligned their CSR spends with the broad objectives of the government in its various social impact schemes like “Skill India,” “Swachh Bharat.” Some have spent through the Prime Minister Relief Fund.

The question one may ask is why only in these areas and say why not in areas like arts and culture or conservation of animals which are getting extinct, conservation of national heritage or say development of rural sports or sports which are dying or say building new technologies for the benefit of the poor. The answer to this is that there is a need to spend on the traditional areas as it tends to be beneficial to the larger community. The larger organizations, some of whom assumed global stature, created their own foundations that were used to by the founders as vehicles for causes they wanted to be a champion. Other corporates also spent money for the upliftment of localities they operated in or for communities they came from. Companies that traditionally undertook CSR anyway, with or without the law, used this opportunity to streamline the investments they made in this regard. For these firms, this was a chance to re-review and re-strategise what they had already been doing in order to fit into the requirements of the law.

7. Current Scenario of CSR in India

Ever since their inception, corporates like the Tata Group, the Aditya Birla Group, and Indian Oil Corporation, to name a few, have been involved in serving the community. Through donations and charity events, many other organizations have been doing their part for the society. The basic objective of CSR in these days is to maximize the company's overall impact on the society and stakeholders. CSR policies, practices and programs are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. A growing number of corporates feel that CSR is not just

another form of indirect expense but is important for protecting the goodwill and reputation, defending attacks and increasing business competitiveness. Companies have specialised CSR teams that formulate policies, strategies and goals for their CSR programs and set aside budgets to fund them. These programs are often determined by social philosophy which have clear objectives and are well defined and are aligned with the main stream business. The programs are put into practice by the employees who are crucial to this process. CSR programs ranges from community development to development in education, environment and healthcare etc. Many of the companies are helping other peoples by providing them good standard of living. On the other hand, the CSR programs of corporations like Glaxo Smith Kline Pharmaceuticals' focus on the health aspect of the community. They set up health camps in tribal villages which offer medical check-ups and treatment and undertake health awareness programs. Some of the non- profit organizations which carry out health and education programs in backward areas are to a certain extent funded by such corporations. Also, Corporates increasingly join hands with Non-governmental organizations (NGOs) and use their expertise in devising programs which address wider social problems.

8. ISSUES AND CHALLENGES:

Many companies think that corporate social responsibility is a marginal issue for their business and customer satisfaction more important for them. They imagine that customer satisfaction is now only about price and service, but they fail to point out on important changes that are taking place worldwide that could propel the business out of the water. The change is named as social responsibility which is an opportunity for the business.

Some of the drivers pushing business towards CSR include:

1. The government's legislation and regulation to deliver social and environmental objectives in the business sector.
2. There is a growing demand for corporate disclosure from stakeholders, including customers, suppliers, employees, communities, investors, and activist of an organizations.
3. Investors are changing the way they assess companies' performance, and are making decisions based on criteria that include ethical concerns.
4. Employees are increasingly looking beyond pay checks and benefits, and seeking out employers whose philosophies and operating practices match their own principles. In order to hire and retain skilled employees, companies are being forced to improve working conditions.
5. As stakeholders are becoming increasingly interested in business affairs, many companies are taking steps to ensure that their partners conduct themselves in a socially responsible manner. Some are introducing codes of conduct for their suppliers, to ensure that other companies' policies or practices do not discolour their reputation.

These challenges are faced by the business firms are due to the

1. Lack of community participation in CSR activities
2. This is largely attributable to the fact that there exists little or no knowledge about CSR within the local communities as no serious efforts have been made to spread awareness about CSR and instill confidence in the local communities about such initiatives.

3. Due to the lack of communication between the company and the community at the grassroots.
4. Organizations as there is serious shortage of trained and efficient organizations that can effectively contribute to the CSR activities initiated by companies.
5. Due to lack of transparency is one of the key issues in implementing the CSR activities in a business firm.
6. Due to the non-availability of well-organized nongovernmental organizations in remote and rural areas that can assess and identify real needs of the community and work along with companies to ensure successful implementation of CSR activities. This also builds the case for investing in local communities by way of building their capacities to undertake development projects at local levels.
7. The role of media in highlighting good cases of successful CSR initiatives is welcomed as it spreads good stories and sensitizes the local population about various ongoing CSR initiatives of companies. This apparent influence of gaining visibility and branding exercise often leads many nongovernmental organizations to involve themselves in event-based programs; in the process, they often miss out on meaningful grassroots interventions.
8. Non-governmental organizations and Government agencies usually possess a narrow outlook towards the CSR initiatives of companies, often defining CSR initiatives more donor- driven than local in approach.
9. This lack of consensus often results in duplication of activities by corporate houses in areas of their intervention. This results in a competitive spirit between local implementing agencies rather than building collaborative approaches on issues.

SUGGESTIONS

1. It suggests that there is a need for creation of awareness about CSR amongst the general public to make CSR initiatives more effective.
2. The awareness generation can be taken up by various stakeholders including the media to highlight the good work done by corporate houses in this area. This will bring about effective changes in the approach and attitude of the public towards CSR initiatives undertaken by corporate houses.
3. Colleges and universities to sensitize students about social and development issues and the role of CSR in helping corporate houses strike a judicious balance between their business and societal concerns. Such an approach will encourage and motivate young minds, prepare them face future development challenges and help them work towards finding more innovative solutions to the concerns of the needy and the poor.
4. It is noted that only large business houses are only covered under the CSR initiatives, The CSR initiatives have to be covered for the small and medium scale under takings, hence more companies are come under the CSR policy, to address the issue of reaching out to wider geographical areas, the involvement of small and medium enterprises (SMEs) in the CSR domain will be essential.
5. The companies continue to decide their own projects depending on a number of parameters. These efforts are purely by the company's operational perspectives and ease of implementation of their CSR projects. it is suggested to recommended separate agency should be put in place for companies to implement the CSR policies.

CONCLUSION

The concept of corporate social responsibility has gained prominence from all avenues. Organizations must realize that government alone will not be able to get success in its Endeavour to uplift the downtrodden of society. Presently in India, it is hard for one sole entity to bring about change, as the gauge is vast. Large enterprises can no longer continue to focus only on economic performance, without paying attention to what is happening around them. Hence, the overriding conclusion is that companies need to be mature and realize that they must practice socially conscious policies. It is recommended that appropriate steps be undertaken to address the issue of building effective bridges amongst all important stakeholders for the successful implementation of CSR initiatives. To conclude CSR as a business imperative must not be accepted reluctantly or half-heartedly. Instead, it must be practiced with full energy and straight from the heart passion and this certainly helps the companies in the long run, and it provides a meaningful impact on society and its future is bright in coming years.

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A SOCIO-ECONOMIC ANALYSIS ON ROLE OF AGRICULTURE DEVELOPMENT IN INDIAN ECONOMY

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ABSTRACT

Agriculture is an important part of India's economy and at present it is among the top two farm producers in the world. This sector provides approximately 52% of the total number of jobs available in India and contributes around 18.1% to the GDP. Agriculture is the only means of living for almost two-third of the employed class in India as being stated by the economic date of financial year 2006-07. Agriculture has acquired 18% of India's GDP. The agriculture sector of India has occupied almost 43% of India's geographical area. Agriculture and rural developments are interwoven. Rapid development in agriculture and allied activities will improve the quality of life of the rural people. A close integration between agriculture and industry holds better prospects for rural development and advancement of forces of production for skill formation and positive attitudes to development.

Key words: GDP, Agriculture Sector, Rural Development.

INTRODUCTION

Agriculture occupies a key position in the Indian economy and more particularly in accelerating the process of rural development. Its role stimulating rural development is unique. It contributes to overall economic growth through supplies of food for sustenance, raw materials for industries, and export, earning valuable foreign exchange. It is a source of livelihood for a majority of the rural population and provides a large market for non-agricultural goods and services.

Agriculture plays a vital role in the economy over 70% of the rural households depends on the agriculture. Agriculture is an important sector of Indian economy as it contributes about 17% to the total GDP and provides employment to over 60% of the population.

OBJECTIVES

1. To development agriculture and allied activities.
2. Development of socio-economic infrastructure which includes setting up of rural banks, co-operatives, schools etc.
3. Development of community service and facilities that is drinking water, electricity, rural roads, health services etc.

REVIEW OF LITERATURE

World bank 2007 - Agriculture and rural growth rate are likely to have a strong, immediate and favourable impact on poverty and rural development.

Gocloy and Dewbre 2010 - Most of the world's poor people earn their living from agriculture so if we knew the economics of agriculture we would knew much of the economics of being poor.

Malik 2014 - Agriculture has a role to play in the poverty reduction, upliftment of standard of living of low and middle class people and to the development of rural areas because most poor lives in rural and far flung areas which have agriculture as the only source of living.

Lone-sun 2014 - It has been found that poverty in most developing countries is concentrated in rural economy has been highly beneficial to reduce poverty.

METHODOLOGY

Methodology is an indispensable part of the research work which describe about the research design used the data collection method employed, how the work was carried out, the variable and controls employed, the reliability of instruments selected or constructed and procedures used in the analysis.

AGRICULTURE IN THE ECONOMY

The agriculture sector has been successful over the past four decades in keeping pace with rising demand for food. Agriculture sector which generates about 28% of its GDP and over 15% of its exports, its economy is particularly dependent on sustained and healthy agriculture growth. Sectoral growth and product diversification have generated rising rural incomes, which are now having an important impact on demand for consumer goods and thus helping to stimulate industrial growth. Furthermore, increased yields per hectare have been a major factor contributing to the decline in the share of the rural population living in poverty.

AGRICULTURE AND GDP GROWTH

With an increase in agricultural production both food grains and non-food grains, the marketable surplus of food crop and the supply of industrial raw materials increases. This in turn; generate additional volume of trade, transport, banking and other activities. Thus, the agricultural output directly influences not only the growth of the industrial sector but also that of other sectors.

AGRICULTURE AND RURAL DEVELOPMENT

T. Shultz 1979 has shared in his Nobel Prize speech “most of the people in the world are poor, so if we knew the economics of being poor, we would know much of the economics that really matters”.

Agriculture plays an important and a vital role in any economy. It is directly and indirectly linked with the economic activity, growth and development of other sectors in an economy and to overall welfare and development of an economy. India is an agrarian economy and agriculture sector has still lot of bearings on the overall growth and development of the country generally and rural development particularly.

Although the economic contribution of agriculture to Indian GDP is steadily declining with the country's broad- based economic growth, still agriculture is demographically the broadest economic sector and plays a significant role in the overall socio-economic fabric of India.

Agriculture with its allied sectors, is unquestionably the largest livelihood provides in India, more so in the vast rural areas 69% of Indian population lives in the rural areas and three fourth of the people making up these rural population depend on agriculture and allied activities for their livelihoods.

The role of agriculture in economic development has been viewed as passive and supportive. Looking to the historical experience of western countries economic development was seen a mechanism requiring a repaid structural transformation of the economy from one

predominantly focused on agriculture activities to a more complex modern industrial and service sector. As a result, the primary role of agriculture was to provide sufficient low-priced food and manpower to the expanding industrial economy.

ROLE OF AGRICULTURE IN INDIAN ECONOMY:

1. Share in national income
2. Largest employment providing sector
3. Contribution to capital formation
4. Providing raw material to industries
5. Market for industrial product.

POLICIES OF AGRICULTURAL DEVELOPMENT

1. Agriculture is a major source of livelihood in India. The latest population census shows that more than three-fourth of our people live in villages and that 87.4% of them are directly dependent on agriculture for their livelihood. Most of the remaining rural people are directly dependent on agriculture.
2. Agricultural development is necessary for the rapid economic growth of our country. It contributes the largest share of the national income. Over the years, there has been a reduction in agriculture's share in national output.
3. Rural economy is required to support a vast and growing population. The agricultural sector in turn will be required to shoulder a greater responsibility in providing food and nutrients to both rural and urban population, industrial raw materials, employment opportunities and foreign exchange earnings.
4. A lack of growth in the agricultural sector overheads in the form of irrigation facilities, roads, transport, electrification, markets will add to the process of growth of the economy through backward and forward linkages and generate substantial employment.
5. Agricultural development will also lead to more non-agricultural activities like education, training, research and extension and provision of supplies and service etc.

FINDINGS AND SUGGESTIONS

The rural development approach emphasised economic growth as the major priority. To facilitate this growth, rural development programmes focus on the establishment of important economic growth infrastructure including roads, irrigation canals and dams, electrical power stations, agricultural research and fertiliser factories. The major assumption of this approach is that rural entrepreneurs will take advantages of economic opportunities if suitable income generating facilities are made available. The government has taken up the responsibility of solving the major problems like poverty, unemployment and inequality. The government is the major agency which provides infrastructure and various sectors of the economy along with the food to the poor at subsidised prices. Development tasks are generally assumed by government departments and agencies. The non-government agencies too depend, to some extent on government for funds. Government has pioneered several projects, starting from community development with national extension service as the agent, till the recent specialized rural development programmers.

Special rural development programmes implemented by the government may be classified into four categories:

- (1) Sectoral Programmes
- (2) Employment Oriented Programmes
- (3) Area Programmes And
- (4) Target Group Oriented Programmes.

Integrated rural development programme is welfare-cum- development programme, a multidisciplinary programme which makes in-depth survey of area and draws up a time bound schedule. Different dimensions of these programmes have been evaluated variously. The socio-economic conditions in rural area are such that the rural problems are exceedingly complex with vast dimensions and it is believed that the efficient delivery system of services to rural communities in turn depends on effective organisation and determined leadership at the community level.

CONCLUSION

Indian agriculture has witness significant transformation over the last few decades. The changes range from new entrants into the sector to new and improves technologies to farming becoming more mechanised, to weather, soil and environmental changes, to new market and demand, and most important to agriculture. A lack of growth in the agricultural sector and therefore a lack of increase in the purchasing power of the vast agricultural population can be serious bottlenecks to the growth of the gross domestic product.

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SPORTS BUSINESS IN INDIAN MARKET – AN OVERVIEW

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ABSTRACT

“The vastness of India’s sports sector and association with several other industries such as education, real estate, infrastructure, tourism, manufacturing and retail, makes it extremely attractive.” As the global sport industry grows to cross \$600 billion and contributing to about 5% to the GDPs of various countries, India’s sport sector is ready to wrestle a major bite out of that lucrative commercial pie. The love for sport in India is moving beyond the game of cricket towards a wide variety of sports, resulting in the growth of viewership, participation, and sports-related industries. It has opened up new business opportunities for investors looking at the Indian market – from brand building and infrastructure to niche entrepreneurial ventures, emerging technologies, and services. The Indian sports ecosystem comprises of stakeholders from a wide range of fields, including governance, sports events, manufacturing, retail, infrastructure development, talent scouting and training, and sports marketing. Even the sports start-up ecosystem is buzzing with activity. Entrepreneurs are building business models across the breadth and depth of sports – from eduSports that enables schools to adopt sports education, Anthill Creations that creates cost effective play areas in unused spaces, ‘Sports for All’ to GoSporto that gives people access to playgrounds around them. At present, other than a select few corporates that have invested substantially in sport, such as the Jindal Group, the Reliance Group and the Tata Group, monetary contribution from most other corporates in India towards sport is primarily for sponsorship and advertising, and through the country’s CSR mandate. Long term and short-term sport projects, from tournaments to training centres; have been developed by Bajaj Auto Ltd., SAIL, NMDC, ONGC, GAIL, HDFC, etc. However, current CSR contributions to sport only amount to about a paltry 2% of all CSR funds. The sports industry sector may include several different segments such as sports tourism, sports equipment, sports apparels, sports footwear, sporting goods (in manufacturing and retail), sporting garments, sports infrastructure constructions, sports food, sports drinks, sports clubs, sports events, sports leagues and the available opportunities in sporting management and sponsorship. From IPL and ISL to Pro Kabaddi League, Premier Badminton League and Pro Wrestling League, the country is laying the foundations for a solid commercial innings for its sport industry and this in turn is benefiting the professional sporting fraternity. The establishment of a sports industry in India can reap rich dividends in different segments. Employment and the massive market opportunities which will open up within this industry will be enormous in the years to come.

Keywords: Sports Ecosystem, Sports Leagues, Sports equipment, and Sports goods.

INTRODUCTION

“The vastness of India’s sports sector and association with several other industries such as education, real estate, infrastructure, tourism, manufacturing and retail, makes it extremely attractive.” As the global sport industry grows to cross \$600 billion and contributing to about 5% to the GDPs of various countries, India’s sport sector is ready to wrestle a major bite out of that lucrative commercial pie. Promotion of sports across all spectrums of the society not only ensures inclusivity but also creates employment opportunities for its people. Sports always brings a sense of national pride that is incomparable to any other form of entertainment. The love for sport in India is moving beyond the game of cricket towards a wide variety of sports, resulting in the growth of viewership, participation, and sports-related industries. It has opened

up new business opportunities for investors looking at the Indian market – from brand building and infrastructure to niche entrepreneurial ventures, emerging technologies, and services.

SPORTS ECOSYSTEM IN INDIA

The Indian sports ecosystem comprises of stakeholders from a wide range of fields, including governance, sports events, manufacturing, retail, infrastructure development, talent scouting and training, and sports marketing. The Ministry of Youth Affairs and Sports (MYAS) and the Sports Authority of India (SAI) are key stakeholders of the Indian sports ecosystem. These government bodies are involved extensively in governance, funding, talent scouting and training (of players as well as coaches), and infrastructure development. The autonomous bodies — Indian Olympic Association (IOA), National Sports Federations (NSFs), State Sports Associations (SSAs) and District Sports Associations (DSAs) — play a major role in organizing and managing sporting events, and talent scouting and training. On the other hand, sports goods manufacturing and retail, and sports marketing activities (such as events and sponsorship management) are solely under the private sector. Non-profit organizations also play an important role in training, funding and infrastructure development through Public–Private Partnerships (PPPs). Another key stakeholder, although not involved in the governance or management of sports, is the ‘sports fan’. Fans bring life to a sport, and are the key to earning sponsorships, media rights, as well as selling merchandise.

SPORTS BUSINESS IN INDIA

Sport is regarded as one of the largest industries worldwide in terms of generating employment and revenue. Sports are a multi-billion-dollar global industry propelled by enormous consumer demand. The market size of the sports industry across India was over \$9.1 billion in 2019, and has a potential to touch \$10 billion over the next few years. Both grassroots sports and cricket was witnessing an upsurge, "The sports industry has grown from \$1.3 billion to \$2.7 billion in just a matter of five years. Sports are still at 1% share of our GDP, while globally the industry is sized at 5% of GDP share. While sports are good for society, private enterprise has proven that sports are good for business as well. Over the last few years, activity around the business of sports has been tremendous.

The introduction of sports leagues for entertainment and role of corporates has been increasing and evolving to create value for all stakeholders in the fraternity. From just 2 Sports leagues, seven years back, there are now over 15 domestic leagues in the country across Kabaddi, Football, Wrestling, Boxing, and Badminton. "They have overcome all roadblocks of infrastructure and training, put in staggering sums of money and collaborated. In many instances they created a whole new set of entities to build viable and scalable business models. All these leagues have all managed to find a place for themselves," consumers are watching them in their homes on TV or on their mobile phones on their daily commute. Brands are coming in, starting to ascribe real value to the impact that sport delivers by putting in sponsorship money. Even the sports start-up ecosystem is buzzing with activity.

Entrepreneurs are building business models across the breadth and depth of sports – from eduSports that enables schools to adopt sports education, Anthill Creations that creates cost effective play areas in unused spaces, ‘Sports for All’ to GoSporto that gives people access

to playgrounds around them. Companies with \$100 million net worth, revenue of \$200 million and/or net profit of \$1 million are mandated to spend 2 per cent of average earnings on Corporate Social Responsibility and sport is one of several categories of eligibility. Large corporates today are investing a significant part of their profits towards Corporate Social Responsibility (CSR) activities, of which sports promotion is also a part. This provides a great platform for brands to engage and invest in building sport." The overall contribution towards CSR is close to \$1.8 bn or INR 12,000 crores every year. At present, other than a select few corporates that have invested substantially in sport, such as the Jindal Group, the Reliance Group and the Tata Group, monetary contribution from most other corporates in India towards sport is primarily for sponsorship and advertising, and through the country's CSR mandate. Long term and short-term sport projects, from tournaments to training centres; have been developed by Bajaj Auto Ltd., SAIL, NMDC, ONGC, GAIL, HDFC, etc. However, current CSR contributions to sport only amount to about a paltry 2% of all CSR funds.

PLATFORMS AVAILABLE IN SPORTS BUSINESS

The sports industry sector may include several different segments such as Sports tourism, Sports equipment, Sports apparels, Sports footwear, Sporting goods (in manufacturing and retail), Sporting garments, Sports infrastructure constructions, Sports food, Sports drinks, Sports clubs, Sports events, Sports leagues, E-sports and the available opportunities in Sporting management and Sponsorship. It is seen across the globe that sports as a full-fledged industry can and may contribute about 1 to 5 percent of the country's GDP. The market size of the sports industry across India was over 91 billion Indian rupees in 2019. India's changing outlook towards fitness is fuelling the increase in demand for sports-related goods and services. Today sports is not just an active platform for marketing and creating branding opportunities for corporates investing in sports, but also creating value for fans across the country. Business of Sports has changed faces very rapidly in the recent past.

SPORTS GOODS MANUFACTURING IN INDIA

The Indian sports and fitness goods market reached a value of US\$ 3,621 Million in 2017. The market value is further projected to reach US\$ 6,054 Million by 2024, growing at a CAGR of 9.0% during 2019-2024. Almost 60 percent of all sporting goods manufactured in India are exported, especially to international retail brands, such as Mitre, Lotto, Umbro, and Wilson. India's labour-intensive economy provides opportunities for manufacturing firms setting up here. Over 500, 000 people are employed in the sports retail and manufacturing sector alone, and potential for growth in employment and revenue for firms in this sector is rising. Sports manufacturing is primarily centered in the north Indian states of Punjab and Uttar Pradesh, while the states of Gujarat, West Bengal, and Tamil Nadu are developing hubs. Indian sporting goods are internationally accredited and respected. For example, the towels used for the Wimbledon or footballs used at various international tournaments – such as the Singapore Cup and the South Asian Football Federation Championship – are sourced from India, pointing to global market prospects for this subsector.

RETAIL MARKET FOR SPORTS APPAREL AND SPORTS EQUIPMENT

The market size of the sports apparel and sports equipment and footwear across India was nearly \$310 billion in 2016. French sports company Decathlon, the world's largest sporting

goods manufacturer and retailer, was the first multinational (MNC) entrant into the sports retail market in India. Taking advantage of India's FDI rules (100 percent under the government approval route at the time now made automatic), Decathlon were able to set up 60 stores across India. Up to 30 percent of 5,000 products sold under their brand are sourced from Indian manufacturers. As first movers into this emergent market, they enjoy a dominant position and large revenues. With growing demand for sportswear and sports equipment, as well as the sustained government and corporate push to promote sports in India, the sports retail segment has untapped potential. Most manufacturers and retailers in India predominantly focus on equipment and apparel for cricket. However, with the advent of new sporting leagues, this sector is seeing an increase in demand for other sports-related goods, such as football, badminton, and hockey aside from fitness wear and equipment.

INVESTMENTS IN SPORTS LEAGUES

Sports leagues in India have invited valuable support and presence of corporate sector. Sporting leagues have not only promoted sports like Kabaddi, Soccer, Hockey in India; they have also created value for all stakeholders in the fraternity. All leagues have had varying levels of success in generating fan base, inviting sponsorships and ensuring financial viability and profitability for team promoters. From IPL and ISL to Pro Kabaddi League PKL, Premier Badminton League and Pro Wrestling League, the country is laying the foundations for a solid commercial innings for its sport industry and this in turn is benefiting the professional sporting fraternity. The ongoing development of major sporting leagues, such as the Indian Premier League IPL for cricket or the Indian Super League ISL for football with their enthusiastic fan base, shows a promising future for sports and affiliated sectors. ISL has earned around Rs 110 crore from brand sponsorships in 2019, Hero MotoCorp, which has bagged the ISL title sponsorship rights, has invested around Rs 60 crore in 2019. Board of Cricket Control of India (BCCI) has revealed it has earned Rs 4,000 crore in revenue after the cash-rich IPL league saw a significant rise in tv viewership as it became the first Indian sporting event to be telecast since the COVID-19 pandemic. The PKL generated Rs. 122 crores in 2016, Chinese handset maker Vivo had signed a five-year deal with PKL as its title sponsor value of Rs. 275-300 crores. Increasing private sector presence is shaping investment and collaborative practices in the Indian sports sector, which was too unorganized in the past to allow simple investment strategies. Foreign firms such as the Chinese Technology Company, Vivo, and sports retail giants Nike and Adidas, are developing interest in niche sports like kabaddi, hockey, and football through sponsorships and funding – in turn leveraging brand recognition and advertising opportunities. Future investors entering the Indian sports market will find navigating this sector easier due to federal incentives for this industry, and established working models and practices, by first-mover companies.

E-SPORTS

The global sports market was estimated at around \$517 billion in 2019. The market is expected to grow to \$614 billion by 2022 at an annual growth rate of nearly 6%. Between 2018 and 2022, the growing popularity of esports events is expected to drive the global sports market. e-sport or competitive video gaming is a multiplayer video game played competitively for spectators, typically by professional gamers. In 2017, the International Olympic Committee

(IOC) declared esports to be considered as a sporting activity. In 2017, global eSport revenues reached \$696 million, and they are expected to more than double by 2020, reaching \$1.5 billion.

CONCLUSION

The establishment of a sports industry in India can reap rich dividends in different segments. Employment and the massive market opportunities which will open up within this industry will be enormous in the years to come. However, new sports initiatives require professional human capital to speed up growth, and the harsh reality is that there are very few quality professional sports managers available in the country. Indian sports industry has an impressive growth prospect even though its fundamentals are not solid. This is where professional sports managers can bring a solid foundation to India's sports industry. Sports in India have a tremendous potential for expansion in the existing huge market. With a high growth economy and an ever-growing middle class with disposable income and leisure time, together with rapid growth in TV-owning households and a strong passion for sports, there is high potential for growth. These conditions have fostered a rapid rise in advertising, as local and international companies target this lucrative underdeveloped market through sports. Moreover, buying TV and marketing rights for the large sporting events that now regularly take place in India provides ample business opportunities and huge revenue for many companies. Besides cricket, recent years have clearly made it evident that other sports such as Formula One racing and the Hockey India League have some serious business propositions that can be explored. Moreover, with the coming of the Indian Super League, football is starting to achieve real traction with TV audiences, which are tuning in ever greater numbers for international leagues and competitions.

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A STUDY ON CHALLENGES AND SOLUTIONS IN E-COMMERCE

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ABSTRACT

The aim of this study is to explore the status of e-commerce. It also explores the challenges and opportunities of e-commerce in the perspective of the global economy. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. Moreover, E-Commerce has significant influences on the environment. Although the model is highly used in current business scenario but the option has not been explored at its fullest.

INTRODUCTION

Accessing the internet is currently hindered down by slow transmission speeds, frequent disconnects, cost of wireless connection and wireless communication standards over which data is transmitted. High-speed band width internet connections are not available to most citizens of the nation at an affordable rate. Mostly people are not aware about the English language or not so good in English language. So that for the transaction over internet through electronic devices, language becomes one of the major factors to purchases, hire and sell a particular product or services. Multiple issues of trust in e-commerce technology and lack of widely accepted standards, lack of payment gateways, privacy of personal and business data connected over the internet not assured security and confidentiality of data not in place to deploy ubiquitous IT infrastructure and its maintenance.

OBJECTIVES:

The objectives of present study are

1. To understand the present status and trends of E-Commerce.
2. To reveal the key variables influencing the increased usage of E-Commerce.
3. To recognize the Challenges and opportunities of e-commerce.

PROBLEMS AND SOLUTIONS

1. Online Identity Verification

When a visitor registers on an e-commerce website, the information they enter may not be genuine – therefore you cannot know if they are genuinely interested in purchasing. For example, cash-on-delivery purchases made with a fake phone number and address can result in massive losses in revenue. That's why it's important to perform online identity verification for each prospective customer.

Solution:

- **Look for signs of suspicious activity:** This can be an unusually high volume of orders or zip codes that do not match with a state or a city. Always send an automated verification link for customers that sign up to validate that the customer is genuine.
- **Make an automated call for a cash-on-delivery purchase:** Then, ask the buyer to validate the delivery address.
- **Use software solutions:** These solutions should identify fraudulent attempts by using multi-layered authentication. These programs have features such as SSN verification, identity checks and instant authentication, making it possible for your e-commerce business to stay ahead of fraudsters.

2. Cybersecurity Issues

Cyberattacks can compromise the security of your e-commerce website by infecting it with viruses and, what's even worse, they may compromise the security of your registered customers' data. Hackers can potentially gain access to this confidential data, including credit card details. This scenario is one of the greatest issues to overcome in the e-commerce business and it is certainly one of the biggest nightmares of every e-commerce owner.

Solution:

- **Manage your own servers:** Make sure your e-commerce website is hosted on a stand-alone server dedicated only to you. Sharing the same space on one server with multiple other sites is risky; if some of those websites get hacked, the malware files may infect the entire server – including your store.
- **Make regular data backups:** Creating a backup of your entire database and all your files is essential in the e-commerce business. You can't go wrong with the frequency of doing this, although the general rule of thumbs is – the bigger the website, the more often the backup should be performed. At Digital Silk, we run daily backups of all the websites we maintain.
- **Install security plugins and safety components:** These are specially designed to prevent hack attacks. There is a great online market of security plugins for different systems and platforms that include firewalls, two-factor authentications and more.
- **Update your e-commerce platform regularly:** Whatever platform or CMS your e-commerce website uses, make sure you update it regularly with official patches, plugins and other software developed by its creators. Their teams work actively on identifying current threats and create solutions to stop them in their tracks.

3. Shopping Cart Abandonment

One of the biggest problems' e-commerce businesses are facing – no matter their size – is shopping cart abandonment. Stats show that online shoppers abandon their shopping carts 68% of the time and some stores can see abandonment rates as high as 80%. So, how do you cut down on cart abandonment?

Solution:

- **Redesign your shopping cart:** Make sure there are no bugs or needlessly long and tedious processes such as form filling. One of the most common reasons for cart abandonment are tedious checkout processes.

- **Nurture your customers via live chat:** Having a support agent that will proactively reach out to and engage with a buying customer during key stages of their buyer journey can prevent them from leaving without purchasing.
- **Optimize for mobile:** 70% of global online sales are made via mobile devices. Faster-loading times, optimized images and disabled pop-ups on mobile sites mean fewer obstacles for customers to finish their purchase.
- **Use retargeting marketing:** A retargeting is a strategy of marketing products online to people who have already visited your e-shop and looked at said products. Customers that have been retargeted show up to 50%-60% likelihood of converting.
- **Send email reminders:** If your e-commerce website requires users to register in order to make purchases, you likely have their email address in your database. Create an elaborate email campaign of reminding them that they have not completed their purchase. Some platforms like Shopify have built-in email reminders.

4. Nurturing Customer Loyalty

Customer loyalty is a very fickle thing, even with the best-designed e-commerce websites with a huge assortment of products and smooth functionalities. Without customer loyalty, any business may struggle as acquiring a new customer is five times more costly than retaining an existing one. Increasing customer retention rates by 5% can increase profits by 25% to 95%. Customer loyalty is a matter of brand integrity and mutual trust between a seller and a customer. Since there is no face-to-face interaction like in a retail store, the development of trust and loyalty takes more time and effort in e-commerce.

Solution:

- **“Your culture is your brand”:** This saying hit home on so many levels. Customer loyalty is the result of great customer service, so you need to make sure your customers are satisfied with the entire process of purchasing online, from browsing your store casually, to ordering online and shipping. Nurture your customer service according to a competitive advantage you have over other online retailers.
- **Again – add a live chat:** Having a live customer support specialist that can reply promptly to your customers’ queries in a kind and reassuring way increases trust and makes your brand trustworthy and reliable in the eyes of shoppers.
- **Be transparent:** Display your address, phone number, customer testimonials and reviews and pictures and relevant info of your staff. This unmask your e-commerce business and gives it a humane dimension that makes it no longer anonymous.
- **Use loyalty programs:** Multi-tiered schemes that reward returning customers with points, discounts and coupons is a great customer service tool that fosters their loyalty and keeps them coming back.
- **Publish blog articles:** Content marketing such as informative blog posts relevant to your audience builds trust and boosts your credibility.

5. Product Returns and Refunds

Over 60% of online shoppers look at a shop’s return policy before making a purchase. 48% of customers would shop more if stores offered less complicated returns and an inconvenient returns policy deters 80% customers. Furthermore, 89% of online shoppers have made a return at one point during their shopping experience. This presents a challenge for

online retailers: how can you give your customers peace of mind knowing they can return products they aren't satisfied with, without potentially damaging the business through losses in shipment and reputation?

Solution:

- **Be transparent about your return and refund policies:** Make sure customers can find detailed info on this very easily in your Terms & Conditions and FAQs pages and make sure the policies are clear.
- **Avoid imperative phrases in your policy wording:** Phrases like “you are required” and “you must” can sound harsh and may intimidate customers. Try to soften your language in return policies.
- **Give options:** Consider providing various methods of shipping, payments and refunds as well as certain bonuses such as coupons and discounts for people dissatisfied with their purchase.
- **Remember that returns and refunds are a part of great customer service:** Keep in mind that customer service is a reflection of your brand and a gateway to customer loyalty.

6. Competition from Manufacturers and Retailers

Manufacturers and retailers that online stores buy products from in bulk eventually begin selling their goods directly to customers. This way, the company that used to be your partner becomes your competitor, which only gets worse if they create their own network of distributors. You can't prevent manufacturers from selling directly to customers – so, how can you minimize the problem?

Solution:

- **Prioritize partnering with manufacturers less likely to sell products directly:** The surest way for your retail partner to not become your competitor is to team up with smaller brands or brands focused on producing and delivering goods to shops rather than selling them directly.
- **Offer your products at lower prices or with additional benefits:** Such manoeuvres help boost sales of products that the manufacturer chooses to sell themselves directly.
- **Forge a contract with a language preventing this from happening:** When signing a contract with a manufacturer, include a statement that would restrict them from selling a certain product directly to a customer.

7. Providing Omni Channel Experience

Knowing that multi-channel shoppers spend three times more than single-channel shoppers is a strong incentive to overcome this e-commerce challenge. In a world with desktop and mobile devices, official e-commerce stores, live chats, forums, Facebook, Instagram and other social media pages, the modern shopper has a big number of touch-points they can reach out through. This creates an imperative for retailers: to adopt an omnichannel customer strategy. The alternative is lagging behind competitors and eventually be completely left behind.

Solution

- **Identify the most important channels for your customers and optimize them:** Optimize channels such as live chat, video calls, help centres, in-app messaging and

others through which support clients should contact customers. This optimization means personalization of messages and one-on-one interaction.

- **Be consistent and keep track:** By keeping track of customer interactions and conversations, you should be able to direct conversations based on their conversation history and reply to them contextually.

ECOMMERCE CHALLENGES CAN BE OPPORTUNITIES

Surviving the fierce e-commerce competition requires outstanding strategies. Be prepared to address all possible challenges and focus on building a customer-centric culture. This way, you may not only address challenges but you may also find what makes your customers tick, and offer them a customer experience they'll remember.

CONCLUSION

E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implemented. From the inception of the internet and e-commerce, the possibilities have become endless for both businesses and consumers. It creates more opportunities for profit and advancements for businesses, while creating more options for consumers. However, just like anything else, e-commerce has its disadvantages including consumer uncertainties, but nothing that cannot be resolved or avoided by good decision-making and business practices. There are several factors and variables that need to be considered and decided upon when starting an e-commerce business. Some of these include: types of e-commerce, marketing strategies, and countless more. If the correct methods and practices are followed, a business will prosper in an e-commerce setting with much success and profitability.

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EMPIRICAL STUDY ON EFFECTIVE PERFORMANCE APPRAISAL SYSTEM

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INTRODUCTION

Performance appraisal has been described as a management tool designed to encourage communications in the office, improve the quality of work produced, and promote individual accountability. This is the concept underpinning the legal requirement that all agencies evaluate employee performance (Derven, 1990). Winston and Creamer (1997) define performance appraisal as an organizational system comprising deliberate processes for determining staff accomplishments, through rating, to improve staff effectiveness.

OBJECTIVES OF STUDY

The objectives are divided into general and specific objectives.

General Objectives

The general objective of the study is to assess the effectiveness of the Staff Performance Appraisal (SPA).

Specific Objectives

The specific objectives include

- a) To assess employees' perception of the appraisal system.
- b) To examine the objectives of performance appraisal
- c) To assess the effectiveness of performance appraisal
- d) To identify the challenges of performance appraisal

SIGNIFICANCE OF THE STUDY

This study would bring to light employees understanding and appreciation of the performance appraisal system and the relevance of an objective, systematic and effective performance appraisal. Also, it would contribute to knowledge and literature because it would focus on how performance appraisal can be more effective which would enable management to develop a broader understanding of human resource management process. Further, it would provide information for human resource practitioners on how rules and regulations regarding performance appraisal work in universities and develop the necessary programmes to address weaknesses and reward performance

SCOPE OF THE STUDY

This study focuses on performance appraisal as human resource activity. Accordingly, respondents will be selected from some colleges.

OVERVIEW OF RESEARCH METHODOLOGY

The methodology of the study comprises the research design, population of the study, sampling procedures and data collection and analysis procedures. Data for the study comprises two main sources - secondary and primary sources. The primary data was obtained from responses elicited through the use of questionnaire from respondents which include staff of all the selected colleges.

LIMITATIONS OF THE STUDY

The researcher encountered the following problems in undertaking this study:

- i. The time frame given to complete the study did not allow an in-depth investigation into the study
- ii. The problem of inadequate funds limited the extent to which the researcher was able to move around to collect data.
- iii. The trustworthiness of some respondents may lead to inaccurate conclusion if false information was provided. Some respondents were scared to give information.

CONCLUSION

The study has examined the appraisal system and practice using respondents who were both junior and senior members from all the colleges of the university. Several findings were made and adequately discussed. Key among the findings was that the institution has in place an appraisal system with key performance criteria that have been developed and clearly identified. Effectively it came out that the process has helped in identifying systematic factors that are barriers to effective performance. Competent appraisal of individual performance in an organization or company serves to improve the overall effectiveness of the entity. McGregor in Moats (1999) describes the three main functional areas of performance appraisal systems as: administrative, informative, and motivational. According to Addison-Wesley (2001), appraisals serve an administrative role by facilitating an orderly means of determining salary increases and other rewards, and by delegating authority and responsibility to the most capable individuals. Again, Moats says the informative function is fulfilled when the appraisal system supplies data to managers and appraises about individual strengths and weaknesses. It must also be emphasized that the uniformity of the appraisal structure is vital because it ensures that all employees are evaluated on a standardized scale. Appraisals that are not uniform are less effective because the criteria for success or failure become arbitrary and meaningless. Furthermore, uniformity allows a company to systematically compare the appraisals of different employees with each other. The general conclusion therefore is that organisations should seriously consider methods and systems that would help them administer their appraisal process effectively so that the stated objectives will be achievable and subsequently translate into the organisation's performance.

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TRENDS AND GROWTH OF TOURISM SECTOR IN INDIA – A RESEARCH PERSPECTIVE

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ABSTRACT

Tourism is one of the most important service industries in terms of gross revenue and foreign exchange earnings. Its role and importance in forecasting economic development of a country and creating greater employment opportunities has been well organized worldwide. In India, the tourism industry has the potential to grow at high rate and ensure consequential development of the infrastructure. It has the capacity to stimulate other economic sectors through its backward and forward linkages and cross-sectional synergies with sector like agriculture, horticulture, poultry, handicrafts, construction, and transport and so on. It is also a major contributor to the national integration process of the country and encourages prevention of natural as well as cultural environments. The main purpose of this work is to explore the unlimited business opportunities to entrepreneurship in tourism industry and a guide for entering tourism business.

Keywords: Tourism business, Foreign tourist, Tourist income

INTRODUCTION

Travelling and Tourism has been an integral part of Indian culture and tradition. Tourism industry is the most vibrant tertiary activity and a multibillion industry in India. The potential and performance of India's tourism industry needs to gauge in terms of its socio- economic magnitudes. This paper discusses how India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. It aimed to change the attitude and behavior toward foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times. It also examines the impact of India's economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India's GDP, Foreign versus Domestic Tourists. The paper also explores that there has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. There are recently many events that have taken place, which are a big catalyst for prompting tourism in India like 20/20 IPL Cricket matches, Commonwealth Games, visit of President of USA have also helped the tourism industry and will continue helping in India and it will prosper to great heights and standards in near future.

STATEMENT OF THE PROBLEM

Tourism is not only an economic activity of importance in as much as it earns a country, the foreign exchange and provides employment; it can also correct adverse trade balance and regional imbalances, as they are both labour- intensive and capital-intensive

activities. It is an important medium of social cultural development, capable of promoting lasting goodwill and friendship among the nations of the world. It also helps in the regional development of the country and acts as a means of social education and better understanding among people of different regions in the country. In the long run, the most important contribution of tourism is in the area of developing understanding among varied cultures and life style. Tourism is basically a private sector activity in the development of infrastructure.

Private participation is the need of the hour. Very often, tourism and environment are in conflict. Many places in the interior of the country are not well-connected by proper roads, railways or airways. Excessive bureaucracy also delays new hotel and transportation projects. Tourists are often exploited economically, and criminal elements in India can make visits to India which is unsafe for women and elderly tourists.

TOURISM IS A BUSINESS

Tourism is one of the world's fastest growing industries as income is generated by the spending of goods and services required by tourists. The tourism industry is therefore very important to the well-being of many countries.

At the beginning of this century, tourism was turning into a business, although it slackened in the first half of the century, owing to the two world wars. After these difficulties, tourism came to signify the personal transfer from one place to another for income, for the purposes of consumerism as the result of economic well-being and technological progress. Tourism has led to the creation of new habits and different behavior and life models as well as a different conception of time.

TOURISM IN INDIA AS UPCOMING INDUSTRY

Home of Buddha, Gandhi and the seat of the Dali Lama, India has long draw certain types of tourists as a pilgrimage location. But with over 4,000 miles of coastline, a portion of the Himalayas and megalopolises like Bombay and Delhi, there are many other attractions to draw tourists. As a young country, having gained independence from Britain in 1947, India is in the midst of the process of honing, developing and expanding its tourism industry and messaging.

OBJECTIVES OF THE STUDY

1. To study the modus operandi of tourism sector in India
2. To analysis the trends and growth of tourism in India
3. To offer suggestions based on the findings

MODUS OPERANDI OF TOURISM SECTORS

According to the World Tourism Organization, the growth sectors in the 21st century are:

- Culture & Heritage
- Eco-Tourism
- Adventure Travel
- Special Interest Travel
- Sport Tourism
- Health & Wellness
- Cruising

HIGHLIGHTS OF INDIAN TOURISM

The following are the scope and highlights of Indian Tourism

- Increase in GDP making the tourism industry a unifying force
- Helping to preserve, retain and enrich our cultural heritages
- Increase in International Trade
- Giving more innovative promotion all measures for tourism
- Offering more Tourism Education
- Growth in Health Care Management
- Progress in Health Care Industries
- Multi-socio-cultural Activities
- Growth in Hotel Industry
- Focus on Rural Tourism
- Motivating private sectors to attract more tourists

REVIEW OF LITERATURE

Gary Mc Cain and Nina. M. Ray reveals that in recent years, the existence and nature of heritage tourism market has attracted substantial attention in the tourism industry. There appears to be a sub-segment of the heritage market that consists of tourists who have a personal connection with their heritage beyond a general relationship of collective ancestry. Those that travel to engage in genealogical endeavor, to search for information on or to simply feel connected to ancestors and ancestral roots are categorized as legacy tourists. This paper describes the heritage tourism market, discusses distinguishing characteristics that identify legacy tourists, and emphasizes to tourism managers the importance of recognizing and responding to this segment.

Craig Young and Duncan Light observe that post-socialist societies in East and Central Europe are creating new place identities to signify the end of socialism and a “return to Europe”. These processes are also linked to economic strategies centered on European and global integration, European Union accession and creating a suitable environment for attracting resources, particularly, Foreign Direct Investment. However, the heritage of socialism is still present in the landscape and is increasingly re-emerging, particularly through the heritage tourism industry, to disrupt and challenge post-socialist narratives of place identity. This paper considers the increasing importance of “Communist Heritage Tourism” as a form of cultural heritage tourism and explores its implications for economic development and European Integration.

Peter Schofield reveals the post-modern heritage tourism market has matured and contemporary preoccupation with an increasing number of topics from the past which has resulted in the emergence of different criteria for defining and interpreting heritage in terms of popular images of preferred histories. Within this context, visual media-themed heritage products are making an important contribution to tourism development. Manchester’s “Hollywood of the North” tour, which reconstructs the city’s image in its cinematographic past and present, is an example of new product development through interpretation and an alternative tourist experience of place which represents the coming of age of urban heritage tourism.

Duncan Light, in his paper, considers “Communist heritage” tourism in contemporary Central and Eastern Europe. As one form of special interest tourism, this phenomenon is an illustration of the ever-diversifying tourist gaze. However, such

tourism also raises wider issues concerning the relationship between tourism and the politics of identity in the region. Through consideration of three case studies of communist's heritage tourism (the Berlin Wall, Bu paper examines the strategies which different countries (Germany, Hungary and Romania) have adopted to negotiate and accommodate such tourism without compromising post-communist identities.

TRENDS AND GROWTH OF TOURISM INDUSTRY IN INDIA

The importance of international tourism in earning foreign exchange and thereby making a major contribution to the national economy as well as creating international goodwill and understanding, high priority is being accorded to the development of international tourism. Table1 explain the foreign tourist arrivals in India during the year.

Table – 1 Foreign Tourist Arrivals in India

Year	FTAs in India (in million)	Percentage
2002-03	2.38	-
2003-04	2.73	14.71
2004-05	3.46	26.74
2005-06	3.92	13.29
2006-07	4.45	13.52
2007-08	5.08	14.16
2008-09	5.28	3.94
2009-10	5.17	-2.08
2010-11	5.58	7.93
2011-12	6.30	12.90
2012-13	6.65	5.56
Total	51	110.67
Avg	8.50	20.12
SD	13.45	30.93
CV	1.58	1.54
CAGR	30.49	20.14

Source: Bureau of Immigration and Ministry of Tourism

GOI

As could be seen from Table 1 describe that the number of tourists arrived in India. The number of tourists has increased continuously from 2.38 million in 2002-03 to Rs. 6.65 million in 2012-13. During the year 2009-10 the number tourist has declined of-2.08 percent compare with previous years. The total growth rate of the tourist was shows 13.45 percent, The CAGR of the tourism is 30.49 percent. It shows the level of income has gradually increased from every year.

Table - 2 Foreign Exchange Earnings from Tourism in India

Year	Fee from Tourism (in India on US \$ million)	Percentage
2002-03	3103	-
2003-04	4463	43.83
2004-05	6170	38.25
2005-06	7493	21.44

2006-07	8634	15.23
2007-08	10729	24.26
2008-09	11832	10.28
2009-10	11136	-5.88
2010-11	14193	27.45
2011-12	16564	16.71
2012-13	18455	11.41
Total	112772	202.98
Avg	10252	25.93
SD	27246.53	46.02
CV	1.59	1.77
CAGR	33.00	11.32

Source: RBI and Ministry of Tourism, GOI

It is seen from Table 2 reveals that the amount of income arrived through the tourism industry in India. The income has increased continuously from Rs. 3103 million in 2002-03 to Rs. 18455 million in 2012-13. It has increased sixteen times during the study period. During the year 2009-10 the income has declined of-5.88 percent compare with previous years. The total growth rate of the tourism industry shows 202.98 percent, the standard deviation of income of tourism industry is 27246.53. The CAGR of the banks is 33.00percent. It shows the level of income has gradually increased from every year.

Table - 3 The Growth Potential of Indian (International) Tourism

Growth (%)	2012	2013	2014
Real GDP Growth	3.8	4.2	6.0
Arrivals (Trips)	11	10.7	10.5
Incoming Tourist Receipts Value (US \$)	4.3	11.7	10.1
Air Transport Value (US \$)	5.0	15.6	15.7
Hotels Value (US \$)	1.4	9.2	8.3
Travel Retail Value (US\$)	2.8	10.4	11.3

Source: Euro monitors International

Table 3 elucidates the trends and growth of tourism industry in India. The real GDP growth rates were increased every year during the analysis period like 3.8, 4.2 and 6.0 percent respectively. Similarly, all the aspects of tourism were increased during the analysis period like arrivals, income, air transport, hotels and travel retail value.

RECENT INITIATIVES TOWARDS TOURISM INDUSTRY

India is predicted to have over 300 million internet users by 2017, with more than 75 Percent active on social media.

- Online travel retail sales in India are forecast to reach US\$14.7 billion in 2017, following a 19 Percent CAGR from 2012.
- As smart phones and tablets become more main stream among Indian travellers, the mobile booking channel is expected to take off.
- Make My Trip saw over 1 million downloads of its mobile travel app by May 2013.

GOVERNMENT ON BOARD

- The Indian Ministry of Tourism recently started using social media to promote tourism sites throughout the country. It joined Face book in January2013.

- 70 Percent of all 4- and 5-star hotels in first-tier cities in India had established their presence in social media by August 2013.
- Leading Indian airline Jet Airways put social media at the center of its marketing, involving 10 different departments in its social media activities targeting consumers.

SUGGESTIONS OF THE STUDY

The following are the important suggestions for the development of tourism sector in India and it will enhance the economic growth

- support tourism organizations' capacity building;
- encourage new private sector tourism investment attraction; and
- Enhance Ontario's overall economic competitiveness and opportunities for the Ontario tourism industry.
- Through this offer more employment for the people.
- It creates more economic development to the country.

CONCLUSION

Tourism helps a country's economy in a various way. Tourism is a service industry and can have a significant effect on those countries with surplus labour. To this service industry human labour is extremely important, most sector of tourism industry are labour-intensive, and require relatively short training for most jobs. Jobs in tourism were always attractive and highly respected. It is a composite sector, generating income in a large number of activities as sectors and sub sectors like, hotel and other accommodation units, travel agents and tour operators, transport services, tourist resorts and complexes, shopping facilities including sales outlets for curios, handicrafts, souvenirs, and so on. The tourism sector is often criticized for providing only low- wage, seasonal employment, but it has to be obvious that if there were no tourism many workers in India would be unemployed.

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ABRIDGMENT OF FEMALE EDUCATION AND EMPOWERMENT IN TAMIL NADU

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ABSTRACT

Education is a milestone to female empowerment, because it enables them to respond to challengers to confront their traditional role and change their life. Empowerment can be viewed as means of creating a social environment in which one can make decision and make choices either individually or collectively for social transformation. Women empowerment is the pivotal part in any society, state and country. In this paper the female education in Tamil Nadu was picturised and the importance of education system were highlighted.

Keywords: Female, empowerment, education, government, societies, awakening

INTRODUCTION

At present globalization has presented new challengers in the realization of the goal of empowering women and now women empowerment has become the slogan and motto of many social reformers, government agencies and voluntary organization. In a developed society, education of women is as necessary as that of men; but in the developing and under-developed societies it has become more so for several socio-economic reasons. It is a potent instrument of social change. Education is necessary for its effective exercise and implementation of rights conferred on individual women by constitution of law. It also widens the cognitive map and enables the women to compare their position in the society *vis-à-vis* men. In the nineteenth century, girls' education had faced problems in India. But it is now a '*sine qua non*' of India's social and national development.

PRE-HISTORICAL STATUS OF WOMEN IN EDUCATION

Before the twentieth century, education for the women was an impossible task. Even government did not take any positive steps for it. But the development of women's education in British India could be largely attributed to persistent private effort. The parents were keen to marry their daughters and the women did not comprehend the necessity of education. Only the reformers insisted the importance of female education. Although liberal encouragements were offered, discouragement to education was in the Hindu and Muslim community. Muslim or Hindu girl was matriculated at the University of Madras in the nineteenth century.

AWAKENING OF WOMEN

There was a popular conservative saying, "Educate a woman and you put a knife into the hands of a monkey". The press gives the awareness, a popular western saying, "Educate a girl, and you can educate a entire family" was imparted into India in the twentieth century. The press laboured hard to create awareness against this attitude among the masses. A great change among the educated Indians was seen in 1921, who were eager to provide good education to their daughters for various socio-economic reasons. During the period the parameters of women's education were redefined. Because of the public awakening, the period showed progress in the education of women.

Due to the continuous pressure of the press and the public, the Government of Madras passed the Madras Elementary Education Act, 1920. It made provisions for compulsory education, but no provision for free female education. The education became a Transferred Subject in 1921 which passed into the hands of Indian Provincial Ministers responsible to the elected Legislative Councils. Girls were admitted into the classes at half rates of fees. A Deputy Directress of Public Instruction was appointed to monitor the girls' education. The number of trained female teachers was increased. Additional facilities were provided for the training of women teachers. Up to 1914 there was no separate women's college except two intermediate colleges in the Presidency. Due to the pressure given by the press and the public, the government took serious attempts to open separate women's colleges.

RESULT OF THE AWAKENING

In 1914, Queen Mary's College; the first Government college for women was started in Madras. In 1915, Women's Christian College was started in Madras. In 1916, there were only 151 women students including 14 medical students admitted into the colleges. The number increased to 330 including 25 medical students in the year 1920-1921. In 1947, there were seven Arts colleges for women in the Presidency and 1585 women students were admitted in the women's colleges besides 1961 women attending men's colleges. The number of women students received medical education from the Madras Medical College in 1908-1909 was 13.

In 1945 there were 194 women students in Madras Medical College studying M.B.B.S. In Vellore, with the efforts of Ida Sophia Scudder, School of Nursing for women was established in 1909 and it was upgraded to the level of College of Nursing in 1946. In 1918, a Medical School for women in Vellore was started, which was upgraded to M.B.B.S. standard in 1942 and got the popular name, Christian Medical College, Vellore. In total, the number of educational institutions for women in the Madras Presidency increased by 180% between 1920 and 1947. Because of the continuous propaganda by the women's organisations and the press, Muslims themselves later started demanding the extension of compulsory education to their girls. The Female literacy is not only an end itself, but also serves as a catalyst for overall performance in major social development sectors, including general literacy performance. Higher priority has been given by the government of Tamil Nadu to elementary education in the Development Plans to fulfill the requirements under Article 45 to the Constitution for universal free and compulsory elementary education for children upto the age of 14 years. Progressive rise in the enrolment ratio in the age group during the various plan periods shows the fruitful results.

OBSTACLE AND WELFARE MEASURES OF EDUCATION TO FEMALES

Even though the government claimed 93.35% enrolment of girls in primary schools, the continuing phenomenon of high levels of dropouts is indeed a cause for serious concern. It is important to recognize the fragility of the school attendance process. In other words, there are many obstacles for girls to continue their education with regular attendance. The Government of Tamil Nadu is performing to lift the female literacy welfare measures in the state. Under the scheme 'Distribution of free text books' the government distributed free set of text books to all the students of standards 1 to 8 irrespective of their gender. The government

distributed free school uniforms to the students to all school children.

To facilitate the students to reach the school easily free bus passes to the students are provided for the students below eighth standard and the students from 9th standard to 12th standard, irrespective of gender are provided with free bicycles. To encourage the education among the girl students the government is providing incentives to girl students. The students from standards 3 to 5 are being provided with Rs. 500/- a year and the students from the classes 6 to 8 are being provided with Rs. 1000/- a year as incentives. Attempts were made in Tamil Nadu to implement recommendations. The Tamil Nadu Government gave much importance to women's education by rendering all facilities in colleges.

The girls had a vital role to play in the advancement of the nation and in social life. For the development of female education, the Government's desire was to start women's college in every district. There was a standing testimony to the development of Higher education among women in Tamil Nadu. As the number of colleges increased even in the state, the enrolment of girls also increased in the colleges of Tamil Nadu. The Tamil Nadu Government wanted to protect the interests of women to promote their social status. Therefore, the need for setting up of a separate university for women was realized. So, a women university was established in the name of Mother Theresa by the Act No. 15 of 1984 in April 1984. It is called as Mother Theresa Women's University. It was instructed to offer consultancy service and conduct research in the area of women studies.

CONCLUSION

Education of women is the most powerful tool of change of position in society. It brings a reduction in inequalities and functions as a means of improving their status within the family. To encourage the education of women at all levels and for dilution of gender bias in providing Knowledge and education, established schools, colleges and universities even exclusively for women in the state. Tamil Nadu has a glorious tradition of recognizing the importance of empowering women. For bringing up females, especially from marginalized families in mainstream education, the state government is providing a package of concessions in various forms. Because of the efforts, the society is in a position to reap the fruits. It was suggested that we cannot ignore female education in reference to their empowerment. Thus, the women play an imperative role in making a nation progressive and guide it towards development because of education.

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A STUDY ON POLICY- HOLDER'S SATISFACTION OF LIFE INSURANCE CORPORATION OF INDIA AT TIRUNELVELI TOWN

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ABSTRACT

Life insurance has become one of the necessities of human life, it offers financial security to the policy holder and or his/her dependents in the event of his premature death or untoward disablement arising out of accidents. As death of the bread creates serve financial problem for the dependents and as the permanent physical or mental disablement also create even more serve financial problems for them, adequate financial provision in the form of different life policies is essential. one life policy may not be suitable for all individuals therefore out of different life insurance policies an individual takes out a suitable combination of policies depending up on his financial and family needs. Number of dependents in the family is one of the important factors in buying decision about the number and types of life policy holding and dependents

Keywords: Life policy, financial security, Disability, Financial provision.

INTRODUCTION

The most important aspect of human life is its uncertainty. In the modern industrialized era, human life and property are inevitably exposed to different kinds and varying degrees of risks and uncertainties. Human beings, to protect themselves and their property from total disaster, resort intelligently to protection coverage extended by the insurance companies which act as a trustee to the amount collected through premiums and provide certainty in the place of uncertainty. A very prominent step taken by human beings to mitigate the eventualities of life is investment in insurance companies which act as protectors of future ambitions and aspirations of the people. Insurance is a co-operative device which safeguards financially both longevity of human life or premature mishaps when man, out of genuine concern for his dependents, insures his life taking into account the various unforeseeable risk factors that are prevalent everywhere. The maturity amount takes care of not only the dependents of the insured, but also of self, when he is neglected or forsaken by his family members. Middle income groups certainly resort to insurance companies for their future financial needs and commitments. The salaried group depends upon insurance for saving for the future as well as for tax saving purpose.

Life Insurance business in India is being done by the Life Insurance Corporation of India (LIC), a statutory corporation and a monopoly in life insurance business, among other things, with the objectives of covering the risk of the life of the insured and to promote savings. Initially the corporation started its business with two kinds of policies viz whole life policy and endowment policy. Later the LIC introduced many more kinds of life policies with a view to bringing more investors into the fold of insuring their life and offering new kinds of benefits to the insured in terms of money back policy, double benefits, triple benefits, pension plan, unit linked insurance plan and so on. The LIC became a life insurance products supermarket dispensing varieties of life insurance products to the investors. The Government of India extended its support to the life insurance business of the LIC by way of income tax benefits to

the savings of the policy holders in life insurance policies, permitting the policy holders to pay premiums through deductions in salaries and no income tax on the benefits from life insurance policies. Beyond covering the risk of the insured the LIC also offers bonus to the sum assured from the first year of the policy.

REVIEW OF LITERATURE

Kunjalsinha in his study stated that insurance companies are working in a highly competitive market where consumers have many companies and products to choose from. Hence it becomes necessary for insurance companies to maintain loyal customer base by increasing customer loyalty through improved service quality. The data were collected from the individuals who bought life insurance policy of various life insurance companies after February 2005 in five selected cities of Gujarat. His study given by factor analysis is performed where five factors are derived namely, sincere and prompt services, comparison and courteous, meticulous and customers orientation, flexibility and tangibility. The study emphasises that the customers should be given prompt service. They should feel safe in their dealings with the company and the company should give individual attention to the customer.

Rajeshwari. K and Karthesswari. S in their study stated that majority of the respondents (54%) were in the age group 21 to 40 years. 70% of the respondents were male, and most of the male policyholders are taking the policy in their own interest. Female persons are given importance as nominees, 31% respondents preferred endowment policy, 41% of the respondents have continuously taken the policies from LIC of India, 82 % respondents paid the premium regularly, and are very careful on non-lapsation. Among the policy holders whose policies lapsed, they were not able to pay the premium due to the financial difficulty.

Aiju S Research Scholar, Dr. Shibu John, in their research article titled “Agency management - The Insurance Agent and Its Role” have concluded that the insurance agent plays a vital role in promoting and selling of insurance products and services to its customers. Giving sound financial advisory services and customer support to the clients deals with not only individuals but families and corporate business too. The agent is a brand ambassador for the principal company as well. In present scenario, the principal company provides attractive remuneration to their agents in form of commission career opportunity, rewards and recognition.

STATEMENT OF THE PROBLEM

Life insurance is a contract between the insurer and policyowner. Life insurance is the business of effecting contracts of insurance upon human life including any contract where by the payment of money is assured on death expected death by accident on the happening of any contingency depended on human life and any contract which is subject to the payment of premium for a term dependent on human life.

Insurance contracts run for a long period and the type of customers are varied. The customer’s demand in the past is different from the present one. The increase in the awareness of the population is a result of the increase in their knowledge. India is a jumbo-sized opportunity for life insurance. The emerging middle-class population, growing affluence and the absence of a social security system combine to make India one of the world’s most in life insurance markets. There are number of studies available in the field

insurance but there is no systematic study on policy holder's satisfaction. Therefore, it is necessary to undertake the study on policy- holder's satisfaction of life insurance corporation of India at Tirunelveli Town.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- ✓ To review the previous literatures
- ✓ To bring out the social economic characteristics of LIC Policy -holders.
- ✓ To study the policy holder's satisfaction towards of LIC and its products
- ✓ To offer valuable suggestion

METHODOLOGY

The researcher has collected the primary data through the questionnaire. The questionnaire was distributed directly by the research to the sample respondents of Tirunelveli town. The data were collected from various secondary sources like journals, books, magazine, newspapers and websites.

SAMPLE DESIGN

For the study purpose, 100 sample respondents were selected by applying simple random sampling method.

PROFILE OF THE RESPONDENTS:

To study the socio-economic conditions of the police holders, the collected data were classified on the basic of their age, gender, education, occupation and monthly income

Age:

The age of the respondents is presented in table 1.

Table 1: Age of the respondents

S.No	Age	No of Respondents
1.	Below 25 years	12
2.	26-35 years	25
3.	36-45 years	48
4.	Above 45 years	15
5.	Total	100

Source: Primary data

Table 1 reveals that most of the respondents (48) are in the age group of 35 – 45 years. Only 12 respondents are in the age group of below 25 years.

Gender:

The following table presents the gender of the respondents.

Table 2: Gender of the respondents

S.No	Gender	No of Respondents
1.	Male	56
2.	Female	44
3.	Total	100

Source: Primary data

It is inferred from table 2 that most of the respondents are male (56).

Literacy:

Literacy level of the respondents were categorised as under-graduation, post-graduation professional and others.

Table 3: Literacy level of Respondents

S.No	Education	No of Respondents
1.	Under-Graduation	40
2.	Post- Graduation	15
3.	Professional	25
4.	Others	20
5.	Total	100

Source: Primary data

Table 3 presents the literacy level of the respondents; 40 respondents are having UG degree.

Occupation:

Occupation plays an important role in the field of insurance, the occupation of the sample respondents are as follows, business, salaried employee and others

Table 4: Occupation of the respondents

S.No	Occupation	No of Respondents
1.	Business	40
2.	Salaried Employee	35
3.	Others	25
4.	Total	100

Source: Primary data

Table 4 reveals that most of the respondents are doing business.

Monthly Income:

For the study purpose the respondent's monthly income were classified as below Rs. 10,000, Rs.10,001 – Rs. 20,000, Rs. 20,001 – Rs. 30,000, Rs. 30,001 – 40,000 and above 40,000.

Table 5: Monthly income

S.No	Monthly Income	No of Respondents
1.	Below Rs.10,000	27
2.	Rs.10,001-Rs.20,000	40
3.	Rs.20,001-Rs.30,000	18
4.	Rs.30,001- Rs.40,000	10
5.	Above Rs.40,000	5
	Total	100

Source: Primary data

Table 5 presents the monthly income level of the respondents. Only 5 respondent's monthly income is above Rs. 40,000.

POLICY HOLDER'S SATISFACTION

The success of any business is based on the satisfaction of their customers towards their quality of service, awareness, etc., for the study purpose policy holder's satisfaction

towards of LIC and its products are classified as Source of awareness created by LIC, Satisfaction towards Premium Rate, Receipt of Accident Benefit on time and duration of policy.

Table 6: Policy Holders Satisfaction towards LIC and its Products

S.No	Particulars	Dissatisfied	Moderate	Satisfied	Total
1.	Source of awareness created by LIC	25	45	30	100
2.	Satisfaction towards Premium Rate	20	35	45	100
3.	Receipt of Accident Benefit on time	30	20	50	100
4.	Duration of Policy	25	20	55	100

Source : Primary data

Table 6 reveals that in source of awareness created by LIC, 45 respondents expressed their opinion as moderate. 20 respondents are not satisfied towards the premium rate. 50 respondents are satisfied with the receipt of accident benefit on time and 55 respondents are satisfied with regards to duration of policy.

SUGGESTIONS AND CONCLUSION

LIC must take various measures to create awareness to all people in particular to rural peoples. It is suggested that by conducting various programs through media. LIC must train their agents to focus on premium rates and benefits of various policies so that they can explain it to all kinds of customers. Most of the policy holders are satisfied with their agent's service followed by the receipts of accident on time

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INFLUENCE OF INTERNET BANKING SERVICE QUALITY ON CUSTOMER SATISFACTION - AN INDIAN EXPERIENCE

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ABSTRACT

This paper identifies the dimensions of internet banking service quality and the influence on customer satisfaction. The research is based on a theoretical model which consists of five internet bank service quality dimensions and one exogenous variable. The data have been collected from 250 bank customers. A total of 250 Internet Bank customers participated in the study and provided data. The researchers used convenience sampling method for collecting data from the respondents. The findings of factor analysis revealed five dimensions of internet bank service quality, namely Responsiveness, Trust, Convenience, Efficiency of Website and Security. Among the internet bank service quality dimensions, trust and efficiency of a website were found to be positively affecting customer satisfaction. These study findings would help the policy makers in general; bank officials in particular to develop suitable policies relating to internet bank service quality.

Keywords: Responsiveness, Service Quality, Efficiency of Website, Security, Trust

INTRODUCTION

Banking services are important in human being's life. Of late, banks have been undergoing operational difficulties owing to the ever-changing technology and expectations of the bank customers. As a result, to provide efficient customer services, banks have used technology as a tool to deliver financial services. Furthermore, many foreign banks and private bank branches operating in India have increased. The competitions are increasing in the banking sectors and customer expectations towards banking services have also increased. In the dynamically changing banking sector, product variation is difficult as most banks offer similar services. Hence, it becomes essential for the banks to differ from other banks by means of service quality (Stamenkov and Dika, 2015) to enhance customer fulfillment. Prior studies found that almost all the banks in India use internet banking as a delivery channel and strategic tool for business development (Safeena et al., 2014). Prior studies have found the benefits of net banking usage and highlighted that internet banking service is beneficial for banking sectors and customers (Alwan and Al-Zubi, 2016; Rohi, 2016; Martins et al., 2014). SERQUAL model was used to quantitate the service quality of the internet banking (Han and Back 2004; Rod et al., 2009; Zafaret al., 2012). The way customer perceives the service quality of net banking varies from traditional service. Therefore, examining the service quality in the internet banking is essential (Ho and Lin, 2010; Choudhury, 2013; Sing and Kaur, 2013; George and Kumar, 2014; 2015; Ranaweera and Sigala, 2015). Therefore, it is indispensable to know how service quality dimensions of the internet banking make an impact on the customer satisfaction. Previous researches on service quality revealed that banking service quality determines the customer

insight of the comprehensive service quality of the banks, by facilitating them to create sustainable competitive advantage (Stamenkov and Dika, 2015, Meuter et al., 2000). Internet banking is significant for both customers and banks as it offers a extensive range of e-transactions irrespective of the time and place (Alkailani 2016). However, internet banking reduces staff resources and physical facilities in the banks. In the service marketing literature, some researchers found customer satisfaction as a precursor of service quality (Parasuraman et al., 1985, Bitner et al., 1990; Carman, 1990) and other researchers have considered that service quality is a precursor of customer satisfaction (Amin and Isa, 2008; Anderson and Sullivan, 1993; Cronin et al., 2000; Sheng and Liu, 2010, Yap et al., 2012). Prior studies conducted by researchers have not studied the usage of internet banking in developing countries and the reason for the low penetration of online services (Khodakarami and Chan, 2013; Maitah and Hodrab, 2015; Al-Ajamand Nor 2015; Tarhini et al., 2016).

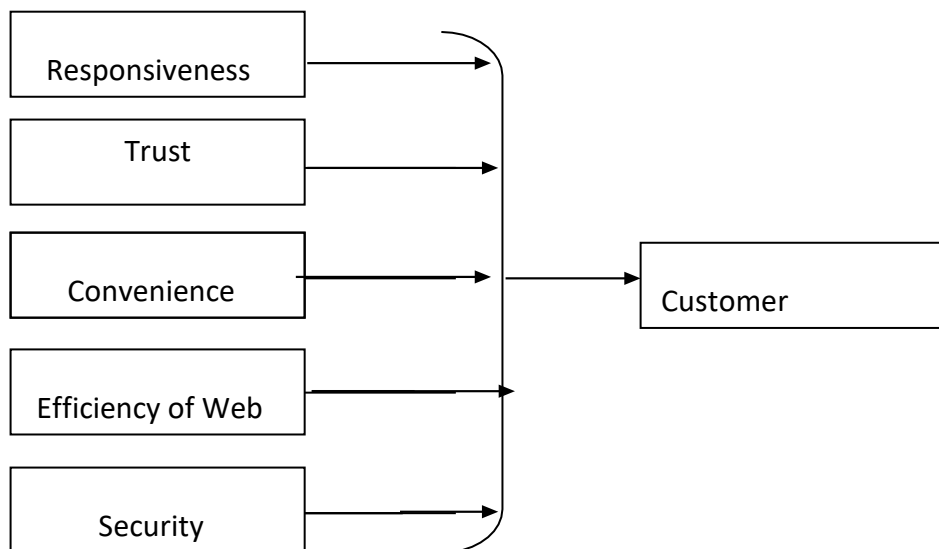
This research study throws light on significant contribution to the literature on service quality of internet banking by exposing how service quality dimensions will influence customer satisfaction. This study identified five vital dimensions of service quality (responsiveness, Trust, Convenience, Efficiency of Website and Security). Therefore, better understanding Internet Banking Service Quality will help bank officials in particular, to develop and monitor better strategies to maintain a good rapport with their customers.

REVIEW OF LITERATURE

An attempt has been made by Muslim Amin (2016) to study the internet banking service quality and its influence on e-customers' satisfaction and e-customers' loyalty. This study identified four distinct constructs. These are: personal need, site organization, user friendliness and efficiency of the website. This study found that the efficiency of the website to be significant dimensions of internet banking quality. Yang and Fang (2004) revealed that ease of use and usefulness are essential dimensions in assessing online service quality. Zeithaml et al., (2001) identified that access, personalization, efficiency, flexibility, reliability, ease of navigation, responsiveness, security/privacy, assurance/trust, site aesthetics and price knowledge are the dimensions of e service quality. Pervious research studies have found that service quality is positively associated to customers' satisfaction in the context of an online environment (Han and Back, 2004). Jayawardhena (2004) identified 5 dimensions of service quality like access, website interface, trust, attention and credibility. Chien-Ta Bruce Ho and Wen-Chuan Lin (2010) found that customer service, web design, preferential treatment, assurance, and information provision are the dimensions of internet banking service quality. Yee et al., (2011) point out that internet banking service quality is relates to customer satisfaction. A study conducted by Rod et al., (2009) found that online information system quality, customer service quality, and banking service product quality have impact on internet banking service quality. Santouridis et al., (2009) found that empathy and web assistance play a key role in recommending the service to customers. Thaichon et al., (2014) found that network quality; information support, customer service, privacy and security are influenced by service quality.

RESEARCH MODEL

This research study is approached by the following model:



OBJECTIVES OF THE STUDY

The main aim of the study is to identify the dimensions of internet banking service quality and its impact on customer satisfaction.

METHODOLOGY

This study was conducted in Coimbatore district, a city in Tamil Nadu, India. The sample consisted of customers who have accounts with private and public sector Bank. The researchers used questionnaire method for collecting data from the bank customers. The questionnaire comprises of three sections. The first part consists of the demographic profile of Bank customers, second part and the third part consist of variables relating to Internet Banking Service Quality dimensions and Customer Satisfaction respectively. The questionnaire was framed in both Tamil and English. Before collecting data, the aim of the research was described to the customers. The researchers collected data through to a convenience sampling method. Of the 320 customers contacted, 280 customers immediately agreed to answer the questionnaire. 30 questionnaires were removed on account of missing data. Therefore 250 questionnaires were collected from the customers. The data collection exercise was done on the select banks over four months at different time intervals. Before administering the questionnaire to the respondents', content validity of the questionnaire was ensured by means of careful review. The variables relating to the present study were adopted from the previous works of Herington and Weaven 2009; Parasuraman et al., 1988.

PROPOSED HYPOTHESIS

- H₀₁: There exists a relationship between Responsiveness and customer satisfaction.
- H₀₂: There exists a relationship between Trust and customer satisfaction.
- H₀₃: There exists a relationship between Convenience and customer satisfaction.
- H₀₄: There exists a relationship between Efficiency of website and customer satisfaction.
- H₀₅: There exists a relationship between Security and customer satisfaction.

Table I: Demographic Profile

Sl No.	Profile Variables	Description	Percentage
1	Gender of the Respondents	Male	66
		Female	34

2	Annual Income	Below Rs. 2,00,000	36
		Rs. 2,00,000 – Rs. 5,00,000	41
		Rs. 5,00,000-Rs.10,00,000	19
		Above Rs. 10,00,000	04
3	Occupation	Business man	54
		Private Employment	34
		Agriculture	12
4	Educational Qualification	Up to +2	18
		Under Graduation	37
		Post-Graduation	28
		Others	17
5	Type of Account	Current account	38
		Savings account	52
		Fixed deposit account	10
6	Age of the Respondents	Less than 30 years	22
		30 to 45 years	28
		45 to 60 years	29
		Above 60 years	21

Table 1 reveals the descriptive profile of the bank customers in which 66 percent of the respondents are men and 34 percent are women. As depicted in table no. 1, 41 percent of the respondents fall in the annual income of 2 to 3 lakhs rupees as yearly income. In total, 54 percent of the respondents own business as the occupation. In relation to educational qualifications, 37 percent of the customers completed undergraduate, 52 percent of the respondents had a savings account, 29 percent of the customers come under the age group of 45 to 60 years.

Table II - Reliability of the Data

Dimensions	No. of original items	No of items retained	Cronbach's Alpha
Responsiveness	4	4	.781
Trust	4	4	.727
Convenience	4	4	.763
Efficiency of website	5	5	.717
Security	5	5	.711

Cronbach Alpha is administered to evaluate the internal consistency of the data. If the Cronbach Alpha value is greater than or equal to 0.7, it is considered acceptable for the data to be reliable (Hair et al., 2006). Since the Cronbach's Alpha values of all the dimensions are above the limit, the service quality dimension factors have internal consistency. Table III shows the results of factor analysis on the 22 service quality items Categorised into five groups. The internet banking items were factored into five factors explaining 72.173 of the total variation.

Table III - KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling adequacy		.731
Bartlett's Test of Sphericity	Approx. chi-square df	621.964
	Sig.	231
		.000

In order to validate the adequacy of the sample, Kaiser - Meyer - Olkin (KMO) and

Bartlett's tests were used. If the value of KMO test is greater than 0.50, it is revealed that each factor is adequate items for making proper group. From table III, the KMO value is more than 0.5 and the significance level is 0.000 which revealed that factor analysis is appropriate. Table III reveals that the value $\chi^2 = 621.964$, $df = 4.231$, significance ($P < 0.001$) and the suitability of data for factor analysis. The factor analysis results in five factors.

F1: Responsiveness: This is the significant factor as it explains 22.100 percent of the total variance. The Four items have been loaded on this factor.

F2: Trust. The second factor explains 17.542 percent of the total variance which is trust.

F3: The third factor named as convenience as it explains 11.692 percent of the total variance.

F4: Efficiency of website: Efficiency of the website is the fourth factor which explains 10.825 percent of the total variance.

F5: Security: The fifth factor Security explains 10.015 percent of the total variance.

Table IV - An Analysis of the Influence of Internet Bank Service Quality Dimensions (IBSQ) on Customer Satisfaction

Factors	Unstandardized coefficient		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	.167	.176	—	.948	.345
Responsiveness	.136	.098	.124	1.388	.168
Trust	.184	.087	.177	2.124	.036**
Convenience	.131	.097	.109	1.353	.179
Efficiency of website	.401	.115	.353	3.501	.001**
Security	.071	.090	.072	.797	.427
R ²	.660				
Adjusted R ²	.642				
F statistics	36.300				
Significance	.000				

Significant at the 0.05 percent level

In order to study the impact IBSQ dimensions on customer satisfaction multiple regression analysis has been administered. The factor scores of the five service quality factors obtained from factor analysis (Responsiveness, Trust, Convenience, Efficiency of web site and Security) represented the independent variables, whereas customer satisfaction represented dependent variables. Table IV reveals that the overall regression model is significant ($F=36.300$, $p < 0.000$). Adjusted R is 0.642 refers to 64.2 percent of the difference in the customer satisfaction is explained by five IBSQ dimensions. The findings correlated to trust reveal that it has impact on customer satisfaction ($\beta = 0.177$, $t = 2.124$, $p < 0.05$) the respondent does not have influence on customer satisfaction, ($\beta = .124$, $t = 1.388$, $p > 0.05$). The results reveal that efficiency of the website has an influence on customer satisfaction ($\beta = .353$, $t = 3.501$, $p < 0.05$). Furthermore, convenience ($\beta = .109$, $t = 1.353$, $p > 0.05$), Security ($\beta = .124$, $t = 1.353$, $p > 0.05$) does not show the impact on customer satisfaction.

CONCLUSION

The aim of this research study is to identify the IBSQ dimensions and also find which dimensions have significant impact on customer satisfaction. The researcher's collected the

data by using a questionnaire method. The results of exploratory factor analysis reveal that five dimensions (explaining for 72.173 percent of the total variance) like, Responsiveness, Convenience, Trust, Efficiency of the website, and Security were taken out. Five factors obtained from the factor analysis like Responsiveness, Convenience, Trust, Efficiency of the website, and Security have been considered as independent variables, Customer Satisfaction has been taken as the dependent variable. Considering the factors individually, Trust and Efficiency of the website are significant towards customer satisfaction. Other dimensions like Responsiveness, Convenience and Security do not have any significance. The findings of this study prove in line with Sohail and Shaikh (2008) and Herington and Weaven (2009) proved that efficiency of the website is the highly influencing factor in IBSQ dimensions.

LIMITATIONS & SCOPE FOR FURTHER STUDY:

This research study has been accomplished in commercial banks operating in Coimbatore District, which limit the generalize ability on the results. In the future, similar studies might be conducted in the wider area. As this study is cross-sectional nature, future studies might be conducted in the form of longitudinal studies so that the stability of the model in different time can be ascertained. This study has not been able to take customer loyalty in to consideration. This study considers only limited variables, in future numbers of variables could be considered. This study is country specific internet banking on service quality in India and might not be applicable to other countries. Therefore, in future comparative studies with regard to Internet Banking Service Quality might be conducted. Furthermore, the proposed model of this stud explained only 72.173 percent of the variance in internet service quality factors. Therefore, future studies can focus on other important internet banking service quality dimensions.

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IMPACT OF DIGITAL PAYMENT DURING COVID'19

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ABSTRACT

Every day, the world is waking up to the growing number of cases and unprecedented reports of government efforts to keep citizens safe and stem economic impacts, efforts that depend on access to reliable and quality data. Most of the sectors severely affected by this COVID'19. Only government production measure will be helpful to move the next step in the positive way. Government relaxed financial packaging help to survive this situation. The present study is restricted to know the impact of digital payment during COVID'19 and the experience of the users who are living in Tirunelveli city. The researcher has selected convenience sampling technique and the total number of samples was 87. The structured interview schedule was used to collect the relevant data. The suitable statistical tools are Percentage Analysis, Garret ranking and Chi Square Test applied for analysis and interpretation.

Keywords: Electronic clearing service, Immediate Payment Service, National Electronic Fund Transfer, Virtual Payment Address, Point of Sale, Internet Banking, Aadhaar Enabled Payment System

INTRODUCTION

Digital transaction is defined as transactions in which the customer authorizes the transfer of money through electronic means, and the funds flow directly from one account to another. These accounts could be held in banks, or with entities/ providers. These transfers could be done through means of cards (debit/credit), mobile wallets, mobile apps, net banking, Electronic clearing service (ECS), National Electronic fund transfer (NEFT), Immediate payment service (IMPS), pre-paid instruments or other similar means. Payments are made using payment instruments. Check and cash are examples of payment instruments. However, digital payment is not a single instrument but rather an umbrella term that is applied to many instruments used in various ways. It can be defined as a way of paying for service or goods via an electronic medium without the use of cash or check. It is also known as electronic payment system or e-payment or digital payment.

STATEMENT OF THE PROBLEM

During the pandemic situation whole world has faced many problems to lead their day-to-day life. In this pandemic period may change the life style of the people. The Government has announced lockdowns and follows certain strict rules. So, the people have faced many problems to satisfy their basic needs also. After some relaxations announced by the government, most of the transactions are done through the online. So, this study shows the impact of digital payment during pandemic situation/COVID'19.

OBJECTIVES OF THE STUDY

- To know about the demographic and socio-economic characteristics of the respondents.
- To understand the factors influencing digital payments.
- To understand about the problems faced by the respondents using digital payments
- To identify the perception on digital payment of the respondents.
- To assess pros and cons of digital payment.
- To give valuable suggestion to improve the quality and service of digital payments.

SCOPE OF THE STUDY

The scope of the present study is restricted to identify the impact of digital payment during COVID'19 in the Tirunelveli city.

METHODOLOGY

This section describes the methodology which includes collection of data, construction of questionnaire and framework of analysis. Both primary and secondary data are used. Primary data have been collected in several areas through on questionnaire. Secondary data have been collected from standard books, journals, newspapers, articles, magazines, websites, etc. The researcher has been selected on convenience sampling technique and the total number of samples was 87. The structured interview schedule was used to collect the relevant data. Apart from the necessary tables suitable statistical tools are applied for analysis and interpretation like simple percentage analysis, Garrett ranking and chi square test.

LIMITATIONS OF THE STUDY

This study is mainly based on the data given by the respondents which may not be Cent percent correct besides some of the other limitations are:

- ❖ This study was carried out only among the respondents those who are used digital payment in Tirunelveli city.
- ❖ The sample size was restricted to 87 respondents due to time constraints.
- ❖ The sample was taken on the basis of convenience; therefore, the shortcomings of the convenience sampling may also be present in this study.

TYPES OF DIGITAL PAYMENT METHODS

Banking Cards

Cards are among the most widely used payment methods and come with various features and benefits such as security of payments, convenience, etc. The main advantages of debit\credit or prepaid banking cards is that they can be used to make other types of digital payments. For example, customers can store card information in digital payment apps or mobile wallets to make cashless payments. Some of the most erupted and well-known card payment systems are Visa, Rupay and Mastercard, among others. Banking cards can be used for online purchase. In digital payment apps, POs machines, online transactions, etc.

USSD

Another type of digital payment method, *99#, can be used to carry out mobile transactions without downloading any app. These types of payments can also be made with no

mobile data facility. This facility is backed by the USSD along with the National payments corporation of India (NPCI). The main aim of this type of digital payment service is to create an environment of inclusion among the underserved sections of society and integrate them into mainstream banking. This service can be used to initiate funds transfers, get a look at bank statements and make balance queries. Another advantages of this type of payment system is that is also available in Hindi.

AEPS

Expanded as Aadhaar enabled payment system, APES, can be used for all banking transactions such as balance enquiry, cash withdrawal, cash deposit, payment transactions, Aadhaar to Aadhaar fund transfers, etc. All transactions are carried out through a banking correspondent based on Aadhaar verification. There is no need to physically visit a branch, provide debit or credit cards, or even make a signature on a document. This service can only be availed if your Aadhaar number is registered with the bank where you hold an account. This is another initiative taken by the NPCI to promote digital payments in the country.

UPI

UPI is a type of interoperable payments system through which any customer holding any bank account can send and receive money through a UPI- based app. The service allows a user to link more than one bank account on a UPI app on their smartphone to seamlessly initiate fund transfers and make collect requests on a 24/7 basis and on all 365 days a year. The main advantages of UPI are that it enables users to transfer money without a bank account or IFSC code. All you need is a virtual payment address (VPA). There are many UPI apps IOS platforms. To use the service, one should have a valid bank account and a registered mobile number, which is linked to the same bank account. There are no transaction charges for using UPI. Through this, a customer can send and receive money and make balance enquiries.

Mobile Wallets

A mobile wallet is a type of virtual wallet service that can be used by downloading an app. The digital or mobile wallet stores bank account or debit\credit card information or bank account information in an encoded format to allow secure payment. One can also add money to a mobile wallet and use the same to make payments and purchase goods and services. This eliminated the need to use credit\debit cards or remember the CVV or 4-digit many banks in the country have launched e-wallet services and apart from banks, there are also many private players. Some of the mobile wallet apps in the market are Paytm, Mobile in, forecharge, etc. The various services offered by mobile wallets include sending and receiving money, making payments to merchants, online purchases, etc. some mobile wallets may charge a certain transaction fee for the services offered.

Bank Pre-Paid Cards

A prepaid card is a type of payment instrument on to which you load money to make purchases. The type of cards may not be linked to the account of the customer. However, a debit card issued by the bank is linked with the bank account of the customer.

PoS Terminals

Traditionally, PoS terminals referred to those that were installed at all stores where to these were installed all store where purchase were made by customers using credit\debit cards. However, with digitization the scope of PoS is expanding and this service is also available on mobile platforms and through internet browsers. There are different types of PoS terminals such as physical PoS, mobile PoS and virtual PoS. physical PoS terminals are the ones that are kept at shops and stores. On the other hand, mobile PoS terminals work through a table or smartphone. This is advantages for small time business owners as they do not have to invest in expensive electronic registers. Virtual PoS system use web-based applications to process payments.

Internet Banking

Internet banking refers to the process of carrying out banking transaction online. These may include many services such as transferring funds, opening a new fixed or recurring deposit, closing an account, etc. internet banking is also referred to as e-banking or virtual banking. Internet banking is used to make online fund transfers via NEFT, RTGS of IMPS. Banks offer customers all types of banking services through their website and a customer can log into his\her account by using a username and password. Unlike visiting a physical bank, there are to time restrictions for internet banking services and they can be availed at any time and on all 365 days in a year. There is a wide scope for internet banking services.

Mobile Banking

Mobile banking is referred to the process of carrying out financial transactions/banking transactions through a smart phone. The scope of mobile banking is only expanding with the introduction of many mobile wallets, many banks have their own apps and customers can download the same to carry out banking is a wide term used for the extensive range or umbrella of services that can be availed under this.

ANALYSIS AND INTERPRETATION

Table 1 Socio- Economic Profile of the Respondents

Sl. No	Demographic profile	Variables	No. of respondents	Percentage
1	Gender	Female	32	36.78
		Male	55	63.22
2	Age	Below 30years	35	40.23
		31years - 40 years	15	17.24
		41years -50 years	20	22.99
		51 years & above	17	19.54
3	Educational Qualification	SSLC	23	26.44
		HSC	25	28.74
		Degree/Diploma	27	31.03
		Others	12	13.79
4	Occupation	Students	21	24.13
		Employees (Pvt./Govt.)	25	28.74
		Home maker	23	25.29
		Others	19	21.84

5	Marital Status	Married	31	36.63
		Unmarried	56	64.37
6	Area of Residence	Rural	15	17.24
		Urban	58	66.67
		Semi-urban	14	16.09
7	Monthly Income	Less than Rs.10000	17	19.54
		Rs.10001-Rs.20000	42	48.28
		Rs.20001-Rs.30000	18	20.69
		More than Rs.30001	10	11.49

Source: Primary Data

The above table explains that 63% of the respondents are male. 40% of the respondents belong to age below 30 years. 31% of the respondents are degree/diploma holders. 28% of the respondents are employees (Pvt./Govt.). 64% of the respondents are unmarried. 66% of the respondents are residing in urban area. 48% of the respondents' monthly income lies between Rs.10,001 to 20,000.

Table 2 Perception Towards Digital Payment

Sl. no	Perception	Variables	No. of respondents	Percentage
1	Device	Smart phone	35	40.23
		Computer	25	28.74
		Both	27	31.03
2	Mode of Digital Payment	E- wallets	17	19.54
		Mobile banking	35	40.23
		Cards	25	28.74
		Others	10	11.49
3	Preference	UPI	17	19.54
		Mobile banking	44	50.57
		Others	26	29.89
4	Period of Usage Per Week	Less than 3 times	20	22.99
		3-10 times	27	31.03
		More than 10 times	40	45.98
5	Experience	Less than one year	29	32.28
		2-5 years	23	26.31
		6-10 years	18	21.29
		Above 10 years	17	20.12

Source: Primary Data

40 % of the respondents are using smart phone. 40 % of the respondents used mobile banking as their mode of digital payment. 50% of the respondents are preferred Mobile banking. 45% of the respondents are used more than 10 times per week. 32% of the respondents are using less than one year.

Table 3 Impact of Digital Payments During Covid'19

S.No	Impact of digital payments	No. of respondents	Percentage
1	More cash, less digital payments	25	28.74
2	More digital, less cash payments	16	18.39

3	Only digital, no cash payments	32	36.78
4	Same as before COVID'19	14	16.09

Source: Primary Data

36% of the respondents are go with only digital, no cash payment.

Table 4 Problems Faced During Covid'19

S.No.	Problems	Mean score	Total
1	Network problem	85.01	V
2	Authentication problem	85.89	II
3	Fraud and charge backs	85.29	IV
4	Approaches to concerned bank	88.06	I
5	Device not working properly	85.01	V
6	Lack of knowledge to handle digital payment	85.56	III

Source: Primary Data

It reveals the rank for factors of problems faced during COVID'19 network problem and device not working properly are shared the fifth rank.

TESTING OF HYPOTHESES

- There is no significant difference between gender and usage of digital payment during COVID'19.
- There is no significant difference between occupation and usage of digital payment during COVID'19

Factors		Calculated Value	Table Value (5% level significance)	Result
Gender	Usage of Digital Payment during COVID'19	17.21	5.99	Rejected
Occupation	Usage of Digital Payment during COVID'19	46.78	12.59	Rejected

FINDINGS

- ❖ 63% of the respondents are male.
- ❖ 40% of the respondents belong to age below 30 years.
- ❖ 31% of the respondents are degree/diploma holders.
- ❖ 28% of the respondents are employees (Pvt./Govt.).
- ❖ 64% of the respondents are unmarried.
- ❖ 66% of the respondents are residing in urban area. 48% of the respondents' monthly income lies between Rs.10,001 to 20,000.
- ❖ 40 % of the respondents are using smartphone.
- ❖ 40 % of the respondents are used mobile banking as their mode of digital payment.
- ❖ 50% of the respondents are preferred Mobile banking.
- ❖ 45% of the respondents are used more than 10 times per week.
- ❖ 32% of the respondents are using less than one year
- ❖ 36% of the respondents are go with only digital, no cash payment.
- ❖ Majority of the respondents ranked approaches to concerned bank first rank.
- ❖ There is a significant difference between Gender and usage of digital payment during COVID'19.
- ❖ There is a significant difference between occupation and usage of digital payments during COVID'19.

SUGGESTIONS

- Removal of transaction charges.
- Protection from fraud and risk.
- Provide a consistent view on Digital Payments.
- Encourage non-banks to participate in payment system.
- Ensure no user charges for digital transactions.
- Prevent the use of insecure devices for payments.

CONCLUSION

A mid rising fears of COVID'19 spread, when the physical transaction have almost crashed, the digital payment in India have witnessed an exponential spike in the last 21-days lockdown period. In the past six months over 50% Indians have used digital payment mode multiple times as compared to the pre lockdown period. Digital payment platforms have also not just seen an urge in the number of transactions but the number of downloads of digital payment platforms have almost doubled. According to a survey of respondents by consultancy firm local circles, buying essentials and mobile recharges are top use cases for digital payment and Paytm and Google pay are among the top digital payment apps being used by consumers. According to the report, after the lockdown kicked in more people have switched to digital payment mode. With accessibility to the ATMs in the last six months being limited the digital payment companies are making most of it. The lockdown has also brought many first-time users who were earlier not very keen on using digital payment mode for payment as now due to social distancing measures they need to pay online for buying essentials. Among the top gainers, according to the report include Paytm and Google pay.

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ROLE OF INTERNATIONAL MONETARY FUND (IMF) INDIA

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ABSTRACT

IMF has played an importance role in Indian economy. IMF had provided economic assistance from time to time to India and has also provided appropriate consultancy in determination of various policies in the country. India is the founder member of IMF. It played a significant role in the formulation of Fund Policies. The Finance Minister is ex-officio Governor in IMF Board of Governors. Till 1970, India was among the first five nations having the highest quota with IMF and due to this status India was allotted a permanent place in Executive Board of Directors. India has taken loans in foreign currencies from IMF or improving its balance of payments imbalances. India has also taken technical consultancy for solving its internal economic problems. The expert groups of the IMF have visited India on various occasions.

Key words: IMF, role of IMF in India, IMF Membership.

INTRODUCTION

India is one of the founder members of the Bretton Woods institutions. The IMF provides short-term financial assistance to the members so as to enable them to tide over BOP short run situation. To ease the problem of international liquidity, SDRs were created in 1969. The SDRs are allocated to the members in proportion to their quotas. To ease the problem of international liquidity, SDRs were created in 1969. The SDRs are allocated to the members in proportion to their quotas. India borrowed both financial and other assistance from the IMF quite a number of times under several lending provisions of the Fund.

HISTORY OF IMF

The IMF was originally laid out as a part of the Bretton Woods system exchange agreement in 1944. During the Great Depression, countries sharply raised barriers to trade in an attempt to improve their failing economies. This led to the devaluation of national currencies and a decline in world trade. The Gold Room within the Mount Washington Hotel where the Bretton Woods Conference attendees signed the agreements creating the IMF and World Bank.

This breakdown in international monetary co-operation created a need for oversight. The representatives of 45 governments met at the Bretton Woods Conference in the Mount Washington Hotel in Bretton Woods, New Hampshire, in the United States, to discuss a framework for post-war international economic co-operation and how to rebuild Europe.

ROLE OF IMF IN SHAPING INDIA'S DEVELOPMENT

- India again made a huge borrowing from the IMF in 1981 to tide over the BOP difficulties following the second oil price rise made by the OPEC and the large volume of trade deficit. Under the borrowing arrangement with the IMF, India agreed to draw SDR 5 billion, over a three-year period. As BOP situation as well as economic conditions improved, actual drawing from the Fund was only SDR 3.9 billion, rather than SDR 5 billion.

- The situation again deteriorated in the late 1980s and early 1990s when foreign exchange reserves—for two weeks' imports as against the generally accepted 'safe minimum reserves' of three-month equivalent—position were terribly unsatisfactory. Several face-saving measures were taken by the Government, but with little or no achievements.
- The then Government headed by P. V. Narasimha Rao entered an agreement with the IMF to borrow from it. In August 1991, the Government applied for a standby loan of \$ 2.3 billion for a 20-month period. For this, a letter of intent was issued. In this letter, India promised to launch several structural reforms in the coming years. In other words, conditionality clause was incorporated by the IMF against such loans. The economic reforms of 1990s in India are said to have been introduced at the instance of the IMF- World Bank.
- India has been receiving benefits from the Fund from time to time. Quite a large number of times, India got financial accommodation from the Fund to cover deficits in BOP. As the IMF and the World Bank are inseparable twins, membership in the former is a prerequisite for membership in the latter.
- This is why India receives various kinds of help for various development projects from the World Bank. The Fund provides technical expertise and support to India in various broad areas— particularly fiscal and monetary policy. Its staff frequently exchange views on India's BOP situation, fiscal situation, exchange rate problems, etc., and suggest appropriate remedies to the problems. Thus, India gains from the Fund.
- However, conditionality clause of the IMF loan in recent years is subject to serious debate.
- Measures suggested by the Fund in the early years of the 1990s involved serious stress and strains. The IMF medicine—devaluation of Indian currency, reduction in budgetary and fiscal deficit, cut in government expenditure and subsidy, import liberalisation, industrial policy reforms, trade policy reforms, banking reforms, financial sector reforms, privatization of public sector enterprises, etc., involved some costs that are mostly unwarranted. In spite of the use of IMF medicine since 2007, India has been facing recession in industries.
- Unemployment problem is on the rise. Public sector enterprises are facing extinction. Number of people living below the poverty line is on the rise. It is true that the BOP problem is not so serious today than what it was 10 or 15 years ago, but debt burden is not showing any sign of abatement. Debt-service payment rose from \$ 8.2 billion in 1992 to \$ 15.4 billion in 2009. However, debt-servicing ratio during the period 1992-2010 declined from 30.1 p.c. to p.c.
- Anyway, the IMF prescriptions on India as well as on other countries present a mixed picture of failures and successes. Some of the measures adopted were urgently called for. One such measure is the creation of a free, competitive economy. The IMF has to be credited for the creation of competitive economy. Still more has to be done. But, in the process, it has generated enough problems. We must not brush aside these as transitional problems. These problems are to be tackled promptly.

BENEFITS FROM INTERNATIONAL MONETARY FUND'S MEMBERSHIP:

- It is good that India joined the IMF. There is no doubt that this membership has been greatly beneficial to India.
- International regulation by IMF in the field of money has certainly contributed towards expansion of international trade and thus prosperity. India has, to that extent, benefitted from these fruitful results.
- Provides large financial assistance. Not only indirectly but directly also, her membership has been of great advantage. We know how, in the post-partition period, India had serious balance of payments deficits, particularly with the dollar and other hard currency countries.
- She could not possibly reduce her imports, since these consisted of essential foodstuffs, capital equipment and industrial raw materials. Her exports, on the other hand, could not be immediately expanded since under conditions of limited production in the country, increased exports were sure to create serious internal shortages. Under such difficult circumstance, it was the IMF that came to her rescue.
- Subsequently, India has been one of the most frequent borrowers from the IMF. From the inception of IMF up to March 31, 1971, India purchased foreign currencies of the value of Rs. 817.5 crores from the IMF, and the same have been fully repaid. Recently, the assistance that India, as other member countries of the IMF, can obtain from it has been increased through the setting up of the Special Drawing Rights (SDRs).
- India had recourse to borrowing from the Fund in the wake of the steep rise in the prices of its imports, food, fuel and fertilizers.
- The membership of the IMF is a necessary condition precedent to the membership of the World Bank. Thus, India's membership of the IMF has entitled her to be a member of the World Bank and its affiliates viz., International Finance Corporation (IFC) and International Development Association (IDA). In fact, in absolute figures though not on per capita basis, India has been the largest borrower from the World Bank group.

CONCLUSION

The two sides held in-depth discussions on new challenges facing the global economy, macro-economic situations and policies in China and India, progress on structural reforms in both countries, cooperation under multilateral frame works as well as bilateral financial cooperation, it said. The Indian side told their Chinese counterparts, India's economic fundamentals remain strong notwithstanding the persistence of global economic meltdown.

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IMPACT OF DEMONETIZATION ON BANKING SECTOR

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ABSTRACT

The surging menace of fake currency, especially in high denomination, cannot be stressed enough. This in turn, is hoarded as black money, and is misused by terrorists for anti-national and illegal activities. India is still known as a cash-based economy; and black money as a percentage of GDP has risen consistently over the years (62% at present). Hence, a courageous move to put a check on and get rid of the evil was the need of the hour.

Keywords: Demonetization, Black Money, Cashless transactions, GDP.

INTRODUCTION

Demonetization is a tool to battle Inflation, Black Money, Corruption and Crime, discourage a cash dependent economy and help trade. Its policy of the government by banning Rs. 500 and Rs.1000 currency notes has influenced all almost all the corner of the economy.

A study by Bhupal Singh and Indrajit Roy, RBI directors from the monetary policy department and department of statistics and information management, published in August this year showed that the excess deposits accrued to the banking system due to demonetization range between Rs 2.8-4.3 trillion.

“Excess deposit growth in the banking system during the demonetization period (i.e., November 11, 2016 to December 30, 2016) works out to 4-4.7 percentage points. If the period up to mid-February 2017 is taken into account to allow for some surge to taper off, excess deposit growth is in the range of 3.3-4.2 percentage points.

The liquidity boost resulting from the demonetization announcement on November 8, 2016 has stayed with the banking sector a year after the event, helping banks reduce their high-cost deposits and boosting their current account and savings account (CASA) ratio.

OBJECTIVES

1. To study the influence of demonetization.
2. To study the benefits of cash less economy.
3. To study the digital platforms.

INFLUENCES OF DEMONETIZATION

• **Increase in Deposits:** Demonetization has increased the deposits in Banks. Unaccounted money in the form of Rs.500 and Rs.1000 were flowing to the Banks and the sizes of deposits have been increased. It helped the banks to grab the deposits and increase their deposits. Bulk of the deposits so mobilised by SCBs have been deployed in:

- (i) reverse repos of various tenors with the RBI; and
- (ii) cash management bills (CMBs) issued under the Market Stabilisation Scheme.

• **Fall in cost of Funds:** Over the past few months, the deposits are increased. It led the banks to keep a major part of deposits in the form of cash deposits. PSU Banks have a lion share (over 70%) of the deposits and biggest gainers of the rise in deposits, leading to lower cost of funds. Surplus liquidity conditions have helped facilitate the transmission of monetary policy to market interest rates.

- **Demand for Government Bonds:** After sharp rise in deposits on post demonetization, banks started lending such surplus deposits to the RBI under the reverse repo options. PSU Banks, particularly, deployed excess funds in government bonds. The return on bond investment is likely to add 15 to 20 per cent increase in the earnings of banks.

- **Sagginess in Lending:** Lending growth of the banks is considerably less even after demonetization and its impact of growth in the amount of public deposit. Banks have tried to lend the money to the needy group by reducing their interest rates, but it shrunk over the last few months.

- **Opening of Jan Dhan Account**

Post-demonetization, 23.3 million new accounts were opened under the Pradhan Mantri Jan Dhan Yojana (PMJDY), bulk of which (80 per cent) was with public sector banks. Of the new Jan Dhan accounts opened, 53.6 per cent were in urban areas and 46.4 per cent in rural areas. Deposits under PMJDY accounts increased significantly post demonetization.

- **Push to Digital Banking**

A cashless economy is one in the flow of cash within an economy is non-existent and all transactions have to be through electronic channels such as direct debit, credit and debit cards, electronic clearing, payment systems such as Immediate Payment Service (IMPS), National Electronic Funds Transfer and Real Time Gross Settlement in India.

BENEFITS OF CASHLESS ECONOMY

- Reduced instances of tax avoidance because it is financial institutions-based economy where transaction trails are left.
- Curb generation of black money.
- IT will reduce real estate prices because of curbs on black money.
- It will place universal availability of banking services to all as no physical infrastructure is needed other than digital.
- There will be greater efficiency in welfare programmes as money is wired directly into the accounts of recipients.
- Reduced cost of printing notes, instances of their soiled or becoming unusable, counterfeit currency.
- Reduced costs of operating ATMs.
- Speed and satisfaction of operations for customers as no delays and queues, no interactions with bank staff required.

DIGITAL TRANSACTION PLATFORMS

- **UPI:** Unified Payment Interface (UPI) allows you to make payments using your mobile phone as the primary device for transactions, through the creation of a 'virtual payment address', which is an alias for your bank account. UPI was launched by the National Payment Corporation of India (NPCI).

- **BHIM App:** The Bharat Interface for Money (BHIM) is an initiative by the Govt to enable fast, secure and reliable cashless payments through mobile phones. BHIM is Aadhaar-enabled, inter- operable with other Unified Payment Interface (UPI) applications and bank accounts, and has been developed by the National Payments Corporation of India (NPCI). This seals the government's push towards digital payments after the demonetization that resulted in the scrapping of high-value Rs 1,000 and Rs 500 currency notes.

- **Aadhaar Pay:** The Aadhaar Payment App is special as you can pay through the Aadhaar Payment App without phone. It is possible because you the customer do not require the app. The merchant or a person, who want money, have to arrange a smartphone, app, etc. The payers don't require anything. This app is made for the merchants and shopkeepers. The Aadhaar Payment apuses fingerprints for the authentication. On the basis of this authentication, the money is paid from Aadhaar linked account.
- **IMPS:** Immediate Payment Service (IMPS) is an instant interbank electronic fund transfer service through mobile phones. It is also being extended through other channels such as ATM, Internet Banking, etc.
- **PoS terminals:** A point-of- sale (PoS) terminal is a computerized replacement for a cash register. Much more complex than the cash registers of even just a few years ago, the PoS system can include the ability to record and track customer orders, process credit and debit cards, connect to other systems in a network, and manage inventory. Generally, a PoS terminal has as its core a personal computer, which is provided with application-specific programs and I/O devices for the particular environment in which it will serve.
- **USSD:** USSD (Unstructured Supplementary Service Data) is a Global System for Mobile (GSM) Communication technology that is used to send text between a mobile phone and an application program in the network. Applications may include prepaid roaming or mobile chatting.

CONCLUSION

To conclude, an important effect of demonetisation has been the inducement to shift towards formal channels of saving by households and a noticeable downward shift in the currency demand of public. During demonetisation and the subsequent period, there has been a distinct increase in saving flows into equity/ debt oriented mutual funds and life insurance policies. Apart from this, non-banking financial companies seem to have recorded improvement in collections and disbursals. Demonetisation-led increase in CASA deposits also led to significant improvement in transmission to bank lending rates during the post demonetisation period. The challenge, going forward, would be to channel these funds into productive segments of the economy and expand the footprints of the digital economy, which has undergone a sharp another important consequence of increase demonetisation.

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A STUDY ON EMERGING TRENDS IN INTERNET MARKETING

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ABSTRACT

Marketing is at the core of all business activities. Without marketing, organizations cannot sell and without sales there is no revenue and without revenue people cannot run businesses. The World Wide Web is a very diverse marketing platform used by most businesses for marketing all types of products and services. Internet marketing includes social marketing, word ads, banner ads, video advertisement etc. The ability to precisely target consumers and to measure the effectiveness of marketing strategies is the major advantages of internet marketing. On the internet the level of consumer exposure varies greatly unlike traditional media like billboards, newspaper and television. Visibility is the primary prerequisite for internet marketing; traffic cannot increase if people don't know about the company and its products or services. Website marketing services increase website visibility by optimizing and promoting the website.

Keywords: Internet Marketing, Introduction, Objectives, Importance, Types, Difference between traditional and internet marketing.

INTRODUCTION

Internet Marketing simply means marketing a product, service or brand over the internet. It is also called "web marketing". This way of marketing mainly uses internet technologies as a medium of marketing. Internet marketing is the set of strategies or efforts; we apply to make our brand popular, through the internet. Internet marketing is the process of promoting a business or brand and its products or services over the internet using tools that help drive traffic, leads, and sales. Internet marketing a pretty broad term that encompasses a range of marketing tactics and strategies – including content, email, search, paid media, and more. These days, though, internet marketing is often used interchangeably with “content marketing.”

OBJECTIVES

- To understand the concept of internet marketing
- Explain the types of internet marketing
- To analysis the trend of internet marketing

IMPORTANCE OF INTERNET MARKETING

- Internet marketing is inexpensive
- Internet marketing allows for convenient store hours
- Internet marketing provides a customized advertising approach
- Internet marketing helps they take advantage of social media
- Internet marketing provides a way to really build relationships
- Internet marketing allows they to reach more people

TYPES OF INTERNET MARKETING

1. Search Engine Optimization (SEO) – The main goal of search engine optimization is to help business websites rank higher in Google searches.

2. Pay Per Click Advertising (PPC) – Just like SEOs, pay per click advertisements also help in increasing the traffic to various search engines. They are identified as those sponsored ads that commonly see on any website.

3. Public Relations (PR) – It helps business get more exposure so that it can become well-known at the right places and at the right times.

4. Social Media Marketing – This is the type of internet marketing that helps create a good relationship with customers.

5. Content Marketing – Content marketing is considered as the best type of internet marketing because it combines all the other types of Internet marketing styles in one.

6. Affiliate Marketing – In affiliate marketing, other people do the marketing. They make a sale and then profit to be shared for that sale.

7. Viral Marketing – A lot of viral videos and stuff internet that became popular overnight. Viral marketing can help business become a success in just a very short period of time.

DIFFERENCE BETWEEN TRADITIONAL AND INTERNET MARKETING

Traditional Marketing	Internet Marketing
The promotion of product and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship etc.	The promotion of product and services through Internet media or electronic medium like SEO, SEM, PPC etc.
Traditional Marketing is not cost effective.	Internet Marketing is more cost effective.
It is not so good for Brand building.	It is efficient and fast for brand building.
Traditional Marketing is difficult to Measure.	Internet Marketing is easy to Measure with the help of analytics tools.
Traditional Marketing includes: <ul style="list-style-type: none"> • T.V. advertisement, Radio, Banner Ads., Broadcast, Sponsorship, Print Ads. 	Internet Marketing includes: <ul style="list-style-type: none"> • Search engine optimization (SEO), Pay-per-click advertising (PPC), Web design, Content marketing, Social media marketing, Email marketing.

CONCLUSION

Internet marketing has increased in last a few years in India. Internet marketing has tremendous potential to increase in sales provided businesses should have knowledge to implement it in right way. Benefits like increased brand recognition and better brand loyalty can be gained by effective internet media plan. Internet marketing campaign help in reduction in costs, boost in bound traffic and better ranking in search engines. By creating and implementing a balanced marketing strategy, using both short-term and long-term strategies, one can drive a steady stream of targeted traffic to their web site. This simple strategy of any business can guarantee the success of internet marketing. Companies would however have to be on the lookout for changing trends in the market place and use it to their advantage.

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SELF HELP GROUP

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ABSTRACT

Entrepreneurship generally speaking refers to the overall course of action undertaken by an owner in starting and managing his enterprise for profit. Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. Over last 5 decades MSME sector emerged as extremely effervescent and vigorous segment of Indian economy. There is continuous growth in MSME employment and MSME providing more employment opportunities over last 7 years. MSME service industry contribution to GDP is growing lower over 6 years of period. National manufacturing competitiveness program-to build sustainable capacity, overcoming global competitiveness and healthy growth through eight components which includes: incubator, intellectual property awareness, quality management, technology up gradation, marketing assistance, design expertise and promotion of ICT. MSME provides to promote skill development to increase productivity and providing accessible credit through government sponsored agency exclusively to MSME is essential to increase productivity and contribution to economic growth.

INTRODUCTION

A self-help group (SHG) is a financial intermediary committee usually composed of 10–20 local women or men. Most self-help groups are located in India, though SHGs can be found in other countries, especially in South Asia and Southeast Asia. SHG is nothing but a group of people who are on daily wages, they form a group and from that group one person collects the money and gives the money to the person who is in need.

Members also make small regular savings contributions over a few months until there is enough money in the group to begin lending. Funds may then be lent back to the members or to others in the village for any purpose. In India, many SHGs are 'linked' to banks for the delivery of micro-credit.

STRUCTURE

A SHG (self-help groups) may be registered or unregistered. It typically comprises a group of micro entrepreneurs having homogeneous social and economic backgrounds; all voluntarily coming together to save regular small sums of money, mutually agreeing to contribute to a common fund and to meet their emergency needs on the basis of mutual help. They pool their resources to become financially stable, taking loans from the money collected by that group and by making everybody in that group self-employed. The group members use collective wisdom and peer pressure to ensure proper end-use of credit and timely repayment. This system eliminates the need for collateral and is closely related to that of solidarity lending, widely used by microfinance institutions. To make the book keeping simple, flat interest rates are used for most loans.

GOALS

Self-help groups are started by -governmental organizations (GO) that generally have broad anti-poverty agendas. Self-help groups are seen as instruments for goals including empowering women, developing leadership abilities among poor and the needy people,

increasing school enrolments and improving nutrition and the use of birth control. In countries like India, SHGs bridge the gap between high-caste & low-caste people /citizens.

Financial intermediation is generally seen more as an entry point to these other goals, rather than as a primary objective. This can hinder their development as sources of village capital, as well as their efforts to aggregate locally controlled pools of capital through federation, as was historically accomplished by credit unions.

NABARD'S 'SHG BANK LINKAGE' PROGRAM

Many self-help groups, especially in India, under NABARD'S 'SHG Bank Linkage' program, borrow from banks once they have accumulated a base of their own capital. This model has attracted attention as a possible way of delivering micro-finance services to poor populations that have been difficult to reach directly through banks or other institutions. "By aggregating their individual savings into a single deposit, self-help groups minimize the bank's transaction costs and generate an attractive volume of deposits. Through self-help groups, the bank can serve small rural depositors while paying them a market rate of interest.

According to a report from 2006, NABARD estimates that there are 2.2 million SHGs in India, representing 33 million members that have taken loans from banks under its linkage program to date. This does not include SHGs that have not borrowed. A study conducted by Chakrabarti in 2004 said that organization like SHG can be an effective tool for "alleviating poverty". "The SHG Banking Linkage Programme since its beginning has been predominant in certain states, showing spatial preferences especially for the southern region – Andhra-Pradesh, Tamil Nadu, Kerala, and Karnataka. These states accounted for 57% of the SHG credits linked during the financial year 2005–2006."

ADVANTAGES OF FINANCING THROUGH SHGS

- An economically poor individual gains strength as part of a group.
- Besides, financing through SHGs reduces transaction costs for both lenders and borrowers.
- While lenders have to handle only a triple SHG account instead of a large number of small-sized individual accounts, borrowers as part of an SHG minimize expenses on travel (to and from the branch and other places) for completing paper work and on the loss of workdays in canvassing for loans.
- Where successful, SHGs have significantly empowered poor people, especially women, in rural areas.
- SHGs have helped immensely in reducing the influence of informal lenders in rural areas.
- Many big corporate houses are also promoting SHGs at many places in India.
- SHGs help borrowers overcome the problem of lack of collateral.

PROBLEMS OF SELF-HELP GROUPS

1. Ignorance of Members/Participants:

Even though the authorities take measures for creating awareness among the group members about the schemes beneficial to them, still majority of the group are unaware of the schemes of assistance offered to them. Many are ignorant about the scheme.

2. Inadequate Training Facilities:

The training facilities given to the members of SHGs in the specific areas of product selection, quality of products, production techniques, managerial ability, packing, other technical knowledge are not adequate to compete with that of strong units.

3. Problems Related with Raw Materials:

Normally each SHG procures raw materials individually from the suppliers. They purchase raw materials in smaller quantities and hence they may not be able to enjoy the benefits of large-scale purchase like discount, credit facilities etc.

Moreover, there is no systematic arrangement to collect raw materials in bulk quantities and preserve them properly. There is no linkage with major suppliers of raw materials. Most of the SHGs are ignorant about the major raw material suppliers and their terms and conditions. All these causes high cost of raw materials.

4. Problems of Marketing:

Marketing is an important area of functioning of the SHGs. However, they face different problems in the marketing of products produced by them.

- (a) Lack of sufficient orders.
- (b) Lack of linkage with the marketing agencies.
- (c) Lack of adequate sales promotion measures.
- (d) Lack of permanent market for the products of SHGs.
- (e) Absence of proper brand name.
- (f) Poor/unattractive packing system.
- (g) Poor quality of products due to the application of traditional technology, resulting in poor market,
- (h) Stiff competition from other major suppliers.
- (i) Lack of a well-defined and well-knit channel of distribution for marketing.

5. Lack of Stability and Unity especially among women SHGs:

In the case of SHGs dominated by women, it is found that there is no stability of the units as; many married women are not in a position to associate with the group due to the shift of their place of residence. Moreover, there is no unity among women members owing to personal reasons.

6. Exploitation by Strong Members:

It is also observed that in the case of many SHGs, strong members try to earn a lion's share of the profit of the group, by exploiting the ignorance and illiterate members.

7. Weak Financial Management:

It is also found that in certain units the return from the business is not properly invested further in the units, and the funds diverted for other personal and domestic purposes like marriage, construction of house etc.

8. Low Return:

The return on investment is not attractive in certain groups due to inefficient management, high cost of production, absence of quality consciousness etc.

9. Inadequate Financial Assistance:

It is found that in most of the SHGs, the financial assistance provided to them by the agencies concerned is not adequate to meet their actual requirements. The financial authorities are not giving adequate subsidy to meet even the labour cost requirements.

10. Non-Co-operative Attitude of the Financial Institutions:

The Financial Institutions do not consider SHGs seriously while providing finance and other help.

11. Inadequate and ill-trained staff to meet the challenges:

The attitude of the staff of the rural development department is not encouraging. They are not well trained to accept the challenges and equip the SHGs self-reliance.

12. Inadequate Support from Line Department:

For obtaining assistance and support, the group members have to approach the line officers. However, the line officers are not co-operative with the SHGs. This will hamper the very objective of the schemes.

CONCLUSION & SUGGESTIONS:

The following suggestions are offered to minimize the above mentioned issues of SHGs:

1. Information about locally available materials and their varied uses should be disseminated to SHGs. Proper encouragement and training should be given to them to make innovative products by using these materials. In order to have a knowledge base about the availability of materials, in panchayat levels, surveys can be conducted under the auspices of local authorities.
2. In order to solve the various problems relating to marketing of SHGs, the state level organisations should extend the activities throughout the state instead of limiting its operations in a particular area.
3. Various SHGs functioning in a particular panchayat area can form a co-operative society. This society may be entrusted with the task of marketing the products of different SHGs under a common brand name. Further, the society can undertake sales promotion activities and procure rare raw materials for the benefits of member SHGs.
4. Non-Government Organisations (NGOs) can play a significant role in empowering women entrepreneurs by providing basic education, motivation training, and financial help and so on.
5. All the members in the SHGs may not have the same calibre and expertise. NGOs can identify the inefficient members of the group and can impart proper training to them in order to make them competent. For this purpose, short term training programmes can be arranged at the panchayat level.

6. Frequent awareness camps can be organized by the Rural Development department authorities to create awareness about the different schemes of assistance available to the participants in the SHGs.

7. Lastly, arrangements may be made by the financial institutions for providing adequate financial assistance to the SHGs strictly on the basis of their actual performance without any discrimination of caste, politics etc.

In the emerging changes in the values and attitudes of the members of the SHGs are clear manifestations of socio-economic empowerment interventions yielding relatively quicker results. The socio-economic programmes reinforce each other and promote all-round development of the children, the women, the households and the communities.

It is a process which ultimately leads to self-fulfilment of each member of the society. It is in this direction that SHGs are moving towards fulfilling their objectives with a meaningful strategic direction.

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A STUDY ON BUSINESS SURVIVAL STRATEGY

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ABSTRACT

Many small business owners are faced current economic situation. We need to focus on our business survival at the same time as we are worrying about the health and safety of our family and employees. Small business holders play important role in the economy by creating jobs and innovation. To find the strategy that helps some companies to get them success in competitive world. Present day we face many stresses from the worldwide, irregular and challenging business world. For surviving we must achieve productivity while building new and responsive work providing all the workers opportunities for both high performance and high quality of work life.

Keywords: Small Business, opportunity, innovation.

INTRODUCTION

Has your business fallen on hard times? Many small business owners are faced current economic situation. We need to focus on our business survival at the same time as we are worrying about the health and safety of our family and employees. Some businesses, of course, are benefiting from the pandemic because they sell services or manufacture products that are in high demand. But many small businesses are struggling to survive or are facing serious, ongoing declines in sales and orders that could lead to business failure. This is true for small manufacturers, traditional retailers, and service providers. It's true whether you own a gym, a restaurant, a car dealership, or a bagel store.

BUSINESS STRATEGY

A business strategy refers to the actions and decisions that a company takes to reach its business goals and be competitive in its industry. It defines what the business needs to do to reach its goals, which can help guide the decision-making process for hiring and resource allocation. A business strategy helps different departments work together; ensuring departmental decisions support the overall direction of the company.

IMPORTANCE OF BUSINESS STRATEGY

There are several reasons why a business strategy is important for organizations, including:

Planning:

A business strategy helps you identify the key steps you will take to reach your business goals.

Strengths and weaknesses:

The process of creating a business strategy allows you to identify and evaluate your company's strengths and weaknesses, creating a strategy that will capitalize on your strengths and overcome or eliminate your weaknesses

Efficiency:

A business strategy allows you to effectively allocate resources for your business activities, which automatically makes you more efficient.

Control:

It gives you more control over the activities you're performing to reach your organizational goals, as you understand the path you're taking and can easily assess whether your activities are getting you close to your goals.

Competitive Advantage:

By identifying a clear plan for how you will reach your goals, you can focus on capitalizing on your strengths, using them as a competitive advantage that makes your company unique.

BUSINESS SURVIVAL STRATEGIES

Cash is king in any business:

Look at your accounts payable and receivables. For businesses like hotels, bars, and restaurants, where money comes in mostly by foot rather than phone and internet, focus on your expenses.

Partial Payments:

In times like this, vendors will appreciate your honesty and are likely in the same position. What vendors hate most is being left in the dark.

Developing a Draft Plan:

This includes telling employees how you plan to use them, and what, if any, pay cuts they might have to take in the short-term. Then send the plan to all employees, board and advisory board members asking for written suggestions. Follow that with a video conference town hall meeting.

Develop creative revenue solutions:

It means a restaurant would use the email reservation list and let its customers know it can cook for them and deliver it. Wait staff can make deliveries in their uniforms, so customers feel they are still dining with you. A hotel could let universities know it can house their foreign students at a much discounted price. You are going to have to be creative.

Sharing with banker and vendors:

The more the people you owe money know that you have a plan and they can see how they fit it, the more confidence they will have and more support you will receive. I have found when doing this that people send you ideas and new business.

Reassess current offerings and new opportunities:

Re-inventing your business and your employment requirements needs to be discussed, evaluated and planned for now. Lastly, every business leader needs to be thinking about putting cash away for the unexpected so employees, customers and vendors will feel safe and the business will be in a position continue and take advantage of new opportunities.

BUSINESS STRATEGIES

Here are examples of great business strategies.

Cross-sell more products:

Some organizations focus on selling more products to the same customer. This strategy works well for office supply companies and banks, as well as online retailers. By increasing the amount of product sold per customer, you can increase the average cart size. Even a small increase in cart size can have a significant impact on profitability, without having to spend money to acquire more new customers.

Most innovative product or service:

Many companies, particularly in the technology or automotive space, are distinguishing themselves by creating the most cutting-edge products. In order to use this as your business strategy, you will need to define what innovative will mean for your organization or how you're innovative.

Grow sales from new products:

Some companies like to invest in research and development in order to constantly innovate, even with your most successful products.

Improve customer service:

This can be a good business strategy if your business has had a problem delivering quality customer service. Some companies have even built a strong reputation for having exceptional customer service. Usually, companies have a problem in one specific area, so a business strategy that's focused on improving customer service will usually focus its objectives on something like online support or a more effective call centre.

Product differentiation

This is a common business strategy, especially for business-to-consumer (B2C) businesses. They can differentiate their products by highlighting the fact that they have superior technology, features, pricing or styling.

Pricing strategies

When it comes to pricing, businesses can either keep their prices low to attract more customers or give their products inspirational value by pricing them beyond what most ordinary customers could afford. If companies plan to keep their prices low, they will need to sell a much higher volume of products, as the profit margins are usually very low. For companies who choose to price their products beyond the reach of ordinary customers, they are able to maintain the exclusivity of their product while retaining a large profit margin per product.

STARTUP BUSINESS IDEAS

Online Coach:

If you are passionate about something and have a big knowledge base about the topic, you could start a career as an online coach. Setting up a YouTube channel with tutorials, setting up a blog to help people understand concepts, creating online courses there is a multitude of things that you could be doing.

English Teacher:

If you are a native English speaker or are bilingual but proficient in English, you could look towards teaching English as a second language to people online. Just be sure to remember that while knowing English is a requirement for this job, it's not the only requirement you need to be patient and have the ability to explain and simplify the difficult language and cultural concepts.

Graphic Design:

There is a huge demand for graphic designers in the market today if you already have the existing skill set and knowledge of design platforms such as Adobe Illustrator, Photoshop or Sketch. However, if you don't have the required skills, you can always sign up to Skill share and enroll in a graphic designing course and then practice through smaller gigs. Businesses need graphic designers to create logos, banners, social media posts, design campaigns, products and packaging and so many other smaller processes that we don't even realize so keep practicing and before you know it, you may be snapping up clients with the utmost of ease.

Web Development:

Web developers are highly valued due to their specific knowledge of a complicated subject. If you can master the basics of HTML, Python, CSS, Ruby and/or Javascript, and get some experience for your portfolio, you are all set to start your own successful web development business. You can further hone your skills or learn a new language on Treehouse.

App Development:

Million apps on the Android store, 2 million apps in the ios store and every single day more new apps are being created and released. You can find an app for nearly anything: Some are useful, while others aren't so much. Creating an app and launching it is a tedious process with a lot of hard work going into it from the coding and development phase to creating a beautiful interface and providing the best user-experience possible. Furthermore, you might also want to market your app on social media. If your first app is a success this may launch you into a career in app development with some great projects in the future.

Affiliate Sales and Marketing:

This is a great idea if you are running a channel on YouTube and have decided that you would like to turn the views into revenue. The same can be done with a website that is generating plenty of traffic. All you have to do is join one of the big affiliate networks such as ClickBank or Share a Sale and you can turn your existing content mediums into a source of passive income.

Online Courses:

Online courses are awesome! Whether you are learning from them or the one doing the teaching, there is a great opportunity here. If you are good at anything, chances are that there are people out there who would like to know how to do exactly that, no matter which field it is. People are willing to pay big sums of money to learn things online without having to get them from traditional educational institutes such as schools and colleges simply because they will still be paying a whole lot less and they can learn at their own pace. There are several platforms such as Skill share that you can teach such courses on.

Domain Name Trading:

This business is nothing new but there is still money to be made in this sector. Buy low, sell high and you can do it from literally anywhere with an internet connection. Of course, this requires some amount of initial investment on your part, but once you get the hang of it and learn to analyse what a good domain for this purpose is, you can be making a whole lot of cash really soon!

You tube Channel:

YouTube is currently the 2nd largest search engine and the largest video site in existence. The website boasts an impressive one billion users, which is just about over one-third of the entire population of internet users. Since YouTube is owned by Google, videos that are uploaded on YouTube rank better in the search engine results and even more so if the video and the accompanying text is keyword-rich. Besides, you can manipulate video content to best showcase your brand's personality. You can get as creative as you want and, contrary to popular belief, great video content can be made on a small budget. It's all about your vision! So instead of just using YouTube as a marketing tool, you could make it a career! There's a reason why so many people aspire to become You Tubers there is a lot of growth potential if you capture the right audience and manage to monetize your channel.

CONCLUSION

All human beings have never experienced a near overall shutdown of most industries for an undefined period of time. No bullets were shot, and no bombs were detonated. One sneeze and the economy fell apart like a house of cards. The biggest silver lining is the existence of the internet, which allows people to work at home and communicate through video conferencing of some type. Unfortunately, the entertainment, travel and brick-and-mortar businesses, along with non-profits, are taking incredible hits.

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BUSINESS STRATEGIES OF THE PORTUGUESE IN INDIA – A STUDY

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ABSTRACT

India, “The Epitome of the world” was noted for its economic prosperity. It attracted the foreigners to establish their business centres, also known as trading centres in India. The religious and the commercial situations in the European Continent made the Portuguese Kings to send a series of expeditions for the discovery of sea route to the East. As a result, sea route to India was discovered by Vasco-da Gama in A.D. 1498. Following the discovery of the sea route, the Portuguese came to India for trade and religion. They adopted many innovative strategies to establish their trading centres in India. They established cordial relationship with the native rulers by signing trade agreements which helped them to eliminate the trade monopoly of the Arabian traders in India. The Portuguese were permitted to use the harbours of the native rulers. The Portuguese administrators, Governors and the Viceroy played a vital role in the expansion of the Portuguese trade. With the permission of the Viceroy, the Portuguese built many forts and factories on strategic places in India. Besides the Portuguese missionaries, the agents of the Portuguese in the Courts of the native rulers contributed much for the development of their trade. As a result, the Portuguese trade and commerce were in the zenith of its glory due to their business strategies.

Keywords: Discovery, innovative, eliminate, monopoly, deprived, strategy, zenith

INTRODUCTION

India, “The Epitome of the World”, attracted the foreigners, particularly, the Europeans who were in need of spices for the preservation of their food articles. The Portuguese, the first to seek sea route to India, came to India following the discovery of sea route by Vasco-da-Gama in A.D 1498. The primary aim of the Portuguese was to establish their business centres, also known as trading centres in India. To extent their trading activities, the Portuguese adopted many innovative strategies which helped them to establish their sway over trade and commerce in India. It produced far reaching changes in the socio-economic fields in India.

This research paper emphasises the strategies adopted by the Portuguese in India and its implications on the socio-economic fields

ROYAL PATRONAGE AND TRADE MISSIONS:

The commercial and religious situations in the European Continent make the Portuguese Kings to send a series of expeditions for the discovery of new sea route to India to fulfil their aims of establishing trading centres and spreading the Gospel of Jesus Christ. Pero de Covilha, the first Portuguese adventurer, was sent to discover the land of Prester John and the areas where spices were procured. After reaching Cannanore, he visited Calicut, Goa, Ormuz and Cairo. He collected all the information regarding the production of ginger, pepper, and cinnamon. In his report, Pero de Covilha advocated the extension of trade with Guiana to the Coast of Sofala to reach Calicut.

After despatching the overland explorers, King John II of Portugal ordered Bartholomew Diaz to head an expedition in search of a sea route to India in A. D. 1487. He sailed around the southernmost tip of Africa and his travel was severely blocked by a heavy storm named ‘Cape of Storms’. On his return to Portugal, Bartholomew Diaz reported the events to the

King of Portugal who renamed 'the Cape of Storms' as 'The Cape of Good Hope. The discovery of Bartholomew Diaz induced the Portuguese Kings to undertake further expeditions for the discovery of sea route to the land of spices.

By the earliest expeditions, the Portuguese Kings knew the geographical significance of the Malabar Coast in India and they decided to expand their trade in the East with the support of the native rulers. To fulfil their aims, the Portuguese King Dom Manuel, who was known as 'Lord of the Navigation' sent an expedition to the Malabar Coast under the command of Vasco-da Gama. He arrived at Kappad, a village situated eight miles north of Calicut on 17 May 1498 and he was given a traditional hospitality by the Zamorin, the ruler of Calicut. Vasco-da Gama met the Zamorin in his presidential Palace at Poniancy and they exchanged their views regarding their trading activities. On the invitation of the Raja of Kolathiri, Vasco-da Gama arrived at Cannanore. They signed an agreement regarding the loading of the Portuguese vessel with spices. When Vasco-da Gama returned to Lisbon in A. D. 1499, he was accorded a heroic welcome since he brought valuable spices worth of sixty times than the cost of the expedition.

By the Voyage of Vasco-da Gama, Portugal became the pioneer in sea travel which enhanced the power and position of Portugal. It led to the penetration of the Portuguese into India for establishing their trading centres. Vasco-da Gama's arrival was a great loss to India on the ground that it opened the gate for the continuous ingress of the foreign invaders in the following centuries. It severely affected the princely states in Kerala which fought among themselves with the support of the foreign powers and they fell victims to them.

The successful voyage of Vasco-da Gama encouraged the Portuguese Kings to send another trading expedition under the command of Pedro Alvarez Cabrol for depriving the commercial privileges and concessions given to the Arabs in India. Cabral was accorded the traditional hospitality by the Zamorin and they met at Calicut and exchanged their presents. By signing a treaty with the Zamorin, the Portuguese were permitted to establish a factory at Calicut for loading of spices to the West. Cabral returned to Portugal with his complete cargo in A.D 1501.

By the Voyage of Cabral, the Rajas of Cochin and the Kolathiri of Cannanore became the close allies of the Portuguese in South India. They established their trading centres in Cochin with the support of the Raja of Cochin they used their harbour for their trading activities. On the recommendation of Cabral, the Portuguese authorities began to convert the factories into fortress which paved the way for the introduction of armed trade in India.

The King of Portugal sent a small fleet of ships under the command of Joao de Nova. He was received by the Raja of Cannanore who promised to give all kinds of assistance to their trade. Then he proceeded to Cochin and loaded his ship with the assistance of the Rajas of Cochin and Cannanore and reached Portugal. The Voyage of Joao de Nova strengthened the relationship between the Portuguese and the Rajas of Cochin and Cannanore.

In A.D. 1502, Vasco-da Gama was sent to India for the second time with the aim of punishing the Zamorin of Calicut. On his way to Calicut, a pilgrim ship was sunk and set fire by the forces of Vasco-da Gama and he sent an ultimatum to the Zamorin to expel the Arabs from his areas. When the Zamorin refused to expel the Arabs, the Portuguese under Vasco-da Gama bombarded Calicut and their crews were killed. These barbarious activities made the Zamorin to expel them from the Malabar Coastal region. Realizing the worse situation,

Vasco-da Gama went to Cochin where he signed an agreement with the Raja of Cochin. By the agreement, the Portuguese were permitted to construct factories and warehouses in the areas of the Raja of Cochin. The strengthening relation between the Portuguese and the Raja of Cochin infuriated the Zamorin to declare a war on Cochin. With the support of the Portuguese, the Raja of Cochin was reinstated on the throne. As a token of gratitude, the Raja of Cochin permitted the Portuguese to erect a fort at Cochin to safeguard their trading and military activities. It was the earliest European fort built in India and it was named as Fort Manuel in honour of the King of Portugal. In 1504, the Portuguese captured Cranganore from the Zamorin and it was fortified. The Raja of Cranganore, an ally of the Zamorin of Calicut became an ally of the Portuguese. With the Capture of Cranganore, the Portuguese commercial interests were firmly established in Quilon, Cochin and Cannanore.

POLITICAL DIPLOMACY OF THE PORTUGUESE ADMINISTRATORS:

By their naval supremacy and political diplomacy, the Portuguese established their supremacy on the Malabar Coastal region. With the aim of looking after their trading activities, the Portuguese Kings appointed their representatives as Viceroys and Governors in their possessions in the East.

In A.D. 1505, Dom Francisco de Almeida was appointed as the first Viceroy for the establishment of a permanent position on the Malabar Coast and to break the domination of the Muslim power over the seas. By his “Blue Water Policy”, Almeida strengthened his position and he was empowered by the Portuguese King to declare wars and conclude treaties for the regularization of Portuguese trade in India. Almeida followed a hostile policy towards the Zamorin and the Muslims and he supported the Raja of Cochin against the Zamorin of Calicut. He was permitted to build a port by the ruler of Cannanore

The strengthening power on the Malabar Coastal areas made the Zamorin of Calicut to wage a war with the Portuguese. Almeida deputed his son Laurence Almeida and he was killed in the battle by the combined forces of the Zamorin and the Egyptians. On receipt of this disastrous news, Almeida himself took the command of the Portuguese fleet. In the battle, the combined forces of the Zamorin and the Egyptians were completely routed by the Portuguese in A.D. 1509. By this battle, the Portuguese domination was once again established on the Malabar Coast and they became masters of the Arabian Sea. As a result, the Portuguese empire was strongly established on the coastal areas.

Affonso de Albuquerque was appointed by the Portuguese King Immanuel II as the successor of de Almeida in A.D. 1509. He was considered as the real founder of the Portuguese authority in India. He aimed to strengthen the Portuguese authority in India through territorial conquest and annexation. For this, he advocated four-fold techniques, to conquer Goa, Malacca, Aden and Ormuz, to form a loyal population of the Portuguese, to build fortresses and to abolish the practice of Sati. Albuquerque captured Goa, from Yusuf Adil Khan, the Sultan of Bijapur, in A.D. 1510. The geographical location of Goa made it to be a principal commercial and political centre of the Portuguese in the East. After settling in Goa, Albuquerque negotiated with the Zamorin of Calicut which was disliked by the Rajas of Cochin and Cannanore. The Raja of Cochin was greatly annoyed by these activities of Albuquerque and he intrigued with Antonio Real who induced the Portuguese King to call back him. In the meantime, Albuquerque died at sea on 15 December 1515.

Lopo Soares became the Governor of the Portuguese possessions in India. By reacting the policies of Albuquerque, Lopo Soares brought back all the expelled Portuguese officials of Albuquerque. During his tenure as Governor, a treaty was signed with the ruler of Quilon. By this, the Portuguese got some trade concessions and he got permission to erect a fort at Quilon. The re-introduction of private trade severely affected his name and fame and it led to his replacement.

He was succeeded by De-Sequera and Durate de Menezes as Governors between A.D. 1515 and A.D. 1524. During the governorship of De Menezes, an open clash took place between the Portuguese and the Mappillas who were the supporters of the Zamorin of Calicut. To encounter the Mappilla leaders, Vasco-da Gama was sent to India as Viceroy in A.D. 1524. On his arrival at Goa, Vasco-da Gama despatched a fleet under D. Souza who defeated Kutti Ali, the leader of the Mappilas at Calicut. The Raja of Cranganore was forced to surrender one of his Captains, Babia Hassan. Vasco-da Gama's tenure as Governor lasted for only three months. He died on 24 December 1524 at Cochin and his body was buried in St. Francis Church at Cochin.

After the death of Vasco-da Gama, Henrique de Menezes became the Governor of the Portuguese possessions in India in A.D. 1524. In 1526, Lopo Vaz de Sampayo was appointed as Portuguese Governor. Nuno da Cunha was appointed as the Governor in A.D. 1529. During his tenure, the Portuguese supremacy in Indian waters was re-established. The Raja of Veltat permitted the Governor Nuno da Cunha to build a fort at Chaliyam. The possession of Chaliyam gave the Portuguese a base from which they advanced into the heart of the Zamorin territory in the event of war.

The bankruptcy of the Zamorin of Calicut due to the declining trade, severely affected the state revenue. It was forced to sign a treaty with the Portuguese at Ponmani in A.D. 1540. By the treaty, the Zamorin of Calicut accepted to sell pepper from his territories to the Portuguese at Calicut at the rate prevailing in Cochin. Besides, the Portuguese passport for the navigation of the Arabs was accepted. On the other hand, the Portuguese accepted his neutrality in the event of war between the Zamorin and the local rulers. By the treaty of 1540, both the Zamorin and the Portuguese were benefitted and the Portuguese monopoly was recognized at Calicut and the Zamorin regained their right to dominate the local rulers.

SERVICES OF THE PORTUGUESE MISSIONARIES:

When the Portuguese achieved their primary aim of establishing their monopoly in India, they actively involved in spreading their religious ideas among the natives of India. The Papal Bull issued by Pope Nicholas V, on 8 January 1457 granted the exclusive right to undertake evangelical activities in the newly discovered countries of the world to the Portuguese King Affonso V. The fanatical followers of Roman Catholic Religion in Portugal considered it as their duty to establish their religious activities over the conquered areas. They aimed to replace the Syriac liturgy by the Latin liturgy of the Roman Catholic Church in South India.

On the other hand, the enmity of Portuguese with the Muslims, the masters of spice trade in Asian countries, had its impact on the religious activities of the Muslims, known as Islam. The religious impact of Islam led to active propagation of Christian principles in India. Missionaries belonging to different orders came to India to carryout evangelical works of the Portuguese. Among them, the Franciscans, the Dominicans and the Jesuits were pre-

dominant. The Jesuit missionaries also served as the agents of the Portuguese in the Courts of the native rulers. Among them, Fr. Goncalo Fernandez who was stationed at Madurai to look after the Parava Christians served was worth mentioned. As an agent, he was deputed to collect taxes from the people of the Pear Fishery Coastal areas.

SOCIO – ECONOMIC IMPLICATIONS:

The Portuguese penetration into India severely affected the Indian economy. On the other hand, it brought tremendous changes in the socio, economic and political fields in India.

The Indians were educated by the Portuguese missionaries on the model of the Europeans. This eliminated the illiteracy of the Indian people and also to follow dignified manners, habits, lifestyles and socio-cultural activities. These activities elevated the status of the people.

At the time of the arrival of the Portuguese, Indian economy was noted for its wealth and prosperity. But the economy was under the monopoly of the Muslim merchants. They exploited the people at the most. This necessitated the combined activities of the Portuguese and their missionaries. Hence, efforts were made to eliminate the Muslims from India.

By signing trade agreement with the native rulers, the Portuguese were allowed to establish their trading centres in strategic places in India and they loaded their vessels with Indian spices and saltpetre and returned to Portugal where Indian goods were comfortably marketed for high profit.

The Portuguese trading activities in India adversely affected the Indian rulers. Among them, the Zamorin of Calicut was an important ruler who instigated the Muslim traders to expel the Portuguese from Indian soil. It paved the way for a series of war between the Zamorin and the Portuguese. In the war, the supporters were attacked by both the groups and it caused the destruction of men and material which affected the economic condition of the country.

The Portuguese trading activities paved the way for the rise and growth of Pattangattis and Jathi Thalaivans. It strengthened their position in the development of trade and commerce on the coastal areas. Besides, the Pattangattis looked after pearl-diving, chank fishing and other allied activities related to trade and commerce. Above all, the Parava community was headed by Jathi Thalaivans who controlled the economic activities of the Pearl Fishery Coast having his residence at Thoothukudi.

The trading activities led to the emergence of new commercial centres on the coastal regions. Cochin on the Malabar Coast became a pre-dominant commercial centre and Thoothukudi on the Pearl Fishery Coast developed as a chief trading centre in A.D. in 1584.

The natives of India were educated to adopt modern technologies to improve their agricultural productivity. This caused large scale production of agricultural products. Also, they gave more importance to cash crops which were exported to foreign countries. A huge quantity of saltpetre was sent to Goa and from there it was exported to foreign countries. This resulted in the enhancement of employment opportunities to the Indians. Thereby it helped them to maintain reasonable standard of living.

CONCLUSION

The arrival of the Portuguese marked a noteworthy event in the history of India. Because of their arrival, the trade and commerce began to flourish well in India due to their

business strategies. By signing trade agreements with the native rulers, the Portuguese eliminated the Muslim merchants who exploited the wealth of India. The establishment of their business centres in strategic places enriched their profit. Besides, the services of the Portuguese Missionaries paved the way for the expansion of the Portuguese business on the coastal areas. It made Portugal as a dominant power in the East, particularly, India.

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THE NEW NORMAL BUSINESS FLOW OF STREET VENDORS - POST COVID - 19 WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

India - one of the country's worst-hit by the corona virus - has eased most lockdown restrictions and sought to reopen its battered economy, but some curbs on street trade remain and many customers are staying away. That is taking a heavy toll on the nation's ubiquitous street vendors, who sell everything from snacks and cups of tea to toys and shoes at traffic lights, on pavements or from carts. The pandemic has also pummelled the Indian economy, which shrank by nearly a quarter between April and June, when a strict lockdown brought businesses to a halt and left millions jobless. This study is an attempt to understand the present state of a self-employed section of the urban informal sector workers of Coimbatore, namely, the street vendors. The present study surveys 100 individual sample respondents using random sampling method. This study is exploratory in nature and focuses broadly on the present income and working conditions after covid-19. The number of street vendors is growing significantly owing to the fact that the trade requires a relatively low base of financial capital and offers easy entry-exit conditions. The major findings of the study converge in the last part of the article. It is found that COVID-19 pandemic has resulted to deteriorated working environment and acute deprivation of the street vendors. Thus, street vendors need to be supported in various aspects.

Keywords: Street Vendors, Post Covid-19, Coimbatore, New Normal Business.

INTRODUCTION

Street vendors constitute an integral and legitimate part of the urban retail trade and distribution system for daily necessities of the general public. They represent 4% of the urban workforce across India and play a variety of roles in city life. The street vending economy approximately has a parallel turnover of Rs 80 crore a day and every street entrepreneur or trader supports an average of three others as employees or partners or workers on commission. Street vending which is otherwise known as flea market is an inseparable constituent of the urban informal economy. When it comes to street vending, the amount of investment and skills required is low, which makes it a relatively accessible opportunity for everyone to earn their livelihood. Due to the lockdown enforced by the government because of COVID-19, the street vending sector has been severely impacted and the street vendors bore the brunt of it. There are approximately 4 crore street hawkers in India – of which 1/3rd consists of women, who support their families to provide an extra cushion of income. About 82 per cent of the workforce of India is working in the unorganized sector according to the National Sample Survey Office (NSSO). Corona virus crisis had exposed a widespread lack of awareness about the importance of street vendors to the nation's overall economy. In India, the informal sector contributes to 7% of the country's GDP. According to the International Labor Organization, COVID-19's impact on the informal sector is equivalent to 195 million jobs lost.

PRESENT SCENARIO

In the present scenario when the whole world has to stay at home, these vendors on road are among the groups that are worst affected, without the luxury of work-from-home, the livelihood of the majority is critically hit, a handful of these street vendors are still playing their part as the last link in the supply chain, making sure essentials like vegetables and fruits are still accessible, albeit this also entails being at frontline of the risk.

The government's financing programme has had some positive outcomes, allowing street vendors to attain a vending certificate and access bank credit, which could help reduce their heavy reliance on loan sharks. Street vendors say they often have to pay bribes to police and flee eviction drives ordered by officials who see them as a blemish on the city's image or an obstacle to progress. On the streets, however, many vendors are losing hope.

Some of them could be no longer afford to buy raw materials, pay his children's monthly school tuition fees, their long time savings got exhausted with in short time since they had no business during lockdown, they had to borrow money from lender in order to meet all their regular affairs.

REVIEW OF LITERATURE

Dr. G Jayanthi, Baranipriya A and Sreeanandan, (2020) in their study entitled "A Study on Socio- Economic Conditions and Problems of Street Vendors in Coimbatore City, examined socio economic condition and problems faced by the street vendors in Coimbatore city. This study has been used Percentage and Garrett Ranking Technique. The result reveals that, female's contribution in this sector is lesser than the male respondents and they were facing problems like health issues, wastage of unsold goods, and insecurity in employment. Therefore, the government should take some corrective measures to improve their socio- economic and living conditions of street vendors.

Sherman et al., (1985), in their study revealed that some researchers consider the flea markets as an alternative shopping place when the lower and middle class purchasing power is declining which opens them for consumers at the lower end of the economic spectrum. Other studies summarize that the consumers consider the flea market as an opportunity to find lower prices, variety of products, social benefits, bargains etc.,

STATEMENT OF THE PROBLEM

A vendor on road often is not affected in singularity, the act of vending usually involves multiple members of the family, the items vend such as affordable food and clothing are vital for the survival of marginal sections of society including urban poor. Street vending has also been a cultural insignia of many cities, and to those who can afford greater luxuries also an occasional engagement. Safe to say their presence is vital in keeping a chunk of our economy and its people going. This raises an important question, what happens to street vendors during and post lockdown? And how do we get them back on track and make our systems resilient to deal with such crises in future? Hence this study is undertaken to find out the answers of these questions.

OBJECTIVE OF THE STUDY

The present study is connected with the following objectives:

- To explore the socio-economic profile of the street vendors in the study area.
- To examine the impact of covid-19 in the business of street vendors.

SCOPE OF THE STUDY

The study is mainly intended to bring to light, the present state of street vendors after covid -19 pandemic who are doing business within the limits of Coimbatore District and their economic hardships during pandemic period and post covid-19 as well.

STUDY AREA- PROFILE

Coimbatore popularly is the smart city is the second industrially advanced district in the state of Tamil Nadu. 100 street vendors have been selected in this district by using random sampling method for the purpose of study. In Coimbatore, many of the traders buy stocks worth Rs 2,500 to Rs 20,000 depending on the products they sell and the type of business, of the total population of street vendors, only 16% have got street vendor cards. The street vendors included were, the vendors of Cooked Food, Vegetables and flowers Fruits, Electronic, Household utensils, Garments and Leather goods in Coimbatore District.

PERIOD OF STUDY

The primary data has been collected in the study area, i.e., Coimbatore city, from the period, October 2020 to December 2020.

METHODS OF DATA COLLECTION

The study is an exploratory study which includes of both primary data and secondary data. The primary data required for the study have been collected through an interview schedule. and secondary data have been collected from various published sources like journals, magazines, dailies and other mass media both print and internet sources.

STATISTICAL TOOLS APPLIED FOR THE STUDY

Data collected from the borrowers, have been analysed with the help of the simple percentage analysis.

LIMITATIONS OF THE STUDY

The study is bound to suffer certain limitations which are inherent in nature. It is subject to the following limitations.

- The present study is limited to different types of street vendors only. Vendors who are working on wage basis have not been included.
- The sample groups have been restricted to Coimbatore district. So the findings of the study may be generalized to Coimbatore district only.

ANALYSIS AND INTERPRETATION

Socio-Economic Characteristics

S. No.	Factors	Classification	Percentage
1.	Gender	Male	32
		Female	68
2.	Marital status	Unmarried	13
		Married	33
		Widowed	49
3.	Age distribution	Below 20	18
		21-40	29
		41- 60	36
		61-80	17

4.	Educational Qualification	Illiterate	8
		Can Sign only	24
		Upto high school	34
		Higher secondary	14
		Graduate	13
		More than graduate	7
5.	Range of Present Activities	Cooked Food	34
		Vegetables and flowers	14
		Fruits	10
		Electronic items	16
		Household utensils	9
		Garments	10
6.	Year of Business	Leather goods	7
		Less than 5 years	16
		5-10 years	29
		11-20 years	15
		21 to 25 years	18
		More than 25 years	22
7.	Daily Sale (in Rs)	Less than 2000	57
		2000-4000	28
		4000-5000	6
		Above 5000	9
8.	Impact of Covid 19 in daily sales	Yes	100
		No	0
9.	Extent of business income have affected in Post Covid 19	High level	96
		Medium level	2
		Low level	1
		No change	1
10.	Change took place in post Covid -19	Customers do not prefer buying in streets	6
		Working hours minimized	14
		No healthcare safety to vendors	12
		Maintenance Packing cost is high	11
		Decrease in sales or no sales	35
		Shortage of raw materials	22

MAJOR FINDINGS OF THE STUDY

1. Majority of the street vendors, i.e. 68% of the respondents are female.
2. Majority of the respondents, i.e. 49% are widowed.
3. Majority of them, i.e. 36% belong the age category of 41-60.
4. Majority i.e.34% of the respondents possess the educational qualification upto high school.
5. Majority of the respondents, i.e. 35% are cooked food vendors.
6. 100% of the street vendors have agreed that covid-19 impacted on their daily sales.
7. 97% of the respondents are strongly agreed they had negative impact of Covid-19 in their business income at high level, even after post lock down period.
8. Majority of the respondents, i.e. 35% experienced the downfall in their daily sales and no sales at times even after post covid-19 outbreak.

RECOMMENDATIONS

The present study has contributed the following recommendations:

1. Hygiene training may be given to cooked food vendors.
2. Government relief and support needs to be de-linked from very rigid registration requirements, as very few vendors have been registered in India.
3. Instead of credit, the government should have converted it into direct income benefit, a cash grant, as livelihood support to restart economic activity in a regular way.
4. Health insurance for traders may be provided by the government
5. They may be called for the installation of public sinks and bathroom facilities to help improve hygiene and boost consumer confidence during the pandemic.

CONCLUSION

The street vendors are the first point of contact in the supply chain for consumers, and in a time when public scrutiny for hygiene is bound to be high, it becomes crucial. With India opening up after the lockdown, what is needed now is swift action and support for street vendors, not only to secure their safety and earnings but also to facilitate the vital work they could be doing to promote food security in a time of humanitarian crisis. The unprecedented COVID situation has paved the way to new approaches and innovations in problem solving. The local government too will have to adopt new mechanisms in order to sustain the economy and support Antyodaya - the last one - in order to curb the damage of the pandemic on the informal sector.

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CONTRIBUTION OF FEMALE LABOUR IN AGRICULTURE: A CASE STUDY OF TENKASI DISTRICT OF TAMIL NADU

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ABSTRACT

The study was conducted to investigate the role of female labour in agriculture in Tenkasi District. An interview schedule was used to collect data from a convenient sample of 80 respondents. Most of the respondents were landless female agricultural labours. They show active participation in agricultural activities. The data were analyzed using appropriate statistical tools-percentage analysis and weighted score ranking analysis. The findings about the socio-economic conditions of the respondents includes age, marital status, number of members in the family, educational qualification, community, type of family, daily wage, monthly income, earning members in the family, account holding position, own house and type of house were analyzed using percentage analysis. The weighted score ranking analysis is used to analyze the reason for accepting lower wages than men for the same work.

Key words: - Agricultural Labourer, Contribution, Problems.

I INTRODUCTION

Agriculture is the largest sector in India. It continues to be main source of livelihood for majority of its rural population. Its performance has set the pace of growth of the economy as a whole. The agricultural growth is substantially more important for the poor segments of the population (Ligon and Sadoulet 2008). But during the recent years, agriculture has failed to generate sufficient employment opportunities for the rural poor. Agricultural labour means “those people who are engaged in raising crops on payment of wages”. Agricultural labourers constitute the largest chunk of the labour force. Most of the agricultural labourers are illiterate, unskilled and hail from depressed communities. They are landless and depend on wages. Aireen (1992) showed that women spent 13 to 15 hours for different agricultural and household work. They perform several tasks at a time. These valuable contributions of rural women are not only income generating, but also expenditure saving.

Due to seasonality of agricultural operations and recurrence of failure of monsoons, agricultural labourers are the worst affected lot. They suffer from widespread unemployment and underemployment (M.L. Singh et al., 1972). The wages are low which permits them hardly to have hand to mouth existence. During the lean period, they have to depend on cultivators and unscrupulous moneylenders who often exploit them. So, most of the agricultural labourers are in debts (Mukesh Eswaran et. al. 2009).

Women with their less aggressive nature, patience, humanity and gentleness, compared to those of men under similar conditions, make women sound personnel managers in both outside and inside home. From time immemorial, women have faced the challenges of coping with a male chauvinistic milieu. The status of women in our country is low and

their socio-economic conditions are much more depressed than that of men. A woman is identified as a mother, a wife, daughter-in-law or a daughter but she is not identified as an independent person. Women constitute almost half of the population, perform nearly two-third of its work hours, receive one-tenth of the world's income and own less than one hundredth of the world property. The womenfolk constitute the nerve center of families, vital section of societies and backbone of the nation.

II OBJECTIVES

- (i) To study the socio-economic conditions of the respondents.
- (ii) To examine the problems faced by agricultural labourer.
- (iii) To analyze the reason for accepting lower wages than men for the same work.

III METHODOLOGY

To study the contribution of female labour in agriculture, it is apt to select a place where agriculture is the main occupation of the people. So, Tenkasi District is selected as the study area. In this area agriculture is the principal means of livelihood of the people. Tenkasi District comprises of 24 villages. First of all, the landless labourers of these 24 villages were listed. From this list, 80 landless agricultural labourers were selected on convenient basis. To study the contribution of female labour in agriculture an interview schedule personally administered. The required data was collected through personal interview method. The collected data were classified, tabulated, analyzed and interpretations were made. Some of the findings of the study are summarized below.

IV STATEMENT OF PROBLEM

Women in India play dominate and important role in agriculture production. Nowadays there are visible changes in women participation in agriculture production because of the greater opportunities, education and employment. Large number of skilled women labor force employed in various organization and societies and they are aggressively fighting and opposed to restrict them in agricultural production. In agriculture sector the participating women have less education and technical skills and majority of them use low yielding and labour intensive, and traditional farm practices which may adversely affect agricultural production.

V SOCIO-ECONOMIC STATUS OF THE RESPONDENTS

Socio-economic factors	Particulars	In numbers	In percent	Total
Age	Below 20 years	20	25	80
	20-40 years	29	36.25	
	41-60 years	10	12.5	
	Above 60 years	21	26.25	
Marital status	Married	57	71.25	80
	Unmarried	23	28.75	
Number of members in the family	1	6	7.5	80
	2	7	8.75	
	3	12	15	
	4	43	53.75	
	5 and above	12	15	
Educational Qualification	Illiterates	42	52.5	80
	Primary School	21	26.25	
	Middle School	12	15	
	Higher Secondary	5	6.25	

Community	BC	9	11.25	80
	MBC	15	18.75	
	SC	36	45	
	ST	14	17.5	
	Others	6	7.5	
Type of family	Nuclear	63	78.75	80
	Joint	17	21.25	
Daily wage	Below 100	11	13.75	80
	100-200	53	66.25	
	Above 200	16	20	
Monthly income of the respondent	Below 2000	12	15	80
	2001-4000	24	30	
	4001-6000	38	47.5	
	Above 6000	6	7.5	
Earning members in the family	1	14	17.5	80
	2	45	56.25	
	3	11	13.75	
	4	8	10	
	5 and above	2	2.5	
Account	Bank	56	70	80
	Post Office	18	22.5	
	Both	6	7.5	
Own house	Yes	66	82.5	80
	No	14	17.5	
Type of house	Thatched Roof	12	15	80
	Tiles	16	20	
	Asbestos	10	12.5	
	Terrace	42	52.5	

Source: Calculations based on Primary Data

FINDINGS

The socio-economic conditions of women agricultural labourers are given in Table-1. It is found that the number of women agricultural labourers in the age group of 20-40 years was 36.25% and 12.5% of the women labourers belonged to the age group of 41-60 years and 26.25% of the respondents belonged to the age group of above 60 years and only 7% of the women agricultural labourers were of the age group below 20 years. It is found that number of married women labourers was 71.25% and 28.75% of the women labourers were unmarried. The size of the family members shows that 7.5% of the respondents were 1 member, 8.5% of the respondents have 2 members, 53.75% of the respondents have 4 members, 15% were again 3 members and 15% of women labourers have 5 and above members in their family. 52.5% of the women agricultural labourers were illiterate and only 26.5% of the women labourers have primary school education, 15% and 6.25% of the women labourers have middle school and higher secondary education respectively. This was due to the poverty of their parents. The women could not go for higher education. In Tenkasi district nearly 45% of the women agricultural labourers were from scheduled caste (SC) community. This is mainly because they are from low income, landless category that fully depends on agriculture for their livelihood. Only 11.25% of the respondents were from BC community. About 78.75% of the respondents had come from nuclear family and only 21.25% of the respondents come from joint family. The participation of females in a nuclear family is found to be more than that in the joint family. It may be due to the reason that in the nuclear they get the opportunity to participate as they do not have heavy domestic responsibilities. But, in joint families, their domestic responsibility is so high that they hardly get time to participate

in the activities.

It is found from the study 66.25% of female agricultural respondents in Tenkasi district had their daily wage between 100-200. More than 47.5% of female agricultural labourers have their monthly income between 4001-6000. 56.25% of the respondents have 2 earning members in their family. 17.5% of them have only 1 earner member and only 13.75% of the respondents have 3 earning members. Earner members in the family are vital for deciding living conditions.

Majority (70%) of the female agricultural labourers have account in bank. This is because for getting wages of MGNREGA scheme, to get subsidy for cylinder and for Self - Help Group transactions, an account in a bank is must. Around 82.5% of the respondents from Tenkasi district have their own house. While looking at the type of house, 52.5% of the respondents have terrace house with concrete roof, along with bathroom and toilet facility indicates the good standard of living. It is because the labourers have benefitted from the Indira Awaas Yojana.

VI REASONS FOR ACCEPTING LOWER WAGE THAN MEN FOR THE SAME WORK

S.No	Reasons	Score	Rank
1.	Men were doing physically hard type work	139	I
2.	Traditional practice	131	III
3.	Biological Weakness of Women	133	II
4.	Preference for agricultural operations is more among female workers	134	V
5.	Unable to report for duty on time	99	X
6.	Seasonal nature of the demand for labour	123	IX
7.	Unorganized nature of the farm labour	137	IV
8.	Unable to do the jobs like the use of farm machinery	120	VIII
9.	Difficulty in irrigation	47	XV
10.	Works which require the intensive use of spades	125	VI
11.	Any work during night time	123	VII
12.	Own social responsibilities	91	XI
13.	Have to cook 2-3 times a day	53	XII
14.	Have to prepare tea many times in a day	48	XIV
15.	Women feed, swaddle, loves, caresses, washes and lull the child to sleep in routine	50	XIII

Source: Calculation based on Primary Data

Table 2 brings out the reasons for accepting lower wage than men for the same work using weighted score ranking analysis. The main reason for accepting lower wage than men for the same work is men were doing physically hard type work. The biological weakness of women was given second rank with the score of 133 points. The third rank with the score of 131 points was given to traditional practice. fourth, fifth and sixth rank with the score of 137,134 and 125 points was given to unorganized nature of the farm labour, for the preference for agricultural operations is more among female workers and works which require the intensive use of spades, respectively. Seventh, eighth and ninth rank with the score of 123,120 and 123 points was given to any work during night time, unable to do the jobs like the use of farm machinery and seasonal nature of demand for labour respectively. The reason unable to report for duty on time with the total score of 99 points was given tenth rank. Eleventh, twelfth, thirteenth, fourteenth and fifteenth rank were given to own social responsibilities, have to cook 2-3 times a day, women feed, swaddle, loves, caresses, washes and lull the child to sleep in routine, have to prepare tea many times a day and difficulty in

irrigation, respectively.

VII SUGGESTIONS FOR THE IMPROVEMENT

- Better implementation of legislative measures
- Improving the bargaining position
- Resettlement of agricultural workers
- Creating alternative sources of employment
- Protection of women and child labourers
- Public works programmes should be for longer period in year
- Improving working conditions
- Regulations of hours of work
- Credit at cheaper rate of interest on easy terms of payment for undertaking subsidiary occupation
- Proper training for improving the skill of farm labourers
- Cooperative farming

VIII CONCLUSION

Agricultural labourers are not organized like industrial labourers. They are illiterate and ignorant. They live in scattered villages. Hence, they could not organize in unions. Women produce not mostly goods and services but are the prime sources of accelerating human race. Thus, from the point of view of increasing labour force as well as of involving themselves in production and service activities, their active participation cannot be overlooked. However, the rural women have been under represented in the development process and particularly this is true in case of India. The male-dominated society never recognizes their proper contribution. Insurance and old age pension facilities should be created exclusively for women agricultural labourers.

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INNOVATIVE STRATEGIES IN BUSINESS

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ABSTRACT

Sound strategy is the basis for increasing the competitiveness of the organisation, creating a strong position in the market and forming conditions for profitable activity in tough market conditions. Along with the impact of globalization and the emerging new technologies, companies must manage the change by perceiving it as an opportunity to be able to sustain, grow and compete in a rapidly changing environment and respond to change with innovation. In today's business world, there are true opportunities for the one that can manage the process of change well. A company desiring to create value and maintain the sustainable competitive advantage should use innovation strategically. A strategic perspective on innovation leads the organisation to look at the whole system beyond the product and the process in order to create value. Successful companies in innovation deal with it in a holistic and systematic approach by developing a fully integrated innovation strategy with its mission and objectives and by making organisational culture and organisational systems compatible with the strategy. In this paper, the concept of strategic innovation and the innovative strategy followed by some business has been examined.

Keywords: Strategic Management, Innovation, Innovation Strategy

INTRODUCTION

Innovation decisions are the most crucial strategic decisions for every firm, since innovation today is the most basic instrument of firms to enter new market, to increase current market share and to strengthen the competitive edge (Gunday et al., 2011). The strong focus on innovation is motivated by the increasing competition in both domestic and global markets, generated by rapidly changing technologies and competition strategies. Innovation can be conceived as the transformation of ideas, information and knowledge to increase competitiveness and sustained competitive advantage. Innovation is essential to offer improved or new products, to apply more efficient production and organization methods, to perform better in the critical markets and to increase the perception among the customers of the firm's product. Today there exist a very large body of research on the determinants of innovation as well as the effects of innovation for firms, industries, regions and nations.

REVIEW OF LITERATURE

There are substantial differences in terms of innovation strategies between firms within individual industries as well as over time (Andersson, et al., 2012). Some firms are determined innovators; some firms innovate occasionally, while others are non-innovators. We can easily find reasons to why some firms never innovate, such as a strong position in the market, the control of a unique resource, lack of skills or resources, bad management and disinterest. Few studies analyse explicitly the determinants of different innovation strategies including product, process, market and organizational innovations and various combinations

of these four types of innovation (Polder, et al., 2010). Most innovation studies focus on the role of R&D as the determining factor of innovation (Hirsch-Kreinsen et al., 2005). However, many innovation activities are not R&D-based, since innovation is “the search for, and the discovery, experimentation, development, imitation and adoption of new products, new production processes and new organizational set-ups” (Dosi, 1988), which is based primarily on new combinations of resources, people, ideas, knowledge and/or technologies. This suggests that the innovation strategies and innovation performance of firms are influenced by numerous factors and activities both within and outside organisation.

INNOVATION

The word innovation comes from the Latin word, ‘innovare’ meaning about change. Innovation is a process of creating value from ideas (Tidd and Bessant, 2014). According to Drucker, “Innovation is the act that endows resources with a new capacity to create wealth. Innovation, indeed, creates a resource. There is no such thing as a resource until man finds a use for something in nature and thus endows it with economic value” (Drucker, 1985).

Product Innovation: Product innovation is the most visible indicator of innovation process. The products consumed by the market represent the visible traces of the innovation process. New products are the outcome of the innovation process and product innovation can be focused on technology or marketing.

Process Innovation: Process innovation denotes the change in implementation of the organisation activities of a business. How a company organises and manages its functions can be a result of the technological improvements or it may come from the acceptance of the latest structural or operational form.

Strategic Innovation: Strategic innovation generally involves a major adaptive alteration in the firm's business model or the implementation of a new business model. They can sometimes be driven by innovations that occur within the organisation such as strategic change, product and process innovation or by external innovations and challenges. External strategic changes such as mergers are the most common manifestations of strategic innovations.

Social Innovation: Social innovation is the outcome of many factors that come together in order to drive a society that is constantly changing towards a novel direction (e.g.: heightened awareness of atmospheric pollution has made society, environment conscious and this in turn led to social innovation).

Political Innovation: Political innovation is often observed in the form of legislation, institutional transformation, social orientation and governance. The changes that take place in the political arena often have important significances for the direction and development of the society as well as the organisations.

INNOVATIVE STRATEGY IN FOOD INDUSTRY

India is currently witnessing a FoodTech revolution. The increase in the country’s urban population, coupled with the growth of nuclear families where both partners are working professionals, has led to a growing demand for FoodTech services such as on-

demand delivery, cloud kitchen and food/restaurant discovery. Swiggy, Zomato, Uber Eats, etc., are some of the online food delivery platforms that has been making waves recently.

Their main target audience is the 18-35 demographic, which has easy access to a smart phone, is fluent with using apps to get services and looks towards online platforms to fulfil their daily necessities. This includes students who cannot cook on their own and working professionals who face hunger pangs during office hours. This also includes people who have migrated for white-collar jobs and do not have a place to cook their own meals and families who prefer to skip cooking on certain days and order their food.

INNOVATIVE STRATEGY IN DELIVERY

Leading Indian food delivery brand Swiggy evolved its model during the pandemic lockdowns to keep pace with the ongoing shift in consumer mindset, and brought the focus on building trust and reassurance contextually for the category. The company decided on “being there for anything the consumers needed right from sanitizers to pizzas”. The ‘new’ normal made brands across categories look beyond their existing core offerings and look at the new hotspots of demand. A nimble-footed Swiggy also launched new offerings such as Swiggy Instamart and Health Hub, as well as rapidly expanded services like Swiggy Genie.

Swiggy Genie is a new offering that was launched to let consumers pick up anything from groceries to laundry to send across home-cooked food or supplies to friends and family. Genie is also helping small business owners deliver goods to their customers, right from small cafes and restaurants to boutiques. It has been received well, and currently it is present in 65 cities in the country. Swiggy’s Instamart offering was launched with the USP: instant delivery of groceries and daily essentials within 30-45 minutes to cater to the needs of time-pressed, convenience seeking urban consumers. The hyper local delivery offering has unlocked a new dimension of convenience in the times of social distancing for consumers as well as earnings for the delivery partners.

INNOVATIVE STRATEGY IN ONLINE BUSINESS

Meesho, which literally means ‘My Shop’ (Meri Shop), provides potential entrepreneurs with a virtual shop, who otherwise would find it difficult to start a business. The idea is to create a platform where people could start and manage their business from the comfort of their home.

Alongside larger ecommerce giants such as Flipkart, and Amazon, a parallel e-commerce model has emerged in India. It is centered on drop- shipping, a retailing model where a seller doesn’t have to keep any inventory. They instead ‘resell’ products from suppliers who store their inventory in warehouses or factories. These resellers usually sell to a recurring and loyal base of customers, who find interest in long-tail products. The idea is to sell large volumes of rare products to customers, hence the supply of such products come from specialised manufacturers.

INNOVATIVE STRATEGY IN TRANSPORT

Ola Cabs is today among the fastest growing businesses in India and all this happened over a short period of time because of the right marketing and operational strategies adopted by the company. When it comes to reaching your destinations on time, several on-demand

taxi services would probably come into your mind. Undoubtedly, one of them would be Ola. India's largest domestic ride-hailing service company and Uber's greatest rival in India, Ola was founded in 2011, offering efficient transportation services to people.

Based on the two-sided network model, Ola connects customers seeking on-demand transportation with driver partners through a mobile app. Ola Cabs is amongst the fastest growing online cab service providers in India and aims to dominate the Indian market with its innovative and customer-oriented business strategy which includes:

- Mobile App awareness to the common people through the launch of a customized mobile-specific technique named as "App Analytics" with the help of which the app can track and measure the overall performance of the services in particular city or through the particular drivers.
- Ad campaigns on various social media platforms.
- Targeting the right audience which as per a recent study has confirmed that the average customers were of 20-25 years of age who were working in the corporate companies and needed cab services to pick them up and drop them to their office premises.

CONCLUSION

Implementing an innovation strategy is a multifaceted process that requires the suitable criterion of the company management and the time to implement. It is determined that modern strategic management provides effective tools for implementation and more sustainable development of the company's innovation activity. The dominance of information technology and swift technological change in almost every sector have destroyed such businesses which cannot adapt change and have made a constant need for innovation. Today, stakeholder expectations are changing rapidly and the areas of responsibility of the company are increasing day by day. The companies faced with a complex and uncertain future need to find a new direction to maintain their existence, compete and sustain their achievements. The life span of products, processes and technologies is rapidly shortening and the demands revealed by the time pressure push companies to find new creative ways and methods when making innovations. In this regard, they need to be flexible enough to respond to any change that may arise in the environment and develop a strategic view of innovation in order to withstand their existence.

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AN OVERVIEW OF BLACK GOLD DERIVE TRADE CHAIN NETWORK IN THE ANCIENT PORT

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ABSTRACT

This article highlights India's Black Gold Derive Network relating to Roman trade and economy with respect to the inventory movement using heritage trade route. This work of ancient age Spice route connecting the ancient port towns of the kingdom Chera, Chola and Pandiya revolves around building a derive chain network design of a single item and multi echelon inventory movement. The process of identifying the various explanatory variables of the single traded object, called black pepper (Black Gold) during the ancient period from the first century is highlighted in this work. The abilities of the Tamil Merchant guilds are reviewed with the related works in this article.

Keywords: Black gold, Ancient port, Chera, Chola and Pandian Kingdoms, Black Pepper, Network, Trade routes.

INTRODUCTION

The ancient Tamils were noted for their influence on trade. From past century, onwards urbanisation and mercantile activities started in the present Tamil Nadu which led to the development of Tamil Empires, the Cheras, the Cholas and the Pandiyas. The earliest and extant Tamil grammar work Tholkappiyam, denotes the Tamil practice of going on a Voyage by the expression "Munnir Vazhakkam".

These ethno linguistic groups were highly renowned seafarers. A number of port towns lay strewn all over the coastal line of Chera, Chola and Pandian Kingdoms and it is no wonder that Tamil land surrounded by the sea on three sides and had populations evincing extraordinary interest in Voyages and seaborne trade. The towns and places of ancient Chera, Chola and Pandyan kingdoms connected with Black pepper supply chain are referred in the Tamil classics and are the greatest source of cultural heritage antiquity.

EARLY PERIOD COMMERCIAL COMMODITIES

The commercial thing of the ancient Tamil land that reached the countries beyond the sea, were Pepper, Pearls, Ivory, Clove, Sandal wood, Teak wood, Rose wood, Agil, Rice and Peacock feathers. Amongst all commodities, Black pepper was the premium product and has been traded in large volumes as per the ancient Tamil literature references and official records of Roman and Greek geographers. Black pepper often referred as Black Gold is a flowering vine usually dried and used as a spice. It is a native to present day South India. Black pepper is the world's most traded spice and is ubiquitous in the modern world as a seasoning.

PIPER NIGRUM (BLACK PEPPER)

The pepper plant is a perennial woody and spreading vine growing up to 4 metres (13 ft) in height on supporting trees or poles. Pepper has been known in Indian cooking since at least 2000 BCE. Before the 16th century, pepper was being grown in India, Java, Sumatra, Madagascar, Malaysia, and everywhere in Southeast Asia. Ports

in the Malabar area also served as a stop-off point for much of the trade in other spices from farther east in the Indian Ocean. The Black Gold was so valuable that it was often used as collateral or even currency. In the Dutch language, “pepper expensive” is an expression for something very expensive. Pepper had been an item exclusively for the rich.

TRADE OF SPICE KING

Today, pepper accounts for one-fifth of the world’s spice trade. The commercial contacts of the Tamils had with the foreign lands 2000 years ago included countries in the West and East. The seafaring had become a part of the life of ancient Tamils and was quoted in the many literature. The ships carried cargo to the adjacent and distant overseas ports. Black pepper corns were found stuffed in the nostrils of Ramesses II, placed there as part of the mummification rituals shortly after his death in 1213 BCE. By the time of the early Roman Empire, especially after Rome’s conquest of Egypt in 30 BCE, open-ocean crossing of the Arabian Sea direct to southern India’s Malabar Coast was near routine.

LITERARY EVIDENCES OF THE TRADE CHAIN NETWORK

The trade routes originating from the Thandikudi mountain village to Korkai and interlinking pattern with the Muzhiri Pattanam port town was mainly used for trade. The trading information across the Indian Ocean has been passed down in the Periplus of the Erythraean Sea. It was written between 40 to 70 AD. For the use of merchants and shippers who sailed out of the ports of Roman, Egypt on the Red Sea to trade with the Eastern Coast of Africa with Arabia and also India. The relatively prolific Greek literary sources, Periplus Maris Erythraei written in the first century AD, have led to the importance of what has been termed Roman trade in the East.

It has been argued that with the conquest of Egypt by Rome in the first century BC, the Mediterranean became the home of a world power and the hub of a world economy. Sangam anthology alludes to the settlement of the Romans at Kaveripattinam (Yavanar-irukkai). More eloquent is the growing archaeological and numismatic evidence on the subject.

The reason for the limited information on the east coast in the Periplus is mainly because, Roman ships visited the east coast only occasionally and usually stopped on the west coast. Further-more the materials they brought or took were taken to the east coast in the Indian crafts by the middleman who had the monopoly of trade. The Indian vessels sailed regularly from the east coast to the west coast and vice-versa. Ptolemy also gives interesting information of the types of crafts used on the east coast; it was mentioned by Periplus.

Added to this was the land-trade route between the west and east coasts, which must have served well for the transport of the goods and the traders. It was observed that some of the merchant-sailors trading with the Mediterranean via the Red sea may have been Tamil speakers now comes from the two short Tamil Brahmi inscriptions on potsherds found in recent excavations at the Egyptian coastal site of Quseir-al-qadim in the strata associated with the Roman trade. They give short proper names in the Tamil Brahmi script assignable to the first or second century A.D. A tantalizing description of Muziris is in Akananooru as quoted

in the reference an anthology of early Tamil bardic poems (poem number 149.7-11) in Ettuthokai. The city where the beautiful vessels, the masterpieces of the Yavans [Westerners], stir white foam on the Culli [Periyar], river of the Chera, arriving with gold and departing with pepper-when that Muciri, brimming with prosperity, was besieged by the din of war.

Archeological Notations of the Derive Chain Trade Network

A Tamil-Brahmi script on a pot rim, reading “a ma na”, meaning a Jaina, has been found at Pattanam in Ernakulam district, Pattanam is now identified as the thriving port called Muziris by the Romans. Tamil Sangam literature celebrates it as Muciri. The newly discovered Vienna papyrus dating back to the mid-second century AD, contains the text of an agreement between two shippers, whereby one contracts to serve as an agent for a cargo belonging to the other and to oversee its transportation to Alexandria. The names of the merchants are lost, but the details of the cargo from Muziris which arrived in one of the Red Sea ports is mentioned and identified gives many information.

An ancient Greek city Berenike, itself was an important conduit in the southern Maritime Spice Route, which served long-distance commerce ranging from the Mediterranean basin, Egypt, and the Red Sea on the one hand to the Indian Ocean, including the African coast and the Indian subcontinent. The political and commercial intervention by the Romans in the trading systems of the western Indian Ocean, which was made possible by their superior ship building capabilities.

Roman ships used the south west monsoon for sailing directly to the Indian coast. This eastward orientation of Roman interests in business was then seen as a prime mover to the establishment of foreign colonies in the Indian subcontinent. The two that have been postulated are Arikamedu on the Tamil coast, on the grounds of the recovery of the so-called foreign pottery from the site, and Muziris on the Malabar Coast, based on the equally tenuous evidence of the Vienna Papyrus. They sailed or trekked over land, long distances for weeks, months, or even years per single round-trip journey.

The ancient voyagers and merchants were also making other important contributions. Like the discovery and documentation of distant lands and people. In this sense these earlier mariners and businessmen were amateur geographers, ethnographers, and anthropologists. The stakeholders and the destination market intelligence trajectory points of the black pepper supply chain with respect to heritage enriched culture routes.

CONCLUSION

The gist of cultural heritage antiquity of the proposed derive chain network of the black pepper trade and Tamils maritime activities was portray through the ample literary quotes, inscriptional and well documented evidences. The value chain analysis is done in this research survey for the proposed cultural route connecting the source points and the destination port towns of the ancient trade route. It was suggested that,

to convert Black Gold derive chain trade network into a web based smart heritage tourism product in the future.

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PROBLEMS FACED BY SMALL BUSINESS IN INDIA

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INTRODUCTION

Small scale industries contribute significantly to the event process and acts as an important link within the industrialisation in terms of production, employment and exports for economic prosperity by widening entrepreneurial base and use of local raw materials and indigenous skills. Small scale industries dominate the industrial scenario in the country with size able proportion of labour force and tremendous export potential. In India, the 'village and little industries sector' consists of both 'traditional' and 'modern' small industries. Village and little industries together provide the most important employment opportunities in India.

ROLE OF SMALL BUSINESS IN INDIA

Small Scale Industries in India enjoy a distinct position in view of their contribution to the socio-economic development of the country. The following points highlight their contribution.

(i) The contribution of small industries to the balanced regional development of our country is noteworthy. Small industries in India account for 95 per cent of the industrial units in the country. Small industries are the second largest employers of human resources, after agriculture. They generate more number of employment opportunities per unit of capital invested compared to large industries. They are, therefore, considered to be more labour intensive and less capital intensive. This is a boon for a labour surplus country like India.

(ii) Small industries in our country supply an enormous variety of products which include mass consumption goods, readymade garments, hosiery goods, stationery items, soaps and detergents, domestic utensils, leather, plastic and rubber goods, processed foods and vegetables, wood and steel furniture, paints, varnishes, safety matches, etc. Among the sophisticated items manufactured are electric and electronic goods like televisions, calculators, electro-medical equipment, electronic teaching aids like overhead projectors, air conditioning equipment, drugs and pharmaceuticals, agricultural tools and equipment and several other engineering products. A special mention should be made of handlooms, handicrafts and other products from traditional village industries in view

PROBLEMS OF SMALL BUSINES

Small scale industries are at a distinct disadvantage as compared to large scale industries. The scales of operations, availability of finance, ability to use modern technology, procurement of raw materials are some of these areas. This gives rise to several problems. Most of these problems can be attributed to the small size of their business, which prevents them from taking advantages, which accrue to large business organisations. However, the problems faced are not similar to all the categories of small businesses. For instance, in the case of small ancillary units, the major problems include delayed payments, uncertainty of getting orders from the parent units and frequent changes in production processes. The problems of traditional small-scale units include remote location with less developed infrastructural facilities, lack of managerial talent, poor quality, traditional technology and

inadequate availability of finance. The problems of exporting small scale units include lack of adequate data on foreign markets, lack of market intelligence, exchange rate fluctuations, quality standards, and pre-shipment finance. In general, the small businesses are faced with the following problems:

Finance: One of the severe problems faced by SSIs is that of non-availability of adequate finance to carry out its operations. Generally, a small business begins with a small capital base. Many of the units in the small sector lack the credit worthiness required to raise as capital of their export value from the capital markets. Banks also do not lend money without adequate collateral security or guarantees and margin money, which many of them are not in a position to provide.

Raw Materials: Another major problem of small business is the procurement of raw materials. If the required materials are not available, they have to compromise on the quality or have to pay a high price to get good quality materials. Their bargaining power is relatively low due to the small quantity of purchases made by them. This also means a waste of production capacity for the economy and loss of further units.

Managerial Skills: Small business is generally promoted and operated by a single person, who may not possess all the managerial skills required to run the business. Many of the small business entrepreneurs possess sound technical knowledge but are less successful in marketing the output.

Labour: Small business firms cannot afford to pay higher salaries to the employees, which affects employee willingness to work hard and produce more. Thus, productivity per employee is relatively low and employee turnover is generally high. Because of lower remuneration offered, attracting talented people is a major problem in small business organisations.

Marketing: Marketing is one of the most important activities as it generates revenue. Effective marketing of goods requires a thorough understanding of the customer's needs and requirements. In most cases, marketing is a weaker area of small organisations.

Quality: Many small business organisations do not adhere to desired standards of quality. Instead, they concentrate on cutting the cost and keeping the prices low. They do not have adequate resources to invest in quality research and maintain the standards of the industry. Maintaining quality is their weakest point, when competing in global markets.

Capacity Utilisation: Due to lack of marketing skills or lack of demand, many small business firms have to operate below full capacity due to which their operating costs tend to increase. Gradually this leads to sickness and closure of the business.

Technology: Use of outdated technology is often stated as serious lacunae in the case of small industries, resulting in low productivity and uneconomical production.

Sickness: Prevalence of sickness in small industries has become a point of worry to both the policy makers and the entrepreneurs. The causes of sickness are both internal and external. Internal problems include lack of skilled and trained labour and managerial and marketing skills. Some of the external problems include delayed payment, shortage of working capital, inadequate loans and lack of demand for their products.

Global Competition: Competition is not only from medium and large industries, but also from multinational companies which are giants in terms of their size and business volumes. Opening up of trade results in cut throat competition for small scale units.

GOVERNMENT ASSISTANCE TO SMALL BUSINESS UNITS

Keeping in view the contribution of small business to employment generation, balanced regional development of the country, and promotion of exports, the Government of India's policy thrust has been on establishing, promoting and developing the small business sector, particularly the rural industries and the cottage and village industries in backward areas. Governments both at the central and state level have been actively participating in promoting self-employment opportunities in rural areas by providing assistance in respect of infrastructure, finance, technology, training, raw materials, and marketing. The various policies and schemes of Government assistance for the development of rural industries insist on the utilisation of local resources and raw materials and locally available manpower. These are translated into action through various agencies, departments, corporations, etc., all coming under the purview of the industries department. All these are primarily concerned with the promotion of small and rural industries. Some of the support measures and programmes meant for the promotion of small and rural industries are:

1. **National Bank for Agriculture and Rural Development (NABARD):** National Bank for Agriculture and Rural Development was setup in 1982 to promote integrated rural development. Apart from agriculture, it supports small industries, cottage and village industries, and rural artisans using credit and non-credit approaches. It offers counselling and consultancy services and organises training and development programmes for rural entrepreneurs.

2. **The Rural Small Business Development Centre (RSBDC)** The Rural Small Business Development Centre is sponsored by NABARD. It works for the benefit of socially and economically disadvantaged individuals and groups. Through its programmes it covers a large number of rural unemployed youth and women in several trades, which includes food.

3. **Rural and Women Entrepreneurship Development (RWED)** The Rural and Women Entrepreneurship Development programme aims at promoting a conducive business environment and at building institutional and human capacities that will encourage and support the entrepreneurial initiatives of rural people and women. RWE provides the following services: (i) Creating a business environment that encourages initiatives of rural and women entrepreneurs. (ii) Enhancing the human and institutional capacities required to foster entrepreneurial dynamism and enhance productivity. (iii) Providing training manuals for women entrepreneurs and training them. (iv) Rendering any other advisory services.

4. The District Industries Centres (DICs) The District Industries Centre was launched on 1 May 1978, with a view to providing an integrated administrative framework at the district level, which would look at the problems of industrialisation in the district, in a composite manner. Identification of suitable schemes, preparation of feasibility reports, arranging for credit, machinery and equipment, provision of raw materials and other extension services are the main activities undertaken by these centres.

CONCLUSION

Most of the entrepreneurial businesses begin as small businesses; however, due to their enthusiasm to expand and exploit development opportunities, they achieve success during a short span of your time. Nonetheless, from the economic perspective, both these businesses are vital. They help in eliminating significant levels of unemployment that's a critical issue everywhere the planet. Small businesses ventures have also helped within the use of local resources and in bringing about technological development. Hence, both sorts of businesses are vital for economic process and prosperity.

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ETIQUETTE OF HR STRATAGEM IN IT INDUSTRY

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ABSTRACT

Any concern leads to be a successful one in their prevailing sector. Their competitive advantage could be generated from human resources (HR) and organisation performance is influenced by a set of effective HRM Praxis. India's Info-tech industry is one of the wealth and job creating sector, which has grown to US \$ 4 trillion, employing millions of professionals worldwide. With a global explosion in market-opportunities in the IT sector, the shortage of manpower both in numbers and skills is a prime challenge for HR professionals. The need of organisations for people and people for organisations will be more difficult to satisfy in the today's competitive business environment. Best HR practices will help the organisation in bringing about radical improvement rather than incremental ones. The current study is an attempt to study and analyse the HR practices in the IT sector by taking a sample size of 125 employees from various IT companies in Chennai city. Data were collected through cluster sampling method through structured questionnaire. This study aims to identify the best HR practices prevailing in IT sector. Hence, this paper has made an attempt to highlight the areas of HRM which need to be go through for a best business environment.

Keywords: HR praxis, Info-Tech sector, Environment support, Organisational climate.

INTRODUCTION

The Information Technology (IT) industry in India have the distinction of advancing the country into the new-age economy. India today is the world leader in information technology and business outsourcing - perceptible is the transformation since liberalization. Indian IT companies have globally established their superiority in terms of cost advantage, availability of skilled manpower and the quality of services. They have been enhancing their global service delivery capabilities through a combination of organic and inorganic growth initiatives. The strong demand for electronic hardware and software in India has been empowered by a variety of scribes including the high growth rate of the economic conditions, emergence of a vast domestic market catering to the new generation of young consumers, a thriving middle-class populace with increasing disposable incomes and a relatively low-cost work force having advanced technical skills. The Indian IT sector has also built a strong reputation for its high standards of software development ability, service quality and information security in the foreign market- which has been acknowledged globally and has helped enhance buyer confidence. The industry continues its drive to set global

benchmarks in quality and information security through a combination of provider and industry-level initiatives and strengthening the overall frameworks, creating greater awareness and facilitating wider adoption of standards and best practices.

OBJECTIVES OF THE STUDY

1. To understand the practical HR convenance in Info-Tech organisations.
2. To know the implementation and the overall effectiveness of these convenance.
3. To identify the best HR practices and suggest some strategies for their continuous improvements.

LIMITATIONS OF THE STUDY

This study aims to analyses the HR praxis only in the IT sector with limited sample size. Also, it is limited to Bangalore city only. It can be further continued as a longitudinal study by comparing the HR practices across various sectors. The study can yield unique results which can be further utilized for benchmarking projects.

RESEARCH METHODOLOGY

The research methodology depicts the research process and serves as guidance for the research to carry out this study.

Research Design	Descriptive Research
Study area	Chennai City
Study Population	Employees working in various IT organizations
Sample Size	125 Employees
Sampling method	Cluster Sampling
Nature of data	Both Primary and Secondary
Sources of Primary data	Survey method through Questionnaire
Sources of Secondary Data	Journals, Previous Research reports, Magazines & Websites
Statistical tools	Measures of Central tendency- Mean, Standard deviation, variance, skewness, kurtosis, range, One-tailed t-test and ANOVA

The following praxis are considered as variables for the analysis

- Recruitment and Selection (RAS)
- Training and Development (TAD)
- Performance Appraisal (PA)
- Compensation and Fringe benefits (CFB)
- Work environment and Job Satisfaction (WEJS)
- Employee wellness (EW)
- Career progression and Retention (CPR)
- Employee Engagement (EE)
- Knowledge Management (KM)
- Entertainment at workplace (EW)
- Talent Management (TM)

Table No. 1: Descriptive Statistics for all the Variables

	RAS	TAD	PA	CFB	WEJS	EW	CPR	EE	KM	EAW	TM
N	125	125	125	125	125	125	125	125	125	125	125
Mean	3.94	3.876	3.43	3.45	3.99	3.77	3.71	3.86	3.99	3.55	3.86
Median	3.97	3.92	3.58	3.30	4.08	3.78	3.70	3.79	4.06	3.56	3.79

Mode	3.82	3.78	3.59	4.30	4.96	3.69	3.58	3.79	4.00	3.75	3.76
Std. Deviation	.57	.54	.55	.73	.65	.55	.43	.58	.59	.69	.65
Variance	.305	.379	.293	.529	.442	.296	.179	.339	.279	.419	.408
Skewness	-.411	-.367	-.464	.226	-.271	.159	-.433	.460	.356	.263	-.739
Std. Error of Skewness	.266	.266	.266	.166	.164	.165	.166	.166	.165	.165	.166
Kurtosis	-.658	.217	-.219	-.951	-.803	-.173	1.170	.211	.041	-.435	.695
Std. Error of Kurtosis	.428	.428	.428	.428	.428	.430	.428	.428	.428	.428	.428
Range	2.05	2.87	2.14	2.89	2.65	2.38	2.23	2.52	2.15	2.72	3.00

The table-1 shows the combined mean values and other descriptive statistics for all the variables. From the above table it is evident that the combined mean of the variables PA and CFB is less than 3.5. All the other variables have a mean value of more than 3.5. This indicates that most of the employees are quite happy with the practices related to Recruitment and Selection, Training and Development, Work environment, Entertainment at workplace, Employee Engagement and Wellness, Knowledge management and Talent management. The mean values of other variables are in between 3.94 to 3.4. The higher mean value of a variable indicates fairly good HR practice, where as the lower values indicate that there is need to relook into them.

SKEWNESS MEASURES

Skewness measures the extent to which the values are scattered in the distribution. Skewness may be positive or negative. In the above table we can see that the difference between mean and median is not very high in most of the cases and hence the amount of asymmetry is not very high. As the value of skewness is between +1 and -1, it can be used for psychometric purposes.

KURTOSIS

Kurtosis is peaked - ness of the distribution curve. The negative value of Kurtosis indicates that the curve is flatter and similarly a positive value of kurtosis indicates that the curve is more peaked. If the value is tending more towards zero, it indicates that the curve is more.

t-TEST

Null Hypothesis: There is no significant difference in the mean opinion between gender and career process and retention among IT employees

Table 2: t- Test output identified between Gender and the variable CPR

Factors		t	df	Sig.
CPR	Equal variances assumed	1.196	215	.235
	Equal variances not assumed	1.547	191	.125

Results: One tailed 't' test for the above hypothesis was done at 95% significance level. The 't' value of 0.125 for the hypothesis statement is not statistically significant. Hence the hypothesis statement is rejected.

Discussions: The level of confidence is set at 95% and hence the level of significance would be 0.05. Since the p value of 0.235 is greater than the significance value, 0.05 the hypothesis is rejected. Hence from the above analysis, it can be inferred that there is no gender discrimination when it comes to career progression or retention of an employee. This can also be understood by the mean values which are given in the group statistics. All employees irrespective of the gender are considered equally. This implies that an employee who has right skills and attitude can progress in the organization. This is healthy sign and indicates a good HR practice followed in the IT organizations. The above point can also be further strengthened by various schemes which they provide for women during their maternity period. Work from home options, flexible time, facilities within the campus to take care of small children and so on. Promotional opportunities are provided equally to both male and female employees thus giving no scope for bias and prejudice.

Null Hypothesis: There is no significant variance between experience and growth of an employee in the organization

Table No.3: Results from ANOVA between Experience and the variable CPR

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.578	5	2.539	17.385	0.000
Within Groups	32.296	212	0.156		
Total	39.874	217			

Results: The hypothesis is tested with the help of ANOVA tool. The hypothesis is accepted at 99% significance level.

Discussions: The hypothesis is tested 99% significance level and from the above table it can be seen that the F value is lesser than 0.05 and hence the hypothesis is accepted. This infers that there is variation in the experience and growth of the employees. This implies that higher experience does not necessarily lead to higher growth or improvement in career. It suggests that experience may not be the key factor for career progression, but there could be other factors such as skill, expertise, commitment and so on which may play an important role in career growth. It also signifies that the independent variable is not causing a significant variation in the dependent variable. Hence experience of the employee is independent of growth in the organization.

FINDINGS AND SUGGESTIONS

The above study it indicates that there are a variety of innovative HR praxis by the IT companies. The combined mean values of all the practices considered for the above study indicates a fairly good practice among the organizations.

Compensation and fringe benefits: Compensation has a lower mean value when compared to other variables. It is more on the neutral plane thus not assisting any statistical implication. The reason for this could be the recession. Though most of the organizations are out of the recession, salaries were noted for a long period. This may be an important reason for the opinion of the employees with respect to compensation and fringe benefits.

Performance Appraisal: The mean value for performance appraisal is slightly low. This indicates that there is a need to have more clarity on the appraisal system. Moreover, the

organizations must ensure that they have a potential appraisal system which is blend with the regular appraisal system. Potential appraisal helps the organization in succession planning and identifying employees to occupy senior positions. It also assists in deploying workforce in optimal teams in the right time, at the right place and with the right skills. It is important to create a workforce who understands the objectives, strategy and their contribution in executing a company's vision.

Employment Wellness: The Equal employment opportunity act is fully adhered to in the IT industry. According to this act, there should be no discrimination with respect to age, race, gender, religion etc of the employees. Employees in the organization grow irrespective of their gender.

Career progression: It can be seen both among men and women. It is only the skill and expertise that is taken in to account and not the gender of the individual. This is an indicator of a good practice in the IT sector. This would motivate the women employees to be more productive.

Employee Engagement: An "engaged employee" is one who is fully involved in, and enthusiastic about, his or her work, and thus will act in a way that furthers their organization's interests. It is a positive attitude held by the employees towards the organization and its values. The study here indicates that women are more engaged when compared to the male employees. As organizations globalize and become more dependent on technology in a virtual working environment, there is a greater need to connect and engage with employees to provide them with an organisational identity.

Best HR practices and its output: Analysing the HR practices time and again is the key to develop clearly defined measures of competency and performance in human resource. Organizations need to match HR policies and practices with long- term business strategies required to compete in the global market place. It is critical to generate employee commitment and retention over the long-term. HR practices which are incremental and collaborative and provide the opportunity to employees to make decisions affecting their work and to share in the rewards of their creative efforts.

CONCLUSION

Human Resource is life and blood of software companies as competent talent are the source for competitive advantage in these industries. Human resource is the main asset for any successful organization. Even a slight change in the employee productivity in software companies have a significant impact on shareholder returns. It is also important to develop employees as assets by giving them increasingly challenging tasks, allowing them to become more influential and derive intrinsic benefits. Effort could also be made to keep an ongoing dialog with employees to understand what motivates them and adjust their development plans to help them achieve their goals inside the organization. Therefore, one of the goals of HRM has to be to move decision making rights from managers to lower levels. This will help make decisions by tapping into a much larger knowledge base and simultaneously develop problem solving skills down the line. It is also important that firms stay committed to HRM practices though it may not show immediate visible results. There is increasing body of evidence that HRM improves employee productivity. But the advantages of using HRM practices can go

beyond employee productivity and performance. An emotionally committed employee is a loyal employee.

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DRAVIDA MUNNETRA KAZHAGAM'S PROGRESSIVE SOCIAL POLICIES 1949-2006

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ABSTRACT

In the democratic system, political atmosphere is built in such a way irrespective of ideologies, politics, processes, institutions, strategy, behaviours, classes and diplomacy. The Dravida Munnetra Kazhagam a regional political party of Tamil Nadu is celebrating its achievement over the past several decades. A politician, M. Karunanithi of the party was elected thirteen times to the Tamil Nadu assembly and has served the state as chief minister for five times. During 1989, he initiated many welfare measures and these were implemented successfully. This article "DRAVIDA MUNNETRA KAZHAGAM'S PROGRESSIVE SOCIAL POLICIES 1949-2006" highlights its roots in Tamil Nadu. It aims to focus on women welfare measures and the electoral politics.

INTRODUCTION

In the year 1916 Dravida Munnetra Kazhagam traces its roots to the South Indian Liberal Federation by P. Thyagaraya Chetty, Dr. P.T. Rajan, Dr. C. Natesa Mudaliar, Mr. T. M. Nair and a few others. Its objectives included social equality and justice. It came to power in the first General Elections to the Madras Presidency in 1920. By the time communal division between Brahmins and non-Brahmins began in the presidency.

During the late 19th and early 20th century caste prejudices and disproportionate Brahminical representation in government jobs arose. So the Justice Party's foundation marked the culmination of several efforts to establish an organization to represent the non-Brahmins in Madras and is seen as the start of the Dravidian Movement. E. V. Ramasami (Periyar), a popular Tamil reformist leader of the time, had joined Indian National Congress in 1919, to oppose what he considered the Brahminic leadership of the party.

Periyar's experience at the Vaikom Satyagraha marked to start the Self-Respect Movement in 1926 which was rationalistic and "anti-Brahministic". He quit Congress in 1935 and joined the Justice Party. In 1937 elections, the Justice Party lost its power and the Indian National Congress under C. Rajagopalachari (Rajaji) came to power in Madras Presidency. Rajaji's introduction of Hindi as a compulsory subject in schools led to the anti-Hindi agitations, led by Periyar and his associates. A Dravidian party, adhering to the social democratic and social justice principles of C. N. Annadurai and Periyar E. V. Ramasamy started.

It was founded in 1949 by C. N. Annadurai as a breakaway faction from the Dravidar Kazhagam headed by Periyar E. V. Ramasamy. C. N. Annadurai headed the party from 1949 to 1969, until his death on 3rd February 1969, who served as Chief Minister of Tamil Nadu from 1967 to 1969. Under C. N. Annadurai, DMK became the first party other than the Indian National Congress to win State-level elections with a clear majority on its own in any state in India. M. Karunanidhi followed C. N. Annadurai as president of Dravida Munnetra Kazhagam from 1969 until his death on 7th August 2018. He also served as Chief Minister five terms.

DRAVIDAR KAZHAGHAM AS MOVEMENT

During August 1944, Periyar created the 'Dravidar Kazhagam' from the Justice Party and the Self-Respect Movement at the Salem Provincial Conference. This Kazhagam, conceived as a movement and not a political party, insisted on an independent nation for Dravidians called Dravida Nadu consisting of areas under Madras Presidency. The party at its inception retained the flag of the South Indian Liberal Federation which had a picture of a traditional type of balance signifying the idea of equality.

Their theme was to remove the degraded status imposed on Dravidians, the party adopted a black flag with a red circle inside it, the black signifies the degradation and the red denoting the movement for upliftment. It opposed Brahmin, social, political and ritual dominance, and aimed to form a separate country of Dravida Nadu, to include either all of South India or the predominantly Tamil-speaking regions.

ASSEMBLY ELECTIONS

The entry of DMK into electoral politics and the legislative are inseparable. In 1957, the DMK contested Assembly Elections for the first time and won fifteen seats, and at the same time Karunanidhi too kicked off his legislative career by winning his first MLA seat from Kulithalai constituency. From 1969 onwards Karunanidhi has been leading the party as its President. Though much reviled for its 'patronage politics', no one can deny that he offered better politics of social development than most other states in India.

PROGRESSIVE POLICIES AND SCHEMES

DMK's progressive social policies have paved the way for significant social development in Tamil Nadu. It was during the DMK regime in 1973 that women were inducted into the police force. Karunanidhi also laid emphasis on legislations for providing equal share for women in family property. Also, the 30 per cent reservation for women in government jobs was enacted by the DMK.

Under the Chief Ministership of Karunanidhi, in 1989 several women's welfare measures were initiated and implemented. The Moovalur Ramamirtham Marriage Assistance scheme, Anjugam Ammaiyar Inter-caste Marriage Assistance Scheme, Dr. Dharmambal Ammaiyar Memorial Widow Remarriage Scheme, EVR Nagammaiyar Memorial Free Graduate Education for Girls Scheme and the Dr. Muthulakshmi Reddy Memorial Maternity Assistance Scheme have benefitted several subaltern women of the state.

SOCIO - ECONOMIC AND HEALTH SCHEMES

There were several new economic and health schemes introduced for the benefit of women in 1996. It included 33% reservation of seats for women in the Panchayat elections and the women entrepreneur scheme. "Thirty three per cent reservation for women in local bodies has paved way for 40,000 women becoming representatives in local bodies," Karunanidhi said in 2010.

The health insurance scheme which was introduced a few years back, for the poor is undoubtedly a huge step. The 'Kalaigalar Kappeetu Thittam' scheme, launched in 2009, aimed at providing health insurance to low-income groups. It allowed them to access high

quality surgical and diagnostic care in hospitals. Most importantly, this allowed people to access emergency medical care wherever available and not only at government hospitals.

As Tamil Nadu Chief Minister for five terms, he launched several schemes aimed at building social equality. His progressive social policies, from legislating for self-respect marriage to ensuring property rights for women, made way towards significant social development in Tamil Nadu. Simultaneously critics have been quick to interpret these welfare measures as a top-down process of provisioning public goods and services.

Some have dismissed them as mere populist measures to strengthen vote bank politics. Seeing how the two Dravidian parties have waged “welfare wars” on women, critics have often concluded that these are examples of ‘patronage politics’ that have exploited women’s economic and social vulnerability. The concept has come very handy to dismiss Dravida Munnetra Kazakam’s effective social policies and programmed in the state.

Popular memory is indeed short on the long history of social actions promoted by Dravida Munnetra kazakam and Karunanidhi outside the legislature, which culminated in the introduction and implementation of welfare programmes for women and the other marginalized groups. Also the diamond jubilee celebration is an important occasion to remember and recognize the range of political practices adopted by Kalaignar in creating political intimacy with the masses (he addressed them as ‘Udan Pirappe’, blood brethren) mainly through his powerful speeches and writings.

CONCLUSION

. There were powerful calls for collective welfare which further resulted in social development. ‘Solavathai Seivom, Seivathai Solvom’ was not just about delivering public goods and services, but also about shared ethical obligations of the party. People and leaders have to work for the common good of the Tamils. Karunanidhi’s glorification of Tamil culture and identity through his writings, speeches and films were therefore integral to the economic development of the state. Thus, for Tamil solidarity and economic sovereignty of the Tamil state there were separate schemes or strategies. Many worked together to build up and supported the Kazaghams policies. Recognizing and learning Kalaignar’s art of combining the passion for Tamil and the promotion of social justice and economic services is one way of honoring the remarkable politician, for turning the party into an iron front.

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IMPACT OF GREEN BUSINESS ON SUSTAINABILITY IN BANKING INDUSTRY

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ABSTRACT:

The green banking has its own importance in the modern era. And it is a protective and smart way of thinking towards future sustainability. Today, all the sectors of world economy are facing huge challenges to deal with the environmental problems and their related impacts in their day-to-day businesses. Green Banking is like a normal bank which considers the social and environmental factors where it is called as paperless bank, sustainable bank or an ethical bank. Green Banks are started with the objective of protecting the environment. Green companies (Banking) adopt principle and practices that protect man and the planet. They create job that empower workers and honor their humanity by protecting their customers and clients by providing green living to improve the quality of life with products and services. They are also controlled by the same monitoring authorities but with an additional agenda towards protection of the environment.

Keywords: Green Banking, Sustainability, Industrialisation, Globalisation

INTRODUCTION

The present era of industrialization and globalization has added a lot of comfort and luxury to human life but has also led to an alarming situation of huge environmental degradation incorporated with all the involved activities. Today, the entire sector in the world economy is facing huge challenge to deal with the environmental problems and their related impacts in their day-to-day businesses. Not only the business firms have realized the importance of the environment but more than that an immense awareness is seen among the consumers and general public for the same. Due to all these reasons the business organizations have started modifying their activities and strategies so as to ensure protection to our natural resources and environment.

NEED FOR GREEN BUSINESS IN BANKS:

In this context the financial sector and especially the banks can play an important role in promoting environmental sustainability. Sustainability is one of the most important factors driving the strategy making process of the business fraternity. This concern for environmental sustainability by the banks has given rise to concept of Green Banking. In an emerging economy like India, environmental management needs to be the key focus area of the business fraternity and especially the banking industry being the major intermediary. This would help the firms in the emerging economies utilize their limited resources in an optimum way without harming the natural environment and face the global challenge of sustainability in successful manner.

As this initiative will work towards economic progress of the city which is essential for every sector to adopt green practices in order to reach the process of development towards becoming 'Green city' which can be taken as part of the Smart city project mission. As green initiatives the banks involve in the following practices:

a) Environmental training to employees: Educating the employees relating to the conservation of energy, maintaining green work environment, abiding to the green policy and standards towards the protection of the environment.

b) Energy efficient practices: Energy efficiency equipment includes the introduction of solar-powered, electricity from wind farm projects, replacing the power consuming General Lamp Scale (GLS) or other incandescent bulbs with LED bulbs.

c) Green loan: Green loans are the loans which are provided to the customers who purchase solar equipment's and other energy efficient equipment's with low or differential interest.

d) Green projects: Banks should finance industry projects which are safe to the environment and it should not finance to the projects which contributes to environmental degradation. This initial stage of financing will contribute towards the increase in the environmental performance of the banks.

e) Green Policy: Banks should have policy standards towards the protection of the environment. This would increase the reputation of the banks and will have positive effect on the environment.

REVIEW OF LITERATURE:

Environment protection activity that was limited to households and community in the past has now become a compulsion on commerce (**Gunathilaka, Gunawardana & Pushpakumari, 2015**). There have been numerous debates about the issues of environmental degradation, climate change, ethics, social responsibility, marginalization and formation of strong voices of groups, radicalism and protest on capitalism since the society is more concerned about the environmental performance (**Jabbour & Santos, 2008**).

Ali and Parveen (2019) in their study focused the types of green behaviors among the Islamic bankers and the impact of these behaviors on the growth of 'Green Banking' in Malaysia. The data were collected from 55 Islamic bankers through a self-administered survey questionnaire. The data were analyzed using percentage analysis, descriptive statistics and stepwise multiple regression. The regression analysis revealed that Islamic banker's green behavior has a significant and positive impact on the growth and development of 'Green Banking'. Initiative taking behavior is the most influential behavior of the bankers.

In the industrialized nation of developing countries, the issues related to the environment have become very critical and their dependence on natural resources for the growth and development underline the need of implementing policy and plans for sustainable use of resource (**Stockholm Environment Institute Report, 2013**).

Green banking has many benefits and advantages (**Ragupathi & Sujatha, 2015**). They are: (1) basically green banking avoids paper work and all the transactions are done

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through online banking, (2) creating awareness to business people about environmental and social responsibility enabling them to do an environmentally friendly business practice, and (3) banks follow environmental standards for lending, which is really an excellent idea and it will make business owners to change their business to environmentally friendly which is good for the future generations.

Rishal and Joshi (2018) analyzed the impact of 'Green Banking practices on bank's environmental performance in Nepal'. The study was conducted on 5 commercial banks in Nepal with responses from 189 bankers using convenience sampling method. Cronbach's alpha has been used to analyze the reliability of data. Simple and step wise multiple regression analysis have been performed. The research found that energy efficient equipment's along with green policy have a significant impact on the bank's environmental performance while green loan and green project does not have it. Environmental training contributed mild performance. The findings suggested that role of banks and government in encouraging sustainable technologies increases the bank's reputation and awareness among customers.

CHARACTERISTICS OF GREEN BUSINESS:

Green business operates without compromising the rights of future generations. The green business has many positive characteristics. Green business is sustainable business, environmental friendly and also reduces the negative impact on the environment. It reduces cost, makes the world safer and healthier by using the products that are made from recycled materials for facilitating eco-friendly life. It empowers workers and honor's their humanity and protects their customers and clients and also improves the quality of life.

TRADITIONAL VS GREEN BUSINESS

Traditional business is the local stores or local industrial units which offers services for products to their local customers. It is a setup the customers will have to visit the stores physically to buy the product. For traditional business man profit making has been the only reason behind running their business. The very seldom bothered about the benefits of buyers or customers. They did not take care of pollution, environment or any damage to human being due to their business operations. Traditional business used to extract the natural resources without any planning or foresight. This business has very conveniently forgotten the right of coming generation on the exhaustible natural resources. They never adhere to the regulations of human rights. The selfishness of traditional business actually put the next generations at the edge of danger. The irresponsible traditional business practice has actually affected the nature. The difficulties what the people now experiences are the results of hopeless business practices by the traditional business.

Green business is an establishment that has minimal negative impact on the global or local environment, community, society and economy. A green business engages in forward thinking of policies for protection of environment and human rights. It is also known as sustainable business. Going green provides bottom line cost saving as well as competitive advantage in the market place. It allows you proactively to address the new environmental

requirement from vendors and suppliers. Green business offers goods and services that make it easier for their customers to live in eco-friendly life. Green education, eco-friendly cleaning products, sustainable housing and recycled products are examples. It embraces sustainable operating procedures, products and material sources, labor, labor practices and shipping methods. Green business eliminates any negative impact of environment on both local and global scale.

CONCLUSION

Banks should encourage environmentally sustainable technologies of using less power consumption Compact Fluorescent Lamp (CFL) bulbs, investing in solar and wind energy for the electricity, providing user friendly mobile and internet banking facilities to the customers. Green auto loans can be rendered to the customers who get loan for fuel efficient vehicles with zero processing fees. Environmental reward points can be given to the customers who follow green initiatives in their banking transactions.

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A STUDY ON PROBLEMS FACED BY WOMEN AGRICULTURAL LABOURERS IN SRIVAIKUNDAM TALUK

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ABSTRACT:

The status of women in India from the ages is well documented. The main aim of conducting this research study is to know about the problems of women agricultural laborers in Srivaikundam Taluk. In order to conduct this study and to achieve the objectives, the primary data has been collected using structured questionnaire. Moreover, secondary data has been collected from published reports, journals, periodicals, newspapers, books, magazines and other published literature. For collecting the primary data judgemental sampling method was used to select a sample size of 100 respondents.

Keywords: Agriculture, Women Agriculture Labour, Problems

INTRODUCTION

The hand that rocks the cradle rules the world is a popular saying about women. In the words of pandit Jawaharlal Nehru, former Prime Minister of India. “When women move forward, the family moves, the village moves and the nation moves”, is the central theme in the socio-economic paradigm of the nation as it is an accepted fact that only when women are in the mainstream of progress can any economic and social development be meaningful. Hence there is every reason that women should plan an equal role in economic decision making. Comparing with the ancient time, present day women are more educated and knowledgeable. In past days’ role was purely to look after their home and they limited their world as their families.

As we are aware that near about 53% population of India is engaged in agricultural activities. But agriculture in India is still at mercy of monsoon. Here, the condition of the farmers and agricultural labourers depend on the intensity of monsoon. If monsoon is good then crop is good and vice-versa. Agriculture labour is counted in the category of unorganized sector, so their income is not fixed. Hence, they are living an insecure and underprivileged life and earning just Rs. 150/day along with full uncertainty.

STATEMENT OF THE PROBLEM

In the past women maintain their family only. In India women agriculture labourers are facing a lot of problems. These problems will affect their physical as well as mental health. The study has been undertaken among 100 women agriculture labourers to find out their problems in Srivaikundam Taluk.

OBJECTIVES OF THE STUDY

1. To study the demographic characteristics of the respondents
2. To find out problems of women agriculture labourers

REVIEW OF LITERATURE

The review of literature is pertaining to the study indicates that women play significant role in agriculture.

Scourge (1975) stated that women's role in agriculture is more compared to men, the intensive and long duration activities are performed by women only in the field, with all these women labourers are paid low wages when compared with men also.

Chawhan and Oberoi (1990) stated in their study conducted on 'Gaddi' tribal women of Chama district found that the role of tribal women workers in the farm operations is of immense importance. The proportion of women participation in almost all farm activities is more than 70 percent. The major crop production activities, participation of farm women have ensured so as to achieve successful results in the agricultural field. Even though, majority of the women have faced the problem of low wages and lack of training.

Sharma et al. (1999) stated in their paper have attempted to study the magnitude of female labour participation in agricultural and livestock enterprises and also the contribution of female labour of farm income. In the cultivation of major crops and in livestock rearing, the contribution of female labourers among the total labour requirements is more than half except for marketing operations. It is high as 75 percent in the case of inter-culture and harvesting. In case of livestock enterprise also, the contribution of female labourers is around 70 percent for indoor activities. The result further showed that the contribution of female labourers to total income in all the operations is higher than that of male labourers. The study suggests that training should be given to females of tribal area in farm/non-farm operations for enhancing farm/gross household income.

ANALYSIS OF DATA

The variables such as the age of the respondents, marital status, system of family, nature of business and problems faced by them were analysed.

Table 1: Age of the Respondents

Age	No. of families	Percentage
Below 25 years	18	18
25-45	35	35
45 & Above	47	47
Total	100	100

Table 1 represents the age of the respondents. 18% of the respondents to their age group of below 25 years. 35% comes under the age of 25-45. 47% of the age of above 45 years. Majority of the women agriculture labourers in the age group of above 45.

Table 2: Marital Status

Marital Status	No. of Respondents	Percentage
Married	92	92
Unmarried	8	8
Total	100	100

Table 2 represents marital status of women agricultural labourers. 92% of the labours of married. 8% of the labourers of unmarried person.

Table 3: System of Family

Nature of Family	No. of Respondents	Percentage
Joint Family	12	12
Nuclear Family	88	88
Total	100	100

Table 3 represents the nature of family of sample respondents. 12% of the women are still in joint family system. 88% of the respondents from nuclear family. Majority of the women labourers are in the nuclear family set up.

Table 4: Problems of the Respondents

Problems	No. of Respondents	Percentage
Faced	79	79
Not faced	21	21
Total	100	100

Table 4 represents the problems of the respondents. 79% of the women are faced the problems. 21% of the women are not faced the problems.

FINDINGS

1. The age wise women agricultural labourers showed that majority are in the age group of above 45 years.
2. The marital status showed that 92% of the labours are married.
3. Social setup showed that 88% of the respondents are in nuclear family system.
4. 79% of the respondents faced the problems.

CONCLUSION

The paper concludes that, most of the women agricultural labourers are facing the problems. They want to improve their standard of living that they are enter into the world. At the same time, they should improve their ability to overcome the problems that are around them.

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CUSTOMER ATTRACTION AND RETENTION IN BANKING SECTOR

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ABSTRACT

The recent developments in relationship marketing have increasingly focused attention on the beneficial effects of customer retention. The notion of building relationships and delivering quality service in order to encourage loyalty is perhaps of particular importance in the service sector where it is often argued that customer attraction costs are significantly higher than retention costs. Central to the idea of investment in the development of service quality and customer relationships is the belief that such investments will enhance loyalty, retention and profitability. Empirical evidence on the extent to which such links exist is still partial. This paper explores the relationship between service quality, customer relationships and customer loyalty and retention using evidence from the banking sector and its small business customers.

INTRODUCTION

Customer retention refers to the activities and actions companies and organizations take to reduce the number of customer defections. The goal of customer retention programs is to help companies retain as many customers as possible, often through customer loyalty and brand loyalty initiatives.

OBJECTIVES

The nature of customer behavior has been changed over the past and they become more specific in determining choices based on knowledge earned about products features and ingredients, which makes it difficult to convince them of a single product and get their attraction and retention. They seek to achieve the following objectives:

1. To know the importance and strategies of customer retention and attraction
2. Defining the types of customers in banking sector
3. To know the factors affecting customer attraction and retention.
4. To know the relationship between and customer attraction and retention

TYPES OF BANK CLIENTS OR CUSTOMER

Before we begin explaining our customer retention strategies, we want to discuss a few bank client's types. In general, there are 3 different types of customers, they are

New clients

This is always the biggest customer group and we need to invest a lot of efforts to turn them into loyal clients. We will talk about the concrete methods soon, but the basic rule is to give their best to build quality relations and educate new clients.

Existing clients

These are the organizations or individuals who have been working with their bank for a while already. They often give them the chance to cross-sell different products, which makes the existing customers great ROI boosters.

Exiting clients

It's impossible to retain every customer, so some of them will be leaving their bank sooner or later. Of course, they should try to get them back, but the odds are not great and ROI is never too high in this case.

IMPORTANCE OF CUSTOMER ATTRACTION AND RETENTION:

The customer is the most important person in a business and this carries more weight for a new business. New businesses are in need of customers because this is the driving fuel of any business. Without customers, any business is a dead operation that only spends and doesn't create income. It is important to attract new clients and customers but it is more important to keep them so that them to have a loyal customer base. Below Customer retention increases their customers' lifetime value and boosts their revenue. It also helps them to build amazing relationships with their customers. They aren't just skipping another website or store and they trust them with their money because the bank gives them value in exchange.

FACTORS THAT AFFECTING CUSTOMER ATTRACTION AND RETENTION:

- Convenience
- Expectations
- Customer Service
- Personal Relationships
- Rewards
- Reputation
- Community Outreach

WAYS TO ATTRACTING AND RETAINING CUSTOMERS

- By offering the customer what they see as value
- By increasing customer satisfaction
- By building up a positive corporate branding or image
- Increasing customer loyalty
- By placing switching barriers
- Create top-notch email newsletters
- Offer one-time promotions
- Predict industry trends

CALCULATION OF CUSTOMER RETENTION RATE

Companies can calculate their customer retention rates in different ways. It all depends on what period of time they're examining, but many marketers use too many variables.

Let's say that they have 2,000 existing customers over a period of two months. During that same period, 900 of them return to buy something else from them. Those are the two numbers that will allow them to calculate their customer retention rate.

However, they have to discount any new customers that bring on during those two months. They're not part of the equation. They should only count the people who bought something from them prior to the two-month start date among their existing customers.

If they're measuring their customer retention rate from January 1 to February 28, they would take into consideration the customers who bought from them prior to January 1. If a

new customer buys from them on January 15, it doesn't count.

CUSTOMER RETENTION FORMULA:

The customer retention formula isn't difficult, but it's powerful. It's an illustration of how well they're building relationships and drawing existing customers back for subsequent purchases. They'll need to do a little math, but if we have a calculator, it won't be a struggle. The customer retention formula looks like this:

Start by subtracting the number of customers acquired during the calculation period from the total customer base at the end of the period. Divide that number by the number of customers we had at the start of the period and multiply by 100.

CUSTOMER RETENTION EXAMPLE

If we have 50,000 customers at the start of a calculation period of two months. During those two months, we acquire 1,000 customers, and at the end of the period, we have 40,000 customers.

We'll subtract 1,000 from 50,000 to get rid of customers acquired during the testing period. That leaves us with 49,000. Now, we'll divide 40,000 by 49,000 to get 81. If we multiply that number by 100, we get a customer retention rate of 81 percent.

RELATIONSHIP BETWEEN CUSTOMER ATTRACTION AND RETENTION

Banking innovation is triggered by the desire to meet customer needs, to ward off competition and by the rapid change in technology. Therefore, a highly innovative commercial bank will have a higher degree of customer attraction, satisfaction and retention. Conversely, a commercial bank that fails to adopt innovative practices will likely struggle to attract, satisfy and retain customers. These relationships have been presented in the model that consist three major constructs namely, customer satisfaction, customer attraction and customer retention.

CONCLUSION

Customer attraction and retention doesn't improve overnight. However, if we have a few solid strategies up our sleeve, we can coax our existing customers back for more. First, we should know our customers. Figure out what they want and need and where their pain points lie. Next, find the ways to surprise, delight, and motivate them. Get in touch. Ask for feedback and testimonials. Help them to realize that we appreciate their patronage. Using tools like Crazy Egg, we can test every strategy to try and continuously refine our approach. The more we trust, the stronger our customer retention program become stronger.

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PROBLEMS CONFRONTED BY THE MIGRANTS IN GULF COUNTRIES

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ABSTRACT

The home and homeland of every living being is the safe and secure place to reside in. In order to uphold their standard of living, people emigrate from their country and immigrate to other countries. Most immigrants to Gulf countries stay, establish a living, and earn money in this country. This study aimed to investigate the problems confronted by the migrants in Gulf countries when dealing with native inhabitants, and to understand the factors influencing Problems with fellow workers, Harassment by superior, Physiological and Psychological Impact on these problems. The sample for the study consisted of 150 migrants working in Gulf countries. Weighted average score was used to analyze the results. The results showed that there are some problems confronted by the migrants working in Gulf countries.

Keywords: Problems, Migrants, Gulf Countries

INTRODUCTION

Migration is moving from one place to another to enhance the living and working condition. Movement of people from their home to another city, state or country for job, shelter or some other reasons is called migration. Migrating to a new country is a long journey and an endless process involving both adaptation and acceptance. People who come from rural areas are accustomed to a simple society where everyone has a place in the community and no one is a stranger. Often, these people are thrust into a fast, impersonal, urban society that can be confusing and overwhelming. Migrants generally have little or no preparation for the challenges they will face with respect to their traditional value systems.

The problems which migrants face when they migrate to the Gulf countries are many. A great variety of conflicts can arise during reintegration and the interrelation between them is complex. Coercion undocumented migrant workers may not be willing to report a workplace injury because they are afraid of being reported to immigration authorities or losing their jobs and not being able to find another employer willing to take them on. Lacks of benefits also miss out by the migrant workers are not eligible for company benefits such as pensions and insurance plans. Migrant workers are also subject to harsh condition on the job, such as working in extreme weather for long hours with no breaks. Cultural differences present problems for migrant workers even when they are away from the job site.

Moreover, visible minorities in our society are sometimes faced with discrimination, degrading self-respect, and physical threatening. This negativity, aggravated by a potentially depressed economy, can sometimes turn immigrants into scapegoats. As in any society, more

established groups are usually suspicious of newcomers. Many immigrants successfully cope with these challenges, but there are others who do not have the inner resources or experience to deal effectively with them.

SIGNIFICANCE OF THE STUDY

Most immigrants to Gulf countries stay, establish a living, and earn money in this country. Despite cultural conflicts, language barriers, or marginalization, most immigrants continue to find that Gulf countries are a land with more opportunity than their homeland, and they draw on all their tangible and intangible resources to survive here.

When immigrants have the psychological capability to cope with these as well as other stresses of relocating to an unfamiliar culture, they are more likely to adjust and control the direction of their lives. On the other hand, they may experience post-traumatic stress disorder, as do many refugees. Without sufficient and appropriate social and emotional support, including possible therapy, they may fail to find the immigration experience satisfactory, remaining unhappy, resenting their lives in the new land, pining for their familiar homeland and culture, and, occasionally, engaging in socially inappropriate and dysfunctional behaviours. The immigrant, therefore, not only needs social work skills and be culturally competent, but must also understand the breadth and the depth of the immigration experience.

STATEMENT OF THE PROBLEM

This research work aims to make an in-depth study by addressing the various issues that come across in the life of migrants. Whenever there are certain inconveniences or problems like unemployment, it has a pressure on the human being to probe through the possibilities of survival. Some people may depend on their agricultural lands in vain; some may search for a job and fails to find one because of poor education or lack of opportunities in this competitive world; some other people may suffer a lot to manage their family needs because of a less paid job. These are some of the criteria under which the people are forced to be the victims and they try their level best searching for appreciable opportunities overseas. It usually takes years to adapt to the new living environment. Some of the migrants struggling their lives because they do not have the skills, experience, and flexibility to cope with major changes. Immigrants face different problems, and this research attempts to shed light on these problems.

PURPOSE OF THE STUDY

The purpose of this study is to investigate the problems confronted by the migrants in Gulf countries and give valuable suggestions.

QUESTIONS OF THE STUDY

- Are you faced the problems with fellow workers?
- Is there any harassment by superior?
- Are there any physiological and psychological problem?
- Are you faced any medical problem?

RESEARCH METHODOLOGY

a) Source

Both primary and secondary data was used for the study. The primary data was collected from the Indian Muslims who migrated from Tamil Nadu to Gulf countries. The major portion of the primary data was collected through an internet and referral survey. The secondary data was collected from annual records, guidelines, brochures and evaluation report maintained by Government of India and previous study.

b) Sampling Technique

Researcher may use the Snow ball non - probability sampling technique according to the availability of data.

c) Sample Size

The primary data was collected from 150 sample respondents by using the Snow ball non - probability sampling.

d) Statistical Tools

The collected data were analyzed with the help of weighted average score.

LIMITATIONS OF THE STUDY

- The data may not be free from the sampling errors and respondent's bias.
- This is the micro level study of Muslim migrants.
- It is not possible to address many problems in a single study.

REVIEW OF LITERATURE

Stahl (1999), in his study entitled, "Trade in Labour Services and Migrant Worker Protection with Special Reference to East Asia" described that international labour market of East Asia is split on the productivity lines. The origination countries of East Asia supplies amazing ratio of low-skilled migrant workers to the region and are reacting to the advantages of labour export policies. On the other side, high skilled professional workers are viewed as influence of globalization of education and training rather than the result of labour export policies. The main issue highlighted in the study is that the protection of migrant workers is bisected along the productivity lines. The high skilled professionals are safeguarded based on the international policy while such a measure is not present for the protection of low-skilled migrants. Several policy measures are suggested for the protection of migrant workers in East.

Tharakan (2002), in his article entitled; "Protecting Migrant Workers" revealed that the international convention that came into existence during 2003 to safeguard the rights of migrant workers was path-breaking in many ways. It attempts to inculcate the international standard of treatment for migrant workers and their families.

Adsul et al. (2011), in their article entitled "Health Problems among Migrant Construction Workers: A Unique Public-Private Partnership Project" outlined that the construction sector is a booming industry within unorganized sector and living condition of migrant workers are below standard in the sector resulting in various health issues for migrants. A cross-sectional study at one of the construction sites was done to analyze migrant

profile and morbidity pattern with the help of Department of Community Medicine, a unique Public Private Partnership. The study reveals the existence of various health problems in migrant workers and correlation between occupation and morbidity status. The suggestions include behavior change communication to address diseases like hypertension, addiction and use of protection gear to prevent injuries. The cases like persistent fever should be given priority and treated to avoid the instance of man-made malaria. The author concluded that the benefit of public private partnership to construction industry exists in the form of healthy work force as well as opting for certificates in occupational health and safety assessment

ANALYSIS AND INTERPERTATIONS

Table-1: Problem with Fellow Workers

Statement	Yes always	Occasionally	Never	Total	Mean Score	Rank
Racial	30	28	92	238	1.58	II
Communal	46	16	88	258	1.72	I
Gender	24	16	110	214	1.42	III

Neutral Score (150*2) 300

The researcher has analyzed the opinions of the respondents on Problems with Fellow Workers using weighted average score and ranks are given to the respondents on the basis of the total score in which the statement Communal problem has ranked first, Racial problem has ranked second followed by Gender problem as the third respectively.

Table-2: Harassment by Superior

Statement	Yes always	Occasionally	Never	Total	Mean Score	Rank
Mental Tortures	35	17	98	237	1.58	II
Degrading Self-respect	42	31	77	265	1.76	I
Physical Threatening	34	15	101	233	1.55	III

Neutral Score (150*2) 300

The researcher has analyzed the opinions of the respondents on Harassment by Superior using weighted average score and ranks are given to the respondents on the basis of the total score in which the statement Degrading Self-Respect has ranked first, Mental Tortures has ranked second and Physical Threatening has ranked third.

Table-3: Physiological and Psychological Problem

Statement	Yes always	Occasionally	Never	Total	Mean Score	Rank
Psychological Problem	97	42	11	386	2.57	I
Difficult to accept food and environment	100	34	16	384	2.56	II
Physical Sickness	30	45	75	255	1.7	III

Neutral Score (150*2) 300

The researcher has analyzed the opinions of the respondents on Physiological and Psychological Problem using weighted average score and ranks are given to the respondents on the basis of the total score in which the statement Psychological Problem has ranked first, Difficult to accept food and environment the second and Physical Sickness the third position respectively.

Table-4: Medical

Statement	Yes always	Occasionally	Never	Total	Mean Score	Rank
Doctor's fee is high	91	46	12	379	2.52	II
Heavy dose tablet	86	36	28	435	2.90	I
Prolonged treatment	42	53	55	287	1.91	III
Medical Insurance at high cost	37	46	67	269	1.79	IV

Neutral Score (150*2) 300

The researcher has analyzed the opinions of the respondents on Medical using weighted average score and ranks are given to the respondents on the basis of the total score in which the statement Heavy dose tablet has ranked first, Doctor's fee has ranked second, Prolonged treatment has ranked third and Medical insurance at high cost has ranked fourth.

FINDINGS

The researcher has identified and viewed the major problems faced by the migrants and analyzed them by weighted average score and given ranks. The following shows the major findings:

Problem with fellow workers: The result shows that the migrants are not distressed by Communal problem with the fellow workers on regular basis. It is proved by the all total score value which is less than neutral score. They guess that problem with fellow workers is communal. They also face racial and gender problems. Still their total score is less than neutral score. So, it indicates that the problems can be tackled and tolerated by the migrants.

Harassment by Superior: The result revealed that the migrants are not insulted by harassment on regular basis. It is proved as the total score value is less than the neutral score. They opined that harassment degrade their self-respect. Besides, they opined that they too face physical threatening and mental tortures. But their total score is also less than neutral score. The result proved that the degrading self-respect by superior is less.

Physiological and Psychological Problem: The result exposes that the migrants are physiologically and psychologically affected on regular basis. It is proved that the total score of Physical Sickness, Psychological Problem and Difficult to accept food and environment are more than the neutral score. The migrants declare that Psychological Problem, Difficult to accept food and environment and Physical Sickness are producing severe emotional stress.

Medical: The result discloses that the migrants are taking heavy dose tablet on regular basis. It is proved that the total score of doctor's high fees and heavy dose tablet are more than the neutral score. Likewise, they said that the prolonged treatment and medical insurance at high cost are also main problem to them. Yet the total score of both is less than the neutral score.

SUGGESTIONS

- ❖ The emirates should take steps against physical threatening and mental tortures into zero level.
- ❖ In medical: the emirates should offer medical insurance at low cost.
- ❖ Physiological Problem: Migrants should involve themselves in Physical fitness programme.
- ❖ Psychological Problem: Migrants should involve themselves in 5 times prayer every day.

CONCLUSION

Migrants face many problems in Gulf countries. The researcher shed light on some of these problems, and clarified results using suitable statistical analyses. This study showed that the migrants are in a condition to tackle a different set of atmospheres with several complications. Besides, they are ready to face racial, communal problems along with degrading self – respect, heavy dose tablet, physical sickness and psychological stress in order to satisfy the demand of their family in homeland. In addition, migrants back at home will contribute more capital for the economic development with knowledge capital and become role model for potential migrants.

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EMERGING TRENDS IN DIGITAL MARKETING IN INDIA

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ABSTRACT

Marketing and marketers operate in a dynamic environment. As a result, marketing concepts and applications are constantly evolving and changing, so the strategic marketing planner must consider these when formulating plans. We have selected the most important trends and developments for consideration. A major development has been the growth of services marketing. Service industries have been the major growth area in most developed economies. Banking and finance, insurance, healthcare, tourism and leisure are all major service industries that need and use the tools of marketing. However, there are differences in the application of marketing principles for the services marketer. The conventional marketing concept centres on the notion of understanding customer needs so marketers can develop strategies that better meet these needs. As a consequence, the organization achieves its aims. The process of dealing with customers has traditionally been viewed as a one-off transaction where the customer receives satisfaction and the company achieves its objectives, whether these are for profit, or some other organizational objective. This transaction view is concerned with what marketing can do to buyers rather than do for buyers.

Keywords: Customer, Management, Marketing, Modern Tool

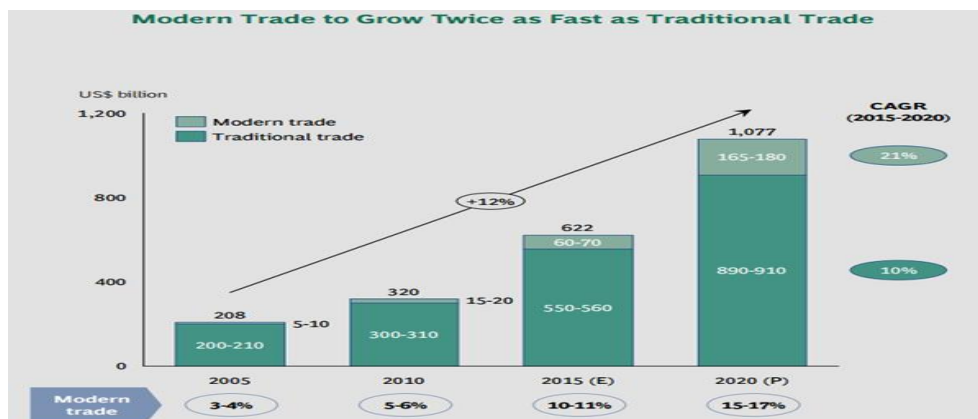
INTRODUCTION

Many customer loyalty programmes that have been such a feature, particularly of retail marketing, and which commenced in the 1990s are in part based on the concepts and ideas of relationship marketing. The essence of effective loyalty programmes is building communication and trust between the marketer and customers. Companies such as Waitrose, the grocery retailer, and B&Q in the home improvement market, place enormous importance on customer care tactics that embrace high levels of customer service.

An evolving marketing concept: relationship marketing. This concerns the evolving nature of the concept of marketing itself, and in particular the trend towards a concept of marketing based upon developing and maintaining long-term relationships with customers, referred to as relationship marketing (RM). This represents a paradigm shift in the nature of marketing itself that gathered pace in the 1980s and still continues. Anthanasopoulou19 argues that our understanding of relationship marketing concepts and techniques is still at a comparatively early and underdeveloped stage. However, the underpinning notion of RM is essentially simple in as much as it is based on the idea that an organization's marketing effort should be designed around a series of contacts with customers over time, rather than being based on single transactions (i.e., transactional marketing).

The characteristics of service products have led to the notion of an extended marketing mix for service marketers. In addition to the conventional 'four Ps' of product,

price, place, and promotion it is suggested that a fifth ‘P’ at least should be added to this mix, namely the ‘people’ element. ‘People’ means anyone who directly interfaces with customers including: sales representatives, commission agents, distributors, franchise holders, service engineers, etc. In addition, two further ‘Ps’, namely ‘process’ and ‘physical evidence’ may be added (referred to as the ‘3Ps’ of service marketing). Undoubtedly, the people element is crucial in the marketing of services, and must be considered and planned for by service marketers. We know that a key determinant affecting customer satisfaction and hence once again loyalty in services marketing is the customer’s perception of the service providers personnel.



In contrast, modern marketing is built on creating and maintaining mutually satisfying commercial relationships which appears to be only a slightly different perspective from the traditional transactional view of marketing. In fact, it is a fundamentally different perspective on the marketing concept, and gives rise to potentially very different approaches to developing marketing strategies. Adopting a relationship marketing approach has implications for how we promote products and services, how we deal with customers and customer service functions and how we develop and use information about customers for targeting and other purposes.

RECENT STRATEGIES IN MODERN MARKETING

Marketing is developing at a rapid rate. There are a number of new marketing trends poised to make a significant impact on go-to-market strategy.

More emphasis on quality, value and customer satisfaction: With the fact that today’s customers get more motivated by factors like quality, features, and convenience to buy products than anything, marketers too have started putting emphasis on these factors.

Today’s marketers give more focus on “offering more for less” because this is what interest consumers to look at their products in the crowd of similar products.

Focus on building relationship and retaining customers: 70% of companies believe that it’s cheaper to retain a customer than acquire one. It has also found that the cost of acquiring a new customer cost you seven times more than retaining your existing customers. Today’s marketers know this and that’s the reason they are shifting from transaction thinking to build a relationship.

Big Companies create, maintain and update customer database that includes all their details and design offerings accordingly to delight them.

Gives importance to managing business processes and integrated business functions:

Companies now a day started shifting their focus from managing semi-independent departments, each having its own motive to managing business processes that overall is impacting customer service and satisfaction.

Same way, marketing personnel has started focusing on working with cross-disciplinary teams rather than just in the marketing department.

Priority to Strategic Alliances and Networks: A company can't fulfil all the requirements of customers without the help of others. It lacks adequate resources to succeed. The company has to involve in partnership with other organizations to supply different requirements.

Managers at Top-level management contribute their significant amount of time in designing strategic alliance and network that create competitive advantages for the partnering firms.

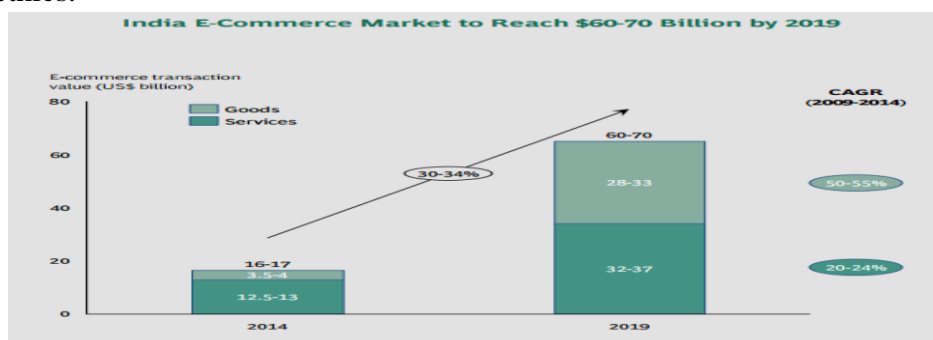
Adopt Digital and Online Marketing: With the growing trend of online marketing and its positive impact on the consumer buying behaviour, companies have aggressively make it a part of its marketing activities.

Online marketing gives access to company's website to order goods, it also allows customers to chat with other users for their suggestions. This helps in greater buying and selling efficiency.

More Emphasis on Services Marketing: It's a fact that 70% of people are directly or indirectly involved in service marketing. As services are intangible and variable, they pose an additional challenge compared to tangible goods marketing.

Marketers are increasingly developing strategies for firms indulge in providing services like insurance, software, consulting services, banking, insurance, and other services.

Ethical Marketing Behaviour: Marketers must practice their craft with high standards. Even, governments have made many rules to put marketers away from these malpractices. That's why marketers should try to sell their products by following moral standards or business ethics.



INTERNATIONAL/GLOBAL MARKETING

Another major development in marketing has been an increasingly international and global approach to marketing. Marketers have extended their activities, and international marketing has been one of the fastest growing areas of trade and commerce. Factors like the

continued liberalization of international trade, more cosmopolitan customers and potential for profit opportunities have led to the growth of global companies increasingly marketing global brands. The basic concepts and techniques of strategic marketing apply irrespective of whether we are marketing in domestic markets or across international frontiers. However, as with services marketing, the extra considerations caused by the complexity of marketing on an international or global scale mean there are a number of special issues for marketing that do not arise when marketing on a purely domestic basis.

ETHICAL AND SOCIAL ASPECTS OF MARKETING

Consumers are now much more aware of their rights and the responsibilities of marketers. Similarly, more and more consumers are concerned about protecting the environment and their health from the worst excesses of the marketer. Many marketers will have to plan around low carbon economies where sustainability is the order of the day. Related to this, increasingly marketers must plan within a complex and tough regulatory environment. We now have regulations related to every area of marketing ranging from aspects as diverse as direct marketing through to relationship marketing techniques. Even where there are few regulations at the moment, marketers are learning the value of imposing self-regulation on some of their activities. Because of these developments, modern-day marketing managers need to be aware of, take account of, and plan for, the social and ethical implications of their marketing strategies.

CONCLUSION

Fundamental transformation is the need of the hour. Businesses should avail the growth opportunity and serve digitally empowered consumers. As mentioned earlier, they should also build capabilities in quality talent management, and supply chain optimizations. This requires working on four pillars simultaneously. They are as follows. Fund the journey – Generate quick cash from existing operations by relooking at the core of the business. Win the medium term – Identify the winning consumer proposition formula for the next 6-8 years. Take measured bets - Invest in emerging but important trends. Enable the transformation – Invest in people and technology to improve efficiency, productivity, and morale.

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A STUDY ON WORK LIFE BALANCE OF WORKING WOMEN IN TIRUCHENDUR TALUK

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ABSTRACT

In this modern era, technological advancements and new inventions have impacted the socio-cultural context by introducing multi-cultural life styles in Indian homes. However, the nature of work force has been changing and the percentage of women as wage earners was also in an increasing trend. The issue of work life balance is increasingly become important and families are increasingly becoming nuclear and dual earners. Work life balance assumes great significance for women as they are virtually in two full time jobs, one at home and the other at office. This article provides an insight on the work life balance of working women. For this study 120 women working in various fields were selected in Tiruchendur Taluk. The present study is finding out the factors which affecting the work life balance of working women and also the association between work life balance and demographic profile.

Key words: Work Life Balance, Working Women

INTRODUCTION

Today's Indian woman has brought a great change over the past few decades. Women constitute almost half of any country's human endowment. They play a vital role in social growth. In this challenging era, it is very difficult to maintain balance between the two such as work life and family life. Now a day's women play an important role in every field whether professional or domestic demand. Women sharing equal responsibilities of their family so work life balance of working women has become a very important subject. The ever-changing demands of employer and the job directly affect the personal life of working women making it difficult for them to complete the household responsibilities like child care. Although both men and women share work to fulfill their needs but still burden is more on women shoulder with respect to family expectation manage their home, taking care of children and parents. In our culture women thus face more challenges to strike balance between personal and professional life. Because working women perform several roles like being a spouse, caretaker and parents. Managing daily household and other personal activities which are often neglected because they roll over load as well as time limitation.

All of their situations lead to the absence of work life balance and manifestation of many work life balance issues. There leads to working women are expediencies. Difficult in balancing work and family due to excretive work pressure, too little time for themselves and the need to fulfill other expectations of the family. Hence, they feel irritation and resentful often due to their inability to balance work and family life. Working women's work and personal lives are just like the two sides of a same coin. If one compromises for other often can lead to serious negative effects such as role conflict, stress, improper time management, health issues etc.

STATEMENT OF THE PROBLEM

Today's working women are continuously challenged by the demands of full-time work and they carry more of the responsibility and commitments at home. Hence the present study wants to investigate "A study on work life balance of working women in Tiruchendur Taluk". The investigator chooses this title for her investigation and take effective measures to reduce to poor work life balance of working women through suggestions.

OBJECTIVES OF THE STUDY

- To analyze the socio-economic conditions of working women.
- To know the factors that affecting the work life balance among working women
- To find out the association between work life balance and demographic profile.

HYPOTHESIS

- There is no significant association between demographic profile and work life balance of working women in Tiruchendur Taluk.

METHODOLOGY

To achieve these objectives of this study, the normative survey method is adopted. The present study consists of 120 samples selected by adopting convenient sampling method. This method is based on both primary and secondary data. The primary data were collected from the sample respondents through Interview Schedule. The secondary data were collected from leading journals, magazines, books and government reports. After completed the collection of primary data, edited and duly tabulated. Further it analyzed by using appropriate statistical tools such as percentage, Garrett ranking and chi-square test.

ANALYSIS AND INTERPRETATION

Table – 1: Demographic Profile of the Sample Respondents

Demographic variable	Sub sample	No of Respondents	Percentage
Age	Below 30 year	15	12.5
	30-40	57	47.5
	40-50	40	33.3
	Above 50	08	6.7
Family size	Below 4 members	36	30.0
	4-6 members	64	53.3
	Above 6 members	20	16.7
Monthly salary	Below Rs.25,000	40	33.3
	Rs25,000- Rs 35,000	48	40.0
	Rs35,000- Rs 45,000	25	20.8
	Above Rs 45,000	07	5.9
Years of service	Below 5 years	22	18.3
	5-10 years	60	50.0
	10-15 years	26	21.7
	Above 15 years	12	10.0
Work life Balance	Good	36	30.0
	Poor	84	70.0

Source: Primary Data

Table -2: Factors Affecting the Work Life Balance of Working Women

Factors	Mean	σ	Co-efficient of variation	't' test	Rank
Heavy work load	4.15	1.19	27.86	11.91	I
No leisure time	3.84	1.13	29.28	8.68	III
Family condition	3.96	1.16	28.56	10.05	II
Health condition	3.52	1.09	30.04	5.96	V
Job nature	3.38	1.06	33.75	4.76	VII
Type of organization	3.63	1.11	29.89	6.34	IV
Pressure from superior	3.45	1.08	31.54	5.27	VI

Source: Primary Data

From the table 2, it reveals that the main factor affecting work life balance among working women is "Heavy work load" as revealed by the results of 't' test.

Table -3: Association between Work Life Balance and Demographic Profile

Demographic Variable	Degrees of Freedom	Calculated value of χ^2 - test	Table value at 5 per cent level of significance	Result
Age	3	4.16	7.81	NS
Family size	2	3.67	5.99	NS
Monthly salary	3	13.12	7.81	S
Year of experience	3	4.58	7.81	NS
Employment status	1	3.05	3.84	NS

Source: Primary data

From the table 3, it inferred that there is no significant relationship between work life balance and the demographic profile of the sample respondents such as age, family size, year of experience and employment status of spouse and there is a significant association between the demographic profile 'monthly salary' towards the work life balance.

Hence it concluded that salary is the prime and most influential factor for the poor work life balance of the sample respondents. If the salary provided by their employer is good and satisfactory the working women are able to balance their personal life with work life.

RESULTS AND FINDINGS

- 47.5 per cent of the sample respondents are in the age group of 30 to 40 years.
- 53.3 per cent of the sample respondents are having the family size of 4 to 6 members.
- 40 per cent of the sample respondents are coming under the monthly salary of Rs. 25000 to Rs. 35000.
- 50 per cent of the respondents are having the work experience of 5-10 years.
- 70 per cent of the respondents are opined that they had poor work life balance.
- The main factor affecting work life balance among working women is "Heavy work load" as revealed by the results of 't' test.
- There is no significant association between personal profile and work life balance with good and poor is accepted except monthly salary.

SUGGESTIONS

- Working women have to carefully handle their personal life and skillfully blend their roles, so as to optimize their potential in all quadrants of life.
- Employer of private organizations or the higher officials should provide adequate salary in order to balance their work life with personal life.
- Guest lectures and counseling can be arranged in order to create awareness on “Time Management” and to create self confidence among the working women by the top management.
- The family members should come forward to share the household work since family condition is one of the major factors for work life balance.
- Arranges social events such as family day and fun days at work regularly.

CONCLUSION

Today there is no field where the women have not shown their worth from holding highest public office in bureaucracy to holding highest political positions. Women in modern India now participates in all activities such as education, sports, media, art and culture, service sectors, science and technology etc. Due to these changes working women are facing several types of problems not only at the work place but also at their home. They are playing double role in their life but up to what extent they were able to handle and manage their double responsibilities become important. The present study found that 70 per cent of the working women opined that they have poor work life balance due to heavy work load, family conditions, no leisure time and health conditions. This study also revealed that heavy work load affects the work life balance between their work and family roles. Further, the study inferred that there is no significant relationship with personal profile and work life balance except monthly salary. Hence it is suggested that there must be a balance between the work load and the salary provided by the employer to their employees to maintain their work life balance smoothly.

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